Celebrating 20 Years of Success

EXCELLENCE IN LEADERSHIP CONFERENCE
OCTOBER 19-21, 2016
MARRIOTT CRABTREE, RALEIGH NC
A Message from our President

WHAT DO YOU EXPECT?

When you hear it’s our 20th Anniversary Conference, you probably expect a long look back at 20 great years, with somebody talking about people you don’t know, and how things used to be back in the day, and how far we’ve come.

And we SHOULD spend a few minutes honoring those brave and dedicated folks who created our Association and helped us through a lot of tough years.

But more than talking about the last 20 years, I want to talk about the NEXT 20 years. About what we’re going to do NEXT.

Of course we’ll learn from the past and share best practices. But I want to hear about NEXT practices.

What’s best, what’s next? Come learn from each other, have some fun, get smarter, get better, and propel yourself into WHAT’S NEXT.

Bill Mitchell
President
Scenes from the 2015 NCLCCA Conference!
NCLCCA Extends a Big “THANK YOU” to our CONFERENCE SPONSORS!

PLATINUM

SILVER

BRONZE

Grounds for Play
Lifetouch
Naptime Academy
Staples Business Advantage
Trident Beverage/Juice Alive
US. Foods

Please check our website for an updated list of our Conference Sponsors!

Do you know a company who would benefit from being an NCLCCA Conference Sponsor in the future?

Have them contact us, or send us their information!

conference 2016@nclcca.org
Conference Schedule

Wednesday, October 19, 2016
Noon - 6:30 pm ................................. Registration Opens
2:00 - 5:00 pm ................................. General Session,
featuring Dr. Pam Shue,
Director of DCOEE
plus members of the NC
Child Care Commission

5:00 - 6:30 pm ................................. NCLCCA's 20th
Birthday Party!!!

6:30 - 7:00 pm ................................. Exhibitor Set Up Time
(Optional)

Thursday, October 20, 2016
7:30 am ........................................... Registration Opens
(Exhibitors set up)
8:30 – 10:00 am ............................... Breakouts
10:15 - 11:30 am ............................. Welcome Session
including Minute at the Mic
11:30 – 12:15 pm ............................ Exhibit Hall Grand Opening
12:15 - 2:00 pm ............................... 20th Anniversary
Celebration Luncheon
(exhibitors join attendees)
2:00 - 5:30 pm ............................... Exhibits Open/Dessert
Served in Exhibit Hall

*Optional Center Tours @ 7pm or State Fair*

Friday, October 21, 2016
8:00 - 8:30 am ............................... Exhibits Open
8:30 - 10:00 am ............................... Breakouts
10:00 – 11:00 am ............................ Exclusive Exhibit Hall Hour
11:00 - 12:30 pm ............................ Lunch on your own;
Meal options in exhibit hall
12:30 - 1:30 pm ............................... Breakouts
(Exhibitors take down)
1:30 - 3:00 pm ............................... Breakouts
(Exhibitors take down)
3:10 - 3:30 pm ............................... Raffle Winners Announced

Bring the family and make it a mini vacation.
Discount State Fair Tickets available!

GET YOUR TICKETS!

NCLCCA RAFFLE INFORMATION

Our NCLCCA Raffle has always been a favorite because you enter to win the prize of your choice. This means you’re guaranteed to like what you win!

Register by October 1st and you’ll receive a complimentary raffle ticket!

Since NCLCCA is a membership organization and does not receive state or federal funding, your support of our Raffle helps support the work we do, on behalf of providers, all year long. So, have fun and know that you’re supporting a great cause!
Accommodations

Maximize your conference experience & celebrate our birthday by staying overnight with all your NCLCCA Colleagues!

MARRIOTT CRABTREE VALLEY

NCLCCA GROUP RATE:
They have given us a discounted deluxe room rate of $129.99 per night.
• Check-in time is 3:00 pm
• Check-out time is 12:00 pm.

RESERVATIONS:
Cutoff date for the group rate is Wednesday, September 28, 2016.

To make reservations call 1-800-MARRIOTT and give them the code: NCLCCA to receive the discounted room rate.

