

Please choose your first (1) and second (2) choice for workshops each day.

**Monday Workshops**

**Tuesday Workshops**

_____ M-1	_____ T-1
_____ M-2	_____ T-2
_____ M-3	_____ T-3
_____ M-4	_____ T-4
_____ M-5	_____ T-5
_____ M-6	

**MADCA MEMBERS:**  
\$175 for Conference and Dinner  
*Late Registration (after April 14th): \$200*

**NON MEMBERS:**  
\$200 for Conference and Dinner  
*Late Registration (after April 14th): \$225*  
**DINNER ONLY \$85 per person**

Send conference registrations to Sharon Fileccia MacDonald at:  
**SCAN/EMAIL:** sharonfmacdonald@madca.org; Fax: (508) 754-2026  
**MAIL:** MADCA, 405 Grove St., 2nd Floor, Worcester, MA 01605  
**PHONE#:** (508) 755-2238 ext: 15  
**REGISTER ON LINE** at [www.madca.org](http://www.madca.org)

Name \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Check    MasterCard    Visa    American Express    Dinner Only

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ 3 Digit Code \_\_\_\_\_

**MASSACHUSETTS ASSOCIATION  
OF EARLY EDUCATION & CARE  
(MADCA)**

The Massachusetts Association of Early Education & Care is the trade association for child care providers in Massachusetts. Founded in 1972, MADCA represents the public policy and advocacy interests of over 500 child care and school age providers, and 2,400 family child care providers. MADCA has succeeded in advocating for \$30M in the past 10 years for staff. MADCA has been a leading voice for quality early education and care, promoting center accreditation, QRIS standards and hosting conferences throughout Massachusetts geared towards professional development of early education and school age educators.

**MONDAY, MAY 5<sup>TH</sup>**

- 1:00-3:00 Registration
- 3:00-3:30 Welcome
- 3:30-5:30 Workshop Session I
- 5:30-7:00 Networking|Vendors\*|Reception

*\*Vendors will be available during conference hours*

**TUESDAY, MAY 6<sup>TH</sup>**

- 8:00-9:00 Breakfast Buffett
- 9:00-9:15 Welcome
- 9:15-10:15 Keynote Speaker
- 10:30-12:30 Workshop Session II
- 12:30-1:00 Evaluation and Departure

**WESTFORD REGENCY INN &  
CONFERENCE CENTER**

219 Littleton Road Westford, MA 01886

The Westford Regency Inn and Conference Center is a beautiful 193 room hotel and conference center serving the greater Boston area.

**HOTEL RESERVATIONS**

MADCA Conference attendees have been given a special room rate of \$105.00 for single or double occupancy. All rates are subject to state and local tax, currently 11.7%.

For reservations, call the Hotel's Reservation Department at (978) 692-8200. Please refer to MADCA Conference when making reservations to guarantee the quoted rate.

In order to guarantee reservations for late arrival, all reservations must be accompanied by a check or credit card for the first night's accommodations.

**RESERVATION CUTOFF DATE IS APRIL 25<sup>TH</sup>.**

After the cutoff date, no reservations will be accepted at the special group rate. Guests will be accommodated on a space and rate available basis. Check-in time is 2:00 pm and check-out time is 12 noon. The Hotel will accommodate early arrival or late check outs on a space available basis only.

(978) 692-8200/(800) 543-7801  
Fax: (978) 692-7403

[www.westfordregency.com](http://www.westfordregency.com)



**LEADERSHIP  
FOR  
QUALITY**

**2014 Administration &  
Management Conference**

**Awards Celebration and Dinner**

## MONDAY WORKSHOPS

### M-1 LEADERSHIP AT ALL LEVELS IN EARLY EDUCATION - PART 1

**DEBRA JOHNSTON-MALDEN, MS  
PROFESSOR**

Leadership at all levels in early education. At the end of this two part workshop, you will be able to articulate and state leadership qualities for traditional and non-traditional leaders. You will learn how to use reflect practices to address challenges in early childhood programs, learn skills that will enable you to improve yourself and your program and become confident in the leadership skills you possess. **Part 1** will focus on self-discovery of your leadership style, traits and skills.

*This is a two part workshop. Participants should select M1 and T1.*

### M-2 EDUCATING IN A CYBER WORLD

**CINDY HORGAN  
EXECUTIVE DIRECTOR, CAPE COD CHILDREN'S PLACE**

This workshop will provide participants with an understanding of the influence media and technology have on children's behavior, and learning. In addition we will talk about the impact on the emotional wellness of our children through what they are exposed to with media and technology, and what we can do to support children and families to become media literate. We will look at ways to support parents to have a healthy balance between media/technology and the human relationships that are key to children's success in life.

### M-3 USING TOUCHPOINTS TO STRENGTHEN PARENT-CHILD-PROVIDER RELATIONSHIP

**CATHY KUHN PHD, NH COALITION TO END HOMELESSNESS;  
KRISTEN VALENTE LICSW, ELLIS MEMORIAL AND PSYCHOTHERAPY ASSOCIATES OF NORTH READING**

Learn the basics of Touchpoints, an evidence-based theory of child development based upon more than 60 years of research by Dr. Berry Brazelton and his colleagues at Children's Hospital. Learn practical ways in which you can support teaching staff to strengthen parent/child relationships by incorporating principles of the Touchpoints approach and how it can strengthen parent-child relationships and prevent derailment that can occur when bonding is threatened by anxiety and/or depression.

### M-4 GROW YOUR BUSINESS WITH EMAIL AND SOCIAL MEDIA

**ALICIA WILLIAMS  
CEO, ALISTE MARKETING**

Are your email and social media marketing programs creating new business for you? They should be. Come learn how to develop a marketing plan based on your unique business needs using email and social media to connect to the audience that matters to you.

