

Keynote Speaker



Mary Beth Phillips **Founder of TrustLine**

Mary Beth (Meb) Phillips is the mother of three children. Elizabeth, her oldest, was abused as an infant by a neighbor's nanny, shaken so hard that one doctor said it was like throwing her from a two-story window onto concrete. As a result, Elizabeth was comatose for ten days, became totally blind, was paralyzed on her right side and suffered seizures. Ms. Phillips completed her Ph.D. in clinical psychology, investigating the effects of child victimization on mothers, and continued to work as an organizational development consultant, and as a therapist. She was the founding parent advocate in the development and passage of legislation to establish the TrustLine Registry in California, a model program designed to check the background of childcare providers, and was honored at the White House for her work in

preserving health and safety standards for child care.

Ms. Phillips has extensive experience in the area of advocacy for children and the disabled. She is currently the executive director for the California Association of Family Empowerment Centers, an advocacy agency providing technical assistance, support and coordination for fourteen non-profit Centers throughout the State. She served on the Executive Committee of the Authentic Voices of the National Call to Action, and as a member of the California TrustLine State Advisory Committee. Ms. Phillips has volunteered her time extensively, serving on advisory committees for several statewide child abuse prevention and child care efforts, including a federal project on the inclusion of children with special needs in child care and a statewide program to educate the public about shaken baby syndrome. Ms. Phillips has been a keynote speaker at numerous state and national conferences, and has made frequent appearances on national television news and talk shows to speak on the issue of improving quality child care.

Thursday Special Sessions



Lila Brewer **American Red Cross Water Safety Certification**

Lila Brewer has been an American Red Cross water safety instructor for 18 years and enjoys watching people of all ages learn to love the water. She currently holds Red Cross Instructor Trainer certifications for water safety, babysitter's training and lay responder first aid and CPR. Ms. Brewer currently works for the Red Cross as the Bay Area's authorized provider customer service representative in the San Francisco office. Prior to her current position, she worked for the Greater Houston Area Chapter in Texas as an assistant director in health and safety for seven years. Raised in San Mateo, California, Ms. Brewer now lives with her husband of 13 years and two daughters in Concord, California.



Cortney Gibson **Newborn Care Specialist 201: A Day in the Life of a NCS**

Cortney Gibson is a newborn care specialist and parent educator. She owns and operates Gibson Newborn Services: a company dedicated to helping the parents of new babies succeed through education, newborn care and support. Ms. Gibson has been working with families and providing in-home care since 1997. After many years as a professional nanny, she began exclusively working with newborns in 2004. Ms. Gibson specializes in the care of preemies and multiples, as well as sleep training and new parent education. She has spent over 50,000 hours nurturing babies and caring for young children. A member of INA since 2004, Ms. Gibson has also served on the association's board of directors since 2007. Ms. Gibson has been published in INAVision, as well as newspapers and magazines throughout the country.



Serena Jolley

American Red Cross Water Safety Certification

Serena Jolley has been a "Red Crosser" for 19 years and has an extensive career background in the field of parks and recreation, with an emphasis in aquatics. She has over six years of experience in Red Cross Chapter work, which includes program management, volunteer recruitment and retention, chairing various fundraisers, marketing, media relations, and increasing overall chapter reach and revenue by cultivating, collaborating, and partnering with various organizations. Ms. Jolley is also an instructor and instructor trainer in numerous health & safety courses. Her passion, dedication, and love for the American Red Cross are contagious and visible to all.



Bob King, Esq.

Ready, Set, Go! A Workshop Designed for New Agencies

Bob King is an attorney and founder of Legally Nanny®, the leading law firm providing legal and tax advice to household employers and domestic employment agencies. He has shared his expertise as a contributing writer for INAVision and conducted workshops as a conference speaker. Mr. King graduated from Georgetown University, studied at the University of Lisbon, Portugal, on a Rotary Fellowship, and received his law degree from the University of Chicago Law School. Legally Nanny assists domestic employment agencies with business, dispute resolution, and labor & employment matters. The firm also assists domestic employers with legal and tax issues, including: payroll; employment, confidentiality and severance agreements; preparing back taxes; and defending audits, investigations, and lawsuits from nannies and governmental entities. Mr. King serves as the general counsel for the Association of Premier Nanny Agencies and as an expert witness in household employment litigation.



