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MAY 18-21, 2017 | CHICAGO, IL

Dear Attendees:

Welcome to the **International Nanny Association's 32nd Annual Conference** in the Chicago, IL area. There were few conference options for professionals in our industry when INA formed 32 years ago. Now you have many choices of where to spend your professional time and resources. I am grateful that you have chosen to spend them with us.

I hope that our dynamic presenters, rich networking opportunities as well as our new Job Fair and coaching will provide the knowledge and excitement to elevate you or your business to the next professional level.

The INA's goal is to provide something for everyone, from the newly opened agency to the company in business for 30+ years. From the caregiver just starting out to the one who has cared for hundreds of newborns and everyone in between. Let us know if there is any way we can make your experience even better.

To our first-time attendees, I would say get ready because this is a place where lifelong friendships form and business partnerships take root. Soak in the energy and experience.

To those of you that return to the INA conference year after year, I would like to say a special thank you. Your time, your energy, and your focus are recognized and appreciated. You are the heart and soul of the INA. It is my hope that whether you are a first-timer or a seasoned attendee, you walk away feeling more connected and prepared for what is ahead of you.

The INA Board of Directors has been working hard to continue our efforts to unify and support our industry all over the world. We remain focused on goals that promote education and professional ethics in the Nanny Industry. Thank you for being a part of that.

Now, who is ready for an amazing weekend?

Let's get learning!

Marcia Hall
President, International Nanny Association

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GENERAL CONFERENCE INFORMATION

THE INA ANNUAL CONFERENCE REGISTRATION DESK is located in the Mahogany Foyer and will be open for the duration of conference. Please feel free to ask questions, leave messages and obtain all other conference assistance at the registration desk.

CONFERENCE ORIENTATION: An introduction to the 2017 INA Annual Conference, geared towards first-time conference attendees, will be held on Thursday at 5:30 PM in Mahogany 2 & 3. Everyone is welcome to attend.

NAME BADGE REQUIRED: Please wear your name badge at all times. Only registered attendees wearing their name badges will be admitted into conference sessions.

RAFFLE: The raffle will be held at the closing reception on Saturday evening. Tickets are \$1 each or 6 for \$5. You can purchase them from a Raffle Committee member or the registration desk. You must be present to win the raffle prize, or designate someone to accept for you. INA will not mail prizes.

ENDORSEMENTS: INA does not assume responsibility for any statement, fact or opinion presented at the 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 the conference.

CONFERENCE EVALUATIONS: INA workshop evaluation links were mailed out to each attendee prior to conference and the morning of conference. Please use the appropriate workshop link and complete the survey. Results will be shared with the speaker.

PHOTO RELEASE: INA and its legal representatives and assigns, retain the right and permission to publish, without charge, photographs taken during this event. These photographs may be used in publications, including electronic publications, or in audio-visual presentations, promotional literature, advertising, or in other similar ways.

RECORDING: INA retains the sole right to record (audio or video) presentations at workshops and the keynote address. Individual attendee audio or video recording is not allowed. Recording of caucuses is strictly prohibited.

PLEASE NOTE: Please remember to turn off or silence your cell phones during conference sessions.



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Laura Schroder
Alice Shaffer
Karen Yatsko



2017 INA ANNUAL CONFERENCE AGENDA

Conference attendees are welcome to attend any workshop session they would like, with the exception of the nanny, newborn care specialists and business member caucuses. The workshops are separated into nanny, newborn care specialist and agency tracks so attendees can easily identify which audience the workshop is geared toward.

Registration opens at 12:00 PM

**Agenda is subject to change.*

TRACKS: **(N)** Nanny **(A)** Agency **(NCS)** Newborn Care Specialist **(G)** General » Room Name

Thursday, May 18th

8:00 AM – 12:30 PM

Board of Directors Meeting » *Maize INA Members welcome to attend.*

12:00 PM – 6:30 PM

Registration » *Mahogany Foyer*

All conference attendees must check in to the INA Conference Registration table BEFORE attending ANY conference event. This is where you will receive your name badge and conference materials. No one will be allowed to enter an official conference event without their name badge.

12:30 PM – 12:45 PM

Board of Directors Installation » *Maize INA Members welcome to attend.*

1:00 PM – 5:00 PM

Job Fair » *Copper*

Included with Full conference registration or available for purchase if not attending conference.

Caregivers: Access is included with Full conference registration. **Agencies:** Pre-purchase of staff table required.

2:00 PM – 4:00 PM

INA Nanny Credential Exam (N) » *Maize Pre-registration and payment required.*

2:00 PM – 5:00 PM

Nanny & NCS Coaching *Pre-registration and payment required.*

2:00 PM – 5:00 PM

OWNING A NANNY AGENCY 101: TIPS & TRICKS FROM SEASONED AGENCY OWNERS » *Mahogany 1*
**Pre-registration and payment required.*



In this exclusive workshop, Caroline (Malkin) Wesnitzer, co-founder of Trusting Connections & Megan Metzger, Founder and President of Preferred ChildCare and Megan Metzger Consulting come together to share tips and tricks to starting an agency and successfully navigating the first three years of ownership. They will help you discover your unique selling proposition, develop effective and compliant hiring practices and marketing tactics to reach ideal nannies and clients quicker. Caroline will do a deep dive in understanding finances and effectively managing your books. With an open and honest approach and over two decades of experience Caroline & Megan will leave you with a roadmap to success saving you time, money and headache.

5:30 PM – 6:00 PM

First Time Attendee Orientation (G) » *Mahogany 2 & 3*

Hosted by Kellie Geres, INA Conference Coordinator

First time conference attendees are invited to join us for this information introduction to the INA Conference. We will walk you through what to expect and how to get the most out of your conference experience. All are welcome to attend.

6:30 PM – 7:30 PM

Welcome Reception » *Sapphire Pavilion* Sponsored by HomePay Provided by Breedlove

Join us as we kick-off our 32nd Annual Conference. Come meet new friends, and connect with old friends. Lite snacks and a cash bar will be available.

7:30 PM – 10:00 PM

Optional: Group Dinners

Groups dinners are optional, sign up is required, and please bring cash for dinner payment, as many group settings cannot separate checks.

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Newborn Care by Karen
All Things Nanny
Nannypalooza
Rozzy Learning Company
National Nanny Recognition Week

2017 INA CONFERENCE ENDOWMENT RECIPIENTS

CAREGIVER: Cindy Augustine & Rhonda Buergler
BUSINESS: Susan Tokayer, *Family Helpers*

8:00 AM – 8:45 AM

Breakfast » *Sapphire Pavilion* Sponsored by Placement Solutions

9:00 AM – 10:15 AM

KEYNOTE ADDRESS: FINDING YOUR OWN WORK/ LIFE BALANCE: TIPS ON WORK LIFE BALANCE FROM A RECOVERING WORKAHOLIC (G) » *Mahogany 1-2-3-4* Sponsored by HomeWork Solutions



Presented by Megan Metzger, Preferred ChildCare and Megan Metzger Consulting

As caregivers, parents, and supporters of the nanny industry we have the desire to nurture and help others, sometimes at the sake of our own mental sanity. In this workshop, Megan Metzger, Founder and President of Preferred ChildCare and Megan Metzger Consulting, will share her personal journey of being a nanny, mother, and business owner. She will share with you tips and tricks she learned from owning a business that ran her life to becoming an owner who now runs her business. She will help you learn how to create your own definition of a balanced life and give you the tools to create one you view as successful and fulfilling.

10:15 AM – 11:00 AM

Networking Break » *Mahogany Foyer* Sponsored by Mahler Staffing

11:00AM – 12:00 PM

SMART SLEEP SOLUTIONS 4-18 MONTHS (N) » *Mahogany 2*



Presented by Janeen Hayward

Interested in learning more about healthy sleep habits for your children? From eliminating night waking to naps, this workshop will cover it all--and includes time reserved for asking questions about your specific sleep situation. This workshop will focus on children over 18 months old and will be a continuation from the first Sleep Solution workshop. You do not need to attend the first workshop to be able to attend the second.

11:00AM – 12:00 PM

CULTURAL DIFFERENCES & SENSITIVITY (NCS) » *Mahogany 1*



Presented by Susan Labadi

The need for knowledge and tolerance of cultural sensitivities has never been greater, as wealth spreads and embraces a wider expanse of cultures. Agencies, nannies, and newborn care specialists find increasing complexities and nuances in working with their clients. As a trusted member of client families, you need to know what to expect and how to bridge potential gaps in protocols. Join Susan Labadi, who has guided educators on diversity, and ask sensitive questions from a reliable resource.

