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28TH ANNUAL CONFERENCE
HYATT REGENCY ★ LOUISVILLE, KY

APRIL 12-15, 2013

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GATEWAY TO THE SOUTH

DEAR INA CONFERENCE ATTENDEE,

It is with great excitement that we welcome you to the 28TH ANNUAL INA CONFERENCE and to wonderful Louisville, KY. It's hard to believe that a year has passed since we gathered together at INA's 27th Annual Conference in Las Vegas, NV.

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, because we trust that we will come away with new skills, new insights, 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 long-time member of the INA family, we sincerely welcome you back. Whether it is your first conference or your 28th, 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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The International Nanny Association

★ GENERAL CONFERENCE INFORMATION ★

THE INA ANNUAL CONFERENCE REGISTRATION DESK is located in Regency South 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 2013 INA Annual Conference, geared towards first-time conference attendees, will be held on Friday at 6:00 PM in Keeneland

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 Regency South.

RAFFLE: The raffle drawing will be held on Sunday evening during the closing reception. Additional items may be raffled off during conference. You do not need to be present to win, but you are responsible for arranging for someone to manage your tickets, if you will not be present. INA will not mail winning raffle items. Tickets may be purchased at the registration desk.

CONFERENCE EVALUATIONS: INA workshop evaluations can be completed and handed to the workshop moderator or left at the INA registration desk.

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.



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2013 INA ANNUAL CONFERENCE AGENDA

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.

★ Registration opens at **1:00 PM**.

★ The INA Nanny Credential Exam will be offered at **2:30 PM** on Friday.

Agenda is subject to change.

SYMBOLS:

(N) Nanny **(A)** Agency

(NCS) Newborn Care Specialist

* Indicates Special Friday Session

+ Indicates Additional Registration Fee

» Room Name

★ FRIDAY, APRIL 12, 2013

7:30 AM - 8:00 AM ★ Board Breakfast »GULFSTREAM

8:00 AM - 1:30 PM ★ Board Meeting »GULFSTREAM

1:30 PM - 2:15 PM ★ Board Lunch »SWAY

2:30 PM - 5:30 PM ★ Making the Most of Executive Skills, from Top Celebrity Assistant: Bonnie Low-Kramen **(N)*+** » KENTUCKY SUITE

Going above and beyond the call of duty is not just something we should do some days, but every day, and should be considered business as usual for nannies, private service professionals, business owners and staff. What keeps us going when the weight of responsibility makes it hard to breathe can be offset by the fact that we love what we do. In a single day we can have enormous triumphs and situations that go horribly wrong. Our test is how we move through, and beyond it, with confidence, humility, and grace. High stakes challenges motivate us to seek better and more effective solutions which benefit our employers/ families, clients and of course, ourselves.

Key items you will take away from this powerful 3-hr. workshop:

- Skills needed to succeed in our industry
- Out-of-the-box problem solving skills
- Finding balance of work and self in the private service industry
- Learning from mistakes and how to recover from them
- Setting limits and boundaries
- Communication as a key to a working relationship
- Hybrid positions

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Bonnie Low-Kramen has experienced all of these things and so much more in a 25-year career working as the personal assistant to Oscar winning actress Olympia Dukakis and her family. Bonnie will share entertaining and inspiring stories of life-changing moments that have defined her career, and the skills she used to glide through them, include the power of speaking up when it counts, and how to build respectful and mutually beneficial relationships. Making huge mistakes, celebrating big successes, surviving personal crises, and bringing order to chaos – one situation at a time, one task at a time, is Bonnie's forte.

2:30 PM - 5:30 PM ★ **NCS 101: Newborn Care Basics and How to Apply Them on the Job by Carolyn Stulberg (NCS)*+ »CHURCHILL DOWNS**

Join Carolyn Stulberg for an informative, extended session on newborn care and getting started in the NCS business. Carolyn will cover the basics of newborn care and how you can use 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 Saturday and Sunday. Carolyn will cover breast-feeding 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.

★ **Manners for the 21st Century by Sheilagh Roth (N, A, NCS)* »KEENELAND**

While fast food restaurants and drive through meals have become the eating style of Americans today, they offer little opportunity for teaching children dining manners. Parents hiring professional nannies expect them to be knowledgeable about correct dining and social manners. Join Sheilagh as she provides current concepts of dining, electronic, and social graces that enhance the opportunity for success in life for both the nanny and his/her charges.

6:00 PM - 6:20 PM ★ **Orientation »KEENELAND**

6:30 PM - 8:00 PM ★ **Welcome Reception »REGENCY SOUTH**
Sponsored by Sullivan University

★ SATURDAY, APRIL 13, 2013

7:45 AM - 8:45 AM ★ **INA Service Award Pin Breakfast »REGENCY CENTER**
Sponsored by Breedlove & Associates

8:45 AM - 9:45 AM ★ **KEYNOTE ADDRESS: Encouraging Respect and Resilience by Deborah Gilboa »REGENCY CENTER**

In this opening session, Doctor G will give resources and tips for creating an attitude of respect and resilience in those with whom we live or work. These immediately actionable, and eminently practical, tools can be used in the moment and will foster skills that can be used for a

lifetime by children (and adults) to succeed on their chosen path. With some humor and a little philosophy, Doctor G will help us see why these are conversations worth having, and give participants words they can use to teach these character traits to others, and encourage their use.

9:50 AM - 10:50 AM ★ **Thematic Learning Stations by Angela Riggs (N)**

» KENTUCKY SUITE

Become active and engaged by exploring skill-based learning stations with a thematic approach! The building blocks to create active learning stations in the home will be examined, discussed and then put into action. Using a variety of resources, and building on the expertise of the participants, small groups will brainstorm their own learning stations to share with the group. Abraham Maslow said it best, "Almost all creativity involves purposeful play." Bonus handouts with graphic organizers to help you plan learning stations in the home will be provided.

9:50 AM - 10:50 AM ★ **How to Stand Out in an Interview and Make a Lasting Impression by Sheri Lopez (N)** » GULFSTREAM-HIALEAH

How do you get a family to put you at the top of their list when interviewing several nannies? This workshop is filled with time-tested tips for landing the job you want. In her 30 years as a professional nanny, Sheri has learned what parents want, and what they are looking for in a candidate. She will share all of her tips for acing interviews, as well as interviewing your potential employers in this informative workshop.

