



PFCEEA Quarterly



April, May, June 2013

Spring Edition

A Message From Your President

WOW! Spring is finally here and we can play outside for longer lengths of time than we could during the long winter.

Election time seems like a long way off right now, but I'd like you all to think about stepping up to take a position on our board. We have all held our positions for four years and we need to step down and allow someone else to take command of the association. Please give it serious consideration, or the association will fold.

Randee Holmes, our Vice President and Membership chair was recently awarded the 2013 Safe Harbor Award; look inside for her picture and the reasons why she received this award.

If you are state licensed and want to have more than 5 children in your care, you will need to go to your city and apply for a conditional use permit. The process isn't as scary as you might think and you will be glad you went through the process.

We are advertising on more websites now and hope you are receiving more calls for your business.

Have fun with your children this summer; remember sun block and plenty of drinks to stay hydrated. Before we know it, the heat will be making us wish for cooler temperatures.

Marie



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Welcome to our new PFCEEA members
We are happy you have joined.

Terry Landy
Patricia Temple
Tee Burris

Carleen Barron
Doleta Lloyd
Renee Roberson

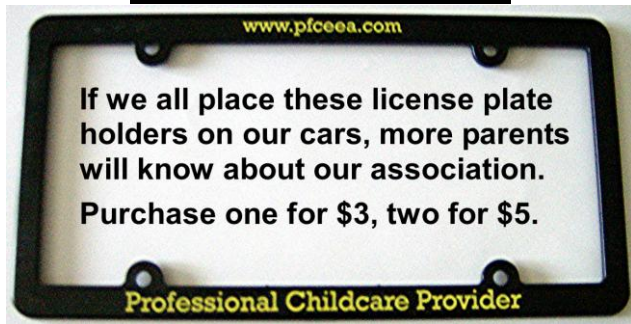
Membership Report

We currently have 83 members in good standing: 16 are in Chesapeake, 2 Hampton, 18 in Norfolk, 9 in Portsmouth, 2 in Suffolk, & 36 in Virginia Beach. Since the Association started, we have had 380 people become members. Remember to check our website to make sure your information is correct. Parents want to make contact with you quickly; if you have an email address listed, make sure you check your email daily. We have also heard back from parents who have called a member, left a message, but the provider never returned the call. The professional thing to do is answer all inquiries.



Submitted by Randee Holmes

License Plate Frames



Social Secretary

I continue to send out all kinds of cards to our members, let me know when something happens to a member and I'll send the appropriate card. I could also use gift bags or baskets for our 2 door prizes each month.

Submitted by Diane McEwen
Social Secretary
d_t.1@cox.net



How to Contact PFCEEA

Email: pfceea@yahoo.com
Website: www.pfceea.com
Facebook: Professional Family Child Care & Early Educational Association

PFCEEA Executive Board

President

Marie McFadden 482-9470

Vice-President

Randee Holmes 479-9579

Treasurer

Wanda DiNardo 486-4582

Corresponding Secretary

Azure (Kesha) Howell 623-7514



Standing Committees

Advertising

Jan Coffman 499-6474

Historian

Jan Coffman 499-6474

Marketing

Fern Rohrer 857-7948

Jan Coffman 499-6474

Membership

Randee Holmes 479-9579

Newsletter

Marie McFadden, Editor 482-9470

Phone Tree

Cindy Sisson 421-7901

Social Secretary

Diane McEwen 490-2371

At Large

Laurie Womack 486-1408

Nicole Jackson

Candii House

We have not received any donations this quarter. I will collect all items at either business or training meetings. Give me a call at 853-4505 or email me mylittleschool@cox.net before you plan to make a donation. All sizes of clothing donations must be new or very gently used. Candii House also accepts donations of baby formula (unopened cans only), diapers, wipes.

Submitted by Beth Kaminski



Marketing Report

Fern has given out our business cards and ink pens in Norfolk, Portsmouth, and Virginia Beach. Jan has also passed out our business cards in several places in Virginia Beach. Let us know if you know of any places we can leave our business cards. An ad has been placed in the Virginian-Pilot.

Fern Rohrer & Jan Coffman
857-7948 499-6474



Website Report

Our home page was viewed 114 times in Jan., 53 in Feb., and 52 in March, 2013. People from all around the world have found our website; in addition to our local cities, people in the following areas have visited our site: VA, MD, Washington D.C., North Carolina, NY, and TX.

Submitted by Marie McFadden

PFCEEA Meeting Schedule

To register for all training meetings, email pfceea@yahoo.com or call Marie at 482-9470. PFCEEA members receive the training certificate for free, **non-members pay \$10 cash at the door.** No Children.