11:00AM – 12:00 PM

REFINING SYSTEMS AND PROCESSES (A) » *Sienna 1 & 2*



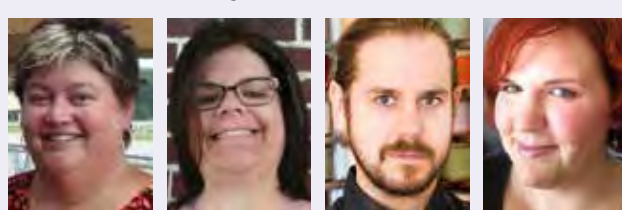
Presented by Rosalind Prather, Trusting Connections

Every business owners' goal should be to create a business that functions on its own. Whether you have dreams of expansion or you just want to be able to take a vacation without worrying about your agency falling apart without you, having the proper systems and processes in place is a critical component to every agency owner's success. In this workshop, we will discuss why systems and processes are so important and how to establish and maintain them. We will also address how to integrate technology such as automation to refine your systems and processes and discuss industry-specific solutions throughout. Take the next steps to creating an agency that is a well-oiled machine!

11:00AM – 12:00 PM

WORKING WITH OLDER CHILDREN (N) » *Mahogany 3*

Panelists Include: Angela Jackson, Alice Shaffer, Daniel Butcher, Carli Lintemuth



Do you work with children aged nine years and up? Are your nanny kids reaching that age soon? This panel discussion with Q&A will provide a great sounding board for the common challenges nannies who care for older children face. Our panelists will briefly share their experiences working with kids from nine through their teen years. Then you will get a chance to ask your questions and get answers from those who have encountered those issues.

12:00 PM – 1:30 PM

INA Meritorious Award & Service Award Pin Ceremony Luncheon » *Sapphire Pavilion*

Join us as we honor our 2017 INA Meritorious Award Recipient, and award our INA Service Award Pins.

1:30 PM – 2:30 PM

SMART SLEEP SOLUTIONS: 18+ MONTHS (N) » *Mahogany 2*



Presented by Janeen Hayward

Interested in learning more about healthy sleep habits for your children? From eliminating night waking to naps, this workshop will cover it all--and includes time reserved for asking questions about your specific sleep situation. This workshop will focus on children over 18 months old and will be a continuation from the first Sleep Solution workshop. You do not need to attend the first workshop to be able to attend the second.



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1:30 PM - 2:30 PM

WORKING WITH LGBTQ FAMILIES (NCS) » Mahogany 3

Presented by Kathleen Braun Butler, Your Baby Butler



As non-traditional families become more commonplace, there is a greater likelihood you may encounter yourself working for one. In this workshop, we will define the various types of families that are encompassed by the LGBTQIA+ umbrella. Discussions will include special considerations as caregivers working with these families, such as cultural sensitivity, gender appropriate pronouns and the roles of parenting for people with non-mainstream sexual orientation or gender identity. We will also cover issues regarding marketing yourself to LGBTQIA+ families, many of whom have significantly higher median household incomes than their heterosexual counterparts.

1:30 PM - 2:30 PM

HOW TO DEAL WITH EVERYONE (A) » Sienna 1 & 2

Presented by Bob King, Legally Nanny



Nanny agency owners are besieged from all sides. Clients want to negotiate your contract, try to get out of your fees, or want a refund because a candidate didn't work out. Candidates threaten to sue because you won't place them or they didn't get a job that they wanted. Other nanny agencies steal your website look, logo or language. Even the government may come calling to investigate discrimination or wage claims. This seminar will explain how to respond to everyone legally, professionally, and with the best results for your agency. We will provide an overview of applicable laws and best business practices for how you effectively deal with everyone on any occasion to minimize liability and get the best results for your agency.

1:30 PM - 2:30 PM

HOW TO BEGIN A BACK-UP CARE PROGRAM - PANEL DISCUSSION (A) » Mahogany 1

Panelists include: Stacie Steelman, Crunch Care & Alisha Smith, Bright Horizons *Workshop Sponsored by Bright Horizons*



For agencies looking to establish a back-up care program relative to working with Bright Horizons. Participants will get a general overview of all program requirements, steps to take to begin the process, and a detailed overview on what is expected of care providers.

2:45 PM - 4:00 PM

Round Table Discussions (N) » Copper Topics Include:

- **WORKING & TRAVELING INTERNATIONALLY WITH BABIES & CHILDREN** *Facilitated by Helen McCarthy*
- **CAN WE BE TODDLER SCIENTISTS AGAIN** *Facilitated by Stacie Gebeke*
- **TANTRUM FREE IN 1,2,3** *Facilitated by Bethany Stuart*
- **CURRICULUM PLANNING** *Facilitated by Kelly Smith*
- **BUILDING NANNY COMMUNITIES ONLINE & IN-PERSON** *Facilitated by Kellie Geres*
- **NANNY KNOWLEDGE AND ITS POWER!** *Facilitated by Laura Schroeder & Thyat Oliveira*

2:45 PM - 4:00 PM

INFANT BRAIN DEVELOPMENT (NCS) » Mahogany 1

Presented by Deborah McNelis, M. Ed., Brain Insights



Early interactions are critical to the base of self-regulation, resiliency, delayed gratification, executive function, relationships and behaviors throughout life. Did you know early relationships also affect learning? Join Deborah for this fascinating session and you will better understand the critical role secure attachment plays on the babies in your care. It is essential that everyone understands the impact of early relationships and how it can best be achieved.

2:45 PM - 4:00 PM

FIND THE BEST NANNY - BE THE BEST AGENCY (A) » Sienna 1 & 2

Presented by Jacalyn Burke



An agency is only as good as the nannies that it sources for its clients. Leaving a newborn baby with a nanny is one of the most terrifying experiences for new parents. Our job as agency principals is to close that "fear gap" but how? We do it by knowing how to find, screen and train the best possible child care providers. We do it by continuing to support our clients and our greatest assets: our staff.

2:45 PM - 4:00 PM

FIND YOUR FOCUS AND CREATE A MAP TO A LIFE YOU LOVE AT OUR DREAMBOARD WORKSHOP (G) » Mahogany 2 Hosted By Glenda Propst



Join this workshop to create a dream board that focuses on a dream or vision you have for your future, such as career accomplishment, bringing more fun into your life, starting your own successful business or planning for the ultimate retirement. The very act of creating the vision board tells your mind what's important. Teach your mind what you want to focus on in your life and build a dream board today!

6:00 PM - 9:00 PM

Optional: Group Dinners

Pre-registration and payment required.

Groups dinners are optional, sign up is required, and please bring cash for dinner payment, as many group settings cannot separate checks.

8:00 AM – 8:45 AM

Breakfast » Sapphire Pavilion Sponsored by Newborn Care Solutions

8:00 AM – 4:00 PM

Vendor Marketplace » Sienna 3 & 4

Visit our vendors for today only! Services and products brought together for one day, for nannies, NCS, agencies, and educators! A listing of participating vendors can be found on page 27.

9:00 AM – 10:15 AM

GENDER DIFFERENCES IN BRAIN DEVELOPMENT (N) » Mahogany 1 & 2



Presented by Deborah McNelis, M. Ed., Brain Insights

Pink or Blue? Gender Differences related to Learning: Implications for how brain differences can impact learning are included in this very fun and interesting presentation. Awareness of these differences creates the opportunity for you to have a clearer understanding and provide for the optimal development of both boys and girls brains.

9:00 AM – 10:15 AM

PROFESSIONALISM, ETHICS, AND NAME DROPPING IN THE WORLD OF SOCIAL MEDIA (NCS)



» *Mahogany 1* Presented by: Tonya Sakowicz, Newborn Care Solutions & Louise Dunham, Placement Solutions

There seems to be a rise of Name Dropping and a Loss of Professionalism and Ethics since our World has gone all “Social Media” crazy. People in all walks of life seem to have forgotten what is appropriate to share and not or have the misconception because they are in a “closed” or “private group” that they can share things without concern. In this workshop, we will look at this new phenomenon and how it affects Newborn Care Specialists since NCS are often working in High Profile and High Net Worth households. What is right, what is wrong, what an NDA really binds you to and how you can endanger clients and their children when you as an NCS violate both the written and unwritten rules of professionalism and ethics when it comes to client privacy and protection

9:00 AM – 10:15 AM

IF YOU CANNOT READ YOUR SCORECARD (FINANCIAL STATEMENTS), YOU DO NOT KNOW THE SCORE – UNDERSTANDING FINANCIAL STATEMENTS FOR BUSINESS OWNERS (A) » Sienna 1 & 2



Presented by Miranda Kerns

This workshop is geared for the new & the experienced Agency owner who want to understand more about their financial statements as essential tools in growing the revenue and profits of their business.

