

# INA

The International Nanny Association

2011 INA Annual Conference  
*celebrating 26 years of excellence*



Grand Hyatt Tampa Bay  
TAMPA, FLORIDA  
*May 12-15, 2011*

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# INA

The International Nanny Association

Dear INA Conference Attendee,

It is with great excitement that we welcome you to the 26th Annual INA Conference and to beautiful Tampa Bay. It's hard to believe that a year has passed since we gathered together to celebrate INA's 25th anniversary.

Each year, we look forward to coming together because we know that our time at conference is well spent. We come back year after year, even during times when the economy is tough, because we trust that we will come away with enhanced skills, fresh insight, great ideas and new relationships. We know that this year will be no different 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 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 and that even among you now are some of your future good friends. 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 26th, we know that you will leave energized, excited and ready to apply what you have learned to elevate your business.

Wendy Sachs and Susan Tokayer  
Co-Presidents  
International Nanny Association

# GENERAL CONFERENCE

## Information

The INA Annual Conference registration desk will be located in White Ibis 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 2011 INA Annual Conference, geared towards first time conference attendees, will be held on Thursday at 6 PM at the Audubon Promenade.

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

**Exhibitors:** Exhibits will be open for the duration of conference in White Ibis.

**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.

**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.

# International Nanny Association

PO Box 1299 | Hyannis, MA 02601

Toll Free: 888.878.1477 | Fax: 508.638.6462 | Web: [www.nanny.org](http://www.nanny.org)

## *2011 INA Annual Conference Schedule*

The exhibit area will be open for the duration of conference in White Ibis.

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

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

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

(NCS) Newborn Care Specialist: Indicates workshops that are related to newborn care and to the professional development of newborn care specialists.

### *Thursday, May 12, 2011*

8:00 AM - 1:30 PM

Board of Directors Meeting

10:30 AM - 5:00 PM

CPR/First Aid Instruction

Audubon D

Learn the knowledge and skills necessary to give care in an emergency, help sustain life and minimize the consequences of injury or sudden illness until medical help arrives. Learn how to administer CPR and First Aid for adults, children (ages 1-12), and infants (ages 0-1). You'll learn how to handle emergency situations, take basic precautions to prevent disease transmission, care for injuries or sudden illness until advanced medical help arrives, help someone in breathing and cardiac emergencies, administer chest compressions and use an Automated External Defibrillator (AED). This class also teaches you to care for life-threatening bleeding, sudden illness, shock and injury.

\* Preregistration is required.

# *We're here to help.*

We realize that guiding families and nannies through tax and labor law details is not easy. We invite you to use us and abuse us.

Our partnership program is designed to make all the financial and legal aspects of household employment completely free of headaches, paperwork and risk — for families, nannies and agencies. We provide the following resources to our agency partners free of charge:

- ☑ **Employee Paycheck Calculator** (online tool includes “Gross Up” capability)
- ☑ **Employer Budgeting Calculator** (online tool 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** (includes our state-specific Tax Law 101s, our new 4-color brochure, and our HTML Emails for families and candidates)
- ☑ **Counselor Trainings** (we cover the basics and the “red flag” topics so that counselors know how to effectively handle this topic)
- ☑ **Counselor’s Corner & The Legal Review** newsletters with important reminders, updates and insights from “real-world” cases
- ☑ **Free, personalized consultations** from our team of helpful experts

More than 200 agencies leverage us as an extension of their team to maximize protection and value while minimizing work and complexity. For more information about our partnership program, just give us a call. We’d love to help.



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- |  |  |
|--|--|
| 1:30 PM - 2:15 PM<br>Roseate Spoonbill | Board of Directors Lunch   |
| 2:30 PM - 5:30 PM<br>Roseate Spoonbill | INA Nanny Credential Exam<br>Preregistration is required.  |
| 2:30 PM - 5:00 PM<br>Audubon E         | Presenting Yourself as a Full-Charge Professional<br>In this workshop, Marta Perrone will train nannies on how to develop themselves and present themselves as professionals. From every aspect beginning with resume building and necessary qualifications, to interviewing and dealing with issues on the job, attendees will learn how to become more adept and effective full-charge nannies and household managers. |
| 6:00 PM - 6:20 PM<br>Audubon Promenade | Conference Orientation   |
| 6:30 PM - 8:30 PM<br>Audubon Promenade | Welcome Reception<br><i>Sponsored by Nannies &amp; Housekeepers USA</i>  |