****New starting time for meetings****

Our meetings are held in the Virginia Beach Central Library Auditorium from **6:45-8:45 pm.** We will draw the door prize tickets at 6:45. For anyone arriving after our speaker starts, a certificate for less training time will be given. Let us know if you have a suggestion for a speaker or topic.

2013 training dates:

June 24	Aug. 26	Sept. 30
Oct. 28	Nov 25	

Phone Tree Report

The Phone tree team called the providers that do not get email to let them know about the up-coming trainings. They made the calls in January for the January and February trainings, and in March for the March training. The ladies making these calls are very much appreciated!

If you would like to join the Phone Tree, please give me a call. You will need an internet connection to receive a list of names of people to contact. The more people making the calls, the fewer calls each of us has to make.

CindySisson 421-7901,
cindy_sisson@hughes.net
PhoneTreeChairwoman



2013 Safe Harbor Awards



Randee, Laurie, Beth & Marie at the Safe Harbor Awards

On May 9th, our Randee Holmes was one of 12 recipients of the Safe Harbor Award. Here is why she was nominated: Randee began working with children when she was 12 yrs old as the neighborhood babysitter. During her 10th & 11th grade years in high school, she took a class that ran a laboratory preschool. Randee received a BS in Interdisciplinary Studies from Norfolk State Univ. and an Associate Degree from TCC in Early Childhood Development. Randee has been operating an in-home child care (Kiddie Kastle) in the Kempsville area of Virginia Beach since Sept. 1997 & has been state licensed since August 2002. She offers care 7 days a week, along with nights in order to meet the needs of parents that have a non-traditional work schedule and she is committed to offering quality and educational care. Randee was in the initial pilot program for the Virginia Star Quality Initiative program for Family Homes. On July 6, 2012, Randee's Family Child Care Home received a 4 star rating from Virginia Early Childhood Foundation. She attends numerous conferences and trainings to keep up to date on the ever changing field of Early Childhood. She has received Early Childhood Infant & Toddler Endorsement, Early Childhood Preschool Endorsement, Early Childhood Endorsement I - Creativity Series & Early Childhood Endorsement II-Health, Safety & Nutrition from Virginia Department of Social Services. She recently completed her CDA test and has begun the process to become an accredited provider with the National Association for Family Child Care. She is always willing to help other providers. Recently she has been helping providers with the new zoning requirement. Randee is currently participating in the Kindergarten Transition checklist pilot program and the Early Education Small Business Program through the city of Virginia Beach. Randee hopes to one day return to college to receive her Masters in Early Childhood Education.

April Training

"Bringing Books To Life" presented by Martha Swirzinski



62 people attended this energizing training



41 providers attended our May training "Summertime Activities" presented by Toni Cacace-Beshears, who shared many great ideas.

Family Child Care Provider?



Serve nutritious meals to children and earn cash!

For more information about the free
USDA Child and Adult Care Food Program
call 757-397-2984
www.childrensharbor.cc

Child Care Financing Program

If you are looking for financial assistance to make quality improvements, take a look at this video

<http://www.youtube.com/watch?v=AoenWHzCQwo&feature=youtu.be>

Or see this link for more information:

http://vdba.virginia.gov//vsbfa_ChildCare.shtml

Marketing your business

Tom Copeland's Taking Care of Business

A blog about running a family child care business focusing on the business side, including record keeping, taxes, contract, legal, insurance, money management and retirement planning.

Vistaprint Postcard Service Can Help Promote Your Business

There's a better way to reach potential customers for your family child care business than passing out flyers on your neighbor's front doorsteps. Mail a promotional postcard to families who have young children and live near you. You can even target your postcard to families with children based on their ages. [Vistaprint](#) is one company that offers such a service. You can buy a list of mailing labels or they will mail out the postcard. Child care providers have used this service with success. Here's how it works. Go to [Vistaprint](#) and choose the size of postcard, the design you want, and your message. Then you will be asked if you want to mail your postcards yourself or have Vistaprint mail them. The next step is to identify the potential customers you want to reach. Choose "Residential Customers" and then decide whether you want to search for customers based on how close they live to you, your zip code or your county. Next, select "Custom Options" and choose "Presence of Children" as well as "Children Age Ranges." You can then choose what ages of children you want to reach: less than one year old, one year old, two year old, etc. You will be told how many households meet your criteria and how much it will cost to send your postcards to them. I tried this out and found that there were 296 families with children under age three in my zip code area. It would cost \$.73 per postcard, or \$216 to have Vistaprint mail a postcard to them. You can choose how many postcards to send. If I wanted to send only 100 postcards it would cost me \$.79 per postcard, or \$79. These lists aren't perfect. Based on the experience of other family child care providers, the list may include families that don't have children, or don't have children of the age you are looking for. The lists are created by drawing from magazine subscriptions, customer credit card purchases, warranty card information and customer surveys. There is an interesting discussion of the experiences of child care providers using this service on the [Daycare.com forum](#). Vistaprint is also used by many family child care providers for their business cards, signs, promotional items and other marketing products.

