



2010 INA Annual Conference



2010 INA Annual Conference
Celebrating 25 Years of Excellence

Hyatt at Fisherman's Wharf

San Francisco, California

May 20-23, 2010



Celebrating 25 Years of Excellence





International Nanny Association

Dear INA Conference Attendee,

It is with great pleasure that we welcome you to the 25th Annual INA Conference and to the beautiful city of San Francisco.

It's hard to believe that it's been 25 years since our humble beginnings in 1985 when over 100 nanny agency owners, nannies and nanny educators from the United States, England, Canada, Australia and New Zealand gathered together for the first INA conference that was held at Scripps College in Claremont, California.

As we look back at how our industry has evolved over the past 25 years, it's clear that INA has been a driving force in its evolution. From developing recommended practices for nannies and nanny placement agencies to launching a free-standing Basic Skills Exam and Credential Exam, INA has made tremendous strides in improving the quality of care that children cared for by nannies receive.

As we look to the future, because of the dedication and commitment of members like you, we know that INA will continue to be an agent of positive change for our industry.

By attending the 25th Annual Conference, you've made it a priority to better yourself and your business. Thank you for investing in yourself, in your business, in our organization and in our industry. Your being here makes a difference.

We look forward to learning and enjoying with you as we celebrate 25 Years of Excellence.

Wendy Sachs and Susan Tokayer
Co-Presidents
International Nanny Association

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GENERAL CONFERENCE INFORMATION

The INA Annual Conference registration desk will be located in the Presidio Ballroom and will be open for the duration of conference. Please feel free to ask questions, purchase publications, leave messages and obtain all other conference assistance at the registration desk.

Conference Orientation: An introduction to the 2010 INA Annual Conference, geared towards first time conference attendees, will be held on Thursday at 6 pm in the Northpoint Lounge.

Name Badge Required: Please wear your name badge at all times. Only registered attendees wearing their name badges will be admitted into conference sessions and dining areas.

Exhibitors: Exhibits will be open for the duration of conference in the Presidio Ballroom.

Raffle: The raffle drawing will be held on Saturday evening during the closing reception. You must be present to win. Tickets can be purchased at the registration desk throughout conference or through raffle coordinator Alice Shaffer. Cash, check and credit cards accepted.

Conference Evaluations: INA workshop evaluations can be completed and handed to the workshop moderator or left at the INA registration desk. Conference evaluations (located in your registration folder) must be turned in at the close of conference at the registration desk for attendees to receive their certificate of attendance.

Endorsements: INA does not assume responsibility for any statement, fact or opinion presented at conference, nor does the acceptance of advertisements and exhibits imply endorsement by INA. INA does not endorse any product or service made available by exhibitors or contributors at conference.

Please Note: Smoking is prohibited during conference sessions and in or around the exhibit and registration areas. Please remember to turn off or silence your cell phones and pagers during conference sessions.

Congratulations to the 2010 INA Nanny of the Year Nominees

Shannon Albrecht
Laurie Delany
Marcia Hall

Emily Schaffer
Greta Schraer
Deirdre Wheelan

For detailed information about the 2010 INA NOTY Nominees please refer to page 24.





Thank you to our 2010 INA Welcome Bag, Raffle and Nanny of the Year Contributors

4Kids Enterprizes	Liberty National Life Insurance Company
Academy of Coaching Parents International	Lisa Willis
Alan Friedman	Marni Kent
Alice Shaffer	MaryAnn X. Meddish
All Things Nanny	Miche Bag West
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Donna Shannon	Popchips™
Dr. Toy's Guide	Regarding Nannies
EMS University	ReGreet
Glenda Propst	Sharon Graff Radell
GTM Payroll Services, Inc.	Stanford Park Nannies
International Association for Private Service Professionals	Susan Tokayer
International Academy of Baby Planner Professional	Suzanne Brown
Juliette Worley	SweetRiot
Karen Green	The Financial Nanny
Keen Distribution	The Stamping Nanny
Kellie Geres	TrustLine
Kiehls - 2360 Filmore Street	Thank you to all who generously donated. We apologize if anyone has been inadvertently omitted.
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A special thank you to Newborn Transitions and DFW Nannies
for donating new conference badges.





International Nanny Association

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2010 INA ANNUAL CONFERENCE SCHEDULE

The exhibit area will be open for the duration of conference in the Presidio Ballroom.

