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12 May 2009 CLArion

1. Fun Fillers
2. Presidential Trivia
3. FANX Bookswap
4. May Strengthen Our Nation: Discover Languages
5. May National Museum of Language Program
6. Press Item on Rosetta Stone

CLArion Editor

(b) (3) - P.L. 86-36

1. Fun Fillers

--If you are a stranger, does this make you strange?
--If you live in a commune, are you a communist?
--If "your work is already cut out for you," doesn't this mean that your job is EASIER (somebody "already cut out the work for you"--this is one less thing for you to do)?

--The fact that the CLArion is the newsletter of CLA is unclassified (Classification Guide, 397-01)
--A minister in Texas launched a campaign a few years ago to replace the greeting ""hello" with "heaveno." I don't think this ever caught on.
--Arguably, the most mispronounced state capital is Pierre, South Dakota. It is pronounced "peer" by everyone except outsiders who think it is pronounced "pea air" (like the French name). For the record, it may have originally been called "pea air."

2. Presidential Trivia

Which president spent a lot of time studying German as a law student:

- A. William Howard Taft
- B. Calvin Coolidge
- C. William McKinley
- D. Rutherford Hayes
- E. James Buchanan

Answer at the end of the issue

3. FANX Bookswap

If you are a FANXer and felt put out because the last bookswap was at the Fort, you can get some therapy:

Derived From: NSA/CSSM 1-52

Dated: 20070108

Declassify On: 20340501

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"Fanx 2 will hold a Bookswap on 24 June 2009 in the afternoon (location pending)."

This is an opportunity to (1) drop off books you don't want; (2) take possession (free!) of books that somebody didn't want; and (3) browse through books that somebody didn't want but leave them there--just like browsing without buying in a bookstore (except we don't mind).

This is the first notice--stay tuned.

4. May Strengthen Our Nation: Discover Languages

(item courtesy of [redacted])

(b) (3) - P.L. 86-36

FYI below, should you have missed yesterday's Agency All on our two Language events this month.

The first one, which [redacted] and I will present on the Language exhibit at the National Cryptologic Museum, is next Wednesday, the 20th, and the second with [redacted] on Language Resources, will be on Wednesday, the 27th.

Please join us in person or live or delayed at your desktop!

Sandy

(U) May 2009 Language Events: Outreach
Distribution: Entire NSA Workforce
POC: [redacted]

(U) Strengthen Our Nation: Discover Languages

(U) May 2009 Language Events: Outreach

(U) Have you been too busy at work and at home to visit the Language exhibit at the National Cryptologic Museum? Do you know what language maintenance resources are available to you both inside and outside of our walls? If you answered "no," then we'll bring the exhibit and the resources to you! Attend in person or from your desktop this month's two Language Outreach events and see the Museum exhibit in portable format, including the now popular "Language ID" game, and a variety of available online resources you can use in-house, at home, anywhere! Not to be missed.

1. (U) The National Cryptologic Museum's Language Exhibit:
Wednesday, 20 May 2009
1300-1400 hours

[redacted]
will all play docents and show off their portable version of the

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National Cryptologic Museum's Language exhibit. [] will also demo his updated Language Identification game that was part of the original exhibit's touch screen computer. Learn how many languages there really are throughout the world today. Get a taste of one of the Museum's gems in person or right at your desktop, and no language required! You might even decide to take your family to the Museum this Spring!

2. (U) Your Online World of Foreign Language Resources:
Wednesday, 27 May 2009
1300-1400 hours

[] will open up your world of unclassified online language resources, including the Joint Language University's LangNet, SCOLA, Rapid Rote, the Interagency Language Roundtable's robust web site and the NCS's Russian Mentor, ScribeZone, and much, much more. Learn how painless it is to maintain or improve your linguistic skills. It's all out there!

(U//FOUO) To view this VTC broadcast live from your desktop, as well as to view it there after the event, type "go language" in your web browser and click on "EVENTS" or visit:

(b) (3) - P.L. 86-36

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(U) For NEWSMAGAZINE viewing:

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(U//FOUO) Enterprise sites may access the broadcast by contacting the VTC office at 963-4026, e-mailing [] or accessing:

[] and click on "Join VTC." If you do not know your NEWSMAGAZINE Access Code, please call 963-6600 and generate a trouble ticket at least three days prior to broadcast.

(U//FOUO) POC: Office of the Senior Language Authority, []

(U) AGENCY-SPONSORED EVENTS: Employees attending these events, with supervisor approval, will be carried in a duty status. However, employees are not eligible to earn credit hours, compensatory time or overtime for attendance beyond their regularly scheduled duty day.

(U) FRAGRANCE NOTICE: The Agency is committed to being a model employer. In order to be mindful of those employees whose sensitivity to fragrances may be heightened, we are encouraging participants at Agency-sponsored events to refrain from wearing, or reduce their use of scented products (e.g., perfume, cologne, etc.).

