



BOSTON ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN

presents

Celebrating Our Role in Early Childhood Education

A Conference for Directors and Administrators

CELEBRATING OUR 28th ANNUAL CONFERENCE

**Friday, January 18, 2019
8:00 A.M.—4:00 P.M.**

Location, directions and public transportation information (see page 4)



We can help children right here in our communities by supporting Birthday Wishes! The mission of Birthday Wishes is to improve and empower the lives of homeless children and their families by providing joy, play, and hope through the magic of a birthday party. Their goal is to ensure that children experiencing the trauma of homelessness in Massachusetts have the opportunity to celebrate their birthday joyfully, surrounded by family, friends, and others who care. More information can be found at: <https://birthdaywishes.org/>

Please bring your donation on the day of the conference. All items must be brand new, in original packaging, and unwrapped. The most needed gifts are currently for Toddlers and Teens. Toddler gift ideas include toddler toys, toddler books, dolls, Legos, tea party sets, and art supplies. Teen gift ideas include sports equipment, lotion sets, hair/make-up accessories, drawstring bags, and water bottles. Birthday Wishes cannot accept stuffed animals, electronics, video games, clothing, or holiday books. We appreciate your generosity!!

KEYNOTE SPEAKER & REGISTRATION

Emily Riemer “Celebrating our Role in Early Childhood Education”



Award winning journalist Emily Riemer is a co-anchor of WCVB’s NewsCenter 5 at 4:00PM with Ed Harding and NewsCenter 5 at 5:00PM with Ben Simmoneau. She also serves as NewsCenter 5’s Medical Reporter. Emily has previous experience as co-anchor and anchor for WCVB’s Eyeopener weekday morning newscasts and weekend morning newscasts, dating back to 2011. A native of Andover, MA, Emily graduated from Ithaca College with a Bachelor of Arts degree. She also holds a Master’s degree in International Communications from Leeds University in England.

In addition to her fast-paced career, Emily and her husband are also focused on raising their three young boys and they know it truly takes a village. After researching the options, choosing a group childcare setting felt like the right choice. They appreciated the benefits a number of loving providers would give their children while they were at work and the insight those same providers could give them into helping their kids thrive. Not having to worry about the most important people in their lives because they knew what capable hands they were in is something Emily and her husband consider one of the greatest gifts given when it comes to their children.

Before her time at WCVB, Emily worked for duopolies WSYX-TV and WTTE-TV in Columbus, Ohio where she served as a political reporter and news producer. During her distinguished career, Emily has reported on a range of topics including daily government and public policy stories, legislative initiatives, election campaigns and the impact of budget cutbacks. Emily strives to be involved with the community by supporting the local efforts of many organizations including St. Jude Children’s Research Hospital and the American Heart Association.

Conference Registration Form

Registration closes on January 4, 2019. Register early, this conference sells out!

- Conference fee includes continental breakfast and lunch (choice of entrée, salad, and dessert).
- Scholarships available for NAEYC members only. Contact the BAEYC office at 617-522-0881 or office@baeyc.org.
- Refunds for cancellation will be made up to January 4, 2019.
- Registrations postmarked after January 4 will be considered walk-in and will not be processed until your arrival.
- Walk-ins: if the conference sells out, walk-ins will not be accepted.
- Questions or to find out if the conference is full: contact 781-862-5485 or baeycdirectors@gmail.com.
- Please note: All workshops hold a maximum of 50 participants.

Two Ways to Register

1. Online at www.baeyc.org

OR

2. Mail a check or money order **payable to BAEYC** along with the registration form to:

BAEYC Directors’ Conference
Lexington Playcare Center
6R Meriam Street
Lexington, MA 02420

(Please **Print** Clearly)

Name: _____ Phone: _____ E-Mail: _____

Position: _____ Program: _____

Address: _____ City: _____ State: _____ Zip: _____

Memberships must be in individual’s name. School memberships do not exist.

NAEYC Members (specify personal membership number* _____)
*Located on Young Children mailing label

- \$95 - postmarked on or before December 21st.
- \$120 - postmarked December 22nd or later.

Non-NAEYC Members (Not a member? Go to www.NAEYC.org)

- \$120 - postmarked on or before December 21st.
- \$145 - postmarked December 22nd or later.

LUNCH CHOICE:

Vegetarian

Chicken

.5 Continuing Education Units (CEUs) - \$5

WORKSHOP CHOICES: Please indicate your workshop preferences by number (note that incomplete or illegible information will delay your registration):

A.M.—First Choice	A—	<input type="checkbox"/>	P.M.—First Choice	P—	<input type="checkbox"/>
A.M.—Second Choice	A—	<input type="checkbox"/>	P.M.—Second Choice	P—	<input type="checkbox"/>

SCHEDULE OF WORKSHOPS

Friday, January 18, 2019

Morning Workshops

10:45 A.M.—12:45 P.M.

