

# HEARTBEAT OF CHILD CARE CONFERENCE

Saturday, November 4, 2017

*Location: First Lutheran Church  
Corner of Randall and Milwaukee St, Janesville, WI*

**Registration 8:00am-8:20am      Welcome 8:20am**

**Keynote: 8:30am-9:30am**    *Resources On The Road – Jenny Sweeney, 4-C, YoungStar Technical Consultant*

***Darkness to Light/Stewards of Children;*** *Michelle Weirich, EC Instructor, BTC*

This training is a 3-hour training which meets Licensing requirements for mandated reporting and qualifies for 1 point for YoungStar. The class will run from 8:30am to 11:45am.

**WS 1 9:40am-10:40am**

***Discovering Harmony Within Diversity:*** *Sue Schimke*

Learning about ourselves and others helps us find commonality to build comfort and trust. Explore ideas to help staff and children enjoy each other's uniqueness. Let's build community.

***Creating a Professional Attitude and Image:*** *Leah Zastoupil, WFCCA President & Owner of Zasty's FCC*

Learn ways to improve marketing for your program, fine tune phone and interviewing skills, the importance of developing a philosophy and mission statement, improving tours of your site, important points to include in your parent handbook and contract, the importance of being present into your community and how to set goals that will work for you! Examples, resources and interactive discussions will be part of this class.

**WS 2 10:50am-11:50am**

***Parent Relationships and Communication Techniques:*** *Leah Zastoupil, WFCCA President & Owner of Zasty's FCC*

How to develop strong bonds with parents, alongside the kids in your care. Learn to get over the fear of asking for help and items needed to enhance your program. Explore ways to get your daycare parents as partners in raising the "whole child" and support your vision as a caregiver.

***Nutrition Guidelines:*** *Mary Schott, 4-C Nutrition Specialist*

Mary will discuss and answer questions about the New Meal Patterns.

**LUNCH 11:50am-12:25pm** *Family Engagement: Bonnie Winkofsky, YoungStar Technical Consultant*

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***A Terrible Thing Happened....Designing Supportive Environments for Children Who have Experienced Trauma:*** Michelle Weirich, EC Instructor, BTC

This is a 2-hour training (WS 3 & 4).

## **WS 3 12:30pm-1:30pm**

***Mixed Age Groups:*** Stacy Ransom, President of CHAOS & Owner of Hey Diddle-Diddle FCC

We will discuss tips for making mixed age groups work in your program including adapting daily practices and routines to meet the needs of children in differing age groups, organizing materials and space, planning activities, supervision concerns, and the importance of understanding child development.

***Numbers Are More Than Counting:*** Sue Schimke, Center Director

We will explore ways to include numbers, counting, math and more while enjoying activities with multiple materials. Come and explore.

## **WS 4 1:40pm-2:40pm**

***Social Media & Marketing for Child Care Providers:*** Stacy Ransom, President of CHAOS & Owner of Hey Diddle-Diddle FCC

We will explore a variety of social media platforms including websites, Facebook, Pinterest & Instagram to learn how they can help promote your business, help you communicate with your families and create a positive buzz about your program. Also covered: social media releases, establishing safety precautions for using social media networks.

***The Importance of Environments:*** Bonnie Winkofsky, YoungStar Technical Consultant

This workshop will explore how the learning environment can shape your day. Participants will explore concepts and ideas to provide a well-defined, accessible, organized and inviting areas that will help children and teachers enjoy their time together.