- Break-even
- Balance Sheet
- Profit & Loss Statements
- Cash Flow Statements

10:15 AM – 10:45 AM

Networking Break » Sienna 3 & 4 Sponsored by The Nanny Mentor

10:45 AM – 12:15 PM

SIBLING RIVALRY: MORE FRIENDSHIP, LESS FIGHTING (N) » Mahogany 2



Presented by Sara Sladoje

Are your children enjoyable one on one but maddening together? Did you know sibling relationships have long lasting effects on shaping our identity and self-esteem? How does the birth of a new sibling affect an older sibling? This workshop will provide information on what to expect regarding sibling fighting and behavior and research on why it is critical to foster healthy sibling interactions. Participants will learn effective tools to create a more collaborative and calm household among your children and nurture sibling bonds.

10:45 AM – 12:15 PM

FROM CONTACT TO SIGNED CONTRACT (NCS) » Mahogany 1



Presented by Cortney Gibson, Gibson Newborn Services

You love babies. You’ve invested in continuing education. Your reputation is growing and so are inquiries for your services. You’re great at your job, but how can you increase your ability to secure contracts and book your ideal clients? Join industry leader, Cortney Gibson, for an informative workshop that will give you the tools needed to set yourself apart from competitors and close deals so you can get back to nurturing babies!

10:45 AM – 12:15 PM

NAVIGATING THE LOCAL MARKETING MAZE: HOW TO REACH THE RIGHT AUDIENCE WITH THE RIGHT OFFER (A) » Sienna 1 & 2



Presented by Jim Fitzgerald, Taradel LLC / Sponsored by Crunch Care

In this workshop we will help you identify your trade area and specifically the hot spots within it. Then we will show you how to focus on the areas with the highest concentrations of people who act and look like your existing clients. We will then walk through the multiple options available to reach your audience and show you how you can create a multi-channel, fully integrated marketing campaign. Finally, we’ll show you how to track your campaigns to fully optimize results and improve future performance.

10:45 AM - 12:15 PM

NANNY 2.0: A FRESH TAKE ON POSITIVITY AND PROFESSIONALISM (N) » Mahogany 3

Presented by Tracey Chipps



The latest version on maintaining positivity in your day to day, promoting your chosen profession to friends and family, self-care guidance, and inspiration. This will be an interactive workshop to promote dialogue about the ups and downs of our profession. To promote positivity and self-care, random giveaways will be provided to lucky workshop attendees.

12:00 PM - 1:30 PM

Lunch » Sapphire Pavilion: INA Annual Meeting & INA Nanny of the Year Ceremony

Sponsored by GTM Payroll Service

1:45 PM - 3:00 PM

HOW DO WE TELL THE CHILDREN? COPING WITH DIVORCE, DEATH AND DIFFICULTY (N)

» Mahogany 1 Presented by Sarah Sladoje



Many families at one time or another are faced with an illness, loss or parent separation. These situations bring a unique challenge to families and it is important to prepare children in a developmentally appropriate way. This workshop provides information on typical reactions children may have during these events, how to best support them, and language to use to help children understand what is happening. Preparation by families and caregivers in these circumstances is critical. With preparation and education, these life challenges can be better navigated and a more positive outcome reached for families.

1:45 PM - 3:00 PM

Ask the Experts: NCS Panel Discussion » Mahogany 3

Panelists include: Cortney Gibson, Tonya Sakowicz, Malia Hudson, Karen Yatsko, Kathleen Braun Butler



Come and ask some of the leading NCS in our industry your toughest questions. Chances are they've seen, heard and dealt with many issues facing today's NCS.

1:45 PM - 3:00 PM

THE "B" WORD: DEFINING YOUR AGENCY'S BRAND (A) » Sienna 1 & 2

Presented by Brandy Schultz, Adventure Nannies / Sponsored by Aunt Ann's In-House Staffing



As a young agency, it is easy to fall into the trap of trying to become whoever and whatever your clients want you to be at any given moment. While "branding" may seem like a buzzword or even a dirty word, someone will define the brand of your agency - either you, your nannies or your clients. This workshop will discuss how you can craft the voice and brand of your agency to attract (and define) your ideal nannies and clients.

1:45 PM - 3:00 PM

Agency Staff: Panel Discussion (A) » Mahogany 2

Panelists include: Sabrina Glenn, Trusting Connections; Kate Jones, Preferred ChildCare and Emily Chisholm, Adventure Nannies



Exclusively for agency staff members, this workshop will highlight the successes and challenges of working for a nanny agency. With panelists that work in the day-to-day operations of the nanny agency business, from recruiting, hiring, placements, payroll, and more, they have great insight and knowledge. Come with your questions and be ready learn from one another and create your own community of support!

3:00 PM - 3:30 PM

Networking Break » Sienna 3 & 4 Sponsored by Nanny Circle & Chicago Nannies

Last chance to visit our Marketplace!

3:30 PM - 4:30 PM

TOP 5 NANNY HACKS (N) » Sienna 1 & 2

Presented by Jacalyn Burke



Are you looking for a strategy to raise your career game? Do you have unique skill-sets but you don't know how to transfer them within the child care industry? Do you feel stuck in your job as a nanny? Child care author and advocate Jacalyn S Burke presents an exclusive workshop aimed at nannies like you. Jacalyn worked in Manhattan for 14 years as a nanny among every type of child care worker. She understands the industry and the marketplace. Her techniques and ideas will leave you with a game plan for success.

Saturday, May 20th

3:30 PM - 4:30 PM

HOW TO ESTABLISH AND GROW A SUCCESSFUL NCS BUSINESS (NCS) » Mahogany 3



Presented by Alexandra Latten

Ms. Latten believes to have success, mindset is everything, and by following these five steps, you will be on the path to having a successful NCS business.

1. Start your day right = your morning inspiration
2. Power of gratitude = gratitude is one of the most important elements
3. Power of positive thinking = basic laws of attraction
4. Power of consistency = discover the difference between failure and success
5. Power of affirmations = how to make them work

3:30 PM - 4:30 PM

Round Table Discussions (A) » Mahogany 1 & 2

- **RECRUITING: DOS AND DON'TS** *Facilitated by Rosalind Prather, Trusting Connections*
- **BUSINESS ETHICS - NAVIGATING THE HARD QUESTIONS**
Facilitated by Louise Dunham, Placement Solutions
- **INCREASING YOUR TEMP BUSINESS** *Facilitated by Joanna Briese, Joanna's Nannies*
- **SOCIAL MEDIA: TIPS & TRICKS** *Facilitated by Christina Tracy, Tracy Social Media*
- **INCREASING YOUR BOTTOM LINE - TIPS TO INCREASE REVENUE AND DECREASE EXPENSES**
Facilitated by Miranda Kerns
- **LIVING THE PIE LIFE- TIPS ON BEING A MOM & BUSINESS OWNER**
Facilitated by Ryan Jordan, Educated Nannies
- **BACK UP CARE- TAKING YOUR AGENCY TO THE NEXT LEVEL**
Facilitated by Dominique Rice, Perfect Fit Placement
- **NAVIGATING YOUR INA MEMBER PORTAL FOR MAXIMUM MEMBERSHIP BENEFITS**
Facilitated by Kellie Geres, All Things Nanny

3:30 PM - 4:30 PM

Agency Coaching (A)

Additional fee and sign up required.

4:30 PM - 5:00 PM

Caucus: Nanny » Sienna 1 & 2

Caucus: NCS » Mahogany 3

Caucus: Agency » Mahogany 1 & 2

5:15 PM - 6:45 PM

Closing Reception & Raffle » Sapphire Pavilion

Come join us as we close out conference. This will be your last chance to purchase raffle tickets and we will be drawing for the amazing selection of prizes. You must be present to win or designate an agent to accept your prize. Cash bar and light appetizers will be provided.

7:00 PM - 9:00 PM

Optional: Group Dinners

Groups dinners are optional, sign up is required, and please bring cash for dinner payment, as many group settings cannot separate checks.

Sunday, May 21st

8:00 AM - 1:00 PM

Board of Directors Meeting » Maize All are welcome to attend.

8:00 AM - 10:00 AM

INA Nanny Credential Exam » Executive Board Room

Pre-registration and payment required.



