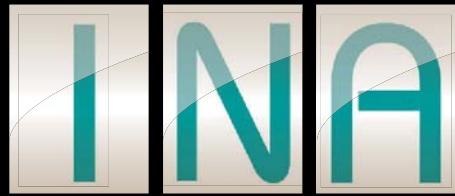


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27TH ANNUAL CONFERENCE



**TUSCANY SUITES
AND CASINO**



DEAR INA CONFERENCE ATTENDEE,

It is with great excitement that we welcome you to the 27TH ANNUAL INA CONFERENCE and to wonderful Las Vegas, Nevada. It's hard to believe that a year has passed since we gathered together at INA's 26th Annual Conference in Tampa Bay, Florida.

Each year, we look forward to coming together because we know that our time at conference is well spent. We return to conference year after year, even during times when the economy is tough, because we trust that we will come away with new skills, new insight, new ideas and new relationships. We believe that this year will be no exception and we trust that your experience will exceed your expectations.



If you are new to INA and are attending conference for the first time, we extend a very special welcome to you. Take time to get to know those who are gathered here with you. You will find that the relationships made here are lasting.

If you are an old friend and longtime member of the INA family, we sincerely welcome you back. Whether it is your first conference or your 27th, we know that you will leave energized, excited and ready to apply what you have learned to enhance your skills, business and services.

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Co-Presidents, International Nanny Association

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The International Nanny Association

GENERAL CONFERENCE INFORMATION

CONFERENCE ROOMS: All conference lettered rooms are in the Florentine room group of the Tuscany Suites and Casino.

THE INA ANNUAL CONFERENCE REGISTRATION DESK is located in Florentine D 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 2012 INA Annual Conference, geared towards first-time conference attendees, will be held on Thursday at 6 PM in Florentine E.

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.

FIRST-TIME ATTENDEE: First-time Annual Conference attendees will have a special ribbon to identify them as first-time attendees.

EXHIBITORS: Exhibits will be open for the duration of conference in Florentine D.

RAFFLE: The raffle drawing will be held on Saturday evening during the closing reception. Additional items may be raffled off during conference. 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 are 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.

RECORDING: It is up to each individual speaker or workshop presenter whether or not to allow recording (voice or video) during their session. Recording of caucuses is not allowed.

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.



● ● ● ● **2012 ANNUAL CONFERENCE SCHEDULE** ● ● ● ●

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

SYMBOLS:
(N) Nanny
(NCS) Newborn Care Specialist
(A) Agency
 * Indicates Special Thursday Session
 + Indicates Additional Registration Fee
 » Room Name

● **THURSDAY, MAY 3, 2012**

Registration opens at 11 AM.
 Agenda is subject to change.

7:30 AM - 8:00 AM Board Breakfast »PISA

8:00 AM - 1:30 PM Board Meeting »PISA

1:30 PM - 2:15 PM Board Lunch »MARILYN'S CAFE

2:30 PM - 5:30 PM Mobilizing Nannies in Your Community and Beyond* **(N)** »F

Are you part of a local nanny support group? Are you considering starting one? Are you an agency owner looking to draw high caliber nannies to your agency? Then this workshop is for you! Providing educational opportunities and social events is the key to developing a thriving nanny community. Join Sue Downey and discover simple, effective and low-cost ways you can build quality relationships with the nannies in your community and beyond.

NCS 101: Newborn Care Basics and How to Apply Them on the Job*+ (NCS) »E

Join two leaders in the newborn care industry for an informative, extended session on newborn care and getting started in the NCS business. Carolyn Stulberg and Cortney Gibson will cover the basics of newborn care and how you can use



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More than 200 agencies leverage us as an extension of their team — adding value, convenience and legal protection to their placement process. Here are a few of the free resources we offer to partnering agencies:

- ☑ **Employee Paycheck Calculator** estimates tax costs for employees (includes “Gross Up” functionality)
- ☑ **Employer Budgeting Calculator** estimates tax costs and tax breaks for families
- ☑ **Overtime Calculator** enables counselors to help families break a salary into regular and overtime rates of pay
- ☑ **A Library of Educational Literature** including our state-specific Tax Law 101s and our popular booklet *The Household Employer’s Financial, Legal & HR Guide*
- ☑ **Counselor Trainings** help counselors understand the “red flag” topics and effectively steer clients away from expensive tax and legal mistakes
- ☑ **Counselor’s Corner & The Legal Review** newsletters with important reminders, updates and insights from real-world situations
- ☑ **Free, personalized phone consultations** to walk your clients through everything they need to know

For more information about our revenue sharing partnership program, just give us a call. We’re here to help.