*Friday, May 13, 2011*

- |                                  |   |
|----------------------------------|---|
| 8:00 AM - 8:15 AM<br>Audubon B/C | Welcome Address   |
| 8:20 AM - 9:20 AM<br>Audubon B/C | INA Service Award Pin Breakfast<br><i>Sponsored by HomeWork Solutions, Inc.</i>   |
| 9:30 AM - 10:45 AM<br>Audubon E  | (A) How to Create Effective<br>Internet Videos - Part 1<br>Internet video is one of the best venues to engage potential clients. Video allows businesses to communicate a message on multiple levels via visual imagery, the spoken word, music and visual text. More importantly, videos allow potential clients to gain a level of comfort with you and your services before even stepping foot into your business. Being noticed by search engines is one of the many benefits of using Internet videos. But being noticed by search engines isn't the only reason to use Internet videos. Businesses no longer need to hire a professional film crew to produce effective videos for use on the Internet. Join Jeff Brooks and learn how to develop a video campaign including: what tools are available, how to create & edit your video, where to post your videos online, and how to optimize them for best visibility on the Web. |

- 9:30 AM - 10:45 AM  
Sandhill Crane South
- (N) Healing Children's Emotional Hurt  
When a person is hurt, physically or emotionally, they have a need to find a release for their pain. This is no different with children. Children naturally and spontaneously heal emotional hurts by releasing them through a variety of ways until their "adults" interfere with that release. As their caregivers it is our job to help them. In this workshop, Marcia Hall will teach attendees how to help children develop healthy and appropriate ways to let go of their hurt.
- 9:30 AM - 10:45 AM  
Audubon D
- (NCS) Greenproofing Your Client's Nursery: Safe, Non-toxic, and Sustainable  
Eco-friendly nurseries are the wave of the future. Join Mary Oscategui and learn how to protect your client's baby's health and that of the planet. Just as babyproofing is designed to prevent children from injuring themselves or doing damage around the home, greenproofing is designed to protect pregnant women, babies, and children from unsafe exposure to potentially toxic substances in their home, on their body, and in their environment. Learn what a green nursery entails, how to set one up, types of products to use, resources for brands, and how to keep it clean.
- 10:45 AM - 11:10 AM  
White Ibis
- Networking Break  
*Sponsored by Regarding Nannies*
- 11:15 AM - 12:30 PM  
Sandhill Crane South
- (A) Building a Luxury Brand  
Turn your business into a luxury brand by breaking the everyday rules of marketing to reach high profile clients. Join Katie Vaughn and learn the tricks of the trade used by luxury brands such as Louis Vuitton, BMW, Apple, AmEx, and Chanel to develop your brand, market your service and build your customer base. Discover the definition of luxury and why true luxury has no competition. Learn what it takes to turn your agency into a luxury brand by leveraging aesthetics, perceived and actual value, pricing strategies and customer relations. Build your business, create meaningful relationships with your clients and create lasting value.
- 11:15 AM - 12:30 PM  
Audubon E
- (A) How to Create Effective Internet Videos - Part 2  
Join Jeff Brooks for part 2 of How to Create Effective Internet Videos.
- 11:15 AM - 2:30 PM  
Audubon D
- (N) Bully Busters  
It's a subject in the news almost every day—bullying. Last spring it happened in our backyard. In May 2009, four teenage boys from a Hillsborough County middle school were arrested and charged with sexual battery after

assaulting a fellow student. The student told authorities he endured months of bullying at the hands of his attackers that escalated into the assault. The incident resulted in an outpouring from across the community and led the Hillsborough County Board of Commissioners to create Bully Busters, a comprehensive, community-wide, anti-bullying program. The County's Criminal Justice Office, the Department of Children's Services, Extension Services, the Hillsborough County Sheriff's Office and Crime Stoppers of Tampa Bay partnered to organize Bully Busters. The campaign is a three-pronged approach consisting of public awareness, community education and community support. Join Carol Michels for an informative workshop on bullying and cyber-bullying. Learn how to recognize bullying, what to do about it, and how to know if the child in your care may be a bully.

