

# CSCTFL/OFLA 2016 Keynote Speaker

John De Mado



Keynote Topic:

## **Language Acquisition and Literacy: The Case for Robust World Language Offerings in the School House**

- Language is the river that floats the wisdom of the ages.
- Where language is truncated, literacy is devolved.
- Where language is celebrated, literacy abounds.
- We are more critical to the American curriculum than ever imagined.

Come celebrate what you do and fully recognize your importance! Be prepared to laugh heartily and to reflect profoundly. Personalities will be screened at the door!

John De Mado has been a vocal advocate for language acquisition in the United States for many years. Beginning his foreign language studies in high school, Mr. De Mado attended Montclair University in Upper Montclair, NJ. He received his BA and teaching certification there. He completed his MA degree in French language and literature at Middlebury College, Middlebury, VT. After several years of classroom experience in both public and independent schools, he began his career in educational publishing, serving as Senior National Consultant for Foreign Languages and ESL, Foreign Language Marketing Manager and Editorial Director for Foreign Languages. He is co-author of several textbook programs and has also written and recorded instructional French and Spanish rap CDs. Since 1993, Mr. De Mado has directed John De Mado Language Seminars, LLC, a full-service consulting firm dealing exclusively with language acquisition issues. A member of several national, regional and state language organizations, he is best known for his motivational keynotes, provocative conference sessions and insightful professional and staff development workshops. You may visit his website at <http://www.demado-seminars.com> for further information.