Symbols: While everyone is welcome to attend any workshop the following symbols will help you to identify which audience the workshop is geared towards. Please note: caucuses are the exceptions.

(A) Agency: Indicates workshops that are of special interest to business owners and their staff.

(N) Nanny: Indicates workshops that are related to the professional and personal development of nannies. Child care related workshops may be of interest to educators, trainers or parents.

Thursday, May 20, 2010	
8:00 AM - 1:30 PM Eureka	INA Board of Directors Meeting. All members are welcome to attend.
1:00 PM - 5:00 PM Morin/Pool	American Red Cross Water Safety Certification
2:30 PM - 5:30 PM Morin	INA Nanny Credential Exam Review and Exam
2:30 PM - 5:30 PM Solano	Newborn Care Specialist 201: A Day in the Life of a NCS
2:30 PM - 5:30 PM Amador	Ready, Set, Go! A Workshop for New Agencies
6:00 PM - 6:20 PM Northpoint	Conference Orientation
6:30 PM - 8:00 PM Northpoint	Welcome Reception
Friday, May 21, 2010	
7:15 AM - 8:15 AM Northpoint	INA Service Award Pin Breakfast <i>Sponsored by PFC Information Services, Inc.</i>
8:30 AM - 8:40 AM Northpoint	Welcome and Opening Address <i>Wendy Sachs and Susan Tokayer</i> <i>INA Co-Presidents</i>





<p>8:40 AM - 9:20 AM Northpoint</p>	<p>Keynote Address <i>Mary Beth Phillips, Founder of TrustLine</i></p>
<p>9:30 AM - 10:45 AM Solano (N) Court Mandated Reporting Ronald Mah, M.A.</p>	<p>A series of simple experiential activities will help participants distinguish among ineffective discipline, poor discipline, harm, and child abuse—abuse that mandates reporting. Definitions and guidance in recognizing the different categories of child abuse: physical, sexual, neglect, emotional, and so forth. Receive guidance in how to handle problematic discipline techniques of parents for child abuse prevention. Cross-cultural and multi-cultural issues in child abuse reporting and discipline issues will also be addressed. Historical and multi-cultural aspects of corporal punishment and sexual boundaries and relationship to legal child abuse definitions.</p>
<p>9:30 AM - 10:45 AM Amador (A) Image, Protection, Technology & the Law Stephanie Breedlove Bob King, Esq.</p>	<p>This comprehensive workshop will discuss numerous legal issues nanny agencies face online. Have you had a client (or a competitor) badmouth you in a chat room or on a review website? Find out how to respond effectively and learn how to get comments removed or revised. Bob King, Esq., the founder of Legally Nanny®, will teach attendees about laws relating to false advertising, defamation, and libel, as well as what you need to know about disclaimers, privacy policies and protecting your intellectual property online. You'll also learn about disclosure requirements for blogs and online postings, rules about handling clients' and nannies' confidential personal information, and practical guidelines for your Facebook, Twitter, blog and website postings. To close out the session, Stephanie Breedlove, president of Breedlove and Associates, will provide practical guidance for when things do not go "according to plan." She'll address weak business practices, poor quality of service, and high-risk processes that prevent success for individual agencies and damage the reputation of the in-home child care industry as a whole. Stephanie will present cases that teach why and how risk is created, how to eliminate it, and how to build protection and enhance the quality of an agency.</p>





Knowledge is power.

Knowledge. It's been the currency of the INA for a quarter of a century — stimulating ideas, building businesses, creating jobs, improving lives and, most importantly, protecting children.

For almost as long, Breedlove & Associates has been committed to sharing our knowledge of the payroll, tax and legal aspects of household employment. We're proud to have written a library of educational materials, developed payroll calculators for families and nannies, published *The Household Employment Handbook* and monthly newsletters like *The Legal Review* and *Counselor's Corner*, hosted countless seminars and training sessions, and provided more than 35,000 in-depth phone consultations with families and nannies across the U.S.

We continue to invest in sharing our knowledge — with the single goal of helping families and nannies make informed employment decisions, thereby reducing the number of devastating tax and legal problems that ruin relationships and tarnish the industry.

If you're one of the many agencies who partner with us in this knowledge-sharing mission, thank you. We pledge to support your agency, your families and your nannies any way we can.

If you'd like to learn more about leveraging our knowledge to help your families and nannies, just let us know. We're here to help.



