



Keynote Speaker
Maria Semple

**"How to Effectively Leverage
Email Marketing and Simple
Social Media Strategies to
Grow Your Center"**

Maria Semple, the principal of The Prospect Finder, LLC, is an experienced researcher, trainer, and frequent speaker on prospect research, email marketing and simple social media strategies. She is the author of *Magnify Your Business*, as well as two downloadable and interactive books filled with dozens of prospecting resources.

CONFERENCE SCHEDULE

- 7:30 - 9:00 Registration/Breakfast
Visit Exhibitors
- 9:00 - 10:30 Keynote
- 10:45 - 12:15 AM Session
- 12:15 - 1:15 Lunch / Visit Exhibitors
- 1:30 - 3:00 PM Session

AM Sessions: 10:45-12:15

1. Why Sponsor a Special Event?
Diane Bonanno, Former Executive Director Recreation, Rutgers University
Special Events are a good business strategy for recruiting new families, retaining the families you presently have, building a sense of community and enhancing your reputation as a good neighbor in town. Learn how to maximize the potential of a Special Event and get new ideas for events you can run.

2. Challenging Behaviors: Preventing Problems by Use of Visual Cues
Keri Giordano, Assistant Professor, Kean University
The easiest way to work with challenging behaviors is to prevent them! This session will demonstrate how to use a variety of visual cues in the classroom environment to help prevent challenging behaviors.

PM Sessions: 2:00 - 3:30

1. Taking a Deeper Dive: Using the ECERS-3 as a Tool for Growth and Change

Lisa Bresson, M.Ed, Grow NJ Kids Technical Assistance Supervisor

In this workshop, we will address some common questions that will arise about this comprehensive tool. Participants will learn how to effectively utilize the ECERS-3 tool and will begin to understand the importance of implementing it for long term growth and positive change in the classroom environment.

2. Ask a Lawyer, Ask a Provider
Ron Perl, JD, Hill Wallach, Lynette Galante, Executive Director, Future Generation Educational Consulting Services, Member Citizens Ad-hoc Committee on Child Care Manual Revisions
The Office of Licensing has recently released revised regulations for operating a NJ child care center. Join us as we take a deeper look into what these changes mean for your Center.

Registration:

Deadline 11/1/16		
Workshop Selection	1st Choice	2nd Choice
AM Session		
PM Session		

Name _____
Center Name _____
Center Address _____
Center Email _____

Please Check the Appropriate Fee:
\$45.00 **NJCCA Member**
\$65.00 **Non-Member**
\$30.00 **Student** (copy of valid School ID must be attached)
After November 1st add additional **\$10.00 Fee**

*Breakfast and Lunch are included in the registration fee.

Payment Method:

Check payable to NJCCA
Credit Card: VISA / MC / AMEX
(Please circle one)

Card # _____
Exp. Date _____ **CVV Code** _____
Name on Card _____
Billing Address _____
City _____
State _____ **Zip Code** _____

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