11:15 AM - 12:30 PM  
Audubon F

(NCS) Milk Available at Two Convenient Locations: Breast-feeding Mechanics & Supporting Nursing Moms

Breast-feeding is making a comeback and you've probably found that more and more clients want to nurse their new babies. Join Carolyn Stulberg, BSN, CCE, for a fact-packed workshop that will cover the mechanics of breast-feeding, as well as how to support nursing mothers. Learn how to encourage without demoralizing, how to recognize blocked ducts, mastitis, poor latch, low production, and possible allergies in the nursing newborn. With a powerful visual presentation and informed presenter, newborn care professionals will leave this session with a renewed confidence in breast-feeding facts and ways they can support nursing mothers.

12:30 PM - 1:50 PM  
Audubon B/C

Nanny of the Year Award Luncheon  
*Sponsored by GTM Payroll Services, Inc.*

2:00 PM - 3:30 PM  
Audubon E

(N) Seasoned Nannies:  
Salted, Peppered and Marinated  
Seasoned Nannies Karen Yatsko, Kellie Geres and Glenda Propst discuss how to navigate the difficult, embarrassing and frustrating moments of the nanny profession.

2:00 PM - 3:30 PM  
Sandhill Crane South

(NCS) Vernix, and Lanugo and Bruising! Oh, My!  
Join Carolyn Stulberg, BSN, CCE, for an in-depth head to toe description of newborn appearance. This informative session includes a discussion of pathologic and physiologic jaundice, APGAR scores and what they mean, standard care at birth, normal and abnormal conditions, and much more. All newborn care professionals should have a



detailed, working knowledge of these topics, so join us and learn how to support your clients and advocate for the babies in your care.

2:00 PM - 3:30 PM  
Audubon B/C

### Agency Roundtables

3:30 PM - 4:30 PM  
Audubon E

### (A) How to Do an SEO Analysis of Your Website

Make your website search engine friendly! Join Melissa Fach and find out how to tell if your website is set up to be search engine optimized. In this workshop Melissa will discuss on-site optimization and off-site SEO issues that affect your website in positive and negative ways. Come learn the basics of on-site SEO and avoid wasting advertising dollars on Web and SEO companies that really don't know what they are doing. When attendees are done with this workshop, they will know what to do to make their site search engine friendly.

3:30 PM - 4:30 PM  
Audubon F

### (N) Communicating with Your Teenager

Join Diana Converse and discuss typical concerns care givers have during the teenage years. Learn to make changes in how you talk to the child in your care and how to improve communication with adolescents.

3:30 PM - 4:30 PM  
Sandhill Crane South

### (N) Welcome to the Imagine Nation!

Join Becky Kavanagh and discover techniques to encourage dramatic play every day, skill building and concept development in the land of Imagine Nation. This interactive session will explore opportunities to bring fun and excitement to early childhood education. The Imagine Nation is the world children use to practice skills and develop new understanding. Travel through this world and gain new insights.

3:30 PM - 4:30 PM  
Audubon D

### (NCS) What's a Postpartum Doula? Are You Ready to Expand Your Career?

Are you curious to know more about post partum doulas and what exactly they do for families? Are you unsure of the differences between doulas, night nurses and newborn care consultants? Are you looking for the next step in building a successful business that includes your extensive nanny experience and expertise? If so, look no further! Join Emily Schaffer and learn the definition, duties, role, responsibilities of a certified postpartum doula. You'll leave this workshop feeling inspired and motivated!