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10:45 AM - 11:10 AM Presidio	Networking Break <i>Sponsored by Alexandria School</i>
11:15 AM - 12:30 PM Amador (A) Branded With Charisma! Ellen Looyen	Brands are pervasive and persuasive ...and professional branding isn't just for products and services anymore. It's also crucial for people wanting to create a valuable, compelling and memorable first impression, and a more charismatic presence. Even if you are selling someone else's products or services, creating the brand called "YOU" is critical to standing out above the rest! Attend this transformative talk and learn how to tune up your "CQ—Charismatic Intelligence" to attract more! Join Ellen Looyen, marketing/branding specialist and motivational speaker presents this inspiring talk. You'll learn how to: <ul style="list-style-type: none">• Differentiate your brand to stand out• Share the "experience of your value...and the value of your experience" to always get the sale• Create dynamic sound bites to articulate your uniqueness and value (for use in your elevator pitch, brochures, websites, sales presentations, etc.)• Capture the attention of potential –clients—become charismatic and compelling (instead of just selling)



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<p>11:15 AM - 12:30 PM Solano (N)</p>	<p>The normal process of “individuation” for teens is usually challenging enough. Nannies and other care givers face even more difficulties as their authority is questioned and the testing phase may involve more risky or discouraged behaviors.</p>
<p>Positive Discipline for Teens</p>	<p>Join Jane Weed-Pomerantz, CPDA, for this workshop and learn to explore and understand behaviors in a new way, and gain new tools and skills for use in any relationship. Participants in the workshop will become familiar with the theory of positive discipline. It is an approach with origins in the work of Austrian psychiatrist Alfred Adler and based on the best-selling book series by Jane Nelsen, Lynn Lott, and others. It is discipline that teaches young people to become responsible, respectful, and resourceful members of their communities.</p>
<p>Jane Weed-Pomerantz, CPDA</p>	<p>Participants will gain experience with tools for communication that improves understanding and increases opportunities for problem solving and increased perceptions of capability.</p>

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<p>11:15 AM - 12:30 PM Morin (N)</p> <p>Positive Discipline for Young Children</p> <p>Susan Lehman CN, CPDA</p>	<p>For 25 years, positive discipline has been the gold standard reference for grown-ups working with children. The key to positive discipline is not punishment, but mutual respect. Join Susan Lehman, CN, CPDA, and learn how to be both firm and kind, so that any young child can learn creative cooperation and self-discipline with no loss of dignity.</p> <p>Participants in the workshop will become familiar with the theory of positive discipline. It is an approach with origins in the work of Austrian psychiatrist Alfred Adler and based on the best-selling book series by Jane Nelsen, Lynn Lott, and others. It is discipline that teaches young people to become responsible, respectful, and resourceful members of their communities.</p> <p>Attendees will leave with practical tips, tools and strategies for fostering desirable behavior through enhanced cooperation.</p>
<p>12:30 PM - 1:50 PM Northpoint</p>	<p>Nanny of the Year Award Luncheon <i>Sponsored by Breedlove & Associates</i></p>
<p>2:00 PM - 3:30 PM Amador (N)</p> <p>Action Awareness</p> <p>Lila Reyna</p>	<p>Become your own bodyguard and take your life and those lives you're caring for in your hands. This is an interactive, hands-on workshop that can be modified to fit most people's needs and abilities. Attendees will learn simple, yet highly effective physical self-defense techniques, verbal and non-verbal threat indicators and tools to expand inner awareness.</p> <p>Join Lila Reyna and learn to trust your instincts, discover personal warning flags, promote prevention and gain the self-confidence and skills needed to survive in today's workplace and world.</p>
<p>2:00 PM - 3:30 PM Northpoint (A)</p>	<p>Agency Roundtables</p> <p>Please see page 21 for a detailed listing of roundtable topics and facilitators.</p>





