



You Are Invited to Attend  
The International Nanny Association's Event of the Year

## Think Big

It's a conference you won't want to miss!  
April 23 – April 26, 2009 | North Dallas-Addison, Texas



In a down market, develop your skills,  
increase your marketability  
and expand your earning potential.

Register now!  
Early Bird Discount ends March 20, 2009.



# Think Big

## 2009 INA Annual Conference

We look forward to seeing you at the Crowne Plaza Hotel for INA's 24th Annual Conference. The hotel is centrally located near The Galleria in the heart of North Dallas-Addison, one of the area's most popular destinations. Book your hotel room early (deadline March 20) to receive a room rate of \$95 (s/d plus tax). Call the hotel directly at 1-800-972-2518 or 1-972-980-8877. Reserve your room under the "INA" block (CODE ITN).

Visit [www.nanny.org](http://www.nanny.org) to access the links to the 2009 Annual Conference pages. Register for the conference and view workshop descriptions, speaker bios, hotel information, INA Nanny Credential Exam details, and more. Take advantage of discounts from American Airlines and SuperShuttle van. Find out if you are eligible to receive a 10% discount off the registration rate.

### Here is just a sample of the spectacular speakers and educationally charged workshops you can expect at this year's conference.



Keynote: Social Media, Marketing and Branding for the Nanny Industry

**Keynote Speaker, Media Mom Dr. Lynne Kenney, The Family Coach.** Dr. Kenney is one of the few psychologists nationwide who writes, produces and directs, short-format television content designed to improve the lives of families. Join Dr. Kenney and learn how to Tweet, market, and brand yourself online. Dr. Kenney will also lead a nanny workshop on raising socially competent middle schoolers who can navigate the dangers of drugs, sex, and media.

#### Nanny Workshops



Dr. Minette Riordan, ACPI Certified Coach® for Parents, Founder and President of Scissortail Publishing. Increase your skills, marketability, and earning potential by developing an independent parent-coaching business. Join Dr. Minette Riordan for "Nanny as Parent Coach," an interactive, two-part workshop that will focus on the philosophies and principles of parent coaching and more. This workshop offers optional certification upon completion.



Bryan Vartabedian, MD FAAP. "Colic Solved. Understanding Reflux, Allergy and the Care of the Miserable Infant" is a must-attend workshop for nannies who care for, or want to care for, newborns and infants. Dr. Bryan Vartabedian is a leading pediatric gastroenterologist serving Houston's referral area of nearly 8 million. He specializes in providing practical, realistic solutions to the nutritional and gastrointestinal problems of his patients. Nannies: Impress potential employers by adding your attendance to this workshop on your resume!



Karol Ladd, Author, Positive Life Principles, Inc. Recharge and refuel with former teacher and best-selling author Karol Ladd. Sometimes the frustrations and burdens of work can lead to negative attitudes, words, and reactions. Karol will provide you with proven strategies that will help you work through challenges with your charges, build on your strengths, and transform negative attitudes into positive ones.



Caron B. Goode, Ed.D, NCC, Chief Inspiration Officer, Academy for Coaching Parents International (ACPI). Put an end to frustrations and learn how to work more effectively with your charge. Understanding the personal style and temperament of the children in your care can help strengthen the relationship between you and your charge. Learn how to successfully identify different temperaments and learn proven strategies for successfully working with any personality you encounter.



Glenda Propst, Founding Member of INA, 1991 INA Nanny of the Year, Co-founder of the National Association of Nannies. Are you seeing signs that your job may soon come to an end? The strong emotions that a nanny may experience when leaving a family can be overwhelming. Explore how to get beyond your fears, how to neutralize your emotions, and how to navigate the stages of grief.

**Complete your conference registration today!**

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# Sneak a Peek: Check out a sample of this year's dynamic lineup.



Nettie Weber, Founder and Director of Placement at Perfect Match Nannies & Sitters, Inc. Learn the “top 10” issues that can sour and even end working relationships between nannies and families. Explore real life scenarios and learn how to prevent relationship pitfalls by successfully negotiating a win-win work agreement.



