Welcome!!!

We invite you to join us at our 2020 WCCAA Conference being held at the Red Lion Hotel Paper Valley in exciting downtown Appleton! We are so excited to be offering you this opportunity filled with a variety of workshops as well as something fun for everyone. On Wednesday, we will have TWO wonderful general session speakers to begin our conference. The afternoon lunch will be a celebration of WCCAA’s award recipients and the evening will include a variety of no-host dinner options within walking distance of the hotel (sign-up near the registration area). Thursday will be packed with exhibitors, workshops offering enough variety to meet everyone’s needs, a networking lunch with vendors, raffles, and our silent auction. Then, on Friday, we will enjoy a wonderful brunch with allotted time for networking. It’s beneficial for us to share our stories, our challenges and our successes with each other. Last, but not least, we will have the pleasure of listening to a general session panel of individuals from DPI, DCF, the Governor’s Office, and 2019 award recipient and early education supporter Mark Tyler!

So, mark your calendars and send in your registration. You won’t want to miss this conference!

Becky Helf and RoxAnne Forrest — 2020 Conference Coordinators

WCCAA Conference Information

ROSIE BAKER SCHOLARSHIP — Provides administrators and directors of child care centers with financial support to assist with future training and education. The Rosemary Troia-Baker Scholarship is open to any Individual, Affiliate or Group member of the WCCAA. The scholarship fund awards monies for the purpose of continuing education and training for child care administrative personnel. WCCAA recognizes the role of the child care administrator as a challenging one and center budgets often do not allow for continuing education for administrators. WCCAA believes center administrators can best meet the needs of children when they have the resources to remain current in the field. Scholarship applications are available every year for the annual conference. If you would like further information or would like to request an application, contact RoxAnne Forrest at rforrest@uwsp.edu. Applications for the WCCAA Conference are due by March 1, 2020. Late applications will not be accepted. Applications for other trainings, classes, workshops and conferences will be accepted on a first come first serve basis. Applications will be reviewed when they are received and money will be awarded as the budget allows.

SILENT AUCTION — Will be held on Thursday from 7:00 a.m.-1:00 p.m. The proceeds will help support the programming and operations of the Wisconsin Child Care Administrators Association. You are encouraged to bring items for the auction and bid feverishly! Please deliver auction items to the registration table.

RAFFLES — Throughout the conference, there will be raffle prize drawings for baskets of goodies that have been provided by each region as well as by very generous individuals. The proceeds will go toward the Rosie Baker Scholarship Fund to help administrators and directors participate in continuing education opportunities.

NETWORKING — We believe that networking is a very important component of the WCCAA Conference. We encourage you to find valuable resources, make new friends, and re-connect with old friends!

WCCAA Conference Sponsors

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Conference Keynotes

Erin Arango-Escalante, Administrator for the Division of Early Care & Education

**Bio:** Erin Arango-Escalante received a B.S. in Cross-Categorical Special Education, a teaching certificate in English as a Second Language, and a M.S. in Educational Leadership and Policy Analysis at the University of Wisconsin-Madison. Although Erin is a Madisonian, she met her husband in New York City, where she started her career as an Early Intervention Therapist and director of an early childhood program within a hospital for terminally ill children with disabilities.

After returning to Madison, Erin became familiar with Wisconsin’s child care rules and regulations, Wisconsin Shares Child Care Subsidy, YoungStar, accreditation processes, and community support services. As the mother of two young children, she served as the Executive Director of a child care agency and as the Early Childhood Special Education Consultant at the Department of Public Instruction. At the University of Wisconsin-Madison and in collaboration with a number of states, Erin developed a national program to support young multilingual learners and their families. Most recently, she was a leader at the largest national education consortium, focused on Pre-Kindergarten-Grade 12 multilingual learners.

Erin is committed to supporting and celebrating Wisconsin’s diverse children and families. She believes high-quality programs involve community and child-focused perspectives to support cultural competence, family engagement, and social and emotional development. She and her family are actively involved in the Latino and Veteran communities.

For more information, via phone: 608-422-6003—Email: erin.arangoescalante@wisconsin.gov

Katherine Magnuson Ph.D., School of Social Work at UW-Madison

**Bio:** Katherine Magnuson, PhD, is a Vilas Achievement Professor of Social Work at UW-Madison and the Director of the Institute for Research on Poverty at the University of Wisconsin, Madison. She was elected into the American Academy of Social Work and Social Welfare in 2018. Her research focuses on the well-being and development of economically disadvantaged children and their families. She examines how disparities in socioeconomic status affect children’s development and how these effects may be altered by policies and programs, especially early childhood education programs. Katherine Magnuson’s research interests include: socioeconomic status and child development, early education and intervention, and welfare reform and family well-being. Magnuson’s activities include being one of the Principal Investigators of the National Institute of Child Health and Development-supported Baby’s First Years study, a $15 million experimental study testing the causal effects of poverty reduction on child development. She also has worked closely on several major research and policy projects related to child care with Wisconsin’s Department of Children and Families and other organizations.