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this information on the job with your clients. This three-hour workshop is specifically designed for attendees who are considering a career in newborn care or who have only been working with newborns for a short time. This session will prepare new caregivers for the more in-depth topics that will be discussed on Friday and Saturday. Carolyn and Cortney will cover breastfeeding basics, baby care, jaundice, safe sleep, duties of an NCS, working with new parents and so much more. If you've ever thought about becoming a newborn care professional, this extended session will be just the foundation you need to build your knowledge and experience for a thriving career.

Ready, Get Set, Go!* **(A)** »G

This three-hour workshop is specifically geared to new agencies or those who are planning on starting a nanny referral agency. Wendy Sachs and Sharon Graff Radell, two veteran agency owners (over 50 years of combined experience!), will share the nuts and bolts of starting a business in the in-home child care industry. Additionally featured will be Bob King, Esq., to speak on important legal considerations; Stephanie Breedlove to speak on payroll taxes; Anne Johnson to speak on database software; and Kathy Webb to speak on starting an online agency.

2:30 PM INA Nanny Credential Exam+ »PISA
Preregistration required

6:00 PM - 6:20 PM Conference Orientation for First-time Attendees »E

6:30 PM - 8:00 PM Welcome Reception »D
Sponsored by Nannies & Housekeepers, USA

● **FRIDAY, MAY 4, 2012**

7:45 AM - 8:45 AM INA Service Award Pin Breakfast »D
Sponsored by eNannySource.com

8:45 AM - 9:45 AM It Takes a Village: A Lively Discussion of How All Players of the In-Home Child Care Industry Connect »A
Join industry leaders Sue Downey, Brandi Hylton, Steve Lampert, Mary O'Connor and Wendy Sachs for a panel discussion about how we all work together and intersect, intermix, mingle and merge. We'll talk about where we came from and where we are going, with more time spent on where we are going! The conversation will include trends in





the industry from all perspectives and how we all can work together to support each other by managing expectations and dispelling myths that may exist about working cohesively in one industry.

9:50 AM - 10:50 AM

Love and Logic: Show Kids You Can Handle Them Without Breaking a Sweat! **(N)** »G

Don't let kids wear you out! The little scientists just love watching your reaction to every little thing they do. "I wonder what will happen if I throw my food on the floor" or "What will happen if I don't do what you say?" Love and Logic is an approach to raising kids that teaches how to provide loving support while at the same time expecting kids to be respectful and responsible. The techniques in the program can be tailored for use with children of all ages. During this workshop with Luz Garza you will learn:

- **Principles of Love and Logic:** Importance of Self-Concept, Shared Control, Shared Thinking and Consequences and Empathy
- **Four Steps to Responsibility:** A wash-rinse-repeat-like cycle that is easy to understand
- **Enforceable Statements:** How to phrase requests so kids will do what is expected of them
- **Several techniques for your bag of tricks to diffuse any situation:** Learn to diffuse power struggles, manipulation attempts, disobedience, sibling rivalry and more!

The Baby Business: Ethics, Contracts and Securing Clients **(NCS)** »F

You're really good at taking care of babies and teaching parents. You can feed triplets at the same time, swaddle with one hand tied behind your back and change diapers with your eyes closed. So what's keeping you from growing your business? Join Cortney Gibson for a session focused on the elements of the baby business that caregivers tend to avoid but are vital to the success of a thriving newborn care business. Securing clients and closing contracts are just as crucial as being knowledgeable in the most current baby care practices. Cortney will cover the important components of a good contract, how to secure prospective clients, and how to manage the most common ethical questions we face in the baby business.