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*Saturday, May 14, 2011*

- 7:45 AM - 8:45 AM      Breakfast  
Audubon B/C
- 9:00 AM - 10:15 AM      (A) Facebook 101: Business/Fan Page Basics 101  
Sandhill Crane South      Join Dawn Jensen and learn how to customize and market your Facebook pages.  
In Facebook 101 you will learn:
- How to set up a fan/business page.
  - How to post and update your status.
  - What content your clients, families and prospects are looking for.
  - How to increase your fan page influence.
  - Best practices and policy for fan pages.
- \* Those attending this workshop must bring their own laptop, as the workshop is interactive and participants will actually be working on their own individual sites.
- 9:00 AM - 10:15 AM      (A) How to Build A Successful On-Call Division  
Audubon E                      Serving Homes and Hotels  
Join Lexy Capp and discover the keys to serving families at home and in hotels when it comes to in-room nanny service and on-call babysitting. From insurance and risk management requests to orientation and communication, learn the basics for successfully navigating this niche market.
- 9:00 AM - 10:15 AM      (N) Anatomy of a Work Agreement  
Audubon F                      Whether you are looking to create a work agreement or improve your current one, join Kellie Geres to learn what you should have in your work agreement, how to approach your employers about one or how to communicate that you'd like to make changes to the one you have. Questions and answers, sample agreements and resources will be provided.
- 9:00 AM - 10:15 AM      (NCS) Sweet Dreams! - The Baby Sleeps Tonight  
Audubon D                      Join Shari Mezrah and discuss the challenges new parents face and help them find solutions using her method, The Baby Sleeps Tonight Plan. The Baby Sleeps Tonight offers a concise, pocket-sized guide packed with simple, effective solutions that rely on a proven model of sleeping success. Sleep schedule specialist Shari Mezrah outlines quick and specific instructions to teach anyone, no matter how sleep deprived, how to create order and happiness in their household by getting baby to sleep through the night by nine weeks. The secret to the plan is the practical and progressive schedule that the author

developed and has been teaching for over 10 years, and the easy to understand schedules, checklists, and helpful tips aimed at every stage of development for the first year and beyond. Planning for predictable happiness using The Baby Sleeps Tonight system helps new parents regain control over their lives, guiding them through the thorny problem of sleep schedules all the way from prebirth through the toddler years and ensuring that baby—and the whole family—sleeps tonight.

10:15 AM - 10:40 AM Networking Break

10:45 AM - 12:00 PM (A) Facebook 201: Business/Fan Page Marketing  
Sandhill Crane South Join Dawn Jensen and learn how to customize and market your Facebook pages.

In this Facebook 201 you will learn:

- What fan/business pages can do for your business.
- How to create localized interest using Facebook fan pages.
- About applications and plugins for Facebook pages.
- About the top three social networks for Facebook page integration.
- How to set up your welcome page.
- How to customize your fan page.

\* Those attending this workshop must bring their own laptop, as the workshop is interactive and participants will actually be working on their own individual sites.

10:45 AM - 12:00 PM (N) Decoding Children's Behavior  
Audubon F

Children do not always have the language to tell us with words what they need or what is hurting them. They communicate those needs by "acting out." As their caregivers, we need to learn how to decode the behaviors they exhibit so that these behaviors are less frequent. Join Marcia Hall and learn to decode behavior by understanding children's emotional and physical needs.

10:45 AM - 12:00 PM (NCS) (N) Baby's First Massage®  
Audubon E

Join Eileen T. Newsome, LMT and learn how to give the baby in your care her first massage.

In this workshop, you will learn to:

- Understand early infant communication.
- Show awareness of touch as a powerful communication.
- Describe how massage nurtures newborns.
- Show increased awareness of current research that supports infant massage.
- Appreciate how this positive proactive parenting skill benefits new families.

- 10:45 AM - 12:00 PM  
Audubon D
- (NCS) Choosing the Right Clients and How to Ask for What You Want  
Being a newborn care specialist comes with a unique set of challenges in the nanny world. You are in a client's home, in their most intimate days following the birth of a child, often dealing with a mom who does not understand her hormones and a husband who no longer understands his wife. This is the time to really know who you are, what you stand for as an NCS, and how that applies to selecting your clients and making sure your contract covers the unexpected. Join Tonya Sakowicz and learn about the differences between a night nanny, a doula and an NCS. She will also discuss how to know who YOU really are so that you can present yourself accurately to your clients. This will also help you know how to better select (or pass on!) a client. Come prepared to take a really good look at yourself and to discover that not knowing what you really stand for could be sabotaging your relationships with your clients and your references!
- 12:00 PM - 1:30 PM  
Armani
- Board of Directors Installation Luncheon  
*Sponsored by Breedlove & Associates*
- 1:30 PM - 2:45 PM  
Audubon E
- (A) Top Five Most Commonly Asked Agency Questions; Answers to Your Questions  
Top Five Most Commonly Asked Agency Questions; Answers to Your Questions About the Law, Your Agency, Nannies, and Your Clients. Join Bob King, Esq., and examine 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 welcomed. This workshop is promised to be a lively and interactive session.
- 1:30 PM - 2:45 PM  
Sandhill Crane South
- (N) Handling Different Interviewer Styles  
The job interview is a critical piece to working with your next family. At its best, interviews should be an ongoing investigation into your abilities to do the job and how well you fit with the family. At its worst—it is awkward, stressful and even painful, especially when meeting with a family who are ill-prepared, unpolished, disorganized or overly aggressive. In this focused workshop by Donna Shannon, attendees will explore eight different interviewer styles and survival tactics to make a good impression with all of them.