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2017 NANNY OF THE YEAR NOMINEES



KENDA HORST from San Francisco, California. Kenda has worked as a nanny for 24 years. She loves that through her job she can provide peace of mind to busy parents. She is committed to being a steadying presence in the lives of those she cares for so they can establish a strong foundation from which to build. Though the small daily tasks that we do for children may seem inconsequential, Kenda believes that they are the fabric of kindness and love that children will carry with them throughout life. She is proud of the contributions she has made to children and this work has had the unanticipated effect of enriching her own life in immeasurable ways. In her current position, when her family needed to change their dietary plans, Kenda learned completely new ways of making delicious and nourishing meals for the entire family.

Kenda was nominated by Dr. Karen Kreider Yoder who stated “Kenda is a master at building children’s communication skills. She listens and she asks good questions. Our children would end the day with so much to say about their adventures in the city, because they had had a rich day of speaking, listening, and vocabulary.”



CATELIN MATIJEVICH from Chicago, Illinois. Catelin has been a nanny for over 12 years. To her, being a nanny is not a job but a lifestyle that she wakes up grateful each day to lead. She boasts that even her hobbies center around her career as a nanny and it is all very important to her. When she starts working with a new family she considers it the beginning of a special journey she will embark on with them. Catelin hopes to utilize things she has learned on each of her journeys to help the new family. She believes it takes a supportive community to provide exceptional care and she considers herself lucky to have that in each of her positions.

Catelin was nominated by Jacob Tiedt and Erin L. Shencopp who stated “Cate has given our daughter confidence in her abilities to try new things and the tools to cope with the many emotions that young children face. She likes to say that ‘can’t is not a word in our vocabulary.’ Cate is truly an amazing and wonderful nanny.”



LAURA SCHROEDER of Charleston, South Carolina. Laura has been a nanny for six years. Though she has spent most of her career working with children, she did not become a nanny until later in life but she believes that through nannying, she has found her true calling and passion. She spends her evenings happily reading child-care books or preparing lesson plans. Being a nanny is part of her heart and soul and something that she plans to do if she is able. Laura is most proud of the confidence she can instill in the children she cares for. As a Positive Discipline Parent Educator and former social worker, it is important to her to have children who understand their own feelings and are empathetic to the feelings of others. She currently is a nanny and house manager for three children.

Laura was nominated by Jessica Brown who said “Laura is the most sensitive soul I have ever met. She melts when children hug her and the love is palpable when you witness it. She has helped us become better parents. She guided us through positive discipline by demonstrating this method consistently with our children.”

2017 NANNY OF THE YEAR NOMINEES



KELLY SMITH of Burien, Washington. Kelly has been a nanny for over 8 years. To her, being a nanny is the most rewarding decision she ever made. She gets to see daily the wonder and mystery of life through the eyes of children. She works to teach kindness and acceptance in the children in her care. Kelly models this by accepting and loving every child for the unique individuals that they are. She is passionate about anticipating and filling the ever-changing needs of the parents and children. Kelly currently works for two children who require support beyond what is normal and she enjoys the challenge of helping them reach milestones so they can thrive.

Kelly was nominated by Ashlie B who said that "She is amazing with children. She is currently working with kids with special needs and has so much patience. I admire her and it takes a devoted special individual to take care of children. She is always caring about the little things too to make the mom's life easier."



CANDIDA VAJANA (Candi) from Palo Alto, California. Candi has been a nanny for over 20 years. One of her goals is to elevate the Nanny Profession by showing examples of quality care and by being a role model to empower other nannies. She enjoys being able to instill the basic but important skills of compassion, empathy and knowing that to be happy one needs to be able to help others. In her current position, she works with one child and travels extensively. Candi enjoys working with families from different cultures around the world and finds that everyone has something to teach you. She believes that nannies have a very important role to play in society, shaping the minds and souls of the leaders of the future.

Candi was nominated by several individuals: Elizabeth Gengembre, Jenny Greenwood, Tonya Sakowicz, and Annie Duguid. As well as Grainne O'Reilly who said "Candi is one of the most outstanding child care workers/educators that I have ever known or employed. I have lost count of the families who consider her to be the BEST thing that ever happened to them and their children, both here and overseas."



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INA MERITORIOUS SERVICE AWARD



The INA Board of Directors is so excited to present the Meritorious Service Award to **KATHY WEBB!** Kathy is one of our most veteran leaders, spending over 20 years as an advocate, educator and voice for the nanny industry at large.

Kathy, who graduated magna cum laude from Boston College, co-founded HomeWork Solutions in 1993 and began educating agencies and nannies about legal payroll. In her interactions with these agencies and nannies, she noticed the lack of information available about in-home employment. Kathy made it her mission to articulate norms and standards for the industry to both employers and employees to professionalize the relationship. The NannyNetwork.com website became the way to get the word out - offering job descriptions, work agreement templates, information about background screening, legal payroll and more. With her extensive experience preparing 'nanny tax' payroll taxes, Kathy is looked to as an expert. She is the author of numerous articles on this topic and has been featured in the New York Times, 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. HomeWork Solutions' website has a library of resources and continues to offer weekly blogs and articles addressing critical industry issues. Her fingerprint is all over.

Kathy served on the INA Executive Board of Directors 2011-2016, as the Secretary, President, and Immediate Past President and her contributions continue to serve our association well. She sought to define committees, create a succession plan for future presidents including adding the Immediate Past President role to the board. She was also a key player in our recent website redesign, INA Credential Exam update and creating this Meritorious Service Award.

In addition to INA, she is committed to support and educate on the both national and local level. This includes supporting APNA, DEMA, Nannypalooza, and National Nanny Training Day, etc. both financially and relationally. She is a constant at conferences - leading, coaching and befriending both the nanny and business. She is a wealth of information and always willing to share solutions and answer questions. She is loved and respected by so many!

Kathy shares, "At the end of the day, our industry is really about children. As a mom and former nanny employer, I know I wanted the best possible care and nurturing for my children. I think most moms would agree on that. Through a strange and winding career path, I found myself in a job where I could influence the quality of care that other children receive. I personally receive much satisfaction from supporting programs like INA, National Nanny Training Day, and Nannypalooza, all of which provide caregivers, nannies, the ability to nurture both themselves, the children they care for and the families they serve through education, peer support and mentoring. When it is all said and done, the children benefit."



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INTERNATIONAL NANNY ASSOCIATION ANNUAL MEETING 2017 AGENDA

Annual Meeting Agenda: Saturday, May 20, 2017, Shamburg, IL

Call to Order - Marcia Hall
Minutes - Caroline Wesnitzer
Presidents Report - Marcia Hall
Treasures Report - Stacie Steelman
This Year - Marcia Hall
Committee Report - Committee Chairs
New Business - Tonya Sakowicz
2018 Conference - Sandra Costantino
New Business - Tonya Sakowicz
Adjournment - Marcia Hall

2016 Annual Meeting Minutes: May 14, 2016, Reston, VA

Call to Order: Marcia Hall called the meeting to order at 12:47 PM and declared a quorum.

Minutes: Sheri Lopez asked for any edits to the minutes of the 2015 Annual Meeting. Cortney Gibson moved to accept the minutes of the 2015 Annual Meeting. Greta Schraer seconded. Motion passed.

President's Report: Cortney Gibson shared the following highlights from the previous year.

- Our transition to Member 365 has gone smoothly and the program better fits our association. It gives access to member documents, has an updated directory, and will grow with our organization. Plus, it saves us money.
- After we completed the updates to the Nanny Certification Exam, we had 52 nannies take it which is an increase from previous years.
- We introduced the Town Hall on Facebook which connected INA members and potential members with each other and the Board of Directors. It proved to be fun, educational, and engaging. We plan to continue these.
- We started an educational video library for membership
- We had record numbers for our conference this year and have an exciting location for next year's conference.

Treasures Report: Stacie Steelman reported that we recorded a total income of \$121,229 for the year and incurred a series of expenses related to technology and office staff that were higher than usual. The budget is set for the following year in a positive direction. We have approximately \$70,000 in our operating account and approximately \$40,000 in our investment accounts at this time.

Coming this Year: Marcia Hall discussed some of the projects that the Board of Directors will be working on in the coming year.