Social Media Branding: Creating Platforms, Influence and Profits With Social Media **(A)** »E

Most business owners know that social media is an important marketing tool, but few know how to connect the various





platforms together to create an engaging and well-branded online presence. Join Dawn Raquel Jensen as she walks you through the top social networks, their application, and how to build a bigger, better and more credible and connected presence online. Learn:

- How you can effectively use social media to grow your business and not be distracted and overwhelmed by information overload.
- The three big myths that prevent most people (perhaps you) from using social media effectively.
- The five best actions to take on social media for authentic and profitable marketing.

11:00 AM - 11:30 AM

Networking Break »D

Sponsored by GTM Payroll Services, Inc.

11:35 AM - 12:50 PM

Families in Crisis: What Is the Role of a Nanny in the Family During Difficult Times? (N) »G

Families go through difficult times. Financial issues, infidelity, separation, divorce, drug and alcohol addictions and spousal abuse are among the most difficult issues they face. Being the nanny in a family with these issues is a challenge. Whether the family is working through their issues, ignoring them or denying them altogether, your role is to support the children. Join Marcia Hall and learn how to best support the children, care for yourself and determine if and when it's time for you to move on.

Games, Rhythms and Signs: Quality Time Activities That Can Your Child Smarter! (N) »F

Stuck inside on a rainy day with the children? Or planning a car trip with your little ones? Or maybe you're looking for unique outdoor activities? Kathy Gruhn, a certified speech-language pathologist and child development expert, believes quality time activities aren't just fun – they can boost the brain activity of your children. Learn about toys, rhyming activities, sign language, car games and more that can increase the developmental skills of children from birth through 7 years.

Whether your children are meeting their developmental milestones or are developmentally delayed, this presentation will equip you with specific toys and practical activities that you can take home to your children to increase their motor, social, emotional, language and cognitive skills. Kathy's tips and tools will encourage your children to expand their vocabularies, read sooner and more – all while having fun! Kathy's expertise in quality time activities has helped





countless parents reinforce developmental skills and was recently featured in BabyTalk Magazine.

The Darker Side of Motherhood: Postpartum Mood and Anxiety Disorders **(NCS)** »E

Join Shoshana Bennett, Ph.D. (“Dr. Shosh”) and gain a working knowledge of the six mood and anxiety disorders (PMADs) which occur following delivery (Postpartum Depression, Postpartum Obsessive-Compulsive Disorder, Postpartum Post Traumatic Stress Disorder, Postpartum Panic Disorder, Postpartum Psychosis, Postpartum Bipolar Disorder). Topics will also include: how to assess the women’s needs; how and when to provide appropriate information and intervention (if needed); practical tips for in-home professionals such as what to say and not say when a woman is suffering; specific information regarding what to watch and listen for while working in the home; particular needs of the mom who has a mood or anxiety disorder.

How to Create a Social Media Strategy **(A)** »A

Social media without a plan is like throwing stuff up on a wall to see if it sticks. Join Dawn Raquel Jensen and learn ways to gather information about what’s important to your fans, friends, and followers. Curate and create sticky content that will inform, educate and empower your prospects and customers to make better buying decisions.

Create a social media strategy overview with templates and tools provided in session. This presentation will show you how to form a customized, manageable plan for your business, based on the resources you have in place.

1:00 PM - 2:50 PM

INA Nanny of the Year Award Luncheon »c
Sponsored by HomeWork Solutions, Inc.

3:00 PM - 4:20 PM

The Business Side of Nannying **(N)** »G

Working in a private home, with adorable children and employers who often seem more like colleagues, friends, or even family members blurs the line between employee and employer. For this reason, nannies are often hesitant to approach the business side of the relationship – establishing professional boundaries, work conditions and compensation. Kathy Webb will address best practices in compensation, the written work agreement and will highlight the employment rights that nannies have under federal law. She’ll also address proper workplace documentation of hours worked, payroll and lead a discussion of various workplace issues that nannies face.





Sores, Cracks, Bleeding, and Painful Breasts! What Is a Newborn Care Specialist to Do? **(NCS)** »F

There are common problems that arise with many nursing mothers. Join Carolyn Stulberg and understand the causes of common issues with breastfeeding. This workshop will address problems and solutions with issues such as mastitis, engorgement, lack of supply and inability to pump. This is NOT a session for anyone who doesn't have a working knowledge of milk production and/or the basic anatomy of the breast.