Kellie Geres



Courtney Gibson



Becky Kavanagh



Michelle LaRowe



Glenda Propst

Kellie Geres, Courtney Gibson, Becky Kavanagh, Michelle LaRowe and Glenda Propst. Do you have questions? They have answers. Don't miss “The View – Nanny Style.” With a combined 92 years of professional nanny experience, these seasoned nannies are ready to tackle your toughest questions and address the topics you want to hear about most.

## Agency Workshops



Richard Grathwohl, Executive Coach, ActionCoach. “Executive Coaching – Specifics on Increasing Your Agency's Financial Success” will provide information you can use right way to help realize your financial goals. For 20+ years, Richard Grathwohl has focused on helping businesses, small and large, grow into successful leaders in their industry through service delivery management, account management, and project management initiatives that can be the catalyst in generating new revenue. Get ready to grow your business and increase your revenue.



Bob King, Esq., Founder of Legally Nanny®. Got a Website? Call your lawyer! Learn how to safeguard your agency's valuable intellectual property while limiting your liability and protecting your agency's bottom line.



Anne Barr, President of Franchise Opportunity Specialist, Vice President of Venture Opportunities, Inc. Ready to take your company to the next level? There is a lot to think about. So don't miss “Expand, Acquire or Retire — What's Best for You?” — an information-packed workshop that will offer you the roadmap to success.



Guy Maddalone, Founder & CEO, GTM Payroll Services Inc. Today, many small businesses are slashing their overhead by leveraging a “remote” workforce. This informative workshop will focus on the tools, techniques and applications that families, agencies and nannies can use to more effectively utilize technology for the smooth management of their household or business' virtual world.



Sharon Graff-Radell



Kathy Dupuy

Sharon Graff-Radell, Owner of TLC For Kids and Findthebestnanny.com, Nanny Agency Consultant and Kathy Dupuy, President, Mom's Best Friend Agency. Want to grow your business into a top-notch temporary service and increase your bottom line? Learn the secrets to building a busy temporary placement division through the use of effective marketing, quality control, loyalty incentives, and effective communication.



Stephanie Breedlove



Tom Breedlove

Stephanie Breedlove, Founder and Partner of Breedlove & Associates and Tom Breedlove, Director of Marketing & Agency Partnership Programs. Rough economic times expose risky practices. Explore cases that underscore dramatic changes in tax and legal enforcement — changes that affect your agency, families, and nanny candidates. You'll leave with tangible, easy-to-implement solutions and tools that will ensure smooth sailing for your business and your constituents.



Jeff Crilley, Emmy Award-Winning TV Reporter. Jeff Crilley will provide insight on what many seasoned PR pros don't know: The secrets to scoring good news coverage. Discover how to become the local industry source that the media will turn to for all things nanny.



Julie Niehoff, Regional Development Director, Constant Contact. Learn how to make mass email work for your company to increase your marketing effectiveness. Julie Niehoff has helped many small businesses, associations, and organizations make the most of email technology — and she will show you how to make email technology work for your business.

Nanny Roundtable Discussions: Taking Your Support Group to the Next Level, Learn More about the INA NOTY Award, Making Money as a Parent Coach, Eco Friendly Crafts for Kids, It Takes Two to Talk, and Making Yourself Temporarily Available.

Agency Roundtable Discussions: Open Mic Night with Your Lawyer, Making Social Networking Sites Work for You, Adding on Parent Coaches, Leveraging Your Business: Considerations for Financing for Growth, Nanny Career Ladder: Designating Titles Reflecting Nanny's Experience, Tough Dilemmas Agencies Face in Making a Placement, and Developing a Business Exit Strategy.

# 2009 INA Conference At-a-Glance Agenda

## Thursday, April 23, 2009

- 9:00 a.m. - 4:00 p.m. Board of Directors Meeting  
INA members are welcome to attend.
- 4:15 - 5:45 p.m. INA Credential Exam
- 6:00 - 6:30 p.m. Conference Orientation
- 6:30 p.m. Welcome Reception

