

Milton • Means Business

'Bueno' response to Spanish learning centre

*Program ideal
for personal
and business use*

By **JASON MISNER**

The Champion

"Cómo estás el tiempo?"

"It's getting warmer now that spring has arrived."

"Cómo estás?"

"Pretty good. The snow melting raises the spirits a bit."

Oh, you don't understand.

Well, that's where Juan Carlo (JC) Huerta says he can help.

Since March 1, he's been operating the Spanish Learning Centre in the downtown core.

(By the way, the questions, in order, were, how's the weather and, how are you).

Mr. Huerta, 32, offers courses and programs to help people learn how to speak Spanish. He also provides personal and professional translations for businesses that encounter the Spanish language.

Mr. Huerta also hopes to evolve his business by introducing dancing and cooking lessons to enhance the Spanish experience.

Business, he said, is already booming. He's got 12 individual clients he calls "domestics" of varying ages, and five corporate clients. They can come to his Main Street East office or he can meet them.

Compact discs and videotapes are used as teaching tools.

Great response so far

"I feel great," Mr. Huerta said with an accent — and a warm smile — in fluent English. "I've had a great response from people. I get a new customer every two days."

Mr. Huerta isn't surprised when asked why Milton was chosen to open a Spanish-language testing centre.

What makes the town attractive as a location, the two-year resident said, is besides living on nearby Millside Drive, there isn't a big Spanish-speaking population in town.

In Ontario, it's the third most-spoken foreign language, he said. In Milton, he said it's nowhere near the top of the foreign language-speaking list. The most common are German and Italian.

That provides some business opportunities, Mr. Huerta said.

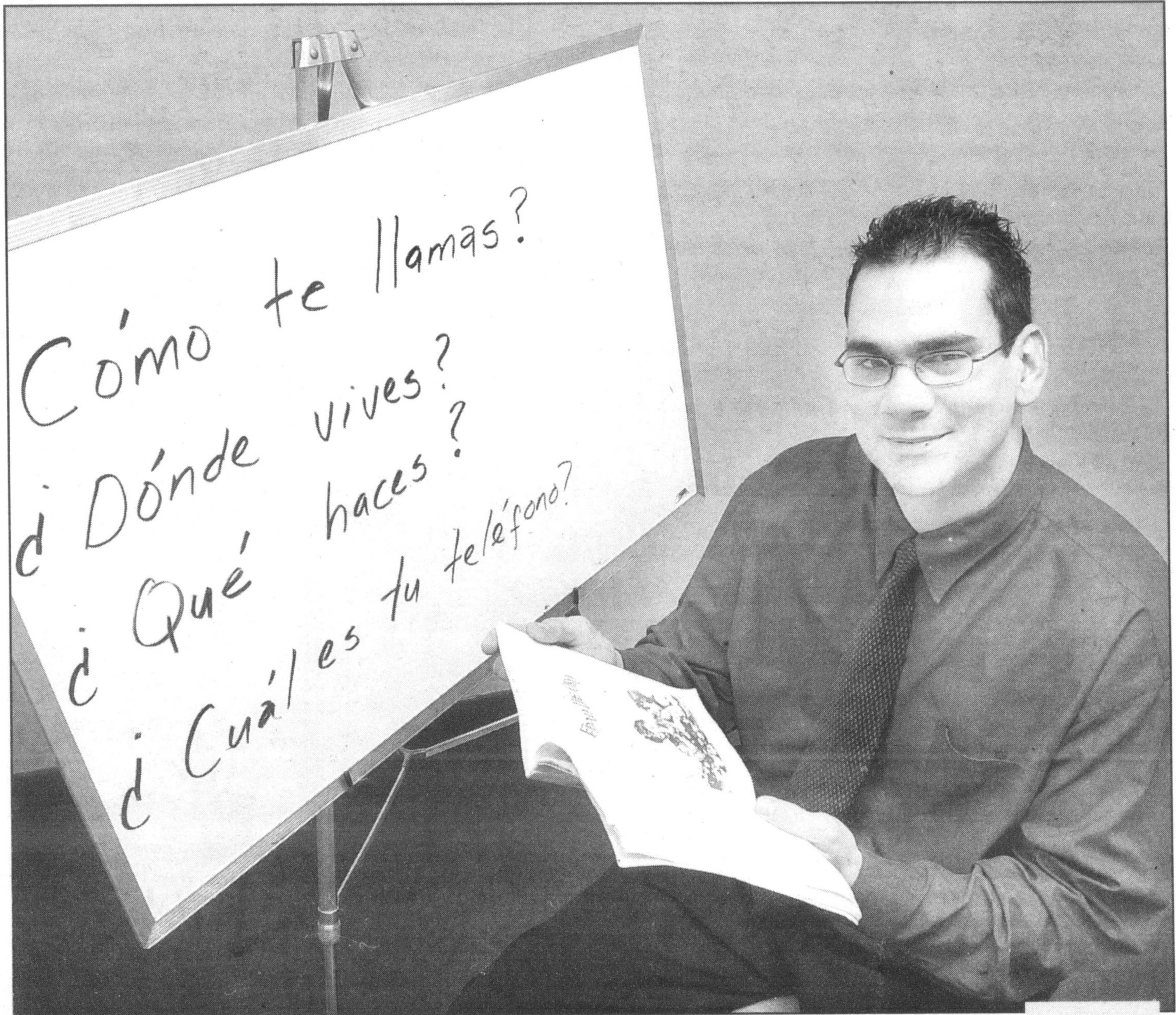
Born in a small, farming town in Cuba, with a population about 10,000, Mr. Huerta graduated from University of Camaguey with a Bachelor of Education in English and Literature in 1996. That's how he learned English.