How to Expand and "Fine Tune" Your Temporary Services to Increase Revenues and Service a Larger Market Segment! **(A)** »E

As on-line agencies and social networking continue to affect the "demand" on the nanny placement industry, the need for temporary services continues to grow. Is it time take the leap into temporary services? And what is the potential market you might be missing? Agency consultants Sharon Graff-Radell and Lexy Capp will present their tried and true methods of building busy temp divisions through effective marketing, quality control, business tools, loyalty, and communication. Sharon Graff Radell's agency, TLC in St. Louis, was one of the nation's first agencies to provide temporary nanny services starting in 1985 and continues to grow each and every year. Lexy Capp's agency, Nannies & Housekeepers USA, has been serving the finest hotels and families in Las Vegas since 2000 and continues to experience tremendous growth and success with a focus on temps. Learn the secrets and nuances of growing your business with a top-notch temp service.

4:30 PM - 5:30 PM

Gentle Transitions **(N)** »G

While you can find books about being a nanny, putting together a nanny portfolio, interviewing a nanny, constructing a work agreement and more, there is no book that instructs a nanny on how to heal her broken heart when she either outgrows her job or her job outgrows her. Join Glenda Propst and learn how to process the grief that comes along with leaving a family, how to prepare to say goodbye and how to ready your heart for what's next on your nanny horizon.

There's a Study About That **(NCS)** »F

Join Rachel Lawrence and learn how the media plays a role in the popular perception of studies and the implications of media coverage. Discover how to interpret a study and decide if it is significant and useful in the real world and in yours and gain takeaway tips for discussing studies with your employer, employee and/or clients.





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Nanny Training: Planning Events Nannies Will Attend at a Price You Can Afford **(A)** »E

Hosting nanny training events is the key to success for forward thinking agencies. Nanny training events set your agency apart from online sites and local competitors. They are also a win-win proposition for you, your nannies and your families! Join Sue Downey and discover how to plan nanny training events on a shoe-string budget. Learn why training events are important, how to successfully plan them and how to keep costs low. Discover practical solutions to your most challenging questions and how to plan training events that will set your agency apart!

● SATURDAY, MAY 5, 2012

8:00 AM - 9:00 AM

INA Board of Directors Installation Breakfast »PISA
Sponsored by The Association of Premier Nanny Agencies (APNA)

9:15 AM - 10:15 AM

Staying Connected to Our Middle School Child When They Need Us Most **(N)** »F

Join Cindy Horgan and learn to understand the adolescent as they transition into the teen years. Participants will learn how effective communication skills shift from those we used with a younger child and learn strategies to help support healthy brain development and problem-solving skills in our middle school individual.

Press Pause for Extended Play: How Fast Forwarding Early Childhood Education Is Indeed Leaving American Children Behind **(N)** »G

During her recent travels to Japan, Myrna Alphonse had the unique opportunity to observe how differently the Japanese approach early learning and how well-prepared the students were for life. In the United States, by adolescence many of our students are burnt out with little intrinsic motivation to succeed. Consider rewinding your philosophy of care by reexamining what is really important in developmental milestones and learning why physically focused early childhood development is the key to stimulating lasting emotional, social and intellectual health.

Preemie and Newborn Car Seat Safety **(NCS)** »E

Join Tonya Sakowicz and learn the very special needs of preemies and small newborns in car seat safety. Many are far too small for a traditional car seat bought at Babies R Us. Discover where to find specialized seats quickly, what





things to look for in a seat and how to meet the specialized needs of premature and small newborns during car transport.

How Families Hire 2.0 (A) »A

Following up on the 2008 study which sought to understand families' perceptions and usage of online agencies, How Families Hire 2.0 takes a new snapshot of the marketplace now that the online agency segment is more mature. Join Stephanie Breedlove and Tom Breedlove and find out what families think now, what they want from an agency and how to take advantage of it in your market.

10:20 AM - 10:50 AM

Networking Break »D

Sponsored by GTM Payroll Services, Inc.