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- 9:50 AM - 10:50 AM** ★ **Safe Sleep for Newborns and Infants: Understanding SIDS /SUID/Suffocation by Carolyn Stulberg (NCS)** »CHURCHILL DOWNS
Learn the latest information on SIDS, SUID, suffocation, and providing safe sleep for Infants from Carolyn Stulberg. This fact-based workshop will provide caregivers the information they need to ensure everyone sleeps better tonight.
- ★ **You're Selling the World's Most Powerful Emotion...Love. Now, Let's Take It Social, Your Customer Is Waiting for You! by Jennifer Abernathy (A)** »KEENELAND
Learn what is the #1 action you must take to make social media work for your business. Understand the difference in the social media sites, and how you can use them to attract and connect with your customers. Look at some of the social trends for 2013 and 2014 and why you must prepare now to stay "in the game." Attendees will see "LIVE" demonstrations of how to find leads on social media and the power of each site. Facebook. Twitter. LinkedIn and Video Marketing. Why it's time to get over it- your fear of video marketing. Jennifer will go live to the social media sites to show nanny agency leads, live interactivity with prospects and potential business champions and how agencies can link to the media. Attendees will see one of the most powerful marketing tools out there that most are not using...yet. Jennifer will demonstrate its power live; attendees will love it!
- 11:00 AM - 11:30 AM** ★ **Networking Break** »REGENCY SOUTH
Sponsored by CareMatchPro.com
- 11:35 AM - 12:50 PM** ★ **Helping Children Cope with Grief and Celebrate Life by Deborah Gilboa (N)** »KEENELAND
When illness or death touches the lives of our charges, our hearts hurt for them. When celebrations occur, our hearts are joyful along with theirs. How can we help these children and teens process the changes that are a natural part of life? Learn how different developmental stages and different family structures affect children's ability to be resilient in the face of hardship, or other new situation. Doctor G (Deborah Gilboa, M.D.) will offer tools and resources for guiding our charges through life cycle events with compassion and wisdom.
- ★ **Everything but the Kitchen Sink (or Should I Bring My Keurig?)... What to Bring on a Travel Job by Lisa Baldrige (NCS)** »GULFSTREAM-HIALEAH
Professional, personal, and comfort items: this session will address what to bring with you on travel jobs. Seasoned Newborn Care Specialist Lisa Baldrige will share the items that she, and other newborn care specialists, bring on jobs. Actual items will be on display, and there will be a Q & A period.
- 11:35 AM - 12:50 PM** ★ **Legal Update for 2013 & Answers to Your Questions About the Law, Your Agency, Nannies, And Your Clients by Bob King (A)** »KENTUCKY SUITE
This session will provide an update about new laws and regulations affecting agencies in 2013, 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 welcomed, and I can promise that it will be a lively and interactive session.

1:00 PM - 2:50 PM ★ **INA Nanny of the Year Award Luncheon** »REGENCY CENTER
Sponsored by eNannySource.com

3:00 PM - 4:20 PM ★ **Creating a Toxin-Free Environment for the Children in Your Care by Beth Bittenbender (N)** »KEENELAND

Of all the things we do to maintain homes, using chemicals ranks among the highest concern for illness and injury, especially for children. Beth will explore the unsettling facts that scientific research has brought to light about the health risks associated with both short-term high-level exposure, and long-term low-level exposure, to the toxic ingredients in most commonly used cleaning chemicals (including "green" products) can be. Include poisonings, skin, lung, and eye injuries, links to cancer, asthma, multiple chemical sensitivities, immune system disorders, and a host of other illnesses.

You will hear why disinfectants are rarely used properly, anti-bacterial cleaners are not recommended, and the dangers both pose to children and adults. You will learn how to safeguard the health of your principals using revolutionary technologies developed to clean, using NO toxic chemicals, such as electrolyzed water, liquid ozone, self-cleaning coatings, and plant walls. There are many products and technologies in a chemical-free system, so choosing the correct ones, based on your needs, goals and preferences is crucial to ongoing long-term success. There will be hands-on demonstrations and opportunities to use some of the products, so you can feel confident when you make recommendations for change.

★ **Stress Management: Empowerment and Support for Caregivers & Their Clients by Mary Oscategui (NCS)** »GULFSTREAM-HIALEAH

Join Mary Oscategui, inspiring and influential mompreneur as she shares maternity stress management techniques, strategies, maintenance, tips, tools, and resources caregivers can use to assist the families they work with. In addition, Mary will provide stress management techniques and a model of self-care especially designed for caregivers.

★ **Agency Roundtables (A)** »CHURCHILL DOWNS

Would you like to have a discussion with one of our industry professional and a few industry colleges, to hear their ideas on the topics facing agencies in 2013? This session is perfect for you! Join industry pros as they lead small groups in discussions on a wide range of topics facing our industry.

4:30 PM - 5:30 PM ★ **Teach Responsibility: How to Pass on a Great Work Ethic by Debora Gilboa (N)** »KEENELAND

As we raise children to thrive in the world, what better character trait could we give than a great work ethic? This will serve them in school, on teams, at a summer job, and later in college and adult life! Doctor G will discuss the myriad of ways we can pass on an understanding of, and appreciation for, hard work, perseverance, and a helpful attitude. Give your charges the

gifts they need to succeed at whatever task they set their hands to, and know that you are making the world a better place, one child at a time.

4:30 PM - 5:30 PM ★ **Are You and Your Business Protected? Ask My Lawyer!**
by Bob King, Cortney Gibson **(NCS)** »GULFSTREAM-HIALEAH

Join industry leaders, Bob King and Cortney Gibson, for an informative workshop on the anatomy of a good contract. Newborn care specialists have a unique job and therefore need a unique work agreement or contract. Learn how to protect yourself, your business and your clients with Bob's extensive knowledge of the law and Cortney's decade of experience contracting with clients all over the country.

★ **What to Expect When You're Expecting...For New Businesses** by Rosalind Prather **(A)** »KENTUCKY SUITE

Learn what to really expect during your first year in business and do away with any unrealistic expectations regarding business ownership. A critical component to success is hearing about the experiences of other agency owners to be more prepared for whatever comes your way. Rosalind Prather, a two-time business owner and "mompreneur" shares practical wisdom, innovative ideas for growing your business, and the valuable lessons she learned along the road to success. From dealing with difficult clients, to legal considerations, to marketing on a budget, this workshop will address industry issues and important lessons that are relevant to all agency owners no matter how long they have been in business.

★ **Let's Collaborate and Improve Our Businesses!**
Recruiting, Interviewing, Screening, and Marketing!
by Jessica Friedman **(A)** »CHURCHILL DOWNS

In this session we will share ideas on what works, and what doesn't, in the areas of recruiting, screening, interviewing, marketing and building exceptional client relationships. Everyone will participate by discussing topics such as: How and where do we attract today's job seekers? Are your interview questions getting you the answers you need? What are the key questions you should be asking references? What is the phrase you use to sell? This is a brainstorming session where everyone will submit their top 3 recruiting ads, interview questions, reference checking questions, and sales phrases (tag lines). Together we will all come out with great new updated materials that will improve your business.