<p>3:30 PM - 4:30 PM Morin (N)</p> <p>Get Ready to Read! Teaching Through Play</p> <p>Lynne Ruppel, M.A.</p>	<p>Join Lynne Ruppel, M.A., and learn how to weave activities into story and play time that will help young children gain valuable pre-reading skills. Discover how easy it is to incorporate age-appropriate learning activities into daily interactions with children. This will be a hands-on presentation where you will get to practice as you learn. Activities learned will be appropriate to teach to young children from the ages of two through five years.</p>
<p>3:30 PM - 4:30 PM Solano (N)</p> <p>Nanny in the Family</p> <p>Ronald Mah, M.A.</p>	<p>Join Ronald Mah, M.A., in exploring the dynamic issues in the familial role of the nanny in the household. Attendees will explore the nanny/family relationship as both personal and professional: the intrapersonal, the interpersonal and the system issues that can lead to tension, stress, frustration and eventually, morale problems, low productivity and dysfunction within the household.</p> <p>Attendees will learn about the nanny's, children's and family members' emotional and psychological needs as part of the blended social group—the "family." Attendees will discuss theories of personal and professional boundaries, role definitions, system theory, communication, temperamental differences, and psycho-emotional needs and learn practical strategies for developing and maintaining a healthy work relationship.</p>
<p>3:30 PM - 4:30 PM Presidio (A)</p> <p>Professional Networking for Agencies</p>	<p>Join conference exhibitors and special presenters during this time to learn about products and services that can enhance your business. Build relationships with other industry professionals and connect with industry partners who service your agency and clients.</p>
<p>5:00 PM - 10:00 PM Evening Activity</p>	<p>Alcatraz Island: An Inescapable Experience Attendees will leave the Hyatt at Fisherman's Wharf at 5 PM to walk to Pier 33 (at the foot of Bay Street on the Embarcadero). Attendees must arrive at the Pier by 5:25 PM for a 5:55 PM departure to the island.</p>
<p>6:00 PM - 10:00 PM Evening Activity Sponsored by Legally Nanny®</p>	<p>Classic Cable Car Sightseeing The Classic Cable Car will depart from the Hyatt at Fisherman's Wharf for a two-hour scenic tour at 6 PM sharp.</p>





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Saturday, May 22, 2010	
7:45 AM - 8:45 AM Presidio	Breakfast
9:00 AM - 10:15 AM Solano (N) Lessons Plans Are You Serious? YES! Barbara Miles, ED. M.	Join nanny educator Barbara Miles in a hands-on workshop designed to teach nannies how to develop thematic units for the children in their care. Attendees will explore several lesson plans that can be used to teach preschoolers in the home setting. An emphasis will be placed on the importance of organization and daily routine to teaching, and the importance of teaching science, math and language development. Attendees will also learn how to incorporate motor and art activities into their day.
9:00 AM - 10:15 AM Morin (N) Working With Families in Stress Brooke Miller M.A., MFTi	As a nanny, you are constantly redefining your role within the family system. What are your boundaries and when is it appropriate and necessary to cross them? How do you know when it's time to step in and make your voice heard? When the family and children you love are going through difficult life situations, such as marital stress, this question becomes even more important to consider. As a psychotherapist and former nanny, Brooke Miller M.A., MFTi will help to unpack these difficult questions and often extremely uncomfortable situations. In this workshop you will solidify your scope of practice as a nanny, learn to identify stress responses in the children you work with, and consider new communication techniques for touchy family situations.
9:00 AM - 12:00 PM Amador (A) Ten Smart Sales Tactics That Get Results Josiane Feigon <i>Please note: This presentation will be a three-hour interactive workshop with a 15-minute break.</i>	For busy entrepreneurs, sales seems to be the forgotten stepchild that rarely gets attention. You either hire someone else to do it, or have a hard time motivating yourself to do it. And when you do get yourself to the phone, it's not the same: you realize the rules have changed, and you notice that these busy and distracted decision-makers all seem to opt out of your calls. It's time to overhaul your sales strategies and learn the skills you need to open stronger, build trust faster, handle objections better and close more sales. Join Josiane Feigon for a lively and interactive workshop based on her best-selling book "Smart Selling on the Phone and Online."