- Nanny of the Year Digital Portfolio. After many years of working toward the goal of providing a fully digital application for the NOTY, it is ready to be launched. Members were encouraged to pay close attention to the deadlines as they will change this year.
- Associate Membership. As of September 1st, new INA members will join as an Associate Member. They will be asked to watch video and agree to our Code of Conduct. They will have one year to complete requirements and have limited benefits until they are full members. At that time, current members will not need to be associates but will be asked to watch our video and agree to the Code of Conduct - which is based on the INA's Best Practices.
- Certification Programs: The INA is working hard to find the right program that fits the needs and demand of the industry. There are several options but they are expensive. The Board is discussing the option of introducing a funding campaign to help increase awareness, gauge true interest and raise the funds for this large endeavor.
- Educational Library: We have developed a few educational videos but are looking to invest in our members by creating these for business, nannies and newborn care specialist
- Nanny Credential Exam: We will continue to make changes to the exam as necessary to keep up with changes in the industry. We will also be looking for ways to improve the experience of taking the exam.
- Town Hall Events. We will continue to promote unity and conversations through the INA Facebook page and our Town Hall events.

Conference 2017: Next year's conference will be near Chicago, IL and will likely be the weekend of May 18- 21.

New Business: Marcia Hall asked members for any new business items. There being none, she called for a motion to adjourn. Joanne Coffey moved to adjourn the 2016 Annual Business Meeting and Kellie Geres seconded. Motion passed and meeting adjourned at 1:25 PM.

INTERNATIONAL NANNY ASSOCIATION ANTI-TRUST POLICY

Anti-trust laws apply to trade associations as well as to businesses. The International Nanny Association is a not-for-profit education association, but since a large portion of our members are owners or officers of for-profit companies such as Nanny Referral Agencies and a variety of other business endeavors that support our industry, it is important that we address the following concerns as a safeguard against violation of the state and federal statutes.

Members of the International Nanny Association's Board of Directors and our association Associate and full members are to refrain from discussing at this and all meetings the financial aspects of their business pertaining to disclosure of prices, profits, commissions, discounts, purchase agreements, contracts, costs of services or materials, or any other matter which could be construed as causing injury to a competitor or of unreasonably restraining trade.

THE TEN DON'TS OF ANTI-TRUST

1. Don't discuss prices with competitors. INA will not knowingly allow any discussion of pricing at an Association meeting where competitors are present.
2. Don't divide customers, markets or territories with competitors.
3. No person or company shall be unreasonably excluded from INA membership or participation where such exclusion may impair such person or company's ability to compete effectively in the industry. This includes vendors and advertisers.
4. Don't agree upon or attempt to control a client's price. Standardization is to deprive customers of legitimate choices and is seen as a discriminatory action against competitors and is referred to as price fixing.
5. Don't attempt to restrict a client's activity. Exclusive contracts inhibit a customer's legitimate
6. Don't offer a client prices or terms more favorable than those offered to other or competing
7. Don't require a client to buy service or products only from you.
8. Don't use one product as bait to sell another.
9. Don't disparage a competitor's product or service unless the statements have been verified as factual.
10. Don't make sales or services conditional on reciprocal sales or service. During informal or social discussion at the site of an INA meeting, which may be beyond the control of its officers and chair-people, all representatives (members) of the Association are expected to observe the same standards of personal conduct required of the Association in its compliance with anti-trust guidelines. In order to ensure compliance with anti-trust laws, the officers, directors and staff of INA will make every possible effort to properly supervise INA sanctioned meetings.



who we are

Newborn Care Solutions is the leading training platform for Foundational, Advanced, Elite and Master NCS programs. Our trainings are done in-person and online worldwide.

what we do

Our Foundational program is great for newer NCS, nannies, doulas and experienced infant daycare workers to strengthen and deepen their newborn knowledge.

Our Advanced program helps you understand the "how" of what we do, but do you really know the "why"? Understanding the science behind things helps you communicate better to your clients.

Our Elite/Master NCS is in-depth, customized training for those who have the goal of being the Best of the Best—nothing else exists like this anywhere!

Our Green Proofing program helps you understand why going green is so important to everyday health for our clients and their families and specifically a new baby.

Our Sleep Solutions program combines In-Depth Science with Experience and real case studies to help you find solutions to help infants 0-6 months achieve better sleep.

contact us

Questions? email us at info@newborncaresolutions.com



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2017 INA SERVICE AWARD PIN RECIPIENTS



JULIETTE WORLEY has been in the nanny profession for more than three decades. During her initial nanny years, she realized each family she worked with was unique in their parenting philosophies, requirements and family values. Having previously been in the business sector, she could relate to busy dual professional parents, their passion for their careers and a desire for balance in family. Juliette is committed to co-partnering as a team player with parents in raising happy, healthy children, and assisting them in balancing their work and home lives. For her, it is of vital importance that this impact be nothing less than exceptional. Understanding the needs of each individual client family and where she can enhance their lives, provide continuity, reinforcement and enrich their familial experience has been her ongoing career goal and achievement. Juliette's commitment and experience elevate her to a level of excellence, achieving multiple credentials including Certified Infant Massage Instructor (CIMI/IAIM), Certified Professional Nanny (CPN/PNO), Certified Parenting and Family Coach (ACPI), extensive classes, seminars and educational development including loss and grief, connection parenting, Baby Planner (IABPP/IMI) and a Credentialed Nanny through INA. A network of professional friends and colleagues has made a tremendous impact on her life's work. She is honored and grateful for these lasting friendships and invaluable mentors throughout her career. She continues to pay forward what has been so generously offered to her by mentoring, assisting and encouraging younger nannies whose passion and commitment of excellence, to and for our industry, will impact future families and our profession. She also participates and encourages volunteerism in her community through education and the arts for children.

KAREN E. YATSKO has been a Newborn Care Specialist for over a year. Her training was with Newborn Care Solutions (Foundation and Advanced Courses), Boston Baby Nurses and Boston Newborn Care. Newborn Care by Karen serves families locally and nationwide. She was previously a Professional Nanny and Household Manager for 29 1/2 years. In her time as a nanny, Karen had the pleasure of working with 21 children and 15 parents! Her longest nanny employment was 9 years, 8 months with one family, and her second longest was 8 years, 11 months with another! She is a member of the International Nanny Association (25 years), serving on its Board of Directors for 6 years, a member of the Publications Committee, Editor of the INAVision for 2 years, and as a writer for INAVision. Karen recently served on the INA Nanny Credential Exam Committee and now is a member of the Newborn Care Specialist Committee. Her other INA volunteer work includes serving the last four years on the INA Board Nomination., the INA Conference Roommate Coordinator and the INA Conference Guide Coordinator. Her goal is to make sure that first time Conference attendees feel welcome and have a great experience.

Karen has been a speaker at several INA Annual Conferences, served on several Annual INA Conference panels, and facilitated INA Conference Roundtables. She was a nominee for the INA Nanny of the Year Award in 1994, and has passed the INA Credential Exam. Karen is also a member of the Domestic Estate Managers Association, attending 3 conferences representing the Nanny and Newborn Care Specialist Industry. She is a supporter, attendee and previous speaker at Nannypalooza. Karen was nominated for the Child Caregiver of the Year award by Parent's Magazine in 1998. She was also a co-presenter at the 1998 NAEYC, (National Association for Young Children) Conference in Toronto, Canada speaking on "Today's Career Nanny".

2017 INA SERVICE AWARD PIN RECIPIENTS



TAMMY BANNICK has been a professional Nanny for 29 years. She began having a love of children at a very young age where she would babysit for her neighbors' children at the age of 8. Yes, her mom was next door for needed advice and to help with any emergency if it should have come up...Thankfully it didn't. She continued caring for children through-out her high school years and enjoying learning about and caring for children. Once she became a graduate she became employed in her first professional nanny position. This position taught her a lot about becoming a full time live-in caregiver for an infant and making an impact on the child's development and education. This job continued for 8 years gaining another child along the way. While she also took on a second job at the local pre-school where the boys attended. It was there that the importance of being creative and learning through play was a focus that has carried along through-out her career. When her position in Connecticut ended she moved back to Illinois to be closer to family and continued her professional nanny career near Chicago, Illinois. There have been many people who have influenced her along the way. Beginning with a dear woman Mary Anderson who was a head teacher at "Little Brick School" which she taught at. Mary passed on a lot of knowledge of children and showed her how to believe in herself and trust her natural instincts with the children. Also, gave her the tools to be able to talk with parents about their children. Tammy, being in her first nanny position at that time really struggled with being able to approach her Nanny family about issues that came up and this was a real asset for her to hold on to in future jobs as well. There have been many fellow nanny's that she has looked up to in her career of 29 years and she has taken advice, given advice, related to, encouraged and has developed lasting relationships with them all. She has now assisted in raising 19 children over 29 years and continues to enjoy seeing children learn and experience their daily accomplishments. It brings her such joy and a feeling of accomplishment while being a part of their childhood and their future.