★ **SUNDAY, APRIL 14, 2013**

8:00 AM - 9:00 AM ★ **Breakfast / Installation of Board Members**
All requested to attend. »REGENCY SOUTH

9:15 AM - 10:15 AM ★ **Emergency Preparedness in the Home** by Cheryl Fekete **(N)** »KENTUCKY SUITE

Being prepared for an emergency requires more than a first aid kit and CPR card. Join Cheryl as she reveals various types of emergencies that we may need to prepare for. Participants will explore the elements of home preparedness and what is needed in an emergency kit, should the need arise to evacuate your home or the area.

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9:15 AM - 10:15 AM ★ **Come and Play the Heuristic Way; Treasure Baskets for Young Children by Vicke Bowman (N)** »GULFSTREAM-HIALEAH

Heuristic play is rooted in young children's natural curiosity. This presentation will explain heuristic play as an approach, and provide an introduction to treasure baskets as a means of stimulating babies' and young children's senses. Participants will be given suggestions for creating and using treasure baskets, as well as examples of appropriate materials.

★ **Understanding and Managing Special Needs: Developmental Delays, Disabilities, and Sensory Processing Disorders by Jessica Brodey (NCS)** »CHURCHILL DOWNS

Nannies have an opportunity to work closely day in and day out with children, and as such, are in the unique position to recognize early warning signs of developmental delays, sensory processing challenges, and disabilities. It is estimated that disabilities impact nearly 20% of our population, and early identification and intervention leads to the best long-term outcomes for children in education and development. This workshop will provide an overview a range of disabilities, developmental delays and of sensory processing issues, how they impact behavior, sleep, eating, and growth, how to recognize the early warning signs, appropriate ways to discuss any concerns you may have with parents, and identify a range of available resources to help families and caretakers who are impacted by developmental delays, sensory integration challenges, and/or disabilities.

★ **Building an Exceptional Client Relationship by Mary Crowe (A)** »PARK SUITE

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which invites the client to both refer your services and come back again. Ms. Crowe will share tips and skills she has learned over her 15-year client care career, and provide important “learn today, use tomorrow” tricks and tips for building client relationships.

10:20 AM - 10:50 AM ★ **Networking Break** »REGENCY SOUTH
Sponsored by RoyalNannyCare.com

11:00 AM - 12:15 PM ★ **Understanding Bilingual Families; How Caregivers Can Support the Learning Goals of Multilingual Families by Carly Jennings (N)** »KENTUCKY SUITE

“Do You Speak Bilingual?” this workshop is a workshop that practices what it preaches: complex knowledge acquisition made simple for learning. Attendees will experience active time devoted to learning about the latest research on the benefits of multilingualism, the developmental “windows of opportunity,” and the truth about language delays in bilingual children. Participants will also leave this session with specific facts, tips, and strategies for success. Carly Jennings will reveal her method for encouraging a child’s multiple language skills – even if the caregiver is monolingual! Come to this session prepared to move around, talk, and have fun, in other words, get ready to act like a kid.

★ **Sensorific by Gina Deaveary (N)** »GULFSTREAM-HIALEAH
Participants will learn the definition of, and the seven senses of, sensory integration through interactive games. Participants will leave knowing and understanding their own sensory style through self-assessment, and discuss several activities for the over-sensitive, and under-sensitive child to implement in their classrooms.

★ **Understanding and Encouraging Healthy Sleep for 0-4 Months for Newborn Care Professionals by Jennifer Metter (NCS)** »CHURCHILL DOWNS

Educating and equipping newborn care professionals with the very latest evidence-based research, and practical advice on the biological sleep needs and capabilities of newborns age 0-4 months. This workshop will also give participants the tools needed enhance baby’s sleep environment and prepare them for a lifetime of healthy sleep habits.

★ **Develop Everygreen Web Content - Content People WANT to Share by Brian Wallace (A)** »PARK SUITE

INA Agency members are in-home childcare experts! The most successful businesses are skilled at assessing what they know and sharing that subject matter expertise with the world. Social media is everywhere and credibility and branding yourself/company as an expert is up for grabs in the new digital age. People need content to share and talk about in places like Twitter, Facebook, Pinterest, etc. Join Brian Wallace to learn how you can create engaging content – content that people want to share – to keep your business, your brand top of mind! Brian will share the many ways that content can be converted to infographics, and his interactive session (yes, he wants this to be a conversation!) is sure to give you “learn today, use tomorrow” ideas and enthusiasm.

12:30 PM - 1:50 PM ★ **Luncheon / Annual Meeting** »SPIRE
Sponsored by HomeWork Solutions. All requested to attend.

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2:00 PM - 3:20 PM ★ **Understanding Infant and Toddler Temperaments Once and for All by Laura Wathen (N)** »KENTUCKY SUITE

In this session, participants will develop a working knowledge, and an in-depth understanding of each temperament type, how it impacts individual children's behavior; as well as the role it plays in planning for individual children, small/large groups. They will also come to understand the crucial role that a caregiver's understanding of the child's temperament, and their own plays in the development of secure attachments and brain development.

★ **Caring for Teens in Today's Social Media Culture by Mary Beth Uberti (N)** »GULFSTREAM-HIALEAH

Facebook, Twitter, Snapchat and Instagram are just a few of the social media sites that pre-teens and teens use to communicate with friends, and with those around the world. How do you make sure the children in your care are safe using social media, as well as help them learn to use it responsibly? How do you know if they are dealing with cyber bullying? Join Mary Beth Uberti as she guides you through privacy settings, use and guidelines of some of the most popular social media sites, used by our youth today. Participants will walk away with practical advice, social media contracts and strategies to share and apply.

★ **Oh, Baby! Gently Navigating the Pitfalls of Infant Sleep by Jessica Brodey (NCS)** »CHURCHILL DOWNS

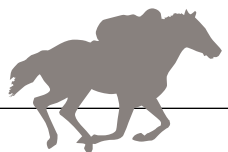
This session will focus on the science behind sleep and the different approaches to creating healthy sleep habits for infants 4 months and up. Jessica will discuss the keys to shaping healthy sleep habits, sleep requirements and ideal napping and sleeping schedules, reasonable sleep goals and expectations for sleep, safe sleep practices, and common pitfalls and problems that arise, including sleep regressions and medical problems such as reflux and colic. During the session, Jessica will review the range of sleep methods available for teaching infants healthy sleep habits, with an emphasis on gentle approaches to sleep, and when and how to implement the different methods. Jessica will also discuss how routines, environmental factors, and sensory factors play a role in infant sleep. Finally, she will discuss the interplay between breast feeding and sleep. The session will be chock full of tips for creating a positive and healthy sleep environment for infants, trouble-shooting common infant sleep challenges, and identifying helpful tools and products that may benefit an infant's sleep.

★ **Sales Strategies and Best Practices to Increase Agency Growth by Frank Grant (A)** »PARK SUITES

What separates the top-performing organizations from their competitors? What are the winning behaviors that enable them to create repeatable, scalable and predictable businesses? Frank Grant will delve into these questions and deliver actual case studies of organizations exercising best practices in the areas of sale strategy and execution. Topics to be discussed include identifying the most qualified opportunities, shortening sales cycles and increasing close rates of sales, all areas which greatly impact an agency's success.