- A-1** **Staff Evaluations: Evaluate and Congratulate.** *Cory David Santos, Early Childcare Specialist / Coach.*
This training will focus on formatting an effective Evaluation Tool for educators and the proper process for reflectively evaluating staff.
- A-2** **Inspiring Professional Growth: Practical Strategies for Creating a Growth Culture in Early Childhood Programs.** *Susan MacDonald, Professional Speaker, Author and Coach.*
Learn practical strategies that directors need to create a school culture that is intentionally focusing on the professional growth and development of educators. In this session, leaders will be inspired to make concrete sustainable changes to their supervisory work!
- A-3** **Building a Prenatal-to-Grade 12 Family Engagement Framework: An Opportunity for Cross Systems Collaboration.** *Donna Traynham, Early Learning Team Lead; and Gail Deriggi, Associate Commissioner for Family and Community Supports.*
This workshop will provide an overview of work between Massachusetts state education, health and human services agencies to create a Prenatal-to-Grade 12 Family Engagement Framework. Opportunities to discuss the intersection of the framework with existing family engagement initiatives and provide input on the framework and implementation plan will be provided.
- A-4** **Incident Management Planning for School/Workplace Safety.** *Captain Rick Tustin, Sgt. Daniel Perenick, and Kristen R. Woollam M.Ed., LMHC, A.C.T. for Safety.*
In this workshop, participants will review the four step planning process for emergency management and how to A.C.T. (Assess, Communicate, Take Action) during any hazardous events. You will leave more informed as to the best practices for Early Childhood Centers across the state.
- A-5** **Social Media Marketing for the Child Care Industry.** *Abhas (AJ) Jain, Adjunct MBA Professor at Johnson & Wales University's College of Business.*
Learn how to effectively market using Social Media and other technology solutions. We will discuss best practices for Facebook, LinkedIn, Google Reviews/Yelp, Google Adwords and Facebook Ads.
- A-6** **Employment Law 101: Accommodating Employees on the Basis of Disability, Pregnancy, or Religion.** *Arielle B. Kristan, Attorney at Hirsch Roberts Weinstein LLP.*
In this workshop, you will learn your legal obligations and options when faced with an employee's request for accommodation, whether based on disability, pregnancy, religion, or some other factor.
- A-7** **Partners in Quality.** *Kelly Hart Meehan, Regional Director, MA Department of Early Education and Care.*
EEC. LEAD. BRC. TQ. PQ. QRIS. CCFA. PEG. LMNOP..... oh my. The recent whirlwind of changes at EEC have impacted all of us in some way. Join us for an opportunity to gain insight and share your thoughts about the many changes taking place in early childhood policy and regulations.
- A-8** **Professionalism.** *Megan Sheehan, Executive Director of Primrose School of Burlington.*
Learn the distinctions between Day Care Worker vs. Professional Educator. Learn how we can develop our skills as leaders and faculty members without one million dollars. We will discuss strategies and activities that leaders and faculty can use to become Professional Educators.
- A-9** **Customer Service Excellence.** *Sue Gordon, Human Resources Consultant.*
Are you and your staff providing customer service excellence to those paying for your services? Have you trained your staff on how to engage in meaningful behavior with parents and guardians? Learn standards of service to implement at your site for a meaningful and positive experience.

Afternoon Workshops

2:00 P.M.—4:00 P.M.