10:15 AM - 10:40 AM Presidio	Nanny Networking Break <i>Sponsored by Regarding Nannies</i>
10:45 AM - 12:00 PM Solano (N) Learning Through Play Dr. Stevanne Auerbach, known as Dr.Toy™	With over 25 years of experience in selecting toys and other products, Dr. Toy will provide valuable insight and understanding about the importance of play and how to select the best toys to benefit children of all ages. The results will increase confidence so that participants will be more discerning in selecting among what are available and suggesting new products so children are provided with optimal learning and developmental play opportunities. Participants will learn to feel more comfortable about sharing playtime with children, providing the best experiences and effectively utilizing books, toys, games, and other products.
10:45 AM - 12:00 PM Morin (N) Photographing Children at Home Martha Bruce Huddle	Wondering how to capture the perfect photo of your charges? Join Martha Bruce Huddle in discovering an understanding of your camera and how to use it to capture creative images of children. Attendees will learn about exposure and discuss composition tips that will add impact to their photos. Learn lighting techniques that will make your subjects look their best and how to capture the action of birthday parties. Attendees will learn how to create a visual journal or “day in the life” type of image for an album.
10:45 AM - 12:00 PM Northpoint (N) Taming Your Tension—Stress Relief for Nannies Shoshana Kobrin, MFT	Balancing the nanny’s needs against the demands of caring for children and their families is a challenge. This is especially stressful in a home where the parents have a troubled marriage. In this workshop, join Shoshana Kobrin, MFT, and explore stress awareness, setting boundaries, assertiveness training, and effective communication techniques to enable the nanny’s calm objectivity where there is in marital tension and difficult family dynamics. The workshop will also cover stress release techniques and ways to recharge.
12:00 PM - 1:30 PM Northpoint	Board of Directors Installation Luncheon <i>Sponsored by GTM Payroll Services, Inc.</i>





<p>1:30 PM - 2:45 PM Solano (N)</p> <p>Is Food Your Enemy—or Your Best Friend? How to Handle Your Food and Weight Issues</p> <p>Shoshana Kobrin, MFT</p>	<p>A nanny's life is busy and arduous, often tense and hectic. In continually caring for others, her own needs may be neglected, and she becomes emotionally hungry, turning to food for comfort. Join Shoshana Kobrin, MFT, and explore the physiological, social, and psychological causes of problems with food and weight. Attendees will examine the part that caretaking and working with parents plays in the development of compulsive overeating, yo-yo dieting, and weight gain. Techniques for overcoming this inner hunger in order to make peace with food will be presented.</p>
<p>1:30 PM - 2:45 PM Amador (A)</p> <p>Social Media Victories—Real Businesses, Real Campaigns, Real Results</p> <p>Patrick Schwerdtfeger</p>	<p>This powerful one-of-a-kind program analyzes specific tactics used by actual companies in real life situations. Join Patrick Schwerdtfeger, author of "Webify Your Business—Internet Marketing Secrets for the Self-Employed" as he presents successful case studies where organizations have leveraged Twitter, LinkedIn, Facebook and YouTube to increase revenue and brand awareness. No other session will deliver more exciting and proven marketing strategies than Social Media Victories.</p>

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2:45 PM - 3:45 PM Amador/Solano (N) Individual Nanny Coaching	<p>Please see page 21 for a detailed listing of coaching topics and coach biographies.</p> <p>Pre-registration required. Please sign up for your 15-minute session at the conference registration desk prior to the session.</p>
2:45 PM - 3:45 PM Presidio (A) Professional Networking for Agencies	<p>Join conference exhibitors and special presenters during this time to learn about products and services that can enhance your business. Build relationships with other industry professionals, take part in product demonstrations and connect with industry partners who service your agency and clients.</p> <p>Please see the special insert included in your registration folder for a detailed listing and description of conference exhibitors.</p>
2:45 PM - 3:45 PM Morin (N) Secrets to an Outstanding Resume Donna Shannon	<p>No matter what the experience level, many nannies are not comfortable writing their resume. How can someone capture the essence of what they have to offer a family in a couple of brief pages? This workshop focuses on how to educate, inform and persuade the potential employers within the framework of a polished resume. More than just a lecture, Donna Shannon uses class interaction, take-home assignments and real-world examples to drive the message home.</p>
3:50 PM - 4:50 PM Presidio Agencies Only	Agency Caucus
3:50 PM - 4:50 PM Amador Nannies Only	Nanny Caucus
5:00 PM - 6:30 PM Northpoint	Closing Reception and Raffle
Sunday, May 23, 2010	
9:00 AM - 12:00 PM Eureka	INA Board of Directors Meeting. All members are welcome to attend.





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We express our sincere thanks and appreciation to the many individuals whose dedication and contributions made the 25th INA Annual Conference possible.





A SPECIAL THANKS TO OUR 2010 INA ANNUAL CONFERENCE SPONSORS

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Angel Sponsor - Nanny of the Year Luncheon - Friday

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Regarding Nannies

Associate Sponsor - Saturday Nanny Networking Break

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2010 INA ANNUAL CONFERENCE CHARITY

**THE IMAGINE BUS PROJECT
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The Imagine Bus Project (TIBP) is an arts education organization that addresses the lack of visual arts programming in kindergarten through 12th grade by providing arts education to underserved children and youth in partnership with local school districts, juvenile detention centers, after school programs and community based youth organizations throughout the Bay Area.