Individual room reservations may be cancelled up until 11:59 p.m. the day before the arrival date to avoid any cancellation fees.

HOTEL FEATURES:
• Complimentary wireless internet access in public areas
• Complimentary on-site parking. Park in the back parking lot and get direct access to the conference space
• Located just 11 miles from RDU airport and across the street from Crabtree Valley Mall shopping and dining
• 374 newly remodeled guest rooms on 6 floors

Marriott Raleigh Crabtree Valley
4500 Marriott Drive
Raleigh, NC  27612
(919) 781-7000
www.raleighmarriott.com

Transportation for Center Tours will begin and end at the Marriott. Overnight accommodations are not included in conference registration.
Dr. Pamela Shue has been the Director for the Division of Child Development and Early Education since January 2016. Dr. Shue has more than 27 years of experience in child development and early education. She comes to DCDEE from the University of North Carolina at Charlotte’s Department of Special Education and Child Development, where she taught graduate and undergraduate courses in early childhood development and education since 2008. Before that she worked with young children in child care centers, children’s hospitals, before and after school programs, and elementary schools.

Keith L. Pentz, National Education Advisor for Kaplan Early Learning Company, has been in the field of education for 30 years. Keith began his career by working in child care with infants and toddlers. Later, he taught elementary students as well as Kindergarten. Keith spent the remainder of his classroom time teaching PreKindergarten and working specifically with low socio-economic families and inclusion students. Following his experiences in the classroom, Keith moved on to teach at the University of Central Florida in Orlando, Florida. He also was a Professor of Early Childhood Education at Gordon College in Wenham, Massachusetts.

Keith has served on numerous committees and program implementation groups as well as written articles for publication. Keith has helped author several district-level (Orange County Public Schools, Orlando, Florida) curriculum guides including: social studies in the lower elementary grades along with math curriculum benchmarks and practices for preschool and Kindergarten children. A nationally recognized literacy- and resiliency-based conflict resolution and violence prevention curriculum entitled Peace by Piece was a major endeavor that Keith helped write and to date has personally trained over a thousand teachers, administrators, and parents to use the curriculum.

Vernon Mason, Directors Leadership Solutions Most popular presenter over 10 years with NCLCCA Conferences
Author, Humorist, Inspiring Keynote Speaker and Workshop Trainer

Extraordinaire. His keynote have been described as “exactly what I needed” and “fall down funny.” His stories range from doing CPR on a hamster to firing an employee in the middle of Wal-Mart because she felt like shopping but not working. The stories are unbelievable, real, and remind you that you’re not crazy, it’s everybody else! Some of his most requested keynotes and trainings are: Don’t Waste a Crisis, where there’s a will there’s a way, a story of perseverance in tough times; Avoiding Burnout by Finding and Keeping your Happiness; Tackling Turnover, praising and rewarding staff for little or no cost; Zero to Hero, improving an employee’s performance or setting them free and Early Childhood/Preschool Classroom Management.

Sharron Krull is a passionate, enthusiastic and inspiring early childhood educator. Sharron has a bachelor’s degree in education from Miami University of Ohio, and her teaching experience spans over 40 years, encompassing nearly all areas of early childhood education. She is a veteran preschool teacher, having taught and directed at parent cooperative preschools for 20 plus years. Sharron has also taught park and recreation programs, school-age child care programs, parenting seminars, and elementary school. She has been an instructor of child development courses at several California community colleges and has been trained in Creative Curriculum, the HighScope® Education Through Movement Curriculum, I’m Moving I’m Learning Program, and The Head Start Body Start National Center for Physical Development and Outdoor Play. She is currently an Early Care and Education Teacher Trainer through her company Play Power and an Early Childhood Educational Consultant for Discount School Supply. Sharron is the co-author of two teacher resource books titled Circle Time Activities for Young Children and Play Power: Games and Activities for Young Children. In addition to her books, she has produced two DVDs by the same titles. With her down-to-earth approach and hands-on teaching methods, Sharron travels across the country conducting workshops, seminars and keynotes as an advocate for children and their right to a childhood of playing, moving, and learning!
THURSDAY SESSIONS:

THE IMPORTANCE OF PROMOTING HIGH CHALLENGE LOW THREAT
Presenter: Keith Pentz
Kaplan Early Learning Company
The brain likes high challenge and low threat. An environment that offers challenges but also is supportive and nonthreatening is a haven for optimizing learning. This session is designed to provide information about how to create, set up, and maintain a learning environment where children can thrive and succeed. By utilizing specific materials and practices, teachers and caregivers can establish the necessary foundation to promote children’s engagement, development, and learning. Participants will also be able to learn how to describe the importance of the learning environment to parents as they are choosing a program for their child.

Participants will be able to:
1) Name five characteristics of a learning environment that promotes high challenge and low threat
2) Describe a four-step process involved in learning any concept
3) Identify tell-tale signs from children’s actions as to whether or not they are learning
4) Understand how to use specific questioning techniques or prompts to advance comprehension
5) Name the stages involved in how to accelerate learning in a developmentally appropriate manner

HOW TO NAVIGATE THE MAZE OF ONLINE LEARNING
Presenter: Gillian Gansler
Quality Assist, Inc
E-Learning seems to be everywhere! Yet, the quality of e-learning varies greatly. While all e-learning enables early childhood programs to obtain professional development without travel and the expense of on-site trainers, it can be difficult to determine how to evaluate the different approaches and costs of different online learning providers. Using rubrics and examples, in this session participants will explore best practices for online learning, and discuss how to establish an e-professional development system for their agency. Online learning CAN be engaging, interactive, relevant and fun… while saving money and meeting the needs of ALL adult learners. Come find out how!

FRIDAY SESSIONS:

DOCUMENTING POOR PERFORMANCE
Presenter: Deb King
DJK HR Consulting, LLC
Topics discussed in the workshop:
1) How properly documenting performance and behavioral issues can reduce claims of wrongful termination, discrimination, and retaliation
2) What to include in disciplinary and probationary notices
3) How to talk to your employees about poor performance and behavioral issues
4) How to monitor an employee after you have given them a disciplinary notice or put them on probation
5) Developing corrective action plans and setting goals
6) Developing and conducting performance reviews
7) Preparing to terminate an employee and making sure you can support your decision

IS THE CUSTOMER ALWAYS RIGHT?
Presenter: Alicia Fink, Trainer
In this session, attendees will be presented with the question “Is the Customer ALWAYS right?” Through discussion, role plays, demonstration and activities, attendees will discuss how customer service effects the industry as a whole.

BRANDING AND MARKETING SUCCESS
Presenter: Mary Tomlinson
On-Purpose Partners, LLC
We all know that Marketing can help grow your business – but the variety of marketing choices can be overwhelming – not to mention the cost and the uncertainty that they are even working. This workshop will focus on developing your marketing plan to more clearly define your brand, your target profile, and the strategies and tactics that are On-Purpose for you and your company.

You will learn:
1) How to develop your own brand – who you are and what makes you special
2) How to identify your ideal customers and effectively communicate with them
3) How to decide the best and most cost effective ways to reach your ideal customers

THE TOP LICENSING VIOLATIONS CITED AND HOW TO PREVENT THEM!
Presenter: Jeff Gaster & Robin Johnson
DCDEE Licensing Supervisors
This session will review the most common violations observed in our child care programs and how to prevent them in the future. Participants will learn how to take proactive measures to ensure that safety and best practices are taking place in their programs.
WHO’S BARKING AT YOU?
*Presenters: Gail Richardson, The Parenting/Family Coach & Lori Wainright, MS LPC*

When your buttons are being pushed, if you tend to growl, bite, or roll over and play dead, this workshop is for you! Many adults, regardless of age, have difficulties identifying, owning, managing and expressing their emotions in helpful ways. Emotional Intelligence allows us to manage our feelings, resolve conflict, and get along with one another. Got barking parents? Join us to learn tips for creating more peace.