Lynn Peterson

Ready, Set, Go! A Workshop Designed for New Agencies

Lynn Peterson, is president of PFC Information Services, Inc., and owns a public records research firm located in Oakland, California. PFC has been conducting background checks on nannies since 1987. Ms. Peterson owned a nanny placement agency, Prairie Home Companions, in the 1980's, was a founding member of the Bay Area Nanny Agency Association and has been a member of INA since 1987.



Sharon Graff-Radell

Ready, Set, Go! A Workshop Designed for New Agencies

Sharon Graff-Radell is an agency consultant and the founder and president of TLC for Kids, Inc., St. Louis, Missouri, which she established in 1985. Ms. Graff-Radell has been leading seminars and workshops at INA Annual Conferences and has served as a consultant to agency owners since 1992. In 1990, Ms. Graff-Radell was named Young Entrepreneur for the state of Missouri. Ms. Graff-Radell has served on the INA Board of Directors since 1996. She has served as the association's secretary and currently serves as the association's first vice president.



Wendy Sachs

Ready, Set, Go! A Workshop Designed for New Agencies

Wendy Sachs is the owner of The Philadelphia Nanny Network, Inc., which she established in 1985. Her agency has grown from strictly full-time nanny referrals to the entire array of household staffing services. As an agency consultant, her clients are start-ups as well as veterans in the business. A founding member of INA, she has served on the Board of Directors and on the Executive Board. As INA's official spokesperson, she has given more than 500 interviews to network television, national magazines and leading newspapers. Ms. Sachs has appeared on national newscasts such as "The Today Show" and "The Oprah Winfrey Show." She has also lobbied on Capitol Hill regarding the Au Pair program and was involved in the first phase of drafting the INA Nanny Credential Exam.



Susan Tokayer

INA Nanny Credential Exam Review and Exam

Susan Tokayer is the owner of Family Helpers, Inc., a Dobbs Ferry full-service domestic placement agency which she established in 1995. Ms. Tokayer has served on the INA Board of Directors since 2002 and currently serves as the association's co-president. Ms. Tokayer holds a B.A. in business management and a master of social work degree. Prior to starting her nanny business, she worked as a psychiatric social worker and had a private practice where she counseled individuals, couples and families. Ms. Tokayer has been an INA member since 1995 and has served as the association's first vice president and secretary. Ms. Tokayer has been a workshop presenter at several INA Annual Conferences.



Kathleen Webb

Ready, Set, Go! A Workshop Designed for New Agencies

Kathleen Webb is the president of and co-founded HomeWork Solutions in 1993 to provide payroll and tax services to families employing household workers. She has extensive experience preparing "nanny tax" payroll taxes. Ms. Webb is the author of numerous articles on this topic and has been featured in the "Wall Street Journal," "Kiplinger's Personal Finance," and the "Congressional Quarterly." She also consulted with Senate staffers in the drafting of the 1994 Nanny Tax Law. Ms. Webb is also a co-founder of 4nannies.com Inc., the first online nanny recruiting venue. Ms. Webb is a magna cum laude graduate of Boston College. She resides with her husband and three children in Northern Virginia.

Nanny Track



Dr. Stevanne Auerbach, Dr.Toy™

Learning Through Play

Dr. Stevanne Auerbach, known as Dr.Toy™, is an expert in child development, psychology, education and play. She selects and evaluates the newest and best educational, creative and active products for the popular Dr. Toy's product award programs and is the author of 15 books. Her most recent, "Dr. Toy's Smart Play/Smart Toys: How to Raise a Child with a High P.Q. (Play Quotient)" was published in 12 countries. "Dr. Toy's Guide," an Internet based resource, contains a wealth of information on play and toys. Dr. Toy has served as a teacher and education specialist, and has worked with the government to establish the first child care center for federal employees. She is the director of the San Francisco International Toy Museum and a mother, stepmother, and grandmother.



Martha Bruce Huddle
Photographing Children at Home

Martha Bruce Huddle has been photographing families, infants and children in the San Francisco Bay Area for over 15 years. She has also taught photography to aspiring professionals, parents and middle school children. Ms. Huddle strives to create portrait collections that honor the changing faces of families with meaningful, creative and playful images that grow in emotional value over time.