11:00 AM - 12:15 PM

What Our Boys Need (N) »F

Join Cindy Horgan and discover the unique needs of boys as they grow and develop. Learn to promote skills that support their healthy emotional development and how to recognize the impact media, culture and technology have on boys and the messages they take from these influences. Become aware of current trends and statistics that affect boys and learn to support our boys as they make sense of the process of growing up.

Expanding Your Role in the Household (N) »G

As nannies in busy homes, we often find ourselves taking on duties not typical for nannies. These duties may include running errands, grocery shopping or even paying household bills. As the children grow older and their need for a full-time caregiver diminishes due to school and scheduling, families often feel the need to cut their nanny's hours and/or pay or terminate employment all together. Join Kellie Geres and Karen Yatsko and learn how to keep your job off the chopping block and how to turn these added duties and employer requests into job security by successfully taking on the role of household manager or personal assistant.

The Parent Factor (NCS) »E

You gotta know when to grow, know when to hold 'em, know when to walk away and know when to run!!! When rolling the dice with pregnant families, sometimes what you think the outcome will be vs. postpartum reality is a gamble! Ask any NCS, doula or night nanny what their greatest challenge has been in working with newborns' families and the answer will always relate back to one thing: "The Parent Factor." I cannot possibly count how many times I have heard "if the parents could just understand X and step back so I can do





my job, all would be fine!” Throughout 19 years, working over 72,000 hours with families and networking with fellow care providers, Christy Bunting-Hill, CANCS, CAISC, PD knows we have all been there! Do you know how to create a collaborative, communicative care approach while leading? Do you know how to protect your convictions and yourself, while remaining objective when you and the parents aren’t seeing eye to eye? Creating an intentionally collaborative approach to care, through relationship building, is both an art and a science. Learn these conflict management techniques through a fun, interactive class with someone who has been in the trenches as much as you! Let’s learn from one another how to roll the dice of chance and win!

Legal Update for 2012 & Answers to Your Questions About the Law, Your Agency, Nannies and Your Clients **(A)** »[A](#)

Join Bob King, Esq., for an update about new laws and regulations affecting agencies in 2012, including the new health care reform law. The presentation also will answer some of the most commonly asked legal questions agencies face from nannies and clients. Audience members are encouraged to submit questions in advance and from the floor. This interactive presentation will be an “Open Mic Night With Your Lawyer.”

“All questions on any legal topic are welcome, and I can promise that it will be a lively and interactive session.”

12:30 PM - 1:50 PM

INA Annual Meeting and Luncheon »[C](#)
Sponsored by Breedlove & Associates

2:00 PM - 3:20 PM

Sibling Rivalry **(N)** »[G](#)

Join Deborah McNelis and gain a better understanding of what is going on in your child’s mind. Through this understanding, you will gain insights into your child’s needs and the feelings that go along with being a brother or sister. With knowledge about the brain you can implement techniques to diminish sibling rivalry.

Recognizing and Dealing With Food Allergies in Newborns **(NCS)** »[F](#)

Join Tonya Sakowicz and learn about the development and presentation of food allergies in newborns, both breast and bottle fed. Discover the “big eight” common food allergies, less common food allergies, the various signs of food allergies, including how they present and when, and how to handle them, including what topics to discuss or suggest that a parent discusses with the doctor.





The Next Revolution Will Occur in Your Pocket (A) »E

Look at your mobile phone. Or your iPad. Or your laptop. Notice the two things they all have in common? They all have a camera, and they all make you an international broadcaster. Now: Put that mobile phone in the pocket of a customer who just had a great experience with your brand, and that mobile phone becomes a PR megaphone, spreading the gospel of your business far and wide, and turning a regular customer into an evangelist for your brand. But: Put that mobile phone into the hands of a customer scorned, and it becomes a nightmare from which you can't wake up. The examples are limitless, and all around us. Companies not responding, companies not caring, businesses shutting down due to one poor review, capsulized and beamed out to the world. In this exciting new presentation, Peter Shankman, customer service and marketing consultant to companies ranging from Saudi Aramco to NASA to Disney, will teach you, using real world examples, that the next revolution won't occur through PR, or marketing, or advertising, or even social media, but through customer service.