For more information, via phone: 608-263-4812—Email: kmagnuson@wisc.edu

WCCAA mission “To support each other as child care administrators in providing quality programming for Wisconsin’s families”
Optional Events

Wednesday, April 29, 2020
WCCAA’s No Host Group Dinners

Downtown Appleton is bursting with a large variety of restaurant options! Join groups of WCCAA members as we patron local restaurants for the no host group dinners. A selection of restaurant menus are located near the registration table. Sign up by 12pm with a restaurant you are interested in trying and reservations will be made for the groups. This is a great opportunity to socialize with other WCCAA members while enjoying a night out.

Cost for this event: Varies by restaurant of your choosing. Sign-up will be at/near the registration table.

Thursday, April 30, 2020
Documentary - No Small Matter

No Small Matter is a feature-length documentary film and national engagement campaign that brings public attention to this vital question by sharing powerful stories and stunning truths about the human capacity for early intelligence and the potential for quality early care and education to benefit America’s social and economic future. This multifaceted project reveals how our country is raising its youngest citizens, why making the most of this time in their lives is so crucial, and most importantly, what we can do to change the perception of when learning begins. The first major theatrical documentary to tackle this topic, No Small Matter is designed to kick-start the public conversation about early care and education. The ultimate goal: to produce an entertaining, accessible, and inspiring film that redefines the audience’s understanding of the issue and helps drive it to the top of the political agenda. Or, as one advocate put it, “not just to make a documentary about early childhood education, but to make the documentary about early childhood education.”

Cost for this event: FREE and OPEN TO THE PUBLIC TO ATTEND!!!
• Continuing Education time will be given.

Optional Center Tours

Thursday, April 30, 2020

Come and join us as we tour two Appleton high-quality centers. The locations are not far from the Red Lion Hotel Paper Valley. Transportation will be provided. This is a break-out option and will take place Thursday morning from 8 - 11:30 am.

The tour will include:

Young Child Development Center — Young Child Development Center was opened in 2003 by Dorothy and Kevin Young. Our mission is to provide exceptional care for children 6 weeks through 11 years of age and to focus on intellectual, social, and emotional growth. We firmly believe in taking the time to get to know each and every child as an individual and partnering with families to assure children have the greatest potential for success. Every one of our teachers is driven by the excitement of seeing the children grow, develop, learn and succeed. We are committed to an environment conducive to stimulating, diverse, hands-on learning – a commitment that led us to be the very first child care facility in Wisconsin to earn a Five Star rating through YoungStar.

Celebration Children’s Center — We are excited to welcome visitors to Celebration Children’s Center! We have been here in Appleton for over ten years!! Our building is shared with Celebration Lutheran School. In our 5 classrooms, we have a mission to enrich the faith and life of its families by providing quality Christian child care in a safe environment. We provide age appropriate, play – centered activities to enhance the spiritual, social/emotional, cognitive and physical development of children. We partner with parents in guiding their children to reach their full potential as God’s children. Celebration holds a 3 Star rating with YoungStar. Our teaching team ranges from teachers that have been here for over 14 years, and some teachers that are pursuing the teaching field at FVTC and UW system. We have upwards of 55 children, 14 teachers, 2 Administrative staff, a cook who prepares our meals and snacks daily in our kitchen, as well as a building maintenance man. We have a fenced in playground behind the center and are lucky enough to be within walking distance to a neighborhood park. Celebration is a non-profit organization. We are run by a board of directors and have a very active parent committee. We hope you join us for a morning of exploration and fun!

Cost: $15.00
• Please note that we need a minimum of 20 participants to provide the center tours.
• Continuing Education time will be given for the time dedicated to the tours.
CONFERENCE SCHEDULE

WEDNESDAY, APRIL 29
7:30-4:00 Registration
8:00-9:30 Session 1
9:45-11:15 Welcome & General Session - Wisconsin’s Early Care & Education Landscape: 2020 & Beyond, Erin Arango-Escalante
11:15-12:45 Awards Luncheon
12:45-1:45 General Session - Supporting Healthy Development, Katherine Magnuson
2:00-3:30 Session 2
3:45-5:15 Session 3
5:30-7:00 No Host Dinner

THURSDAY, APRIL 30
7:00-4:00 Registration
7:00-4:30 Vendors Exhibits
7:00-1:00 Silent Action
7:00-8:00 Coffee and Danish with vendor visiting
8:00-9:30 Session 4 & Center Tours
9:30-10:00 Vendor Visiting
10:00-11:30 Session 5 & Center Tours
11:30-12:30 Silent Auction and Vendor Visiting
12:30-1:30 Lunch & Regional Introductions (1:00pm Silent Auction Ends)
1:45-3:15 Session 6
3:30-5:00 Session 7
5:00-6:30 No Small Matter Video

FRIDAY, MAY 1
7:00-9:00 Registration
8:00-9:30 Session 8
9:45-10:45 Breakfast & Regional Meetings
11:00-1:00 General Session - Panel Discussion DCF, DPI, Governor’s Office, Mark Tyler
1:00 Closing and Raffle
WEDNESDAY SESSIONS

SESSION I

Wednesday, 8:00-9:30 a.m.