- 3:30 PM - 4:30 PM** ★ **Communicating with Families When Developmental Red Flags Appear by Laura Wathen (N)** »PARK SUITE
 In this session, participants will develop a working knowledge, and an in-depth understanding for, the cognitive and emotional reactions parents have when their child presents potential indicators of developmental delay on screening tools, assessments, or through naturalistic observation. Communication barriers that arise from these reactions will be explored, and strategies for professional caregivers discussed. Role play will allow participants to further explore and practice these new strategies.
- ★ **Ask the Experts (NCS)** »GULFSTREAM-HIALEAH
 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, Courtney Gibson, Lisa Baldrige, Rowlanda Smith have the experience and knowledge to share their varied opinions with you.
- ★ **Bourne Identity – Embracing the Identity Your Company Was Made For by Michele Keen (A)** »KENTUCKY SUITE
 Every person is born with purpose and destiny. In the same way, every business is created with a specific vision and purpose in mind, to impact our world in a unique way. What makes your company unique? What is its identity? Finding the core of "who your company is" changes everything, and sets a course for success. "Be who you were made to be, and you'll set the world on fire." Discover how to get to the heart of your company's soul and how to engage your staff in that vision.
- ★ **Next Stop, San Francisco, How to Grow Your Agency to a New City by Mimi Brady (A)** »CHURCHILL DOWNS
 What does it take to open that next office? In the summer of 2011, Westside Nannies announced that it would be opening a second office in San Francisco. Although a wave of unspoken doubt swept through the industry, Westside Nannies has successfully opened its doors in one of the nation's most competitive nanny markets, and has continued to thrive by attracting top candidates and noteworthy clients in the city by the bay. In this forum, Westside Nannies San Francisco Director Mimi Brady will candidly discuss how everything from agency protocol to client conversations has had to adapt, change, and grow in order to cater to a new market. She will also touch on the importance of growing organically, operating a new branch of business within reasonable means, and how to overcome the "will-we-make-it" jitters that often come along with taking that first big leap. Finally, Mimi will share the hurdles that come with juggling a start-up and a seasoned agency, and how to maintain relationships, while also allowing for more autonomy amongst staff and senior agents. A session not to be missed!
- 4:40 PM - 5:40 PM** ★ **Individual Member Caucus** »KENTUCKY SUITE
Business Member Caucus »CHURCHILL DOWNS
- 6:00 PM - 7:30 PM** ★ **Closing Reception** »REGENCY SOUTH
 Sponsored by GTM Payroll Services

★ **MONDAY, APRIL 15, 2013**



9:00 AM - 12:00 PM ★ **Board Meeting** »GULFSTREAM-HIALEAH

We're still here to help.

Okay, so there have been a few changes since we last got together. :)

For the most part, however, it's business as usual for us. We still provide free educational materials, tools, resources and calculators for families, nannies and agencies — all designed to help make the tax and legal aspects of employment easier and less risky for all parties.

And we still run our household payroll & tax service like we always have — eliminating all the work and worry for busy families with our comprehensive service, state-of-the-art online tools, and unlimited access to expert support and guidance.

In fact, the only new wrinkle for us is the growing list of resources at our disposal through Care.com. We're just getting started, but with guidance from agency veterans, we're working hard to bring improvements to the industry and valuable programs to our agency partners.

The industry is evolving rapidly and opportunities abound. We're thrilled to have an expanded role in helping to bring them to life.

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★ 2013 NANNY OF THE YEAR NOMINEES

Sponsored by PFC Information Services, Inc.



Joanne Barrow – Valley Cottage, NY

Joanne feels honored to give her working life to helping families raise children for the last 22 years. She has cared for a family struggling to overcome the loss of their mom, children whose parents were in the middle of a divorce and helped a busy single mom adopt, care for and connect with her children. Joanne moved here from England when she was just 20 years old through an au pair program and has become a true professional American nanny.

Joanne was nominated by Faith Popcorn and Glenn Kaufman who had this to say about her: (Faith) My daughter was 3 years old when she [was adopted from China] and had never heard a word of English. Through play and everyday activities Joanne worked tirelessly with her to develop a command of the English language. Joanne was instrumental in helping her adjust to the monumental transition. (Glenn) She has a work ethic and proactive nature as great as any I have witnessed and both her time management and organizational skills make the countless tasks, decisions, actions, needs and changes of a typical day and substantial projects seem virtually effortless. She anticipates and assesses each situation with a level of thoughtfulness and decisiveness required to take the nanny role to a level beyond the highest of expectations.



Maryann Kamitian – Phoenix, AZ

After almost 15 years as a nanny Maryann has successfully made the transition from professional nanny to newborn care specialist. As a nanny she looked forward to every day being different and adapting to each child's like and dislikes. She now sees her role as NCS as a team player educating and supporting new parents with their little ones. Her positive attitude and love for all aged children shows through in her daily work with children.

She was nominated by Brooke Eanes who had this to say about her: Throughout her career, Maryann has contributed to the development of the children she has cared for. Maryann exemplifies the kind of knowledge, dedication to quality care and passion for helping families that a truly talented nanny and newborn care specialist should possess.



Karen Le Blanc – Austin TX

For Karen Le Blanc being a nanny means the opportunity to partner with families and impact their children. It has been a privilege for her to be invited into homes and to be a part of the team dedicated to nurturing young people. As a nanny for almost 8 years she has provided care for 5 families and 10 children. She is an exclusive nanny for Nannies from the Heart, writing for their blog. She recently co-founded the Community of Caregivers which works to bring together nannies, parents, teachers and other caregivers to learn about and discuss child development-related topics.

Karen was nominated by Jules and Zach Elkins who had this to say about her: She skillfully balances her own opinion and knowledge about caretaking with the preferences and needs of the family. It is a fine balance, indeed, and may be one of Karen's hallmark professional characteristics...being able to make use of her tremendous breadth of experience while kindly and tactfully integrating the desires and needs of the family for whom she nannies.

CONTINUED →

★ 2013 NANNY OF THE YEAR NOMINEES

Sponsored by PFC Information Services, Inc.



Tirzah Winterton – Marietta, GA

Tirzah has worked with children for 6 years as a nanny. Currently she cares for a special needs child and works to help him and his siblings meet all their developmental milestones while balancing their basic needs. Tirzah has worked with North Atlanta Nanny Association and Metro Atlanta Nannies planning events, play dates and helping prepare for National Nanny Training Day. Tirzah also spends some of her free time volunteering for many different charities both related to children and unrelated. Her greatest joy is seeing the pride on the faces of her charges as she helps them reach the next developmental milestone in their lives.