CATRINA FREEL grew up in Indiana not knowing that the job of a nanny still existed. She started babysitting when she was 13. She continued babysitting all through high school (except a brief stint at Dairy Queen). She had plans to go to business school for accounting, but was just not ready to sit behind a desk most days. She saw an advertisement in the paper for a "mother's helper" job in Washington DC area where she took care of toddler twins for about 8 months. When that position ended, she saw an article in Life magazine about a nanny who attended school in Denver, Colorado, just for nannies. She applied to the National Academy of Nannies Incorporated (NANI). After she completed the early childhood course, she took a job in Connecticut with a family of 5 children ages 16-newborn, where she mainly took care of the younger children. This was her first professional nanny job. After her first job, she took another one in Connecticut and quickly learned about a job not being the right fit. She ended up moving back to the Midwest to be closer to her family. She has now worked for ten families helping to raise twenty-one children. She has enjoyed watching all the small victories each child has made in mastering a new skill, from eating independently to becoming an avid reader. She loves encouraging all her charges to believe in themselves letting them know that they can do anything, even if it takes time and hard work. In August, she started a new position with a wonderful family. She is working as a nanny/household manager for a family with three boys. One is in kindergarten and is learning to read. The other two are twins who are in preschool, they both have some learning issues which is new for Catrina. She is learning new ways to help them to improve these life skills. Catrina has been in the nanny field for 28 years as of February this year. She has never looked back or wished she had gone to business school. She plans to keep doing this for as long as she can. Maybe NCS is in her future.

2017 INA SERVICE AWARD PIN RECIPIENTS



GUY MADDALONE is founder and CEO of GTM Payroll Services Inc., which offers household payroll, human resources, insurance and employee benefits services. Recognized in the United States household employment industry as the national expert, Maddalone has been operating businesses that attend to household employment for twenty-five years. Maddalone founded GTM in 1991 to specialize in household employment beginning with senior care providers, nannies and private-service professionals. He evolved the business to include all household employment professions and more than three hundred referral partners throughout the United States. A New England Nanny, a faction of GTM, is a nanny agency that Maddalone has operated for more than twenty years, placing thousands of child care providers and nannies throughout upstate New York. GTM is also the nation's premier household payroll and tax service, and manage more than \$1 billion annually in payroll, supporting more than 30,000 employees. Maddalone conducts educational seminars throughout the country on the household employment industry, household human resources, household payroll taxes, IRS audits, tax compliance, and dependent care services for corporate employers. He is also a work-life dependent care consultant to GE, a licensed property and casualty broker specializing in Worker's Compensation, and a member of the Society of Human Resource Management (SHRM). Involved with several prominent business organizations, including the Massachusetts Institute of Technology and Inc. magazine, Birthing of Giants, and former president of the Albany Chapter of the Young Entrepreneur's Organization, Maddalone also contributes greatly to the community in which he lives - from coaching youth sports teams to mentoring local college entrepreneurs and giving to many local charities, including the Make-A-Wish Foundation. Maddalone is also heavily involved with industry associations, such as Association of Premier Nanny Agencies, International Nanny Association, and serves on many committees.

HELEN MCCARTHY is a Qualified British N.N.E.B Nanny with over 25 of experience as a Nanny, New Born Care Specialist, Night Nanny and Childcare Consultant. Helen has devoted her career to the care of children at all stages of life, with all levels of needs. Helen saw a gap in the market and set up Top Baby Guru, a bespoke Parenting Company and as their motto says "No Job Too Small. No Question Too Silly." In 2015 Helen returned to nannying after attending Nannypalooza 2014 conference. Helen now organizes meet-ups, hosts parties for Nannies, their charges and finds great pleasure in baking Birthday cakes. In 2016 Helen planned London's first ever National Nanny Training Day with 34 Nannies attending and National Nanny Night Out where 18 Nannies gathered at Beaufort House for Afternoon Tea. This year, November 25-26, Helen faces her biggest challenge yet bringing Nannypalooza to London England. Helen's dedication to the nanny industry doesn't just stay in her home country of the United Kingdom but travels worldwide. After being honored as the 2016 INA Nanny of the Year, Helen showed support to her fellow nannies by traveling to Nannypalooza OZ in Australia, Nannypalooza in Hartford Connecticut and the Nanny Ball in Brooklyn, NY. Helen is also a Director of Bexhill Community Playhouse Ltd and Nannypalooza UK LTD. An active member of The Association of Birth and Baby Professionals (ABBP), The International Nanny Association (INA), The Maternity Nurse Association, The British Association of the Professional Nanny (BAPN) and a Newborn Care Solutions Mentor. Helen is inspired by British author Roald Dahl; *"I began to realize how important it was to be an enthusiast in life. If you are interested in something no matter what it is, go at full speed, embrace it with both arms, hug it, love it and above all become passionate about it. Lukewarm is no good."*

2017 INA SERVICE AWARD PIN RECIPIENTS



Following her studies in Human Services at Hudson Valley Community College, **MELISSA SCHOONMAKER** began her career with A New England Nanny in 1997. She has been very fortunate to have worked with hundreds of the finest on-call and full-time nannies, babysitters, housekeepers, and other types of household professionals over the years. Melissa has had the pleasure of meeting and working with so many wonderful families to help find them right person that fits their individual needs. Each family has been unique and Melissa has thoroughly enjoyed developing a trusting relationship with each and every one of them to provide advice and guidance throughout their search and during their employment relationship. Melissa prides herself on the referrals she receives from happy clients and nannies alike. As a result, Melissa is able to offer unparalleled professional services to families and local companies across the Capital Region.



JENNIFER MATHIS is a career nanny in New York City. She has over fifteen years of experience in private homes, in addition to formal classroom teaching. She holds a BS in Elementary Education with an emphasis in Teaching Speakers of Other Languages and is currently pursuing her Master's in Education. Born and raised on Long Island, NY, working with children was something that she always knew she wanted to do. As a child, she would gather the younger kids in the neighborhood and sit them down for "school", while making them do work, which she would then score and return to them! After college, Jennifer moved to Florida to begin her career as a teacher. A few years later New York was calling her home. Upon returning, she made the decision to go private and work with families who valued learning and wanted an educator in their home. While formal teaching was a wonderful experience, the gift of being able to bond with children on a more intimate level and grow with them for years was, to her, the best of both worlds. Much to her gratitude, while Jennifer has written curriculum for children beginning at 9 months old, she has been able to use the world as her textbook. Traveling both internationally and domestically with families has provided priceless adventures and learning experiences. Longevity is something that Jennifer prides herself on. She has been present when families have brought their newest member home from the hospital, has been honored at a bar mitzvah and has watched two of her first charges go off to college. While holding education very high, she knows that these relationships were made while reading bedtime stories, kissing boo-boos, singing silly song and playing pretend. Through laughter and tears she has fostered a life-long bond with so many wonderful families. Knowing that she had even a small part in forming who they've become is why she is proud to call herself a nanny. Jennifer knows that working with children in any capacity is an honor but holds especially dear the fact that parents entrust the moral and emotional development of their children to her and considers it her greatest responsibility. She looks forward to the next fifteen years of molding play-doh and molding lives.

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JILL GRIFFIN has been caring for children since 1991, the first fifteen of those were in a child care setting where she was a proven leader rising quickly through the ranks. After serving in all capacities of day care from a director to assistant teacher to starting up a school to closing a school's doors, working in affluent communities to low income communities Jill realized she was missing something, the most important thing! The whole child, family and the individualized love and care. Jill then decided to make a big leap and left corporate America and in 2006 became a nanny, which eventually led to becoming a Newborn Care Specialist, a Postpartum Doula and most recently launching Jill's Newborn Care Services in December 2016. Jill has said "I always knew I loved babies, being a Newborn Care Specialist is my true calling." Jill has always had compassion for infants and young children this was prevalent at a young age. Jill's passion for infants and young children was prevalent at a young age. Jill would accompany her Mum to work and would be left to entertain and watch the babies and toddlers as her Mum worked in the next room. "I always knew Jill you would care for babies at eight years old Jill could calm my colic daughter like a pro." said Dr. Julie Byers DVM. At family gatherings Jill was always found at the kid table or playing on the floor. Even now these kids have grown and had kids of their own and call Jill for advice with their newborns. One of the biggest challenges Jill has undertaken in her long career was caring for micro preemie twin girls who were born at 27 weeks. Jill has recently been taking classes through Newborn Care Solutions and is currently enrolled in the Elite 2017 Student Program to better herself in the NCS field. She has also recently has completed her Postpartum Doula certification. Often Jill is asked why do you love babies so much? She responds "They are a true gift and are amazingly, unique and quirky in their own ways. How could you not love them and be part of their first few weeks getting them ready for the world."