1:30 PM - 2:45 PM  
Audubon F

(NCS) On the Road Again: How to Take Your Business Nationwide and Survive

As one of the busiest nationwide newborn care specialists in the country, Cortney has traveling and working away from home down to an exact science. Join Cortney as she shares her secrets on successfully taking your business nationwide. During her informative workshop, attendees will learn how to go from local to nationwide, how to negotiate accommodations and travel, how to pack for a travel job, what it's like to live in your clients' home, how to survive the rigors of working away from home, how to stay happy, healthy, and more. She will also give you real-life examples of sticky situations she has encountered while traveling the country. Finally, Cortney will take your questions and offer advice for specific situations.

2:45 PM - 3:45 PM  
Audubon E

(A) Get Your Financial House in Order: The Financial Side of the Placement Business

Learn from a tax lawyer and husband of a nanny placement agency owner about record keeping and planning strategies from a tax perspective. Important factors and reasons for keeping personal and business finances separate including the liabilities created by blurring the lines will be discussed. Also included, will be insight into forecasting, budgeting, financial reports, cash flow and financial planning regarding succession and estate planning.

2:45 PM - 3:45 PM  
Sandhill Crane South

(N) The Nanny View

Do you have questions? We have answers. Join seasoned nannies and Nanny of the Year award recipients Kellie Geres, Becky Kavanagh, Christy Ochs and Glenda Propst as they answer your toughest questions. Drop your anonymous questions (you know, the ones you are too embarrassed or afraid to ask!) in the container marked—"The View" at the conference registration table. These seasoned nannies will tackle the topics YOU want to hear about most. Moderated by Greta Schraer.

2:45 PM - 3:45 PM  
Audubon D

(NCS) NCS Panel – Ask the Experts

Cortney Gibson, Tonya Sakowicz, Emily Shaffer and Lisa Stipe, four 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, these four ladies have the experience and knowledge to share their varied opinions with you. Attendees are encouraged to submit questions to the administration table in advance.

3:50 PM - 4:50 PM Audubon E	Agency Caucus
3:50 PM - 4:50 PM Audubon F	Nanny Caucus
5:00 PM - 6:30 PM Oystercatchers Deck	Closing Reception & Raffle

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# AGENCY ROUNDTABLES

## *Topics & Facilitators*

### **Training for Continued Success**

*Facilitator Marta Perrone, founder of Domestic Connections and author of the 2009 Mom's Choice Award winner "Help! How to Find, Hire, Train and Maintain Household Help"*

Discuss the importance of ongoing training for applicants both new and old as a means to encouraging career development.

### **The Growth Tipping Point - How to Advance Your Agency through Sales, Service & Technology**

*Facilitator Guy Maddalone, founder and CEO of GTM Payroll Services, Inc and author of "How to Hire a Nanny"*

Discuss how to advance your agency through sales, service and technology by turning placement teams into sales people, reinvigorating client service and retention activities and efficiently managing and streamlining your business.

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Discuss how to advance your agency through sales, service and technology by turning placement teams into sales people, reinvigorating client service and retention activities and efficiently managing and streamlining your business.

### **Tips and Tricks for Maintaining Client Relationships and Winning Former Clients Back**

*Facilitator Erin Krex, president of First Class Care, APNA 2010 Agency of the Year*

Discuss what works and what doesn't when it comes to creating client relationships and making lasting impressions that leave them coming back for more.

### **Internet Trends of 2011**

*Facilitator Monta Flemming, president and founder of GoNannies.com*

Discover upcoming Internet trends and how agencies can benefit from using them.