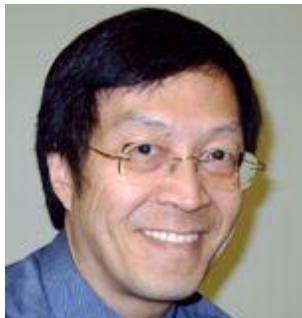
Shoshana Kobrin, MFT

Shoshana Kobrin, MFT, has master's degrees in literature and psychology. For 22 years, Ms. Kobrin has counseled people in her psychotherapy practice in Walnut Creek, California. Her specializations include child therapy, hypnotherapy and working with people in transition and those with eating disorders. Ms. Kobrin teaches at the university level and trains therapists in eating disorders and practice development. She is a licensed continuing education provider for therapists and nurses and is currently writing a book on eating disorders. Ms. Kobrin hosts workshops and retreats for schools, hospitals, agencies, organizations and professional and corporate communities in order to challenge the epidemics of obesity and eating disorders.



Susan Lehman
Positive Discipline: Tools to Invite Respect and Cooperation from Young Children

Susan Lehman is a certified positive discipline associate and certified professional nanny. She has over 20 years of professional nanny experience and has dedicated her life to developing happy, secure and independent children. Ms. Lehman uses the tools and skills she learned at the Coaches Training Institute in San Rafael, California, to coach parents on every aspect of their child's development and care. Her teaching style brings warmth, humor, comfort and enthusiasm to all her lectures and experiential workshops for parents, teachers, child care providers, and any groups who work with children or families.



Ronald Mah, M.A.
Court Mandated Reporting / Nanny in the Family

Ronald Mah is a therapist, educator, author and consultant who combines concepts, principles and philosophy with practical techniques and guidelines for effective and productive results. Mr. Mah holds a master's in psychology, is a credentialed elementary and secondary teacher, and is the author of the Asian Pacific Islander Parent Education Support Curriculum. Mr. Mah has been involved with early childhood education for 16 years and has owned and operated a child development center. He serves on the Board of Directors of the California Association of Marriage & Family Therapists and the California Kindergarten Association.



Barbara Miles, ED. M

Lesson Plans? Are You Serious? YES!

Barbara Miles is an instructor at Sullivan University and is the department chair for early childhood education. Ms. Miles previously taught at Berea College and Eastern Kentucky University. While at Berea College, she was the assistant director of the college's child development lab and was instrumental in the planning and building of a \$2.5 million, state of the art and environmentally friendly building for the child development lab. Ms. Miles practices a hands-on style of teaching that emphasizes direct application to developmentally appropriate practice for children. She believes that learning and teaching should be fun.



Brooke Miller MA, MFTi

Working with Families in Stress

Brooke Miller was born in Detroit, raised in Chicago, got lost in Los Angeles, and now lives happily in San Francisco. She is a psychotherapist and former nanny with over 13 years of experience working with and for families. Ms. Miller holds a B.A. in communications and a master's degree in counseling psychology. Ms. Miller works both in community mental health with teens and families, and in private practice in San Francisco (supervised by Cynthia Hoffman, MFT) where she sees teens, adults, and families. Ms. Miller specializes in working with self-esteem, life transitions, relationships (including parent-child) and couples counseling. Her blog Soapbox Therapy (www.soapboxtherapy.com) is featured in "The IS Collection" a monthly insert in the "San Francisco Chronicle" and she is a contributor to CheekyChicago.com and the men's online magazine "Primer."



Jane Weed-Pomerantz

Navigating the Teen Years with Positive Discipline

Jane Weed-Pomerantz has been a certified positive discipline associate (PDA) since 2002 and currently serves on the PDA's Board of Directors. She teaches classes through the Santa Cruz City School District Adult School in positive discipline and facilitates classes for parenting in recovery in minimum-security facilities and substance abuse treatment centers. Additionally, Ms. Weed-Pomerantz teaches under contract with SC Montessori School as well as with the Cabrillo Foster and Kinship Care Program. Ms. Weed-Pomerantz is a popular speaker for area pre-schools, parent clubs, after school care program staff, churches and synagogues. She has a bachelor's degree in community studies, a certificate in training and human resource development and was a city council member and the mayor of Santa Cruz in the 1980's. She has been a professional facilitator for over 35 years.



Lila Reyna

Action Awareness

Lila Reyna is a martial arts instructor of Kuk Sool Won and is currently testing for her third degree black belt. With martial arts expertise and training in the natural healing art of Psychosymmetry®, Ms. Reyna trains the everyday seeker to be their own bodyguard. Ms. Reyna founded Action Awareness, a unique training that effectively heightens mental, physical, and spiritual receptiveness. Her energetic presentations are designed to help prevent harm inflicted by another, to increase internal awareness and to facilitate self-empowerment. Her book, "Quiet Mind, Warrior Spirit," may be ordered at www.consciousselfdefense.com.