DERIVED FROM: NSA/CSSM 1-52
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(U//FOUO)
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NSA/CSS Sr. Language Authority Office, Outreach Officer
ADET's [redacted] Culture and Regional Studies, Liaison to Language and Intelligence

Analysis Skill Communities

[redacted]

(b) (3) - P.L. 86-36

5. May National Museum of Language Program

Informal Language Learning In & Around DC: Families Welcome!

Speakers: Kaaren Agnez, Petit Centre Francophone & Minilinguists.com AND
Mashinke/Marcia Gruss Levinsohn, Jewish Educational Workshop

Saturday 16 May 2009 1300-1600

The National Museum of Language
7100 Baltimore Avenue Suite 202
College Park, MD, 20740
www.languagemuseum.org

Open to the public

Admission is free

6. Press Item on Rosetta Stone.

(item courtesy of [redacted])

On Wall Street, Rosetta Stone Tries New Lingua Franca; With Offering, Firm Plans to

Expand

Source: WP - The Washington Post (Full Coverage, Daily)
May 11 04:03

Byline: Alejandro Lazo

Section: A Section

Page: A12

Frustrated trying to learn German through traditional methods of repetition and rote grammar memorization, Allen Stoltzfus spent a year as a college student studying economics at a Germany university.

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It worked. And Stoltzfus returned to the United States convinced that full immersion was the fastest and most effective way to learn a foreign tongue. That was his inspiration for a firm that would become Rosetta Stone, which last month made its debut as a public company on the New York Stock Exchange.

With its stock closing up 40 percent on its first day of trading, the local company appears to be a bright spot in the economic drudgery. Now the company hopes to use the money it raised to expand operations abroad and introduce new types of Web-based language instruction software.

"I believe that we need to expand our technical and product leadership," chief executive Tom Adams said last week. "We have already done that, but we are not a complacent team."

It may be wise to be wary. Analysts said the market for language learning is highly competitive and diverse, with Rosetta rivals as varied as large publishing companies and language institutions sponsored by foreign governments. Rosetta's revenue depends on a steady demand from customers, which could falter in a volatile world economy. Rosetta reports results for the first three months of 2009 at the close of trading today. Its shares closed at \$29 on Friday.

"It's new and there is always a chance that it could fall out of favor," said Edward P. Meehan, a principal at consultancy Arcady Bay Partners in Oakton. "And in this environment, if you miss your numbers for one quarter, the market just tears you apart."

Stoltzfus founded Rosetta as Fairfield Language Technologies in 1992 with his brother-in-law, John Fairfield. Fairfield was a computer science professor at James Madison University. The company produced the first version of Rosetta Stone software using early multimedia technology on CD-ROM to immerse language learners in a foreign world of pictures, voices, words and shunning any translation.

Stoltzfus died of a heart attack in 2003, but his company continued to grow, attracting investments from venture capitalists. These days, it is one of the most well-recognized language companies in the United States. Its yellow kiosks are ubiquitous in airports, and its marketing campaigns employ celebrities and feature clever ads such as a young farm boy intent on impressing an Italian supermodel by buying Rosetta software to learn her language.

"The company started from our experiences," Fairfield said. "The fact is that learning a language in a classical setting gave us very little when we actually got overseas and we were immersed."

Rosetta's founders modeled its system of learning a foreign language after the way a child learns to speak. Sitting at a computer, a student is presented images as the voice of a native speaker pronounces the words and the word's spellings are flashed on the screen. The lessons grow in greater complexity depending on the success of a student, who must rely on intuition, much as one would have to do alone in a foreign land. The software uses voice recognition technology to ensure correct pronunciation.

Alison Mackey, a linguistics professor at Georgetown University, said in an e-mail that while Rosetta's software tries to replicate the environment of learning a language in a foreign country, she did not know of any independent studies that compared the product's success with other methods. Neither does the program give the authentic real-time feedback a native speaker would, she said.

Arlene MacIntosh, a nurse at the North Shore University Hospital on Long Island, said that after three months of using Rosetta Stone's Spanish software, she can understand some of her Spanish-speaking patients, although conversing fully with them remains difficult.

"What I am trying to master now is more than a disjointed Spanish conversation," she said.

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Major Rosetta customers include the U.S. Army, Department of Homeland Security and the State Department's Foreign Service Institute in Arlington. The majority of Rosetta's sales are made directly to consumers, through retailers such as Apple, Barnes & Noble and Borders bookstores.

Revenue increased to \$209.4 million from \$137.3 million last year, and profit increased to \$13.9 million from \$2.6 million, jumps Adams attributed to the introduction of new software.

A native of Sweden who speaks French, Spanish, English and some Chinese and Russian, Adams is a strong believer in immersion. He experienced his own kind when he moved to London from Paris at the age of 10.

"It was painful, it was kind of humiliating at times because you don't understand the jokes that are made about you," he said. "But you sort of have no choice as you figure out how to learn, and you learn it really quick."

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(b) (1)
(b) (3) - P.L. 86-36

Which president spent a lot of time studying German as a law student:

- A. William Howard Taft
- B. Calvin Coolidge
- C. William McKinley
- ANSWER D. Rutherford Hayes (19th President, 1877-1881)
- E. James Buchanan

Hayes, while at Harvard, studied German everyday except Tuesdays and weekends.

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