### **Agency Success Stories!**

*Facilitator Sharon Graff Radell, president of TLC for Kids Inc,*

*Findthebestnanny.com, and TLC Consulting Services*

Reveal and share the extra steps agencies have taken to meet the challenges they have faced in 2011. Explore what today's clients expect, and how agencies have changed to accommodate their needs. Items to discuss include services, marketing, customer service, recruiting and quality control.

### **Facing Ethical Dilemmas**

*Facilitator Judi Merlin, founder of A Friend of the Family*

Is it okay to charge different clients, different fees, depending on your feelings towards them? What do you do when you've begun working with a client that you've discovered you can't really help? Discuss how to prevent ethical issues and how to deal with them once they arise.





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## 2011 INA NANNY OF THE YEAR

# Award Recipient



### *Marcia Hall*

Milwaukee, Wisconsin

Marcia Hall has been working with children and families for the past fifteen years. She is a Certified Professional Nanny, an INA Credentialed Nanny, a 3-time nominee for the International Nanny Association Nanny of the Year award and an ACPI Certified Coach for Families. Marcia is a graduate of the English Nanny and Governess School (1997) and of the Academy of Coaching Parents International (2010) and has served as a certified minister, children's ministry director and foster parent. Marcia also serves as a leader of the Northshore Professional Nanny Alliance.

Marcia resides in Milwaukee, Wisconsin, with her husband Scott and their 2-year-old daughter Nadia, whom they adopted days after birth. Marcia believes that the knowledge she has gained through becoming a parent is invaluable to her career. She now understands on a deeper level the stress and emotions parents face as they make decisions and raise their children.

Marcia considers being a nanny more than a job. She views it as her calling. Every day she wakes up excited to go to work, ready to play, teach, care for and love on her charges. Marcia's past employers describe her as "a partner in caring for our children," "a resource for sound, solid parenting advice" and "an integral to all of our lives."

In her years of nanny experience, Marcia has cared for children aged newborn to teen and has worked with children who have special needs. Marcia feels honored to have seen many of her charges through becoming a big brother or sister and helping instruct families who were struggling with discipline and behavioral issues.

Marcia currently nannies full-time for a family with two children, an 8-year-old boy and a 4-year-old girl. She feels fortunate she's able to have the best of both worlds, bringing her own child to work with her while making a positive difference in the life of her nanny family.

Marcia recently launched her own business, Strong Roots Family Coaching because she believes that all children are born with great potential. It's her desire to continue help children discover their gifts and help their parents find the best ways to nurture, support and encourage them through both her nanny and coaching careers.

## 2011 Nanny Recognitions

### TO THE WONDERFUL ADCAN NANNIES

*Thanks for 25 years of support, dedication and great memories.  
Enjoy conference! Kellie*

### MARCIA

*We are so proud of all you have  
accomplished. You never give less than  
100% of yourself and we love you so much.  
Love, Scott & Dia*

### Helen

*Every day with you is filled with wonderful adventures. Your  
teaching, guidance and loving care make me feel so very special.  
Love, Violet*

### CINCY NANNIES

*A shout out to all the CincyNannies here at conference and  
those still hoping to attend in the future: I am so proud to  
serve children alongside of you. Thanks for being wonderful  
role models, educators, and world-changers. You are appreciated!  
Greta*

### CONGRATULATIONS

*Congratulations to all the deserving recipients of the  
INA Service Award Pin. Your hard work and dedication  
is appreciated and celebrated.*

*Kellie & Glenda*

*INA Service Award Pin Committee Co-chairs*

# CONGRATULATIONS

2011 INA Conference Scholarship Winners

---

*Nicole Barnes*

The Regarding Nannies Conference Scholarship

*Clelie Bourne*

Family Helpers Conference Scholarship

*Brandi Hylton*

Breedlove & Associates Conference Scholarship

*Lisa Willis*

The Philadelphia Nanny Network Conference Scholarship

*\*The winners of The Traveling Nanny Scholarships were not available at the time of print.*



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For professional nannies, successfully completing the INA Nanny Basic Skills Exam or INA Nanny Credential Exam can give you a professional edge.

### **INA Nanny Basic Skills Exam**

The INA Nanny Basic Skills Exam was developed to assess a nanny's basic child care knowledge. The INA Nanny Basic Skills Exam is a 40-question, timed, multiple choice exam that is available to be taken online. The minimum passing score is 70%.