Join Peter as he features such examples as:

- A Steakhouse's customer service reaction to one single Tweet led to over \$1.5 million dollars in earned media, and a 125% increase in sales.
- An airline didn't listen to a customer in distress, but their competitor did, gave them a free ride home, and earned tens of thousands of dollars in new revenue.
- How a free product giveaway online during Hurricane Irene turned into hundreds of thousands of dollars of sales and product awareness for multiple small businesses across the country.

And much, much more!

3:30 PM - 4:30 PM

The Nanny View (N) »A

Do you have a question? They have an answer. With a combined total of more than 93 years of professional nanny experience, past Nanny of the Year award recipients Kellie Geres (1997), Marcia Hall (2011), Becky Kavanagh (2006) and Glenda Propst (1991) will give you the answers to your most difficult nanny related questions. Greta Schraer (2010) will moderate this lively panel sure to address everything from the most bizarre to the most embarrassing situations and everything inbetween.

Ask the Experts (NCS) »E

Three of the nation's leading newborn care professionals answer your questions in an interactive session where no





topic is off-limits. Whether you have a specific question about newborn care or how to handle a difficult client, Cortney Gibson, Christy Hill and Tonya Sakowicz have the experience and knowledge to share their varied opinions with you.

Managing and Supporting Difficult Clients Through the Hiring Process **(A)** »G

Be prepared to manage your next difficult client! How you handle sensitive clients can make or break a placement as well as affect the future of your relationship. This workshop will provide you with the tools you need to counsel difficult clients through hiring, firing and other life transitions. This workshop with Dr. Lindsay Heller, Psy.D. will:

- Identify common difficult client scenarios
- Provide you with the tools you need to support your client
- Provide an opportunity for an interactive group discussion on creative, appropriate and respectful solutions to these unique situations.

Bring examples of your most challenging client-nanny scenarios!

Building a Better Business: Integrating Professional Development and Training Into Your Agency for Your Clients...Both Your Nannies and the Families You Serve **(A)** »F

Join Samantha Blank, M.S., MFT and Kathy Zotnowski, M.S., MFT and learn why adding professional development and training to your agency service offerings can build you a better business. Costs and benefits will be explored as well as what types of training and professional development can be implemented. Discover how to add this vital new component to your agency to maximize your time and profits.

4:40 PM - 5:40 PM

Individual Member Caucus »E

Business Member Caucus »G

6:00 PM - 7:30 PM

Closing Reception »A
Sponsored by CareMatchPro.com

● **SUNDAY, MAY 6, 2012**

9:00 AM - 12:00 PM

Board Meeting »PISA



● ● ● ● ● **2012 NANNY OF THE YEAR NOMINEES** ● ● ● ● ●



DEBRA PUGH
ELMHURST, IL

Debra Pugh has come a long way from her first childcare job at age 9, where she worked as a mother's helper and was paid 50 cents per hour to play with the neighbor's children while their mother did chores. A professional nanny for the past 24 years, Debra Pugh has cared for 10 children in five families over the course of her career. Debra is an INA Credentialed Nanny and has been a member of INA since 2011. Debra keeps current on childcare and industry topics by attending conferences and workshops and by utilizing her local library. One of Debra's most challenging positions was working for a family that was in the midst of a divorce. The mom was a double amputee

that suffered from severe diabetes. Debra was responsible for providing a stable and loving environment for the child while maintaining the household.

Debra currently cares for 3-year-old and 3-month-old girls and plans to become a certified newborn care specialist. Debra was nominated by Joy Lichterman of Chicago Nannies, Inc.



NIKKI GRIBBLE
BETHESDA, MD

A graduate of the English Nanny & Governess School and certified professional nanny, Nikki Gribble has five years of professional nanny experience. Nikki is an INA Credentialed Nanny and has been a member of INA since 2006. Nikki keeps current on childcare and industry topics by attending INA's Annual Conferences, Nannypalooza! conferences, and by holding membership in ADCAN, the Association of DC Area Nannies. Nikki also holds basic water rescue certification through the American Red Cross. Nikki has carved out a niche for herself, as she specializes in caring for multiples. Nikki feels honored and privileged to be part of

molding and raising the next generation into responsible, caring people. Nikki was nominated by Scott and Iva Mills, her current employers and parents of twins. Nikki currently works as a traveling nanny.