Through a stringent application process, he eventually came to Canada and settled on Toronto. It was a culture shock when he stepped off the plane.

"You've got no idea," Mr. Huerta said, shaking his head in astonishment.

He soon got to used it, and loved it.

From there, he hooked up with a company teaching Spanish, a job he secured



through a friend.

He did some work in Houston, Texas and received a Bachelor of Arts in Modern Language from the University of Houston. Mr. Huerta also ended up receiving a Bachelor of English degree last year from York University.

Based on his education and working experience, he thought maybe he could do this — become his own boss.

"I kind of got to the point where I thought I could do this by myself," Mr. Huerta recalled. "I can do the translation, I can do the technical writing."

He settled on Milton when he brought a

friend for a chiropractor's appointment.

"I fell in love with it."

He moved to Millside Drive two years ago when the urge to open his own business really started to pump through his veins.

A smaller office was chosen, Mr. Huerta said, because he thought it would be easier to manage, given his first foray into a new business venture.

He uses a language program accredited in Spain by the Academia De La Lengua Española. It's an association that addresses the Spanish language in the European country.

A main piece Mr. Huerta brought with him to Canada from Cuba was a child's book called, *La Edad De Oro*, or *The Gold Age*. Told through classic tales, poems, and commentaries, it teaches children about the history of civilization. He plans to introduce it to his three-year-old son, Johnathon.

"Cuba has great literature," he said.

For more information about the Spanish Learning Centre, contact Mr. Huerta at (905) 878-5402.

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Spanish teacher JC Huerta shows off some of his tools of the trade at his Spanish learning centre on Main Street.

*Photo by
GRAHAM
PAINE*

Milton's Home Hardware among best

Miltonians now have one more reason to be proud of their community.

Milton Home Hardware Building Centre has been recognized by Home Hardware Stores Ltd. as one of the best locations in Canada.

The store received the company's gold recognition, achieving the highest standards in retailing, merchandise presentation, staff performance and

overall quality of the store.

"All of us at Milton Home Hardware Building Centre are excited to be recognized among Canada's best," said Angelo and Vincenza DeMedicis.

"We are proud to serve our community by providing great products, selection and expertise in a pleasing shopping environment."

To receive Home Hardware's gold recognition, the store must demonstrate excellence in staff performance and customer service; interior presentation including clear signing, tidiness and merchandise presentation and displays; exterior presentation including cleanliness and attractive window displays; staff training and participation in dealer network initiatives.