The exam addresses:

- Health
- Safety
- Nutrition
- Professionalism
- Child Development

### **INA Nanny Credential Exam**

The INA Nanny Credential Exam is a 90-question, multiple choice timed exam that is available to be taken online. The exam is designed to test a nanny's practical knowledge of child care. A proctor must be secured by the exam candidate to administer the exam prior to testing. The minimum passing score is 70%.

The exam addresses:

- Child Development
- Family/Provider Communication
- Child Guidance
- Multicultural/Diversity Awareness
- Learning Environment

- Personal Qualities of a Nanny
- Safety
- Management Skills Health
- Nutrition
- Professionalism

Because the exam is challenging, it is strongly recommended that anyone sitting for the exam has a minimum of 2000 hours of (the equivalent of 1 year, full-time) professional in-home child care experience. Those sitting for the exam must have a current certification in Infant/Child CPR and First Aid and photo identification.

### **Beyond Parenting Basics**

The International Nanny Association has published Beyond Parenting Basics: The International Nanny Association's Guide to In-Home Child Care. This book is an appropriate study guide for those who wish to take the International Nanny Association's Nanny Credential Exam to become an INA Credentialed Nanny.

Agencies contact the Membership Services Office for information on how the Nanny Basic Skills Exam can be used as an agency assessment for all of your nanny candidates.

# 2011 INA ANNUAL CONFERENCE

## Volunteers

### SPECIAL THANKS TO OUR 2011 INA ANNUAL CONFERENCE VOLUNTEERS

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

#### Conference Planning Committee

**Sandy Costantino**  
**Erin Krex**  
**Michelle LaRowe**  
**Wendy Sachs**  
**Susan Tokayer**

#### Conference Volunteers

**Clelie Bourne**  
**Kellie Geres**  
**Cortney Gibson**  
**Angela Jackson**  
**Glenda Propst**  
**Greta Schraer**  
**Alice Shaffer**

#### Board of Directors Nominating Committee

**Kellie Geres**  
**Glenda Propst**  
**Karen Yatsko**

#### Raffle

**Alice Shaffer**

#### Welcome Bag Sponsor HomeWork Solutions

#### Conference Photographer MaryAnn X. Meddish

#### INA Service Award Pins Glenda Propst Kellie Geres

#### Nanny of the Year Selection Committee

**Michelle Dumas**  
**Becky Kavanagh**  
**Katherine Leary Robinson**  
**Greta Schraer**

#### INA Executive Director Michelle LaRowe

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

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### Scholarship Sponsors

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The Philadelphia Nanny Network  
The Traveling Nanny, Donna Robinson

## *2011 INA Annual Conference*

### Raffle Contributors

Alexandria School	Kim Staggs
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Anne-Marie Stanley	Loving Arms, Inc.
Babymel	Three Marketiers
Back2Back Therapies	MaryAnn X. Meddish
Blairex Laboratories, Inc.	Michelle LaRowe
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International Maternity Institute	Rosie Bear
Jeri O'steen	See Kai Run
Josie Brown	Shaklee
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## *2011 INA Annual Conference*

### Nanny of the Year Award Contributors

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## *2011 INA Annual Conference*

### Welcome Bag Contributors

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Britax	Nanny Transitions
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GTM Payroll Services, Inc.	Pingo
Julie Sternberg	Regarding Nannies
Kolcraft	Rosie Bear
Kristen Kanowski	Strong Roots Family Coaching
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## *2011 INA Annual Conference Charity*

Each year INA selects a local based charity to support through the proceeds raised from our annual 50/50 raffle. This year, INA has selected to give half of all monies raised to Big Brothers Big Sisters of Tampa Bay.

We express our sincere thanks and appreciation to the many individuals whose dedication and contributions made the 26th INA Annual Conference possible.