STEP UP AND WIN - WHAT YOUR COMPETITION DOESN’T KNOW ABOUT CLOSING AND KEEPING ENROLLMENTS
*Presenter: Emily Smith*  
childcare CRM

Selling is an essential, yet highly underrated, skill of Owners and Directors of child care centers and schools that is critical to building and maintaining enrollment in your classrooms. However, many people are turned off to learning this skill because of the negative connotation of selling. In the current economy, child care is becoming more and more of a commodity with parents shopping based on price and location more than anything. Child care centers must know how to differentiate themselves while utilizing this Key Factor in order to win new business, add revenue, and improve their financial performance. When searching for centers, parents often rely on technology to review information and inquire online about schools while making initial decisions based on websites and center follow up. In order to stay competitive, owners and directors need to learn to apply the “Key Factor” and then leverage it in the sales process by utilizing current technologies and capitalizing on multiple methods of parent interaction. Proven sales techniques and best practices, with a focus on this Key Factor, will be shared to help you as an owner or director move more parents from an initial inquiry through to successful enrolment of their children in your center.

GUIDE TO TEACHING YOUR TEACHERS EARLY CHILDHOOD/ PRESCHOOL CLASSROOM MANAGEMENT
*Presenter: Vernon Mason*  
Directors Leadership Solutions

Controlling a group of children can often seem like herding cats! We’ve all heard the description that a well-run preschool classroom is controlled chaos. Some of the troubled areas are transitions, over used rules, disciplining the whole class and using “No, don’t, quit and stop”. I will share what I have learned from people like Becky Bailey, the Environment Rating Scales and from being a director for more than 20 years. You’ll leave with practical steps for directors to take back to their staff to help the new and seasoned staff become more effective in the classroom.

SETTING HEALTHY TUITION RATES AND TUITION POLICIES FOR YOUR MARKET
*Presenter: Reagin Curlee*  
Strategic Solutions Group Advisors, LLC

Did you initially set your tuition rates too low? When is the best time to do an annual rate increase and by how much? Have you gotten behind in increasing tuition rates? How can changes in other charges and discounts strengthen the overall financial picture? These are just a few questions that most likely every school has asked themselves at one time or another. Reagin Curlee will share what she has learned over the years from working with schools across the country and how they have overcome and tackled tuition rate issues, as well as some ideas on how to provide discounts to families.

NC FAST UPDATES
*Presenters: NC DCDEE, Programs and Educational Services, Subsidy Unit Staff*

NC FAST (North Carolina Families Accessing Services through Technology) is a statewide case management system that will be used by all NC departments of social services and child care Local Purchasing Agencies to issue subsidized child care assistance (SCCA) to families beginning in 2016. The Provider Portal is a part of NC FAST that providers will use to enroll in the subsidy program, manage vouchers, record attendance, and update information such as private-pay rates. The presenters will provide updates and information on how to access and use the system, which is scheduled to go live in November, beginning with pilot counties.

CELEBRATE CHILDREN! REDISCOVER THE CHILD IN YOU
*Presenter: Sharron Krull*  
Discount School Supply

Exercise your mirth muscles, let your hair down, and allow your inner child to come out and play! Join Sharron as she shares a cornucopia of practical and playful ideas; including music, movement and creative activities to help you live, love, laugh, and learn with children. Discover how to create a nourishing environment where children and adults can flourish and reach their potential.

*These sessions are subject to be changed, dropped or new ones may be added. Check the website for updates.*
CENTER TOURS at the 2016 Conference!

Join us Thursday evening at 7:00pm to tour three local 5 star child care centers. Find out how they set up their learning environment and what makes them different and successful! You will get to tour the facility, the playground and ask the administrative team questions about their program. Carolina Thomas is thrilled to provide bus transportation for us! They will pick you up at the front door of the Marriott and return you back after the tours.