**Half of all raffle proceeds will go to support
The Imagine Bus Project.**





AGENCY ROUNDTABLE TOPICS AND FACILITATORS

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!





INDIVIDUAL NANNY COACHING TOPICS AND COACH BIOGRAPHIES

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".





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Congratulations 2010 Conference Scholarship Winner
Heather McKinley of Cincinnati, Ohio





2010 INA Nanny of the Year Nominees

Shannon Albrecht – Antioch, Tennessee

Nominated by Lauren Clay, current employer



Shannon has been working in child care for many years. Her varied experience includes working with special needs children. Shannon is known for her lesson themes and has developed over 500 themes to use with children. She has worked in a variety of household settings and with diverse responsibilities.

Lauren Clay noted the following: “Outside of the house, neighbors and friends often remark on Shannon’s special relationship to our children. Shannon has mentored a young aspiring nanny, helping her to develop the training, professional skill and contacts to succeed as a full-time professional.”



Laurie Delany – Thorton, Colorado

Nominated by Candice Bowen, current employer



Laurie started her nanny career in 1991 and has been both a live-in and live-out nanny over the years for several families. In 2005 she obtained her Early Childhood Education Certification. She states, “I knew from the beginning that I wanted to work with the children and help them reach their potential every day.”

Candice Bowen had this to say about Laurie, “Our family is extremely grateful to have Laurie as our nanny. She is such a natural caregiver and teacher.” Laurie is active in her local nanny group. She is interested in continuing to support and mentor fellow nannies.





Marcia Hall – Milwaukee, Wisconsin

Nominated by Jennifer Brase, current employer



Marcia began her nanny career in 1997 and is a graduate of English Nanny and Governess School as a Certified Professional Nanny. She has recently become a Certified Coach for Families from Academy for Coaching Parents International. With this certification Marcia is looking forward in specializing in helping families with the transition of a new baby in their family. A member of her local nanny group for four years she has stepped into more of a leadership role recently.

As a mother of a young child herself, Marcia has a unique perspective. Jennifer Brase shared, “Marcia is leading by example in her industry on how a nanny can bring a child to work and at the same time, meet the needs of the family. Even with an infant, she was reliable, on-time, dedicated and loved our children.”

Emily Schaffer – Mill Valley, California

Nominated by Katie Crainis, employer



Emily has been in the nanny field since 1986 serving in a variety of capacities including a full time nanny and newborn care specialist. She has a degree in Holistic Health and is a Certified Postpartum Doula. She has pursued other trainings over the years. Emily believes her career is to inspire, empower and support families from birth through parenthood.

Katie Crain has this to say about Emily, “We enjoyed how she could teach us everything we would need as first time parents, build our confidence and leave us feeling very prepared for what was to come. She had a gentle, energetic way about her that always cheered us up when she walked in the door.”





Greta Schraer – Batavia, Ohio

Nominated by Dr. Daniel and Jessica Shelly, current employers



Greta has both a bachelor's and master's degree in Theology. She began her nanny career in 1992, working as a full time, part time, temporary and summer nanny over those years. As a nanny in the Cincinnati area, Greta found that there was a need for the nannies in the area to feel connected and so she began CincyNanny, a website and blog giving the local nannies their own community and families resources they can use.

Greta's current position is as the full time nanny of triplet boys. Jessica Shelly said, "She makes it a priority to see that not just the boys are taken care of, but that our family unit is supported and encouraged." Their family has an inside joke – when a challenging situation arises they think WWGD? or What Would Greta Do?



Deirdre Wheelan – Danville, California

Nominated by Robin LeGrand from Nanny Connection



Deirdre has been a nanny for well over 15 years and has a B.A. in Psychology. She recently completed a week long training to become a child mediator in California and also completed her certification as a parent coach. Her nanny career started when taking some time off from the Georgia Department of Family and Children Service she volunteered to help a new mother with her baby – she fell in love with the challenge.

Robin LeGrand shared this about Deirdre, "She has spent her entire career caring for others. Her life is driven by her love for and understanding of children. She also has a wonderful way of helping parents grow and learn through each phase of their child's life."