When **MANDY MARSHALL** was 21 she worked as an in-home caregiver to adults with special needs while living and taking care of her grandmother. When her grandmother suddenly passed, she was heartbroken and felt some time away was best. She started looking for a similar position in other states. In Minneapolis, she found a family with four kids and a mom pregnant with her fifth child looking for a summer nanny who was familiar with APA therapy and autism. It wasn't exactly what she was looking for, but the timing was perfect and she was still able to follow her passion of caring for others. This decision would forever alter Mandy's life. She found being a nanny more fulfilling than she could ever imagine. This was a career where she could use her skills in teaching, crafting, and playing. She had found an audience who loved her singing and dancing no matter how silly she looked. Quite honestly, they seemed to love it even more when her singing was off pitch or her dancing was uncoordinated. When the summer was over she moved back home and started a live out nanny position that she had for two years until both children were in school. Her next nanny position would last seven years and after six years involve her moving with the family from St. Louis to Atlanta and transitioning from a live out nanny into a live-in nanny. During this time, Mandy also started to become more involved in the Nanny community. She joined the St. Louis area nannies group and went on to organize lots of local playdates and helped with nanny night out events. Mandy also started attending Nannypalooza to expand her nanny training along with taking continuing education classes online. Mandy felt the loss of her nanny community when she moved to Atlanta so she started a nanny playdate group there with the help of some other amazing nannies. Mandy also used her time in Atlanta to become a Child Passenger Safety Tech, attend Postpartum Doula training, and become an INA Credentialed Nanny. Mandy has since started a position in Denver where she takes care of two infants in a live-in nanny share position! Since moving she has joined the Denver Area Nanny Association and is on their National Nanny Training Day committee. She looks forward to celebrating 10 years as a nanny in April 2017.

2017 INA SERVICE AWARD PIN RECIPIENTS



LENA SANTACATERINA was born and raised in the suburbs of Detroit MI. She started working with children when she was just a child herself! At the young age of 9, Lena began her childcare career as a mother's helper. She later was a babysitter, and then had her first nanny job at age 18. She attended college at Grand Valley State University near Grand Rapids. She studied psychology with an emphasis on child development. She continued to serve as a nanny with various families throughout college.

After graduation, she went into the social work/case management field, but quickly realized she preferred the one on one aspect that nannying had to offer. She has worked with children from birth all the way up to 16 years old. She enjoys helping with the beginning of childhood (infants) and the end of childhood (teenagers) the most because she believes this to be the times of substantial growth.

She has been a member of the INA since 2012. She was awarded the 2014 endowment, which afforded her the opportunity to visit LA with a free registration to the conference. She is a strong advocate for nanny rights and professionalism. She prides herself in being the go-to person for questions regarding employment, resumes, interviews, benefits and general advice that the nanny career often requires.

She also is the co-founder of the Metro Detroit Nannies, a local educational/support group where nannies get ideas, find jobs and make other nanny friends! She has spoken at, and helped organize numerous educational nanny conferences. She has attended Nannypalooza, National Nanny Training Day and other conferences to further her education in childcare. She is a former member of DEMA and the Michigan Professional Nanny Association. She hopes to continue this involvement for the duration of her career, and help other nannies reach their potential.

She started a nanny agency in the Detroit area in 2012 called Perfect Nanny Match, and enjoys meeting new nannies daily! She loves being on the front end of the relationship, making sure families and nannies are both well-educated and have their expectations met. She continues to part-time nanny while running her business, and wouldn't want it any other way. She plans to continue being the face of the nanny community in Southeast Michigan, and cannot wait to receive her service pin this year in Chicago!

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2017 INA CONFERENCE CHARITY



NEW MOMS

NEW MOMS is an innovative model that interrupts poverty for 2 generations, young moms and their children, by offering support in the most important areas of the life of a family - stable housing, job training, and family support.

Housing

Our housing program offers homeless young moms 2 years of transitional housing and family support services that gives them the time and space they need to develop key life skills around health, parenting, and financial literacy to grow in confidence and build a home for their family.

Job Training

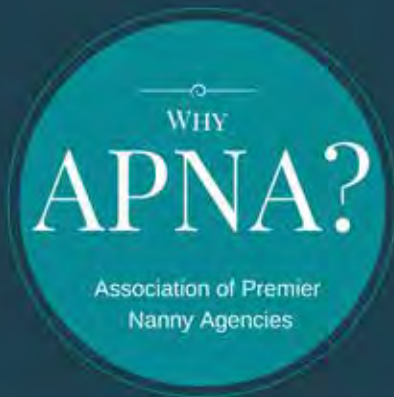
Our job training program offers a learning structure that includes a blend of classroom training and paid hands-on job experience at Bright Endeavors, our social enterprise candle company. Through intensive training and accountability, young moms develop professional skill and build the confidence they need to acquire their first job and begin on a path towards economic independence.

Family Support

Our family support program provides comprehensive services, including community doula services and prenatal support, child health and development monitoring, and parent coaching, with a primary goal to support the growth of young moms as they become their children's first, best teachers. Throughout our services, we integrate opportunities to engage in holistic activities that address the mental, emotional, and spiritual needs of the individual. These activities provide space to develop foundations of spiritual hope, healing and well-being in the hearts and minds of the families we serve.

www.newmoms.org

www.brightendeavors.org



Benefits of Agency Membership:

- APNA quality seal
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- Practical business information for agency owners
- Networking & agency idea exchanges
- Agency link on the APNA website
- Agency-focused business conferences
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Benefits of Working with an APNA Agency for Nannies:

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- Access to professional families



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And all who help make the Raffle and Endowment Fund
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*Please accept our apologies if we have forgotten anyone. Your
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2017 INA CONFERENCE 50/50 RAFFLE C O N T R I B U T O R S

Stephanie Arden
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2017 INA CONFERENCE

VENDORS / MARKETPLACE

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JUMPIN' TO THE BEAT is the creation of Cindy Wilkinson: a musician, educator, recording artist, and professional nanny. Her innovative music curriculum introduces music fundamentals to children through percussion instruments, movement activities, and Cindy's array of original jumping songs.

NANNY TEES is a fun apparel and accessory line just for Nannies. I created Nanny Tees simply because I love being a Nanny! Nannies have one of the toughest, yet rewarding jobs and we want nannies to feel appreciated. There's no life like the #NannyLife!

NEWBORN CARE SOLUTIONS offers **CAREGIVERS** engaging and innovative evidence-based training online through our Foundational, Advanced, Green Proofing and Sleep Solutions classes. See our website for your FREE Top 5 Tips to Becoming a Successful NCS. **AGENCIES** can meet the high expectations of today's clients by offering our training to increase placements and increase revenue. Exceptional training for exceptional results. See our website for your FREE 7 Tips to Increase NCS Placements in Your Agency, www.newborncaresolutions.com.

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THE NEWBORN CARE TRAINING ACADEMY (NCTA) supports Newborn Care Specialists all over the world through online and in-person training. Offering multiple levels of instruction from entry-level to advanced care, the NCTA's curriculum provides the latest and most comprehensive information in newborn care. Contact us today at newborncaretraining.com.

THEPLANNEDNANNY.COM created by Nanny Kelly Smith, promotes the basics on how to plan activities as well as crafts for children.

STEPHIE'S SEWING is handmade items for the home, gifts for infants and children's clothing. Follow on Facebook at Stephanie's Sewing and on Etsy StepHiesSewing.