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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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THURSDAY, MAY 3, 2012

7:30 AM - 8:00 AM	Board Breakfast »PISA
8:00 AM - 1:30 PM	Board Meeting »PISA
1:30 PM - 2:15 PM	Board Lunch »MARILYN'S CAFE
2:30 PM - 5:30 PM	Mobilizing Nannies in Your Community and Beyond (N) »F
	NCS 101: Newborn Care Basics and How to Apply Them on the Job (NCS) »E
	Ready, Get Set, Go! (A) »F
	INA Nanny Credential Exam »PISA
6:00 PM - 6:20 PM	Conference Orientation For First-time Attendees »E
6:30 PM - 8:00 PM	Welcome Reception »D

FRIDAY, MAY 4, 2012

7:45 AM - 8:45 AM	INA Service Award Pin Breakfast »D
8:45 AM - 9:45 AM	It Takes a Village: A Lively Discussion of How All Players of the In-Home Child Care Industry Connect »A
9:50 AM - 10:50 AM	Love and Logic: Show Kids You Can Handle Them Without Breaking a Sweat! (N) »G
	The Baby Business: Ethics, Contracts and Securing Clients (NCS) »F
	Social Media Branding: Creating Platforms, Influence and Profits With Social Media (A) »E
11:00 AM - 11:30 AM	Networking Break »D
11:35 AM - 12:50 PM	Families in Crisis- What Is the Role of a Nanny in the Family During Difficult Times? (N) »G
	Games, Rhythms and Signs: Quality Time Activities That Can Make Your Child Smarter! (N) »F
	The Darker Side of Motherhood: Postpartum Mood and Anxiety Disorders (NCS) »E
	How to Create a Social Media Strategy (A) »A
1:00 PM - 2:50 PM	INA Nanny of the Year Award Luncheon »C
3:00 PM - 4:20 PM	The Business Side of Nannying (N) »G
	Sores, Cracks, Bleeding, and Painful Breasts! What Is a Newborn Care Specialist to Do? (NCS) »F
	How to Expand and "Fine Tune" Your Temporary Services to Increase Revenues and Service a Larger Market Segment! (A) »E
4:30 PM - 5:30 PM	Gentle Transitions (N) »G
	There's a Study About That (NCS) »F
	Nanny Training: Planning Events Nannies Will Attend at a Price You Can Afford (A) »E

SATURDAY, MAY 5, 2012

8:00 AM - 9:00 AM	Board Installation Breakfast »PISA
9:15 AM - 10:15 AM	Staying Connected to Our Middle School Child When They Need Us Most (N) »F
	Preemie and Newborn Car Seat Safety (NCS) »E
	How Families Hire 2.0 (A) »A
	Press Pause for Extended Play: How Fast Forwarding Early Childhood Education Is Indeed Leaving American Children Behind (N) »G
10:20 AM - 10:50 AM	Networking Break »D
11:00 AM - 12:15 PM	What Our Boys Need (N) »F
	The Parent Factor (NCS) »E
	Expanding Your Role in the Household (N) »G
	Legal Update for 2012 & Answers to Your Questions About the Law, Your Agency, Nannies and Your Clients (A) »A
12:30 PM - 1:50 PM	Annual Meeting and Luncheon »C
2:00 PM - 3:20 PM	Sibling Rivalry (N) »G
	Recognizing and Dealing With Food Allergies in Newborns (NCS) »F
	The Next Revolution Will Occur in Your Pocket (A) »E
3:30 PM - 4:30 PM	The Nanny View (N) »A
	Ask the Experts (NCS)
	Managing and Supporting Difficult Clients Through the Hiring Process (A) »G
	Building a Better Business: Integrating Professional Development and Training Into Your Agency for Your Clients...Both Your Nannies and the Families You Serve (A) »F
4:40 PM - 5:40 PM	Individual Member Caucus »E
	Business Member Caucus »G
6:00 PM - 7:30 PM	Closing Reception »A

SUNDAY, MAY 6, 2012

9:00 AM - 12:00 PM	Board Meeting »PISA
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SYMBOLS: (NCS) = Newborn Care Specialist
(N) = Nanny (A) = Agency » Room Name

