

**National Child Care Association  
2012 National Leadership Conference**



**March 1—3, 2012**

**Planet Hollywood  
Las Vegas, NV**



**National Child Care Association  
2012 National Leadership Conference**

**Spend three information-packed days focused on  
your center, your business, & YOU!**

Today's economic environment doesn't leave room for conjecture! Competition from the public sector and unlicensed facilities, coupled, with increased regulations and qualifications and disregard for small business, creates a perfect storm for the private provider.

**Attendance is an absolute MUST!**

NCCA is proud to create a venue for experts and providers to share and dialogue about the future for private providers. Your attendance will put you in the position to survive and prosper.

**What You Don't Know CAN Hurt You!**

Ignorance is not an excuse! Running a business and caring for young children are two of the most scrutinized professions. Don't miss this opportunity to make sure you know everything you need to know for the safety of the children and your business.

## **SCHEDULE AT-A-GLANCE**

### **THURSDAY, MARCH 1—Pre-conference**

**9:00 AM—Noon—Concurrent Pre-Conference sessions**

**Noon—1:30 PM—Networking Lunch**

**1:30 PM—4:30 PM—Concurrent Pre-conference sessions**

### **FRIDAY, MARCH 2**

**8:00 AM—Exhibit Hall opens**

**8:00 AM—9:00 AM—Concurrent Workshop Sessions**

**9:00 AM—10:00 AM—Morning Snack Break in Exhibit Hall**

**10:00 AM—Noon—Concurrent Workshop Sessions**

**Noon—1:30 PM—Lunch, Annual Meeting, & Keynote**

**1:30 PM—3:00 PM—Concurrent Workshop Sessions**

**3:00 PM—4:00 PM— Afternoon Break in Exhibit Hall**

**4:00 PM—6:00 PM—Concurrent Workshop Sessions**

**6:00 PM—Exhibit Hall closes**

**6:30 PM—Dinner hosted by NCCA**

### **SATURDAY, MARCH 3**

**9:00 AM—Exhibit Hall opens**

**9:00 AM—10:30 AM—Concurrent Workshop Sessions**

**10:40 AM—Noon—Concurrent Workshop Sessions**

**Noon—1:30 PM—Lunch and Keynote—Prize Drawings**

**1:30 PM—3:00 PM—Concurrent Workshop Sessions**

**3:00 PM—4:00 PM—Afternoon Break in Exhibit Hall**

**4:00 PM—5: 00 PM—Concurrent Workshop Sessions**

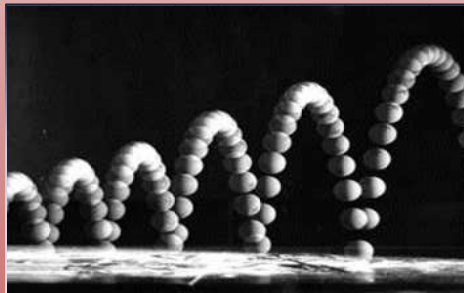
**5:00 PM—Exhibit Hall closes**

# Keynote Presentations

Friday—March 2, 2012

## Barry Moltz—BOUNCE!!!

Economic cycles come and go. We have been here before and survived. Cheer the good times with parties, awards, and trophies. Mourn the bad times but then let go. Barry demonstrates that developing resiliency to “bounce” through these cycles of good and bad times determines who will ultimately succeed. Using real life business examples, he shows that with true business confidence, what actions we can take to face our fears, let go of shame and failures, be better risk-takers and define our own brand of success.



# Keynote Presentations



**Saturday—March 3, 2012**

## **Shawn Brown**

An NCCA Favorite is BACK!

Shawn is originally from Chicago, Illinois where he developed a strong interest in theater and music as a child. He developed a wide range of talent and not only is he a sought after motivational speaker, he is also quite proficient as an actor, comedian, and a musician.

He now writes and implements unique and entertaining curriculum enhancements programs for early childhood and elementary grades. He uses infectious music for hooking his audience in to learning and moving while having super fun. Shawn currently travels the globe as a keynote speaker and presenter teaching his unique style of edu-tainment. For more information visit his website: **[www.SuperFunShow.com](http://www.SuperFunShow.com)**



## **Pre—Conference Selections 6 hours of Enhanced Learning**

### **Barry Moltz - What Is Your Business Really Worth? 3 hours**

You have worked hard for many years. You would like to sell some day. What can you do right now to maximize your center's worth? Barry will take you through the factors that will get you the most money for your business when you do decide to sell!

### **Andre Ransom - The Budget Jungle 3 hours**

### **ANDREA SEIDMAN - BRAIN RESEARCH 3 HOURS**

### **KRIS MURRAY - MARKETING 101**

Kris Murray is President and Founder of Child Care Marketing Solutions. Kris is a business coach and marketing consultant for the early childhood industry. Her mission is to help child care owners and directors become more successful and profitable through proven cutting-edge marketing techniques and a unique approach to running a child care business.

Kris has over 23 years of experience helping companies grow and do "smarter" marketing. Kris is a new Redleaf Press author with a forthcoming book titled "The Ultimate Child Care Marketing Guide", which will hit the shelves in December 2011. She is also the author of "The Child Care Business Success System" and "The Daycare Success System".

Kris is a professional speaker and has contributed to various early childhood conferences on the topics of enrollment building, marketing, and management. She is married with two young children and lives in Northeast Ohio. For more information,

<http://www.childcare-marketing.com> and  
<http://www.daycarehotline.com>



# Concurrent Workshop Sessions

Choose from over 60 hours of quality professional development.