Tirzah was nominated by Sara Kogon who had this to say about her: Tirzah exemplifies what a nanny should be. She is firm, yet caring and fun with each of my children. She engages all three of them in age appropriate ways. She has a wonderful ability to play with each of them simultaneously. Tirzah is truly a team player and we feel so blessed to have her as our nanny.

★ SCHOLARSHIP & ENDOWMENT WINNERS ★

INA Membership Conference Endowment:

Niki Worrell of The Williamsburg Agency
Business Category

Rebecca D'Amico of Nannies from the Heart
Business Category

Cindy Augustine
Caregiver Category

Keriann Holsinger
Caregiver Category

GTM Payroll Services Conference Registration Giveaway Winners:

Jessie Biggs
New INA Member

Beth Ham
Sustaining INA Member

The recipients of Donna Robinson's 2013 MAD Money with the sponsorship help of Regarding Nannies and Marni Kent provided four attendees with Mad Money this year, unfortunately recipients' names were not available at the time of print.

CONGRATULATIONS!

★ VOLUNTEERS ★

SPECIAL THANKS

TO OUR 2013 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
Cortney Gibson
Kellie Geres
Marcia Hall
Glenda Propst
Susan Tokayer
Kathy Webb

Conference Volunteers

Kellie Geres
Cortney Gibson
Becky Kavanagh
Glenda Propst
Alice Shaffer

Conference Photographer

MaryAnn X. Meddish

Raffle

Angela Jackson
Amanda Schultz
Alice Shaffer

Board of Directors Nominating Committee

Kellie Geres
Glenda Propst
Karen Yatsko

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The Philadelphia Nanny Network

INA Service Award Pins

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Brandi Hylton
Michelle LaRowe

Nanny of the Year Selection Committee

Lexy Capp
Nikki Gribble
Marcia Hall
Wendy Sachs

(Assisted by Louise Dunham,
Becky Kavanagh, and Alice Shaffer)

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

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★ 2013 INA SERVICE AWARD PIN RECIPIENTS ★

INA Harriette Grant Service Award Pins are presented to INA member nannies and caregivers and the INA Service Award Pins are presented to INA member agency owners, staff and industry service providers.

30 Year **Sandra Costantino**

•••••

25 Year **Louise Dunham**

25 Year **Marni Kent**

25 Year **MaryAnn Meddish**

•••••

20 Year **Kathy Webb**

15 Year **Joanne Barrow**

15 Year **Maryann Kamitian**

15 Year **Jocelynn Yelverton**

•••••

10 Year **Bob King**

10 Year **Cynthia Augustine**

Sandra Costantino ★ 30-Year

Sandra Costantino is the executive director and co-owner of Neighborhood Nannies, Inc., a Haddonfield, New Jersey-based leading nanny placement agency. Neighborhood Nannies was established in 1983 and was one of the first nanny agencies established on the East Coast. Sandy has been a guest on numerous TV and radio programs speaking out on issues concerning the nanny industry and its impact on the American family, in addition to representing the nanny industry in issues of regulation within the State of New Jersey. Sandra is a founding member of INA and has been involved with the association since its inception. She is the only elected individual to serve continuously on the INA board of directors since 1985. Sandra has also served on the executive board of the association for many years and also serves as the unofficial INA historian.

Sandra has been responsible for the Annual Conference site selection, contractual negotiations, and conference planning since 1993. In addition to being treasurer for multiple terms, in past years Sandra has served as INA's secretary and first vice president. Sandra has chaired the INA committee on professional standards and has served on many other association committees including the finance committee, INA relocation committee, and publications review board. She has also headed up various task forces over the past 30 years. Sandra is an industry professional in the true sense of the word. She is focused and passionate about the nanny industry and is able to offer expertise to nannies in all levels of their careers. Sandra is sought after and respected by INA members because she is recognized for her commitment to professionalizing the nanny industry and helping to insure its success.

Louise Dunham ★ 25-Year

Louise Dunham started her business, Placement Solutions, in Melbourne, Australia, in 1988. In 1988 the company was named Mother's Little Helper and provided on-call casual childcare, as well as other household management services. The business started from home when Louise had one small child, a 6-year-old. The impetus for starting the business was the discernible lack of quality care and screening when obtaining a casual career. By 1994, Louise was operating out of a small office and had another child, Sianan, who works now as the events and training manager for Placement Solutions (and whom many of you met in 2011 in Tampa Bay). In 1994, Louise was an instigator and founding member of the AANA, the Australian Association of Nanny Agencies. The impetus for setting up this association was that Victoria as a state was lagging behind the other Australian states in making Working with Children's Checks compulsory by law. We were also concerned at the lack of screening of nannies, clients and agencies.

Louise served as president of the AANA from 1999 to 2000. By that time not only had the Victorian Working with Children Check become law but also a federal government pilot scheme to initiate in-home childcare and provide government approved subsidies to eligible families had been introduced. Louise as AANA President provided the keynote speech to the National Family Day Care conference in 2000 entitled, "Not Just a Baby Sitter and Why Nanny Is Not a 4 Letter Word." AANA folded and Nica, the National In-home Care Association, took its place in 2004, Louise again being a founding member. As an inaugural provider of the National DEEWR (Department of Education, Employment and Workplace Relations) in-home care scheme, Louise has worked hard to write

and set standards within the Australian industry. She served on the Senate National Steering Committee for In-Home Care Standards in 2008 and on the National Industry Training Board for the updating of the Certificate 3 in Children's Services in 2003. Later in 2008 she was on the CCMS (childcare management system) Industry Taskforce when new software was introduced to oversee the whole childcare industry and childcare rebates across the country. Louise is proud of what she has achieved since 1988 both professionally and Australia-wide with our in-home care scheme. Louise has an arts degree from Latrobe University in Melbourne and both postgraduate teaching and research diplomas. Prior to setting up her own business she worked as an adult and community educator and secondary school teacher. As of 2012, Louise has set up a separate business providing nanny payroll services to both her own agency clients and Australia-wide. In her 24 years in the industry she is delighted to see how far this sector of the childcare industry has developed both in Victoria, Australia, and here in the United States.

Marni Kent ★ 25-Year

When you're a nanny, you never know what surprises each day will bring — like an impromptu biology lesson and stand-up comedy act. A few years ago, nanny Marni Kent took fourth grader Sammy to the Hobby Lobby to pick up all the raw materials for her class project on the human ear: a paper mâché head, Silly Putty for the outer ear and pipe cleaners for the inner ear. During the girl's presentation, she meticulously explained each part of the ear and how it contributes to processing sound and sending signals to the brain. With a deadpan delivery, the student later showed her classmates where the brain was located. It was represented by a pea — as in "pea brain" — a gag inspired by her brother.

