

2014 INA Annual Conference Schedule

Thursday, March 27th

Specialty Workshops: 2:30pm – 5:30pm (Registration Required)

Nanny Workshop – CPR Renewal (limited to 8 people)

NCS 101 Workshop

Business Workshop – New Agency Workshop

Conference Orientation: 6:00pm – 6:20pm

Welcome Reception: 6:30pm – 8:00pm

Group Dinners: 8:15pm – 10:00pm

Friday, March 28th

Service Pin Awards Breakfast: 7:45am – 8:45am

(included in conference registration)

Welcome & Keynote: 8:45am – 9:45am

Dr. Jenn Berman

Workshops: 10:00am – 11:15am

Beyond the Basics, Taking a Deeper Look at What your Nanny Contract Needs ~ Erin Whaley/Margaret Marcy ([NANNY TRACK](#))

Panel: Nail the Placement 3 Referrals ~ Daryl Camarillo, Rachelle Teycheney, Jami Dennis, Ryan Jordan ([AGENCY TRACK](#))

The Art of Self-Promotion: Marketing for the Modern Nanny Agency ~ Jess Ponce III ([AGENCY TRACK](#))

The Importance of Brain Development in Newborns ~ Dr. Jenn Berman ([NCS TRACK](#))

Networking Break: 11:15am – 11:35am

Workshops: 11:45am – 1:00pm

Nanny Guidance Tool Box ~ Angela Riggs ([NANNY TRACK](#))

Supporting a Divorced or Separating Family ~ Dr. Susan Rutherford & Molly Skylar ([NANNY TRACK](#))

PULL Power Marketing: Grow Your Business, Right Now ~ Keith Chambers ([AGENCY TRACK](#))

Premature Infants; Transitioning from the NICU to Home
Safe Sleep for Newborns and Infants Understanding
SIDS/SUID/Suffocation ~ Carolyn Stulberg ([NCS TRACK](#))

Nanny of The Year Luncheon: 1:05pm – 2:35pm
(included in conference registration)

Workshops: 2:45pm – 4:00pm

Project Learning Tree, Fun Environmentally Friendly Activities for
Children of All Ages ~ Amanda Schultz ([NANNY TRACK](#))

Respectful Caregiving – An Introduction to the Educaring Approach ~
Larissa Neilson ([NANNY TRACK](#))

The PULL Forum: A Marketing Makeover ~ Keith Chambers (ending at
4:15) ([AGENCY TRACK](#))

The ABC's of Baby ZZZ's ~ Karen Schwarzbach ([NCS TRACK](#))

Workshops: 4:15pm – 5:15pm

Maintaining a Positive Outlook in a Negative World ~ Glenda Propst,
Joanne Barrow, Marni Kent and Tracey Chipps ([NANNY TRACK](#))

Round Tables (beginning at 4:30pm)
([AGENCY TRACK](#))

Planning Your Exit: Strategies to Sell Your Agency ~ Steve Lampert
(beginning at 4:30pm) (AGENCY TRACK)

Claim Your Ideal Client: How to Take Your Business from Frazzled to
Fantastic with Three Simple Steps ~ Tamiko Kelly
(NCS TRACK)

Group Dinners: 6:30pm...

Saturday, March 29th

Board Installation Breakfast & 2015 Announcement: 8:00am –
9:00am
(included in conference registration)

Workshops: 9:15am – 10:30am
“Domestiquette” – The Nanny & Family Dynamic Based on Mutual
Respect, Trust & Accountability ~ Lisa Gaché
(NANNY TRACK)

Moneyless Marketing ~ Rosalind Prather (AGENCY TRACK)

Happiest Baby on the Block ~ Dr. Harvey Karp (NCS TRACK)

Networking Break

Workshops: 11:00am – 12:15pm
Happiest Toddler on the Block ~ Dr. Harvey Karp (NANNY TRACK)

Transforming Your Work into Your Optimal Lifestyle: Effectively
Managing Work-Life Balance ~ Mary Oscategui (AGENCY TRACK)

Selling is Fun and Profitable! ~ Frank Grant (AGENCY TRACK)

New Mommy Moods: What’s Normal and What’s Not? ~ Dr. Shoshana
Bennett, Ph.D. (NCS TRACK)

Annual Business Meeting Luncheon : 12:30pm – 1:50pm
(included in conference registration)

Workshops: 2:00pm – 3:20pm

How to Balance Professionalism with Self Care ~ Nanny Stella
(Television Personality and Parent/Nanny Coach)
([NANNY TRACK](#))

I See You: Sign Language as a Tool to a Better Communication and
Connection Between Parents and Hearing Children ~ Etel Leit
([NANNY TRACK](#))

It's Open Mic Time with Your Household Employment Lawyer ~ Bob
King, Esq. ([AGENCY TRACK](#))

Bonding and Attachment During Early Infancy ~ Lindsay Pascoe, RN
([NCS TRACK](#))

Workshops: 3:30pm – 4:30pm

Mind Body Nutrition ~ Debra Dennis ([NANNY TRACK](#))

Food for Thought, Baby Led Weaning ~ Carolyn Stulberg, BSN, CCE
([NANNY TRACK](#))

Painless Social Media: Connect to Improve Your Bottom Line ~ Helen
Adeosun ([AGENCY TRACK](#))

Introduction to Infant Massage ~ Sheri Lopez ([NCS TRACK](#))

Caucus – Nanny, Agency, NCS: 4:40pm – 5:40pm

Raffle (included in conference registration): 6:00pm – 7:30pm