**ADVOCACY**

**TEAM-BUILDING**

**CURRIUCULUM**

**CRITICAL GOVERNMENT ISSUES**

**TECHNOLOGY PROS/CONS**

**SMALL BUSINESS DEVELOPMENT**

**STATE ASSOCIATION DEVELOPMENT**

**ECE LEGAL ISSUES**

**FINANCIAL SUCCESS**

**FEDERAL PROGRAMS**

**FAIR COMPETITION**

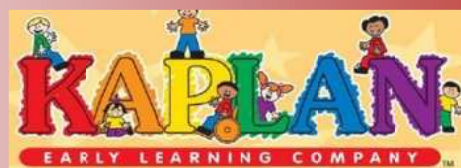
# Confirmed Speakers

NCCA Leadership Speakers know the world of private child care providers and bring their expertise for three days of first-class, quality professional development.

Julie	Bartkus
Shawn	Brown
Dee	Campbell
Kathy	Cronemiller
Marsha	Engquist
Bill	Healy
Elaine	Healy
Shannon	Hendricks
Marty	Lemert
Cindy	Lenhoff
Kathy	Ligon
Robin	Lloyd
Vernon	Mason
Jennifer	McCord
Andrea	Molarius
Barry	Moltz
Kris	Murray
Joan	Nichol
Lisa	Palmer
Michele	Palumbo
Jerry	Pastor
Roger	Pryor
Andre	Ransom
Alan	Reese
Peggy	Reese
Sara	Rice
Andrea	Seidman
Karen	Walsh
Seth	Winick



## Conference Sponsors



**Emotional Intelligence Training Institute**



## **EARN CREDIT:**

There are two ways to earn credit for your time at the NCCA Leadership Conference

- **Clock Hours** – Workshops sessions will be accepted for clock-hour credit in most states. By attending a session at each time slot, as well as both keynote presentations, you are eligible for 14 clock hours of education. Pre-conference qualifies for up to 6 more hours.
- **CEUs** – CEUs are often required by state licensing regulations or for individuals who wish to pursue credit courses. By attending a track session in each time slot and both keynotes presentations you will be eligible for up to 2.0 CEUs. There will be a special booth at the conference to convert your experiences into CEUs.

## REGISTER TODAY!!!

Your full THREE DAY registration package includes ENTRANCE TO ALL Thursday, Friday, and Saturday Workshops and Keynote events.

### PLUS:

- Unlimited Exhibit Hall Access
- Exhibit Hall Breaks
- Digital Access to ALL Workshop Session handouts
- An Official Conference Program
- Options to earn CEU credits in addition to clock hours
- Fantastic opportunities to learn and network
- Prizes and drawings
- 24 hour a day fun in exciting Las Vegas!

### Hotel

The conference will be headquartered at Planet Hollywood Resort & Casino—located in the heart of Las Vegas at 3667 Las Vegas Boulevard South, Las Vegas, NV 89109—adjacent to the Bally's/ Paris Monorail Station. NCCA's special Hollywood Hip room rate is \$119 plus tax per night, single or double. Reservations must be made DIRECTLY with the hotel by calling 1-877-244-9474 and mentioning the National Child Care Association rate or by visiting [www.NCCAnet.org](http://www.NCCAnet.org) and following the links to conference registration NO LATER THAN Friday, January 27, 2012.

**Cancellation Policy**—All requests for substitutions or cancellations but be received in writing by NCCA before 2/16/2012. A \$75 processing fee will apply to all cancellations. Refunds will be processed after the conference.

### Disability Policy

NCCA wishes to ensure that no individual with a disability is excluded, denied services, segregated, or otherwise treated differently from other individuals. If you need any of the aids or services identified in the Americans with Disabilities Act, please call NCCA at 800-KIDS-161



**Registration Form - NCCA National Leadership Conference 2012 - March 1-3**

*This form can be duplicated for additional registrants—Please print clearly.*

Registration is also available on-line at [www.NCCAnet.org](http://www.NCCAnet.org)

Name (as you would like it to appear on name badge): \_\_\_\_\_

Center/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: (\_\_\_\_) \_\_\_\_\_

Email: (required) \_\_\_\_\_

Check all appropriate boxes:

Owner \_\_\_\_\_ Director/Manager \_\_\_\_\_ Teacher \_\_\_\_\_ Other-Please specify \_\_\_\_\_

I require special accommodations & have attached a description of my needs.

This is my first NCCA conference.

**PLEASE INDICATE YOUR SELECTION(S)**

**Full Conference—Friday, March 2 & Saturday, March 3** (14 hours of Professional Development)

Includes admission to Exhibit hall, all workshop sessions, breaks and meals on Friday & Saturday

Early Bird NCCA Member (before 12/1/11) .....\$280

NCCA Member (After 12/1/11) .....\$295

Early Bird Non-Member (before 12/1/11) .....\$330

Non-Member (After 12/1/11) .....\$348

**Saturday Only** - (6 hours of Professional Development)

Includes admission to Exhibit hall, all workshop sessions, breaks and meals on Saturday

Early Bird NCCA Member (before 12/1/11) .....\$99

NCCA Member (After 12/1/11) .....\$110

Early Bird Non-Member (before 12/1/11) .....\$135

Non-Member (After 12/1/11) .....\$150

**Pre-Conference—Thursday, March 1** (6 hours of Professional Development)

Includes admission choice of pre-conference training sessions and lunch

Early Bird NCCA Member (before 12/1/11) .....\$60

NCCA Member (After 12/1/11) .....\$75

Early Bird Non-Member (before 12/1/11) .....\$85

Non-Member (After 12/1/11) .....\$100

**Guest Registration** Includes admission to Exhibit hall & all meal/snacks on Fri & Sat. \$130

Name(s) of guest(s) \_\_\_\_\_

Credit Card Information: Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Amount to be billed \$ \_\_\_\_\_

**Fax this completed form to 800-543-7161**