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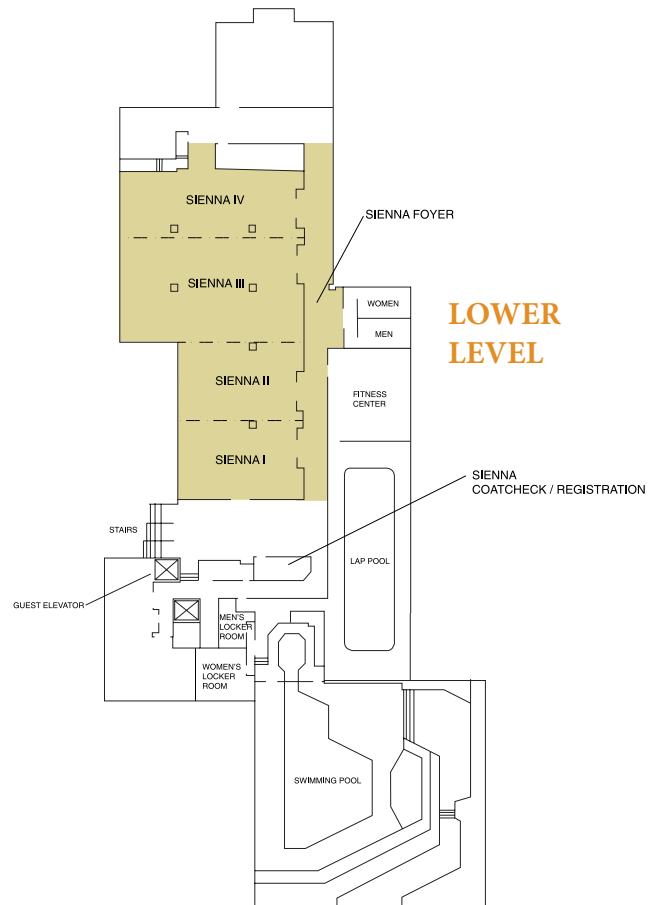
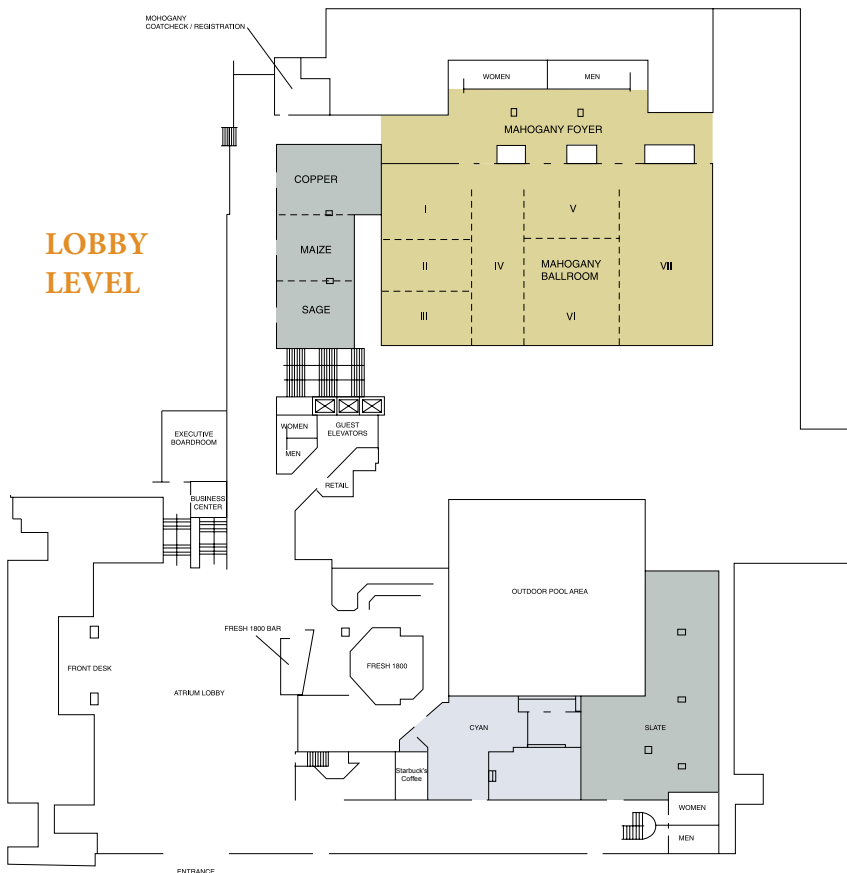
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FLOORPLANS





Thursday	8:00 am - 12:30 pm	Board of Directors Meeting >> Maize
	12:00 pm - 6:30 pm	Registration >> Mahogany Foyer
	12:30 pm - 12:45 pm	Board of Directors Installation >> Maize
	1:00 pm - 5:00 pm	Job Fair >> Copper
	2:00 pm - 4:00 pm	INA Nanny Credential Exam >> Maize (N)
	2:00 pm - 5:00 pm	Nanny & NCS Coaching (N) (NCS)
		Owning a Nanny Agency 101: Tips & Tricks from Seasoned Agency Owners >> Mahogany 1
	5:30 pm - 6:00 pm	First Time Attendee Orientation >> Mahogany 2 (G)
	6:00 pm - 7:30 pm	Welcome Reception >> Sapphire Pavilion
7:30 pm - 10:00 pm	Optional: Group Dinners	
Friday	8:00 am - 8:45 am	Breakfast >> Sapphire Pavilion
	9:00 am - 10:15 am	Keynote Address: Finding Work/Life Balance; Tips on Work Life Balance from a Recovering Workaholic >> Mahogany 1-2-3-4 (G)
	10:15 am - 11:00 am	Networking Break >> Mahogany Foyer
	11:00 am - 12:00 pm	Smart Sleep Solutions 4-18 months >> Mahogany 2 (N)
		Cultural Differences & Sensitivity >> Mahogany 1 (NCS)
		Refining Systems and Processes >> Sienna 1 & 2 (A)
		Working with Older Children >> Mahogany 3 (N)
	12:00 pm - 1:30 pm	Lunch: Meritorious Award & Service Award Pin Ceremony >> Sapphire Pavilion
	1:30 pm - 2:30 pm	Smart Sleep Solutions: 18+ Months >> Mahogany 2 (N)
		Working with LGBTQ Families >> Mahogany 3 (NCS)
		How To Deal With Everyone >> Sienna 1 & 2 (A)
		How to Begin a Back-Up Care Program – Panel Discussion >> Mahogany 1 (A)
	2:45 pm - 4:00 pm	Nanny Round Table Discussions >> Copper (N)
Infant Brain Development >> Mahogany 3 (NCS)		
Find the Best Nanny – Be the Best Agency >> Sienna 1 & 2 (A)		
Find Your Focus and Create a Map to a Life You Love at our Dreamboard Workshop >> Mahogany 2 (G)		
6:00 pm - 9:00 pm	Optional: Group Dinners	
Saturday	8:00 am - 8:45 am	Breakfast >> Sapphire Pavilion
	8:00 am - 4:00 pm	Vendor Marketplace >> Sienna 3 & 4
	9:00 am - 10:15 am	Gender Differences in Brain Development >> Mahogany 1 & 2 (N)
		Professionalism, Ethics, and Name Dropping in the World of Social Media >> Mahogany 1 (NCS)
		If You Cannot Read your Scorecard (Financial Statements), You Do Not Know the Score – Understanding Financial Statements for Business Owners >> Sienna 1 & 2 (A)
	10:15 am - 10:45 am	Networking Break >> Sienna 3 & 4
	10:45 am - 12:15 pm	Sibling Rivalry: More Friendship, Less Fighting >> Mahogany 2 (N)
		From Contact to Signed Contract >> Mahogany 1 (NCS)
		Navigating The Local Marketing Maze: How To Reach The Right Audience With The Right Offer >> Sienna 1 & 2 (A)
		Nanny 2.0: A Fresh Take on Positivity and Professionalism >> Mahogany 3 (N)
	12:00 pm - 1:30 pm	Lunch: INA Nanny of the Year & INA Annual Meeting >> Sapphire Pavilion
	1:45 pm - 3:00 pm	How do we tell the children? Coping with divorce, death and difficulty >> Mahogany 1 (N)
		Ask the Experts: NCS Panel Discussion >> Mahogany 3 (NCS)
		The “B” Word: Defining Your Agency’s Brand >> Sienna 1 & 2 (A)
		Agency Staff: Panel Discussion >> Mahogany 2 (A)
	3:00 pm - 3:30 pm	Networking Break >> Sienna 3 & 4
	3:30 pm - 4:30 pm	Top 5 Nanny Hacks >> Sienna 1 & 2 (N)
How to Establish and Grow a Successful NCS Business >> Mahogany 3 (NCS)		
Agency Round Table Discussions >> Mahogany 1 & 2 (A)		
Agency Coaching (A)		
4:30 pm - 5:00 pm	Caucus: Nanny >> Sienna 1 & 2	
	Caucus: NCS >> Mahogany 3	
	Caucus: Agency >> Mahogany 1 & 2	
5:15 pm - 6:45 pm	Closing Reception & Raffle >> Sapphire Pavilion	
7:00 pm - 9:00 pm	Optional: Group Dinners	
Sunday	8:00 am - 1:00 pm	Board of Directors Meeting >> Maize
	8:00 am - 10:00 am	INA Nanny Credential Exam >> Executive Board Room