### M-5 ASSESSING AND EVALUATING YOUR PROGRAM USING PAS

**MARCIA FARRIS  
EARLY EDUCATION CONSULTANT AND TRAINER**

The Program Administration Scale (PAS) is a valid and reliable instrument designed to measure the leadership and management practices of early childhood programs. This workshop will explain the rationale behind program assessment and provide a detailed, hands-on explanation of the structure, scoring and how it can be used as a springboard for program improvement efforts.

### M-6 DIRECTING WITH VISION AND CLARITY

**SUSAN MACDONALD  
LEADERSHIP COACH AND PROFESSIONAL SPEAKER**

This unique workshop will re-energize participants and help them shift to a more positive and inspiring way to manage their programs. Participants will return to their programs with new ideas and strategies for deeply connecting their vision and core values with the teachers, children and families. Specific topic areas will include intentionality, creating a vision statement and personal action plan, and enhancing program quality.

## TUESDAY WORKSHOPS

### T-1 LEADERSHIP AT ALL LEVELS IN EARLY EDUCATION - PART 2

**DEBRA JOHNSTON-MALDEN, MS  
PROFESSOR**

Leadership at all levels in early education. At the end of this two part workshop, you will be able to articulate and state leadership qualities for traditional and non-traditional leaders. You will learn how to use reflect practices to address challenges in early childhood programs, learn skills that will enable you to improve yourself and your program and become confident in the leadership skills you possess. **Part 2** will explore development of goals to incorporate your leadership skills into your daily work.

### T-2 ETHICAL ADMINISTRATION: MAKING TOUGH CALLS

**MARY ANN ANTHONY, MS  
DIRECTOR OF THE CHILD CARE DIVISION, CATHOLIC CHARITIES**

Program administrators are called upon to make moral and ethical decisions, balancing their obligations to support and nurture children with responsibility to address the needs and safeguard the rights of families, and staff, while responding to requirements of their Boards. This workshop will use the NAEYC Code of Ethical Conduct and case studies to guide administrators' thinking and decision making.

### T-3 CHANGE LEADERSHIP: ENHANCING QUALITY THROUGH VISION FOCUSED PROGRAM IMPROVEMENTS

**SUSAN MACDONALD  
LEADERSHIP COACH AND PROFESSIONAL SPEAKER**

Through this workshop, you will gain insight into the key practices and core knowledge necessary to lead during changing times. We will explore the leader's role in establishing communication, setting direction, managing change, employing strategic thinking, developing action plans and using assessment data to support change. Learn how to enhance the quality of your program by coaching, mentoring and inspiring others.

### T-4 NEW MEDIA IN EARLY CHILDHOOD

**WENDY VALENTINE, SENIOR DIRECTOR, EARLY EDUCATION PARTNERSHIPS; SUNUNDIYA BAHALLA, COMMUNITY IMPACT DIRECTOR, HEALTHY CHILD DEVELOPMENT; MARY HAGGERTY, DIRECTOR OF MEDIA ENGAGEMENT**

Three emerging resources supporting families and educators in Massachusetts will be explored; Resources for Early Learning, a digital hub developed by WGBH, the Brain Building in Progress website and the QRIS Online Learning Community. Strategies to locate and effectively utilize new media resources will also be a focus of the session.

### T-5 MENTORS, COACHES & SUPERVISORS

**JOHANNA BOOTH MINER, DIRECTOR/OWNER, LIVE & LEARN EARLY LEARNING CENTER;  
SARAH MINER, MED, ECE EDUCATIONAL TRAINER & CONSULTANT**

Too often we struggle as supervisors with how to help grow intentional and professional seasoned teachers. At this workshop supervisors and administrators will explore various methods of working with new and novice teachers. Simply assigning a mentor-teacher does little to remedy the situation of new teachers' becoming discouraged and leaving the profession. Hands on activities will allow us to add humor and joyfulness to this process. Use this workshop for new ideas to help in the retention of numbers.



## KEYNOTE SPEAKER

### RHIAN EVANS ALLVIN

**EXECUTIVE DIRECTOR, NATIONAL ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN (NAEYC)**



Rhian Evans Allvin became Executive Director of the National Association for the Education of Young Children (NAEYC), in Washington, DC, in August 2013. She is responsible for guiding the strategic direction of the organization as well as overseeing the daily operations. With more

than 70,000 members and 300 Affiliate components across the United States, NAEYC serves as the leading voice on behalf of young children and early childhood educators.

Before joining NAEYC, Evans Allvin was a guiding force in Arizona's early childhood movement for more than 15 years. In 2006 she co-wrote the citizen's ballot initiative that created First Things First (FTF) which set aside Arizona's tobacco tax monies for children birth to five and created a state agency whose purpose is to ensure all Arizona children start kindergarten prepared to be successful in school and in life. Then-governor Janet Napolitano appointed her to FTF's state board, where she served for four years before resigning to become the organization's chief executive officer (CEO).

Rhian holds a bachelor's degree from Northern Arizona University and a master's degree in business administration from Arizona State University. She is married to Paul Allvin, and they live in Falls Church, Virginia, with their three young children



### WHAT IS THE VALUE OF A CEU?

One CEU represents 10 hours of EEC approved professional development in a category of study, or core competency area, that meets QRIS requirements. This conference has applied to offer .5 CEU in the category of Child Care Administration/Business Administration, which addresses Core Competency #8: Professionalism and Leadership.

**Participants wishing to receive .5 CEU must attend for the full 5 instructional hours (Keynote and 2 workshops) and submit verification of attendance at the end of the conference.**