- P-1** **New Role, New You: For New Early Education Directors and Administrators.** *Cory David Santos, Early Childcare Specialist/ Coach.*
Focusing on material for new leaders in the field, we will discuss appropriate reflective supervision, being equipped with the proper tools, having the resources and time management to get it all done while also taking care of you!
- P-2** **Supporting Positive Team Relationships.** *Susan MacDonald, Professional Speaker, Author and Coach.*
Teachers in early childhood programs can often be overwhelmed by negativity, drama and high-stress relationships. This workshop will provide key insights to support strength-based team relationships. Protocols, frameworks, and a team assessment will be provided.
- P-3** **Staff Meetings—Improve Your Program in Two Hours a Month!** *Chris Giguere and Darcy Kiley, Lexington Playcare Center.*
Staff meetings do not have to be dreaded or dreadful. Join us to explore where you want your program to be - and how to use staff meetings to get there! For dedicated directors who want to dig deep, energize their staff and program, and bring about change.
- P-4** **Incident Management Planning for School/Workplace Safety.** *Captain Rick Tustin, Sgt. Daniel Perenick, and Kristen R. Woollam M.Ed., LMHC, A.C.T. for Safety.*
In this workshop, participants will review the four step planning process for emergency management and how to A.C.T. (Assess, Communicate, Take Action) during any hazardous events. You will leave more informed as to the best practices for Early Childhood Centers across the state.
- P-5** **Effective Google Adwords and Facebook Ad Strategies for the Child Care Industry.** *Abhas (AJ) Jain, Adjunct MBA Professor at Johnson & Wales University's College of Business.*
Let's talk about effective advertising strategies for online advertising platforms like Google Adwords and Facebook Ads. We will discuss similarities and differences between these tools and best practices for achieving the most impact.
- P-6** **Workplace Legal Update: Addressing the Challenges Created by New Laws, New Cases and New Trends.** *Arielle B. Kristan, Attorney at Hirsch Roberts Weinstein LLP.*
Learn about the many recent legal changes for employers, including the Pregnant Workers Fairness Act, the Massachusetts Equal Pay Act, paid family leave, adjustments to the minimum wage, and changes in DOL and OSHA enforcement guidelines.
- P-7** **Partners in Quality.** *Kelly Hart Meehan, Regional Director, MA Department of Early Education and Care.*
EEC. LEAD. BRC. TQ. PQ. QRIS. CCFA. PEG. LMNOP..... oh my. The recent whirlwind of changes at EEC have impacted all of us in some way. Join us for an opportunity to gain insight and share your thoughts about the many changes taking place in early childhood policy and regulations.
- P-8** **Planning for Effective Communication about Challenging Topics.** *Amy Bamforth.*
From concerns about a staff person's performance or a parent's behavior to questions about a child's learning and development, early childhood administrators are confronted by many situations that require careful communication. Important strategies for an effective process will be presented through lecture, case discussion, and group exercises.

CONFERENCE SCHEDULE & INFORMATION

8:00 - 8:45 A.M.	Registration/Coffee/Exhibits
9:00 - 10:00 A.M.	Keynote
10:00 - 10:30 A.M.	Conversation Starters
10:45 - 12:45 P.M.	Morning Workshops
12:45 - 1:45 P.M.	Lunch/Exhibits/Door Prizes
2:00 - 4:00 P.M.	Afternoon Workshops

Conference will be held as scheduled regardless of weather unless the Governor declares a state of emergency.

We appreciate your cooperation in restricting use of electronic devices during this conference.

Exhibits will be available throughout the day. BAEYC and the conference committee assume no responsibility for any statement of fact or opinion presented at this conference, nor does acceptance of advertising or exhibits imply endorsement of products or services.

DIRECTIONS TO THE SHERATON FRAMINGHAM HOTEL & CONFERENCE CENTER 1657 Worcester Road, Framingham, MA 01701

FROM THE EAST

Follow the Mass. Turnpike (I-90) West to Exit 12. Bear left after the toll (turns into Rte. 9 West towards Framingham). Stay in the right lane. The hotel is the first building on the right.

FROM THE NORTH

Take I-93 South to Exit 37B (I-95/128 South towards Waltham). Follow I-95/128 South to Exit 25 (I-90/Mass. Turnpike West). From the Mass. Turnpike, take Exit 12. Follow directions "FROM THE EAST" above.

FROM THE WEST

Take Mass. Pike I-90 East to Exit 12. Follow directions "FROM THE EAST" above.

FROM THE SOUTH

Take I-95 North to Exit 6B (I-495 North towards Worcester). Continue on I-495 North for about 25 miles. Take Exit 22 (Mass. Turnpike/I-90 East) towards Boston. Follow Mass. Turnpike to Exit 12. Follow directions "FROM THE EAST" above.

PUBLIC TRANSPORTATION

Complimentary hotel shuttle is available from the Framingham Commuter Rail stop. Shuttle reservations are recommended: 508-879-7200.

Accommodations

For overnight room accommodations, please contact Elana at 508-270-1953.

 Handicap Accessible

CONFERENCE COMMITTEE

Committee Members

Chair: Silvia James

<i>Afi Afshar</i>	<i>Kim LoCicero</i>
<i>Carol Delehanty</i>	<i>Susan Rogers</i>
<i>Jacqui Duffy</i>	<i>Ginny McCabe</i>
<i>Sandy Hafner</i>	<i>Stephanie Monterroso</i>
<i>Diane Harrington</i>	

Committee Support

Jenn Gunnell & Cheryl Simons

We extend our thanks to everyone who contributed to the success of this conference!

Any questions?
Call 781-862-5485
or email
baeycdirectors@gmail.com