Primary Beginnings Child Development Center

At Primary Beginnings Child Development Centers, we believe that children are a product of their learning environment. We have made it our priority to provide a positive environment to foster the creativity and learning of our children. Our Raleigh preschool helps children learn, and build self-esteem through play. Our staff works with parents to help each child reach their full potential in developing physically, emotionally, socially, and intellectually. Come tour our facility and our new playground. – Angela Harding, Director

Chesterbrook Academy Preschool

At Chesterbrook Academy Preschool Raleigh, we expertly combine academics and structured play for students ages 6 weeks to Pre-K2 in a fun, safe and nurturing environment. We are proud to have been part of the community of Raleigh since 1995. Our preschool is a caring place where your child can grow, learn and thrive. Our entire staff is passionate about caring for and educating young children. Nobel Learning Communities preschools provide the developmentally appropriate balance of learning and play to prepare children for kindergarten and beyond. Our skilled, dedicated teachers and staff create a safe, nurturing environment. Our curriculum creates a strong educational foundation and helps build social skills, community awareness and self-confidence. We link parents to their child’s classroom experiences through ongoing communications and suggestions for ways to continue the learning at home. – Shaunna Wilson, Director

Childcare Network

We believe in putting families first, which is why every classroom has a family living space. We know that life as a parent can get hectic, but our family living spaces were designed to help parents “stop and smell the roses.” Whether they choose to sit down to read a book with their child at drop off or talk about the day’s activities at pick up, family living spaces are there to encourage parents to slow down and savor the moments spent with their child. As a part of our Healthy Living concept, each of our playgrounds have a garden where the classes plant and grow delicious vegetables for the center to share. Throughout the year, you can find teachers and their students pruning and planting in their gardens. We have been working with the Natural Learning Initiative at NC State, Dr. Nilda Cosco, Wake County’s Preventing Obesity by Design (POD) grant, and many community partners to create an enhanced outdoor learning environment. Come see our gardens! – Wanda Davis, Director

MEET OUR LOBBYING TEAM

We are proud to welcome Ken Melton and Associates to our Conference, where you’ll have an opportunity to talk with them, ask questions about outcomes of the recent legislative session, talk strategy and more!

Ken, Sherry and Andy are experienced professionals with an impressive contact network and track record. They have brought us into the legislative arena with a passion. Consistently ranked among the most effective lobbyists in Raleigh, this is a team we are proud to have on our side!
# Registration Form

**YOUR NAME as you wish to appear on your name tag:**

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☐ Check here if you do NOT want your picture to be used in NCLCCA’s print or web publications.

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**Complete your registration online at:** www.nclcca.org

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* After 10/1/16, Members and Non-members pay Regular Price

☐ Check Enclosed ☐ Visa/MC/AE

**Name as it appears on card**

**Card Number:**

**Exp. Date:**

**Billing Zip Code:** CSV (digits on back of card):

**Signature:**

- Not sure if you are a member? Have questions? You can call us at 252-234-5945, or email us at conference2016@nclcca.org
- Unexpected event? Substitutions are welcome at any time! Refund requests will be processed after the conference if received in writing by midnight 10/5/16 minus a $45 per person cancellation fee.
- Make check payable to NCLCCA and include with registration form(s) and mail to:
  NCLCCA
  3801 Lake Boone Trl, Suite 190
  Raleigh, NC 27607
- Registrations can be faxed toll free to (888)420-9699, or scanned and emailed to conference2016@nclcca.org
- All confirmations will be emailed within 1 week of receipt.
- All registrations and payments must be received by 10/14/16 or onsite registration fees will apply.
- If space is available, onsite registration fee is an additional $20.00 per person.

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To maximize your conference experience, stay onsite at the Marriott. See page 6 for more information about your overnight accomodations which are not included.
Need Updates directly from DCDEE, NC FAST and Industry Experts?
JOIN US IN OCTOBER!
3801 Lake Boone Trail, Ste 190 Raleigh NC 27607
(252) 234-5945

Why Attend?

#1 NCLCCA is the only organization in NC working for YOU, the child care provider, in the legislative and regulatory arenas.

#2 This is the only conference event in NC created BY and FOR providers! We want to help you balance running your business AND providing quality care to children and families.

#3 This is for childcare providers—from centers, homes, single-site, multi-site, to owners, directors and administrative support staff—there’s something for everyone!

#4 Take a MINI VACATION with friends!