Lynne Ruppel, MA

Get Ready to Read! Teaching Skills Through Play and Stories

Lynne Ruppel is a reading specialist with a private practice in Burlingame, California. She specializes in early reading acquisition, comprehension, penmanship and writing for young children. Ms. Ruppel has also worked with adult literacy programs, instructing community tutors in all aspects of teaching reading to adults. She has presented workshops at state and national literacy conferences. Ms. Ruppel earned her master's degree in special education at San Francisco State, where she focused on reading and learning disabilities. She earned her bachelor's degree in psychology at Smith College.



Donna Shannon

Secrets to an Outstanding Resume

Donna Shannon is the president of Coyote Visions Management, LLC, a consulting firm that strives to serve job seekers of all levels. Her services provide professional help in the difficult tasks of finding employment, crafting resumes and developing polished interview techniques. With over eight years experience in human resources and recruiting, Ms. Shannon brings the unique insiders' view to the employment landscape. In addition to her corporate experience, she served at The Starkey International Institute for Household Management, where her resumes were widely regarded as some of the best in the private service industry. Her book "Get a Job Without Going Crazy: a Practical Guide to Your Job Search" was released in December 2009 and is available on amazon.com.

INDIVIDUAL NANNY COACHING

Kellie Geres

Working with Divorced Families

Kellie Geres is a professional nanny / household manager with 21 years of experience and has spent the past 12 years working exclusively with divorced parents. She is the 1997 INA Nanny of the Year, former INA board member, current Association of D.C. Area Nannies (ADCAN) president and member of INA and NANC. She blogs at www.allthingsnanny.com.

Becky Kavanagh

Professional Development / Marketing Yourself as a Professional

Becky Kavanagh is the 2006 INA Nanny of the Year and has over 20 years of professional nanny experience. She is past president of INA and in 1998 was awarded the prestigious Parents Magazine Child Care Award. Ms. Kavanagh is active in the nanny community and also serves on staff as a placement coordinator with Nannies from the Heartland, a Minnesota-based nanny placement agency.

Susan Lehman

Discipline Issues

Susan Lehman has 25 years of experience as a certified professional nanny and is a certified positive discipline associate.

MaryAnn X. Meddish

Multiples and Specialty Diets

MaryAnn X. Meddish is the 2009 INA Nanny of the Year and has over 20 years of professional nanny experience. She specializes in working with multiples and children who require special dietary considerations.

Glenda Propst

Leaving a Family

Glenda Propst has 25 years of professional nanny experience. She was the 1991 INA Nanny of the Year and has been with her current family for 16 years. Ms. Propst specializes in helping nannies through the transition of leaving a family.

Angela Riggs

Traveling with Families

Angela Riggs has been working with child care providers, students, parents and families for over 20 years. She has researched and participated in extensive traveling experiences with children and has planned enriching learning opportunities for them by utilizing local community resources as well as creative resources when traveling abroad.

Alice Shaffer

Getting Started in a New Community

Alice Shaffer has been a professional nanny for the past 15 years and is one of the development members of Regarding Nannies. She is also known by her peers and through her blog as "[The Financial Nanny](#)".

Agency Track



Stephanie Breedlove

Image, Quality, Protection, Efficiency, Technology and the Law

Stephanie Breedlove holds an undergraduate degree in finance from the University of Texas at Austin. She also holds a master's in business administration. Her professional experience includes six years with Andersen Consulting developing financial software systems prior to launching Breedlove & Associates in 1992. Breedlove & Associates was born from her desire to outsource the management of payroll, taxes and benefits for her own nanny. Today she is the nation's leading resource on effective management of the household employment financial relationship. Ms. Breedlove is also an active volunteer in the industry. She consults, writes, and speaks free-of-charge to educate about payroll, tax and employment law governing the household industry.



Josiane Feigon

Ten Smart Sales Tactics That Get Results

Josianne Feigon is the founder and president of Telesmart Communications, Inc. A 20-year veteran in the industry, Ms. Feigon is recognized as one of the world's leading experts on inside sales teams and management talent. Ms. Feigon provides consulting, coaching and training solutions for hundreds of Fortune 1000 companies including Cisco, EMC, Autodesk and VeriSign. She is the author of "Smart Selling on the Phone and Online."