"I was sitting with Sammy's parents and siblings and the crowd went wild with laughter," Marni says. "At that moment, I was so proud not only how she used all those big words, but that she had put so much work into this project and was able to entertain and explain this in front of a large crowd." "It's natural for nannies to experience parenting-like moments such as these. Although the public often assumes that a nanny is merely a full-time babysitter, the truth is that they are constantly switching roles as trusted guardian, teacher, and friend. Some people see the career of a nanny as simply unchallenging, yet where else can one take credit in playing an integral part in the way a young person will become an adult amongst society?" "We get to mold the content of a child's character face to face and see the results first hand. I've learned that you can't learn how to be a professional nanny from a book,"

she adds. "Each family has a specific blueprint of needs and expectations. The nanny has to be able to morph into those needs, be flexible and accept different parenting styles, temperament and personalities. Child development is about playing and modeling, exploring the world around them. And a little praise means a lot to a child — it helps with building their independence and self-worth. Children have such a profound effect on you whether you realize it or not," she says. "When you get down on their level, you are forced to think and learn about patience. Your tone of voice can affect a child so greatly, and most importantly, children teach you how to be happier and more positive about yourself when you are the one who is supposed to be teaching them."

MaryAnn Meddish ★ 25-Year

MaryAnn started babysitting at age 12 and started taking college classes while still in high school. One day at the college MaryAnn was asked if she was interested in being a nanny and ended up working for the family for four and a half years, working every schedule possible and even moving in to the family's home as a senior in high school and moving with them to a different town the following summer. In 1990 when she found out you could be certified to be a nanny as she was looking into the validity of "nannying" as a career, she left her job and enrolled in Northwest Nannies Institute saying, "When you choose your career you get the education needed to be your best at what you do." MaryAnn is a graduate of NNI and Starkey International, she has passed the INA Credential Exam, and in 2009 she was selected as INA's Nanny of the Year.

In the 25 years since turning 18, MaryAnn has been a live-in nanny in eight states in a variety of situations including stay-at-home, work-at-home, and non-working parents in expatriate, mixed religion, kosher Jewish homes, and a family compound. She has experience with newborn singletons, multi-age children, blended families, and premature newborn multiples including twins, triplets, and sextuplets. Her experience also includes working with children with ADHD, Asperger's, mild CP, developmental delays, food allergies, special diets, medical regimens, and traveling solo both domestically and internationally with her charges. MaryAnn is known for being very active and never running out of energy. She volunteers in her church, local community, and nanny community. She does a number of crafts including quilting, sewing, knitting, jewelry making, and scrapbooking. She enjoys hiking and camping, has walked the 60-mile Breast Cancer 3-Day, and loves to travel.

Kathy Webb ★ 20-Year

Kathy co-founded HomeWork Solutions Inc. in 1993. Her business provides payroll and payroll tax services to household employers. Kathy and her partner started their business with a sub-let 90-square-foot office, one desk, one computer and printer, two chairs and two telephones, and a "milk crate" for a file cabinet.

Today her firm employs 18 full-time and 7 part-time employees and assists thousands of families nationwide. Kathy took her company online in 1995. In 1996 she launched NannyNetwork.com, the first searchable national database of nanny placement agencies. This was the first online nanny industry website to articulate standards and practices in the nanny industry, featuring the first nanny bulletin board, which enabled nannies to network with other nannies, other people who "got it." The site today has between 75K – 90K unique visitors per month, with an average of 6.2 pages viewed per visitor.

Kathy believes strongly that families and their nannies have better relationships when they understand the norms and practices involved. She wants families to understand their responsibilities –reference checking, background checking, and payroll tax compliance. She also wants nannies to be informed and encourages written work agreements. She has authored numerous articles, and is consulted frequently by national media on nanny industry issues. She is also a very energetic and active leader in the nanny industry. Her company is a proud member/sponsor of INA, APNA, Nannypalooza, National Nanny Training Day, and a member as well of the Loudoun County Chamber of Commerce and the American Payroll Association. Kathy currently serves on the INA Board of Directors. Her commitment and dedication have positioned Kathy and her company as the experts in the nanny tax arena.

Kathy is a magna cum laude graduate of Boston College, and lives with her husband of 30 years in Northern Virginia. She is the proud mother of 3 young adults, mother-in-law to 2 others, and the absolutely-in-love-grandma of a little princess and her soon to arrive baby brother! Prior to HomeWork Solutions, Kathy held a variety of positions in the telecommunications field, in Boston, Southern California and then greater Washington, D.C. She and her husband hired their family's first nanny in 1987 with the help of former INA member Karen Ryan, then operating as Classic Personnel. Hiring that nanny would be the first of many steps that have brought her to the INA and today's conference!

Joanne Barrow ★ 15-Year

Joanne was born to a small and loving family in 1970 and raised in a rural and close-knit community in East Sussex, England (about 60 miles south of London). A natural and eager caretaker from a very young age, Joanne was keen to get started on her path of childcare and signed up for her first "mothers helper" role at just 10 years of age for her next door neighbors' 3-year-old son, Steven.

She knew then and there that taking care of little ones was where her heart was happiest and a decade later took that dream to the USA to fulfill an exciting career as a nanny, currently spanning almost 23 years. While working as an au pair for a wonderful NJ family with 3 young children, Joanne took courses in Child Day Care Management and First Aid and CPR before further extending that training to become an Emergency Medical Technician where she volunteered with EMS in Somerset County for the remainder of her time in NJ.

Joanne went on to work with six families over the next two decades caring for children ranging in ages from one to thirteen. A voracious reader and learner of all child-related topics, Joanne became self and professionally taught adding diplomas in Children's Etiquette and Butling and Household Management to her resume. These qualifications paired with her love and passion for private service and childcare made her a well-rounded candidate for family care and opened many wonderful opportunities as a result.

Joanne considers herself a professional career nanny, dedicated to supporting families and their children in development of a strong and positive self-image, all the while enhancing their ability to solve problems, explore and experience a wide variety of interests, activities and social interaction and to help them gain and polish healthy social skills.

Joanne feels the most gratifying part due to the longevity of her career has been the lasting bonds that she has formed with each family and the chance she's been given to see the children grow up into the exceptional young teenagers and adults they are all becoming. She feels her life as a nanny has been nothing short of a gift and a privilege and remains in close touch with all her families to this day. She currently cares for 2 sweet elementary school aged children in New York.

Maryann Kamitian ★ 15-Year

Maryann Kamitian relocated from New Hampshire to Phoenix, Arizona, in November of 2011 in search of some new challenges. She has a strong network of friends and family who believe in and support her. Maryann has been working with children since she was a teenager. Her first job as a teacher's assistant in a pre-school moved into working as a substitute teacher in the same pre-school. She moved on to a daycare and filled many roles from assistant to head teacher. In 1998 while she was enrolled in an early Childhood Degree program, she decided she wanted to become a professional career nanny. She has been a Professional nanny for 15 years! Maryann has worked long term for three wonderful families. She has cared for children of all ages including newborns. The fun and exciting part about her job is that each day is always different. This is why she loves this profession. Over the past few years Maryann has enjoyed caring for more newborns in her positions. She says the calmness and trust a baby can have for you is unique and comforting. Maryann decided to start researching specialized newborn care. She felt that was really the next step in her career. She soon realized there was a name for she was looking into: newborn care specialist. Maryann took a newborn specialist training class before moving to Phoenix.

