

Time	Topic
8:00 – 8:45	Registration and Refreshments
8:45 – 9:00	Welcome and Opening Remarks
9:00 – 9:45	Keynote: “The Superhero Within Us All: Rising to the Challenge” Andy Roszak
9:45 – 10:00	Networking Break – Visit Our Vendors
10:00 – 11:15	Session 1 ( select one)
	<b>Building Solid Staff Relationships in Early Learning Programs:</b> Staff morale and relationships form the core fabric of an early learning program. This session will highlight the importance of positive morale and strategies to build strong relationships that create a positive culture for staff, management, and parents.
	<b>Challenging Behaviors or Trauma in Disguise?:</b> Classroom behavior has never been more challenging - and some kids seem to get worse rather than better when we try to address their issues and behaviors. Come learn more about how child trauma may be the root of those big challenges, why traditional responses to trauma behavior actually make it worse, and what you can do to improve behavior and reduce suspensions/expulsions.
	<b>Employment Law 101 For Managers and Supervisors:</b> Participants will learn how to keep their organization out of legal trouble by learning how to spot the hottest labor and employment law issues.
	<b>Social Media Marketing for the Child Care Industry:</b> Want to effectively market your program to millennial parents using Social Media and other technology solutions? This is the session for you. This session will jumpstart your efforts to formulate and implement your digital and social media marketing strategy. We will discuss best practices for Facebook, LinkedIn, Google Reviews/Yelp, Google Adwords, and Facebook Ads.
	<b>Successful Financial Management 101:</b> Running a child care business comes with a lot of excitement and many demands. The demands on time, relationships and finances are major areas that many business owners struggle with. With so many challenges it can become difficult to keep up with managing the finances of your operation. This workshop will focus on basic but effective practices that every child care business should have in place. We will take a deeper dive into five key areas for creating a successful financial management operation, financial reporting, budgeting, taxes, systems and your team!
11:15 – 11:30	Networking Break – Visit Our Vendors
11:30 – 12:00	Governor’s Team/VDSS Panel
12:00 – 1:00	Lunch & Peer Networking
1:00 – 2:15	Session 2 (select one)
	<b>Building Your Bench: Will you be ready when opportunity knocks?:</b> Growth opportunities are everywhere. Need to open a new classroom? Dreaming about adding an Outdoor Classroom or Tinkering Lab? Is the school down the street for sale? You can't grow your school or your business without your team. Join HINGE Broker's Kathe Petchel for a fast-paced and super informative session so you'll be ready to grow! We'll cover assessing your current team, determining strengths and creative ways to engage and appreciate your team. Let's customize your hiring strategies and staff retention systems and develop Career Ladders. You'll leave this session with a to-do list of concrete steps to get your program to the next level.
	<b>Interactive Strategies: The Foundation for Fun and Effective Staff Training :</b> Do you provide staff training but need some fresh ideas? Come join this session to experience a variety of interactive strategies including openers, closers, refreshers, and rechargers that will make learning active and fun.
	<b>Parent Communication – How to be a S.T.A.R.:</b> Learn how to be proactive with parents to avoid bad situations, and how to best handle an angry or upset parent when they come to you. Participants will: share successes/failures that we’ve all experienced, generate practical ideas for daily communication, and identify common complaints and how to best handle them.
	<b>Protecting Yourself &amp; Your Business: Risk Management Strategies for Your Child Care Business:</b> Expert advice on maintaining a well-rounded risk management program to ensure the safety and security of your business.
	<b>Understanding, Addressing, and Preventing Bullying in the Early Years:</b> Bullying behaviors begin to emerge in early childhood. Educators play a critical role in determining whether bullying develops and continues, or whether it is stopped and prevented. This session will help participants understand what bullying is, what it looks like in young children, and why we should be concerned about it. Participants will learn to intentionally build young children’s social-emotional skills, reduce aggression, and effectively curb bullying behavior.
	<b>Preparing for the Worst: Protection and Prevention in the Active Shooter Era, Part I:</b> This session has been designed specifically for early childhood professionals and focuses on strategies that you can use to prepare yourself, your staff and your program for active assailant events. The session will discuss prior incidents, ways to harden your facility and real world solutions to help keep everyone safe.
2:15 – 2:30	Networking Break – Visit Our Vendors

2:30 – 3:45	<b>Session 3 (select one)</b>
	<b>(Continued) Preparing for the Worst: Protection and Prevention in the Active Shooter Era, Part 2 (If you select Part 1 for Session 2, you will need to select Part 2 for Session 3)</b>
	<p><b>6 Principles of Effective Feedback: Supporting Teacher Practice Growth:</b> We know that feedback is key to maximizing teachers’ performance. Yet, teachers often don’t get enough feedback—especially the kind of feedback they need from coaches/supervisors/directors. In this session, we’ll review 6 elements of feedback that both support and challenge teachers to grow. Participants will have opportunities to see feedback in action, reflect on their own practices, and even plan...with feedback, of course!</p>
	<p><b>Healthy Environments:</b> Join us to learn more about the new Virginia Breastfeeding Friendly Early Care Recognition program, updates to the Child and Adult Care Food Program (CACFP), healthy meal resources and how to incorporate Farm to CACFP in your program.</p>
	<p><b>Parent Engagement &amp; Communication Strategies Using Mobile Apps:</b> Heard about early learning and child care programs using mobile apps to communicate with parents, track attendance, track curriculum adherence and provide reporting to various agencies? Want to learn how you can do it too? Attend this hands-on session to learn the basics.</p>
<p><b>Staff Retention Tools that Work!:</b> Quality care demands quality teachers and staff. The number one stressor in our industry is retaining highly qualified, engaged staff. Learn why we're struggling and what we can do about it. Kathe Petchel from HINGE Brokers speaks nationally about this challenge and has insights and specific remedies. Bring your list of the last 5 (or more) staff who have left your program and we'll analyze your trends and diagnose the problem. She'll share some insider tips on utilizing Indeed, her Hiring Process template and all about Dream Manager! You'll be inspired and ready to conquer this problem once and for all! This session is highly interactive!</p>	
<p><b>Save Time &amp; Money with Shared Services!:</b> The Virginia Shared Services Network is an easy-to-use website offering many tools and services to help child care centers, family child care homes and after school programs manage their programs more cost-effectively and efficiently. The website features exclusive discounts on commonly (and frequently) purchased products. We call it “child care in a box” because it contains so many resources you can download and customize for your program needs. For example, the site includes sample policies, procedures, handbooks (for parents and employees), forms, job descriptions, and much more! We recently updated the site for quicker navigation and more resources so come hear what’s new!</p>	
3:50	<b>Prize drawings &amp; Closing Remarks</b>