Bob King, Esq.

Image, Quality, Protection, Efficiency, Technology and the Law

Bob King is an attorney and founder of Legally Nanny®, the leading law firm providing legal and tax advice to household employers and domestic employment agencies. He has shared his expertise as a contributing writer for INAVision and conducted workshops as a conference speaker. Mr. King graduated from Georgetown University, studied at the University of Lisbon, Portugal on a Rotary Fellowship, and received his law degree from the University of Chicago Law School. Legally Nanny assists domestic employment agencies with business, dispute resolution, and labor & employment matters. The firm also assists domestic employers with legal and tax issues: including payroll; employment, confidentiality and severance agreements; preparing back taxes; and defending audits, investigations, and lawsuits from nannies and governmental entities. Bob serves as the general counsel for the Association of Premier Nanny Agencies and as an expert witness in household employment litigation.



Ellen Looyen
Branded with Charisma!

Ellen Looyen is a motivating and inspiring speaker with a valuable and practical message for anyone interested in growing a business or in promoting themselves and their value in a more unique and compelling way. A true corporate pioneer, Ms. Looyen spent most of the 1980's distinguishing herself as a sales and training leader at IBM and Xerox, while developing the innovative Charismatic Branding techniques she employs in all of her work today. Ms. Looyen has a B.A. in philosophy from Temple University and extensive experience as a branding strategist, communications specialist and charismatic leadership mentor and coach. In her own business since 1988, her work is enthusiastically endorsed by the best-selling, "Guerrilla Marketing" author, Jay Levinson. Ms. Looyen is the featured branding & marketing communications specialist in CJ Hayden's popular book "Get Clients Now!" and she is also a branding commentator on KGO NewsTalk Radio (San Francisco's #1 radio station).



Patrick Schwerdtfeger
Social Media Victories—Real Businesses, Real Campaigns, Real Results

Patrick Schwerdtfeger is the author of "Webify Your Business—Internet Marketing Secrets for the Self-Employed" (2009) as well as "Make Yourself Useful—Marketing in the 21st Century" (2008). His educational podcasts have been downloaded over 60,000 times in 27 countries and he has spoken about online branding and the social media revolution at conferences around the world. He has been quoted in the Associated Press, "Advertising Age," "Naples Daily News" (FL), The "Bismark Tribune" and "The San Diego Union-Tribune," and been a featured guest on various radio stations including "Here and Now" on National Public Radio (NPR) and "Authors Unscripted."

AGENCY ROUNDTABLES

Adding Elder Care to the Service Mix

Facilitator Erin Krex, vice president of First Class Care, Inc.

Thinking about expanding your service mix to include elder care? Explore how child care referrals are similar and different. Share ideas on how to segue your processes to include an elder care model.

Agency/Client Referral Agreements

Facilitator Bob King, Esq., attorney and founder of Legally Nanny®

Ask questions and share ideas about the various provisions of an agency/client referral agreement.

Corporate Back-Up Care

Facilitator Cheryl Alspach, Bright Horizons Family Solutions, director of Provider Relations, Back-Up Care Advantage Program

What is it and how does it fit into an agency's mix of services? What does an agency need to do to become a provider for corporate back-up care?

HR Compliance for the Small Business

Facilitator Guy Maddalone, founder, and CEO of GTM Payroll Services, Inc.

As your business grows in employees, at certain thresholds there are HR compliance rules that must be fulfilled and observed. What are they and how are they implemented?

Low Cost Marketing

Facilitator Rachel Lawrence, owner of Wilmington Nanny Agency, LLC.

On a tight budget but need to get the word out to your market about your services? Share ideas on ways to accomplish marketing on a shoestring budget.

Marketing for Luxury Service

Facilitator Katie Vaughan, founder and CEO of Westside Nannies

Turn your business into a luxury brand by breaking the everyday rules of marketing to reach high profile clients. Discuss insider tricks used by the world's top luxury brands to develop your brand, market your service, and build your customer base.

Strategic Planning for a Small Business

Facilitator Stephanie Breedlove, founder of Breedlove & Associates

Every business needs a blueprint, a big picture plan for growth or even to stay at a plateau. Unfortunately, entrepreneurs typically don't spend time creating a strategic plan. Talk about ways to create a strategic plan for a small business without feeling as if you have to write a thesis!