Maryann knew she would be great with newborns and worked to connect with other professionals in the business. Maryann felt the same passion as she did when she first became a nanny. She found a great professional network in Arizona. Most were willing to speak with her and answer any questions she had. Shortly after relocating Maryann found her first client as a newborn care specialist and is now working for a family with a newborn boy! The family felt that the combination of her 20 years of child care experience and her personality would make her a perfect fit for their family. They also felt that her longevity at previous jobs showed her commitment and dedication to the profession. Maryann is a strong teacher and nurturer along with being a self-starter and an excellent communicator. She feels these are all extremely important in the child care field. Maryann has a huge heart and loves to give to others.

Jocelynn Yelverton ★ 15-Year

Growing up Jocelynn loved the movies Mary Poppins and The Sound of Music. She also loved the book Eloise at the Plaza. I guess you could say that every day since she was a little girl, she was destined to become a

nanny. Even though none of these fictional stories and characters reflect how nannies and families are today, she appreciated what nannies did for the children and families as a whole.

Jocelynn grew up in North Carolina in a family of four. She is the eldest of two children. When she was ten years old, she babysat for the first time for her next door neighbor when she went for her weekly grocery store run. Soon, she became the neighborhood babysitter. Jocelynn had a regular sitting job with a family throughout high school which led to traveling with them during her junior and senior summers to their beach house. This gave her a small taste of what it was like to be a nanny. She loved every aspect of it. When she attended North Carolina State University, she began to pursue her dream of becoming a nanny. She found a position that lasted even beyond her college years. Once this position ended she learned there were resources for nannies. A local placement agency referred her to the Triangle Area Nanny Group. (TANG) If it were not for this support group, she would not be the nanny that she is today. Being involved in TANG she learned many things that were important to her career. TANG kept her updated on local classes, events, and other helpful resources. The founder of TANG really wanted to educate nannies about the ever-changing industry. TANG introduced Jocelynn to nanny conference and she has attended the INA conference for many years. She is also a former member of NAN and a current member of INA.

Over the last 15 years as a professional she has cared for newborns through teenagers. Jocelynn is very comfortable caring for children of any age. She also has experience taking care of multiples and children with learning disabilities. When interviewing for potential families she looks for a family where she feels as if she is an extended family member. Taking a job as a professional nanny places you in an intimate job setting. The bonds you form last for a lifetime. Jocelynn has worked as a part-time nanny, full-time nanny, a nanny/household manager, full charge nanny, as well as a traveling nanny, and live-in nanny. Jocelynn is the former Nanny's Night Out Coordinator for TANG and she attended the APEX program at the Alexandria School in 2011. Jocelynn has been involved with conference as a workshop moderator and other unlimited tasks that organizers needed assistance with. This year she worked with Marcia Hall, Glenda Propst, and Kellie Geres on the INA workshop proposal committee. Ultimately, childcare is not just a job to Jocelynn, it is definitely her passion. She cannot imagine another profession that would make her as happy!

Bob King ★ 10-Year

Bob King is an attorney and founder of Legally Nanny®, the leading law firm providing legal and tax advice to household employers and domestic employment and homecare agencies.

When Bob and his wife, Jennifer, decided to hire a nanny for their daughter, they were determined to hire someone legally. However even as a labor & employment attorney, Bob spent countless hours researching the complicated federal and state statutes and regulations governing household employees. Frustratingly, no one could provide all the California and federal legal and tax information in one easy to understand place and for one flat fee. Thus, the concept of Legally Nanny was born. Bob founded the firm on the premise that people should be able to hire nannies, caregivers and other household employees legally and without unnecessary effort and expense.

Bob is a former INA Board Member and has shared his expertise as a contributing writer for INA newsletters and as a speaker at INA conferences. Bob graduated from Georgetown University Magna Cum Laude, studied at the University of Lisbon, Portugal, on a Rotary Fellowship, and received his law degree from the University of Chicago Law School with Honors. Legally Nanny assists domestic employment agencies nationwide with business, dispute resolution, and labor & employment matters. Bob also serves as the general counsel for the Association of Premier Nanny Agencies (APNA) and as an expert witness in household employment litigation.

Bob and Legally Nanny have been featured in The Wall Street Journal, CNN, ABC News, USA Today, The Los Angeles Times, The Chicago Tribune, Parenting Magazine, Entertainment Tonight, and California Lawyer Magazine. Bob also contributed to the books "How To Hire & Retain Your Household Help," "How To Hire A Nanny," and "Help!! How To Find, Hire, Train & Maintain Your Household Help."

This year marks Legally Nanny's 10th year in business. Bob and Jennifer have come a long way since hiring their nanny and creating the spark for Legally Nanny, and they look forward to continuing to work in the household employment industry they love.

Cindy Augustine ★ 10-Year

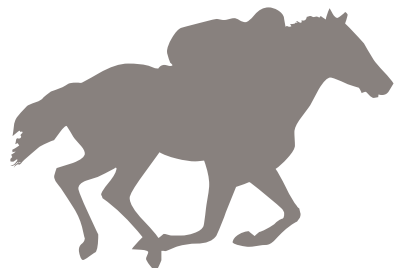
Cindy Augustine has been working with children since she was a teenager. Cindy, who was born and raised in San Jose, CA, began volunteering in a daycare center when she was sixteen years old. She then worked for the YWCA West Valley Daycares in San Jose, CA, for seven years before becoming a nanny.

She loved working with children, but wanted to become a nanny to be able to care for just a couple of children at a time, which allows a more one on one relationship. She was working for an amazing family in California that moved to New York for business reasons. They asked her to move to New York with them and she decided to go. Three years later when the position ended she decided to stay in New York.

Cindy's creative talents enable her to create a fun environment for her charges. Cindy was involved in musical theatre in her teen years, performed four musicals a year with Children's Theater of San Jose. She also has enjoyed helping out backstage when her charges take dance. She also has taught past charges to tap dance.

Cindy has worked for families facing difficult challenges, including a family that had a member with advanced cancer. One of her past employers said that her motto is "not a problem," and that she is a favorite of other children in the neighborhood. She has been described by one of her employers as being kind, supportive, creative and always helpful.

Cindy accompanied one of her past employer's families on a week-long vacation with another family. The other mother, a well-known writer, was so impressed with Cindy that she published an article about her. Cindy feels blessed to have had the opportunity to have worked with such amazing families and children. They all remind her every day why she chose to be a nanny. She looks forward to the hugs she is greeted with every time she goes to work. Cindy is very proud to be a professional nanny and looks forward to the adventures that being a nanny will bring.