SPECIAL THANKS TO OUR 2010 INA ANNUAL CONFERENCE VOLUNTEERS

We express our sincere thanks and appreciation to the many individuals whose contributions and dedication made this year's conference possible.

Conference Planning Committee	Conference Photographer
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Please accept our apologies if we have forgotten anyone.
Your contributions to making this conference a success
are appreciated.





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Ellen Looyen is a branding, marketing and communications consultant and the author of the "Do it Yourself Branded with Charisma Kit."





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Ronald Mah is a therapist, educator, consultant and author of several books including "The One-Minute Temper Tantrum Solution" and "Getting Beyond Bullying and Exclusion."

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2010 INA ANNUAL CONFERENCE - AT A GLANCE

(N) Nannies | (A) Agencies

Thursday, May 20, 2010

8:00 AM - 1:30 PM - INA Board of Directors Meeting - Eureka
1:00 PM - 5:00 PM - American Red Cross Water Safety Certification - Morin/Pool
2:30 PM - 5:30 PM - INA Nanny Credential Exam Review and Exam - Morin
2:30 PM - 5:30 PM - Newborn Care Specialist 201 - Solano - (N)
2:30 PM - 5:30 PM - Ready, Set, Go! A Workshop for New Agencies - Amador - (N)
6:00 PM - 6:20 PM - Conference Orientation - Northpoint
6:30 PM - 8:00 PM - Welcome Reception - Northpoint

Friday, May 21, 2010

7:15 AM - 8:15 AM - INA Service Award Pin Breakfast - Northpoint
8:30 AM - 8:40 AM - Welcome - Northpoint
8:40 AM - 9:20 AM - Keynote Address - Northpoint
9:30 AM - 10:45 AM - Court Mandated Reporting - Solano - (N)
9:30 AM - 10:45 AM - Image, Protection, Technology & the Law - Amador - (A)
10:45 AM - 11:10 AM - Networking Break - Presidio
11:15 AM - 12:30 PM - Positive Discipline for Young Children - Morin - (N)
11:15 AM - 12:30 PM - Positive Discipline for Teens - Solano - (N)
11:15 AM - 12:30 PM - Branded with Charisma! - Amador (A)
12:30 PM - 1:50 PM - Nanny of the Year Award Luncheon - Northpoint
2:00 PM - 3:30 PM - Action Awareness - Amador - (N)
2:00 PM - 3:30 PM - Agency Roundtables - Northpoint - (A)
3:30 PM - 4:30 PM - Get Ready to Read! Teaching Through Play - Morin - (N)
3:30 PM - 4:30 PM - Nanny in the Family - Solano - (N)
3:30 PM - 4:30 PM - Professional Networking for Agencies -Presidio - (A)
5:00 PM - 10:00 PM - Evening Activity - Alcatraz Tour
6:00 PM - 10:00 PM - Evening Activity - Trolley Tour

Saturday, May 22, 2010

7:45 AM - 8:45 AM - Breakfast - Presidio
9:00 AM - 10:15 AM - Lessons Plans Are You Serious? YES! - Solano - (N)
9:00 AM - 10:15 AM - Working With Families in Stress - Morin - (N)
9:00 AM - 12:00 PM - Ten Smart Sales Tactics That Get Results - Amador - (A)
10:15 AM - 10:40 AM - Nanny Networking Break - Presidio
10:45 AM - 12:00 PM - Learning Through Play - Solano - (N)
10:45 AM - 12:00 PM - Photographing Children at Home - Morin - (N)
10:45 AM - 12:00 PM - Taming Your Tension—Stress Relief for Nannies - Presidio - (N)
12:00 PM - 1:30 PM - Board of Directors Installation Luncheon - Northpoint
1:30 PM - 2:45 PM - Is Food Your Enemy—or Your Best Friend? - Solano - (N)
1:30 PM - 2:45 PM - Social Media Victories - Amador - (A)
2:45 PM - 3:45 PM - Individual Nanny Coaching - Amador/Solano - (N)
2:45 PM - 3:45 PM - Professional Networking for Agencies - Presidio - (N)
2:45 PM - 3:45 PM - Secrets to an Outstanding Resume - Morin - (N)
3:50 PM - 4:50 PM - Agency Caucus - Solano - (A)
3:50 PM - 4:50 PM - Nanny Caucus - Amador- (N)
5:00 PM - 6:30 PM - Closing Reception and Raffle - Northpoint