## Friday, April 24, 2009

- 7:30 - 8:10 a.m. Breakfast
- 8:10 - 8:15 a.m. Welcome and Opening Address by Wendy Sachs and Susan Tokayer, INA Co-Presidents.
- 8:45 - 8:45 a.m. Keynote Speaker Media Mom  
Dr. Lynne Kenney, The Family Coach
- 8:45 - 10:15 a.m. (N) Gentle Transitions: Leaving a Family  
Presenter: Glenda Propst
- (N) Top 10 Sticky Areas of Work  
Agreement Negotiation  
Presenter: Nettie Weber
- 8:45 - 10:15 a.m. (A) Executive Coaching – Specifics on  
Increasing Your Agency’s Financial Success  
Presenter: Richard Grathwohl
- 10:15 - 10:45 a.m. Networking Break sponsored by  
American Heart Association
- 10:45 a.m. - 12:15 p.m. (N) The Minefields of Middle School: Raising  
Socially Competent Kids Who Can Navigate  
the Dangers of Drugs, Sex and Media  
Presenter: Media Mom Dr. Lynne Kenney
- 10:45 a.m. - 12:15 p.m. (N) Colic Solved. Understanding Reflux,  
Allergy and the Care of the Miserable Infant  
Presenter: Dr. Bryan Vartabedian
- 10:45 a.m. - 12:15 p.m. (A) Marketing to Moms: How to Reach One of  
the Most Lucrative Consumer Segments in  
Today’s Market  
Presenter: Dr. Minette Riordan
- 12:15 - 1:30 p.m. NOTY Luncheon hosted by  
GTM Payroll Services Inc.
- 1:30 - 2:45 p.m. (N) The Power of a Positive Nanny  
Presenter: Karol Ladd
- 1:30 - 2:45 p.m. (A) Email Marketing Strategies to  
Grow Your Business  
Presenter: Julie Niehoff
- 1:30 - 2:45 p.m. (A) Mobile Networking & The Remote  
Workforce  
Presenters: Guy Maddalone and his  
executive team
- 2:45 - 3:00 p.m. Networking break

- 3:00 - 4:30 p.m. Nanny Roundtable Discussions
- 3:00 - 4:30 p.m. Agency Roundtable Discussions
- 6:00 - 10:00 p.m. Friday Evening Event: Rodeo and BBQ,  
Transportation Sponsored by Legally Nanny®

## Saturday, April 25, 2009

- 7:45 - 9:00 a.m. Breakfast
- 9:00 - 10:30 a.m. (N) Nanny as Parent Coach Part 1  
Presenter: Dr. Minette Riordan
- 9:00 - 10:30 a.m. (A) Got A Website? Call Your Lawyer!  
Presenter: Bob King, Esq.
- 9:00 - 10:30 a.m. (A) Expand, Acquire or Retire – What’s Best  
for You?  
Presenter: Anne Barr
- 10:30 - 11:00 a.m. Networking break
- 11:00 a.m. - 12:30 p.m. (N) Nanny as Parent Coach Part 2  
Presenter: Dr. Minette Riordan
- 11:00 a.m. - 12:30 p.m. (A) Tight Times Demand Tight Ships  
Presenters: Stephanie Breedlove and  
Tom Breedlove
- 11:00 a.m. - 12:30 p.m. (A) How to Expand and “Fine Tune” Your  
Temporary Services to Increase Revenues  
and Service a Larger Market Segment  
Presenters: Sharon Graff-Radell and  
Kathy Dupuy
- 12:30 - 1:45 p.m. Installation Lunch sponsored by  
Breedlove & Associates
- 1:45 - 3:00 p.m. (N) Understanding Personal Styles and  
Temperaments When Working with Children  
Presenter: Caron B. Goode
- 1:45 - 3:00 p.m. (N) The View - Nanny Style  
Answers to your toughest questions from  
seasoned nannies: Kellie Geres, Courtney  
Gibson, Becky Kavanagh, Michelle LaRowe,  
and Glenda Propst. Leave your questions at the  
registration desk.
- 1:45 - 3:00 p.m. (A) Marketing Without Money  
Presenter: Jeff Crilley
- 3:00 - 3:30 p.m. Nanny Caucus
- 3:00 - 3:30 p.m. Agency Caucus
- 5:00 p.m. Closing Event

## Sunday, April 26, 2009

- 9:00 - 12:00 p.m. Board of Directors Meeting  
INA members are welcome to attend.

**Complete your conference registration today!**

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To contact the INA office, call 888-878-1477 or send an email to [memberservices@nanny.org](mailto:memberservices@nanny.org).