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The mission of VIPS is to offer appropriate services to infants, toddlers and preschoolers who are visually impaired or blind, and to their families. The goal is to maximize each child's developmental potential through direct services, advocacy and community education.

VIPS provides a variety of programs and services with staff that includes certified teachers who specialize in early childhood education, visual impairment, orientation and mobility specialists, and special education. Several staff members are also parents of visually impaired children. VIPS is led by a dedicated volunteer Board of Directors, who are professionals in the field of visual impairment, medical professionals, community and business leaders, representatives of consumer groups of the blind, and VIPS parents. Children with visual impairments are children first. They need the same types of experiences as other children. They need to have friends, to play in sandboxes, to swing on swings, to go to new places. They need to be part of family routines and activities, and VIPS has been designed to help.

In the tradition of our conference raffle, we will be donating 50% of our raffle proceeds to Visually Impaired Preschool Services (VIPS). The remaining proceeds will be designated to the INA Member Conference Endowment Fund.

INA would like to thank the following individuals and businesses for their generous donations.

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INA would like to thank the following individuals and businesses for their generous donations.

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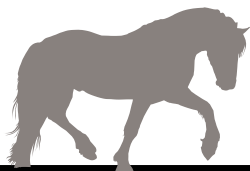
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★ FRIDAY, APRIL 12, 2013

7:30 AM - 8:00 AM	Board Breakfast »GULFSTREAM
8:00 AM - 1:30 PM	Board Meeting »GULFSTREAM
1:30 PM - 2:15 PM	Board Lunch »SWAY
2:30 PM - 5:30 PM	Making the Most of Executive Skills, from Top Celebrity Asst. Bonnie Low-Kramen (N) »KENTUCKY SUITE NCS 101: Newborn Care Basics/How to Apply Them on the Job - Carolyn Stulberg (NCS) »CHURCHILL DOWNS Manners for the 21st Century - Sheila Roth (N, A, NCS) »KEENELAND
6:00 PM - 6:20 PM	Conference Orientation for First-time Attendees »KEENELAND
6:30 PM - 8:00 PM	Welcome Reception »REGENCY SOUTH

★ SATURDAY, APRIL 13, 2013

7:45 AM - 8:45 AM	INA Service Award Pin Breakfast »REGENCY CENTER
8:45 AM - 9:45 AM	Keynote Address: Encouraging Respect and Resilience - Deborah Gilboa »REGENCY CENTER
9:50 AM - 10:50 AM	Thematic Learning Stations - Angela Riggs (N) »KENTUCKY SUITE How to Stand Out in an Interview & Make a Lasting Impression - Sheri Lopez (N) »GULFSTREAM-HIALEAH Safe Sleep for Newborns/Infants: Understanding SIDS/SUID/Suffocation - Carolyn Stulberg (NCS) »CHURCHILL DOWNS You're Selling the World's Most Powerful Emotion...Love. Now, Let's Take It Social, Your Customer Is Waiting for You! - Jennifer Abernathy (A) »KEENELAND
11:00 AM - 11:30 AM	Networking Break »REGENCY SOUTH
11:35 AM - 12:50 PM	Helping Children Cope with Grief and Celebrate Life - Deborah Gilboa (N) »KEENELAND Everything but the Kitchen Sink: What to Bring on a Travel Job - Lisa Baldrige (NCS) »GULFSTREAM-HIALEAH Legal Update for 2013 & Answers to Your Questions About the Law - Bob King (A) »KENTUCKY SUITE
1:00 PM - 2:50 PM	INA Nanny of the Year Award Luncheon »REGENCY CENTER
3:00 PM - 4:20 PM	Creating a Toxin-Free Environment for the Children in Your Care - Beth Bittenbender (N) »KEENELAND Stress Mgmt: Empowerment & Support for Caregivers/Clients - Mary Oscategul (NCS) »GULFSTREAM-HIALEAH Agency Roundtables (A) »CHURCHILL DOWNS
4:30 PM - 5:30 PM	Teach Responsibility: How to Pass on a Great Work Ethic - Deborah Gilboa (N) »KEENELAND Are You & Your Business Protected? Ask My Lawyer! - Bob King/Cortney Gibson (NCS) »GULFSTREAM-HIALEAH What to Expect When You're Expecting...For New Businesses - Rosalind Prather (A) »KENTUCKY SUITE Let's Collaborate and Improve Our Businesses! - Jessica Friedman (A) »CHURCHILL DOWNS

★ SUNDAY, APRIL 14, 2013

8:00 AM - 9:00 AM	Breakfast / Installation of Board Members (all requested to attend) »REGENCY SOUTH
9:15 AM - 10:15 AM	Emergency Preparedness in the Home - Cheryl Fekete (N) »KENTUCKY SUITE Come Play the Heuristic Way, Treasure Baskets for Young Children - Vickie Bowman (N) »GULFSTREAM-HIALEAH Understanding and Managing Special Needs - Jessica Brodey (NCS) »CHURCHILL DOWNS Building an Exceptional Client Relationship - Mary Crowe (A) »PARK SUITE
10:20 AM - 10:50 AM	Networking Break »REGENCY SOUTH
11:00 AM - 12:15 PM	Understanding Bilingual Families - Carly Jennings (N) »KENTUCKY SUITE Sensorific by Gina Deavey (N) »GULFSTREAM-HIALEAH Understanding and Encouraging Healthy Sleep for 0-4 Months - Jennifer Metter (NCS) »CHURCHILL DOWNS Develop Evergreen Web Content - Brian Wallace (A) »PARK SUITE
12:30 PM - 1:50 PM	Luncheon / Annual Meeting (all requested to attend) »SPIRE
2:00 PM - 3:20 PM	Caring for Infant/Toddler Temperaments Once and for All - Laura Wathen (N) »KENTUCKY SUITE Caring for Teens in Today's Social Media Culture - Mary Beth Uberti (N) »GULFSTREAM-HIALEAH Oh, Baby! Gently Navigating the Pitfalls of Infant Sleep - Jessica Brodey (NCS) »CHURCHILL DOWNS Sales Strategies and Best Practices to Increase Agency Growth - Frank Grant (A) »PARK SUITE
3:30 PM - 4:30 PM	Communicating w/ Families When Developmental Red Flags Appear - Laura Wathen (N) »PARK SUITE Ask the Experts (NCS) »GULFSTREAM-HIALEAH Bourne Identity: Embracing the Identity Your Company Was Made For - Michele Keen (A) »KENTUCKY SUITE Next Stop, San Francisco: How to Grow Your Agency to a New City - Mimi Brady (A) »CHURCHILL DOWNS
4:40 PM - 5:40 PM	Individual Member Caucus »KENTUCKY SUITE Business Member Caucus »CHURCHILL DOWNS
6:00 PM - 7:30 PM	Closing Reception »REGENCY SOUTH

★ MONDAY, APRIL 15, 2013

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