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# 2011 INA ANNUAL CONFERENCE *At a Glance*

(N) Nanny | (A) Agency | (NCS) Newborn Care Specialist

## *Thursday, May 12, 2011*

7:30 AM - 8:00 AM Board of Directors Breakfast  
8:00 AM - 1:30 PM Board of Directors Meeting - Roseate Spoonbill  
10:30 AM - 5:00 PM CPR/First Aid Instruction - D  
1:30 PM - 2:15 PM Board of Directors Lunch  
2:30 PM - 5:30 PM INA Nanny Credential Exam - Roseate Spoonbill  
2:30 PM - 5:00 PM Presenting Yourself as a Full-Charge Professional - E  
6:00 PM - 6:20 PM Conference Orientation - Audubon Promenade  
6:30 PM - 8:30 PM Welcome Reception - Audubon Promenade

## *Friday, May 13, 2011*

8:00 AM - 8:15 AM Welcome Address - B/C  
8:20 AM - 9:20 AM INA Service Award Pin Breakfast - B/C  
9:30 AM - 10:45 AM (A) How to Create Effective Internet Videos - Part 1 - E  
9:30 AM - 10:45 AM (N) Healing Children's Emotional Hurt - SS  
9:30 AM - 10:45 AM (NCS) Greenproofing Your Client's Nursery: Safe, Non-toxic, and Sustainable - D  
10:45 AM - 11:10 AM Networking Break - White Ibis  
11:15 AM - 12:30 PM (A) Building a Luxury Brand - SS  
11:15 AM - 12:30 PM (A) How to Create Effective Internet Videos - Part 2 - E  
11:15 AM - 12:30 PM (N) Bully Busters - D  
11:15 AM - 12:30 PM (NCS) Milk Available at Two Convenient Locations:  
Breast-feeding Mechanics & Supporting Nursing Moms - F  
12:30 PM - 1:50 PM Nanny of the Year Award Luncheon - B/C  
2:00 PM - 3:30 PM (N) Seasoned Nannies: Salted, Peppered and Marinated - E  
2:00 PM - 3:30 PM (NCS) Vernix, and Lanugo and Bruising! Oh, My! - SS  
2:00 PM - 3:30 PM Agency Roundtables - B/C  
3:30 PM - 4:30 PM (A) How to Do an SEO Analysis of Your Website - E  
3:30 PM - 4:30 PM (N) Communicating with Your Teenager - F  
3:30 PM - 4:30 PM (N) Welcome to the Imagine Nation! - SS  
3:30 PM - 4:30 PM (NCS) What's a Postpartum Doula? Are You Ready to Expand Your Career?- D

## *Saturday, May 14, 2011*

7:45 AM - 8:45 AM Breakfast - B/C  
9:00 AM - 10:15 AM (A) Facebook 101: Business/Fan Page Basics 101 - SS  
9:00 AM - 10:15 AM (A) How to Build A Successful On-Call Division Serving Homes and Hotels - E  
9:00 AM - 10:15 AM (N) Anatomy of a Work Agreement - F  
9:00 AM - 10:15 AM (NCS) Sweet Dreams! - The Baby Sleeps Tonight - D  
10:15 AM - 10:40 AM Networking Break  
10:45 AM - 12:00 PM (A) Facebook 201: Business/Fan Page Marketing - SS  
10:45 AM - 12:00 PM (N) Decoding Children's Behavior - F  
10:45 AM - 12:00 PM (NCS) (N) Baby's First Massage® - E  
10:45 AM - 12:00 PM (NCS) Choosing the Right Clients and How to Ask for What You Want - D  
12:00 PM - 1:30 PM Board of Directors Installation Luncheon - Armani  
1:30 PM - 2:45 PM (A) Top Five Most Commonly Asked Agency Questions;  
Answers to Your Questions - E  
1:30 PM - 2:45 PM (N) Handling Different Interviewer Styles - SS  
1:30 PM - 2:45 PM (NCS) On the Road Again: How to Take Your Business Nationwide and Survive- F  
2:45 PM - 3:45 PM (A) Get Your Financial House in Order:  
The Financial Side of the Placement Business - E  
2:45 PM - 3:45 PM (N) The Nanny View - SS  
2:45 PM - 3:45 PM (NCS) NCS Panel - Ask the Experts - D  
3:50 PM - 4:50 PM Agency Caucus - E  
3:50 PM - 4:50 PM Nanny Caucus - F  
5:00 PM - 6:30 PM Closing Reception & Raffle - Oystercatchers Deck

## *Sunday, May 15, 2011*

9:00 AM - 12:00 PM Board of Directors Meeting - Kingfisher