For more ideas about how to market your business, see my [Family Child Care Marketing Guide](#).



Interesting Websites

Rainy day indoor activities

<http://www.nfsmi.org/documentlibraryfiles/PDF/20120501081030.pdf>
<http://www.parents.com/toddlers-preschoolers/activities/indoor/>
<http://fun.familyeducation.com/hobbies-and-interests/games/33380.html>

Holidays and Special Days of the month

May <http://www.first-school.ws/theme/occasions5.htm>
<http://www.kinderart.com/seasons/may.shtml>
<http://www.theteacherscorner.net/calendars/may.php>
<http://www.babycenter.com/kids-activities>

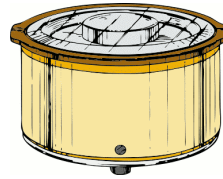
June <http://www.kinderart.com/seasons/june.shtml>
<http://www.kidactivities.net/post/This-is-the-Month-of-June.aspx>
<http://www.first-school.ws/theme/occasions6.htm>

July <http://www.kinderart.com/seasons/july.shtml>
<http://www.theteacherscorner.net/calendars/july.php>

Aug. <http://www.theteacherscorner.net/calendars/august.php>
<http://www.first-school.ws/theme/occasions8.htm>

Sept <http://www.first-school.ws/theme/occasions9.htm>
<http://www.theteacherscorner.net/calendars/september.php>

Recipe Corner



Cold treats on a hot day

<http://pinterest.com/ellk/cold-treats-for-a-hot-day/>
<http://pinterest.com/dmiyazato/cool-treats-for-a-hot-day/>
<http://chefmom.sheknows.com/articles/963049/cool-afternoon-treats-on-a-hot-day>
<http://allrecipes.com/Recipe/OREO-and-Fudge-Ice-Cream-Cake-2/Detail.aspx>
<http://grandrapidsnaturalliving.com/healthy-homemade-popsicles/>
<http://countrywhispers.blogspot.com/2010/06/homemade-italian-ice-cool-treats-for.html>

Are You Keeping A Log?

We are trying to find new places to advertise our association and we'd like your help. If you know of any place, please pass the contact info to us so we might be able to fill all of our member's openings. You can also help by keeping a log of when you receive phone calls from parents looking for child care. In the log keep track of how the parent received your name/phone number.

Pass this information onto us either in person or through email. This information will help us in marketing the association to let the parents know where you are. We are advertising on other websites now and hope your phone calls increase. Please go to our website www.pfcee.com to make sure all of your information is current.

Tips for Licensed Providers

If you want to maintain your license for more than 5 children, you must contact your city zoning office to apply for a conditional use permit. The entire process takes 3 to 4 months to complete, don't wait until your license is due to renew.

If you have animals in your home, make sure their shot records are up to date.

Keep an up to date menu posted.

Infants bottles must have full name and date on each bottle.

Before leaving a container of any type within reach of children, look to see if the label says "keep out of reach of children".

Remember to clean and sanitize diaper changing pads after each child is changed.

Wash your hands after changing a diaper.

Put child's name on diaper ointment tubes.

Inspect outside toys often for cracks.

Things to Remember



To see the guide for new crib standards, go to: www.cpsc.gov
Crib manufacturers had to start making cribs under the new regulations in June 2011. Providers had until **December 28, 2012** to purchase new cribs.



If you need training hours: Our next training will be on Monday, June 24. Speaker is Elizabeth Merce; topic is "Math in a Preschool Setting". PFCEEA's upcoming training dates are on our website www.pfcee.com



Are you being reimbursed for feeding your child care children? You are if you are A USDA participant. It's free to join. Call Children's Harbor at 397-2984.



If you are cleaning closets, please donate your unwanted items for our door prizes, this includes gift bags or baskets. Contact Diane McEwen at 490-2371



If you have baby food, formula (no open containers), diapers or very gently used baby, child, or adult clothing, PFCEEA makes donations to Candii House. Contact Beth Kaminski 853-4505 or bring your items to our meetings.



Help advertise PFCEEA and all of our individual businesses by purchasing a license plate frame for your car. They are available at our training meetings - \$3 for 1, or \$5 for 2.



If you have any comments, suggestions, or concerns, please call Marie at 482-9470 or email us at: pfcee@yahoo.com

facebook

PFCEEA has a Facebook account - join us - go to Facebook.com and search for Pfceea



If you live in Norfolk and have received a call from the parent(s) of a special needs child you don't think you can adequately care for, Precious Pearls Childcare Center is located on Wildwood Drive and only accepts special needs children. Their phone # is 286-9900.



Our website is: www.pfcee.com