1. Supporting Young Children Experiencing Homelessness *
   Karen Rice, Kristine Nadolski – Department of Public Instruction ~ karen.rice@dpi.wi.gov, Kristine Nadolski, DPI
   The largest population of individuals in Wisconsin in homeless shelters is young children. Under the McKinney-Vento Homeless Assistance Act and provisions under Head Start, these children have educational rights. School district staff and community based providers will gain an understanding of these rights and ways to support young children experiencing homelessness. We will review data which will provide context for discussion on responsibilities and strategies to support children.

2. Department of Children and Families—Wisconsin State Updates
   Terra Klein – Department of Children and Families ~ terra.klein@wisconsin.gov, Tina Feaster – Licensing Specialist and Tony Bouxa – Communications Analyst.
   The Department of Children and Families has updated requirements for child care programs pertaining to YoungStar, Administrative Rules, and Child Care Background Checks. This session will provide an overview of these changes, offer tips and resources, and allow time for question and answer.

3. Learning Naturally: Green and Healthy Early Childhood Experiences
   Victoria Rydberg – WI DPI ~ Victoria.rydberg@dpi.wi.gov, Catherine Koons, Director Schlitz Audubon Nature Center
   Join DPI and the 2019 U.S. Department of Education Green Ribbon honoree Schlitz Audubon Nature Preschool, to connect with the benefits of providing green and healthy learning experiences, explore strategies to take young children outside, and find ways to engage and be recognized for your efforts!

4. Before They Walk Through our Doors: Developing a Community-Wide Early Literacy Initiative *
   Peggy Muehlenkamp – School District of Beloit ~ pmuehlen@sdb.k12.wi.us
   Every child deserves an equal opportunity to read. If we wait until they walk through our doors for 4K or Kindergarten, it’s too late. Learn how communities can work together to make this a reality through the development of an early literacy task force.

5. Let the Kids Play – Keys to Engaging the Modern Child in Self Directed Play *
   John LaPonte ~ GRG Playscapes ~ Susie@grgplayscapes.com
   The current model of outdoor play seen most everywhere is outdated for the modern child. Join nature-play specialist, John LaPointe, as he reveals key components of effective play spaces. Participants can apply learnings directly to their playscapes to improve relationships, promote inclusion, and provide safer opportunities for healthy risk taking.

6. Actionable Strategies for Reducing Delinquent Payers and Strengthening Client Relationships in the Process
   John Erickson – Credit Service Intl ~ john@creditserviceintl.com, Patrick Newman, Attorney
   Managing valued client relationships with regard to financial matters is a delicate balance. The focus of this presentation is to outline actionable strategies and techniques that demonstrate Provider-Client relationships which can be strengthened through this process. Through these practices, attendees will learn about topics including, setting and implementing payment arrangement policy, client communication options and permission processes, as well as the importance of contract review and how these issues affect both the client experience and the reduction of delinquent payers.

GENERAL SESSION

Wednesday, 9:45 — 11:15 a.m.

A. Keynote ~ Wisconsin’s Early Care and Education Landscape: 2020 and Beyond
   Erin Arango-Escalante – Administrator for the Division of Early Care and Education ~ erin.arangoescalante@wisconsin.gov
   This 90-minute session will focus on current and future early care and education (ECE) opportunities in Wisconsin. Highlights will include ECE data and trends, updates on Wisconsin’s Preschool Development Grant (PDG), other grant activities, and next steps for the field.

*Denotes workshop as part of a School-Age targeted session but open to all
A. Keynote ~ Supporting Healthy Development
Katherine Magnuson ~ UW-Madison ~ kmagnuson@wisc.edu
Katherine blends two streams of research that are often considered separately: (1) research on the influence of parents’ employment, income, and education, as well as welfare policies, on children’s well-being, with a special emphasis on the extent to which differences in SES across racial and ethnic groups explain disparities in children’s school performance; and (2) research on direct child interventions, particularly early education, that may serve a compensatory role for disadvantaged children. The first body illuminates the scope of possible benefits that may accrue for children from interventions that directly improve the well-being of their parents, while the second line of research provides insights regarding how directing services and resources to children, rather than to their parents, may buffer the harmful effects of being raised in a disadvantaged family.

SESSION II

Wednesday, 2:00-3:30 p.m.

7. Having Difficult Conversations with Families. Where do I Start?
Jason Rahn ~ Department of Children and Families ~ Jason.rahn@wisconsin.gov
During this presentation, we will discuss how to best approach talking with families about difficult situations, such as challenging behaviors, developmental concerns, making referrals, etc. We will also touch on how to create program policies around these areas.

8. Supporting Healthy Gender Development
Erica Schepp ~ UW-Whitewater Children’s Center ~ ccdirector@uww.edu
Have you ever wondered how to support children who express non-conforming gender identities? Is it “just a stage” or something more? This session will be an introduction to theories of gender identity development and terminology/labels. In addition, we will share ideas and resources to support children, families, and educators to build gender inclusive, affirming, and welcoming environments.

9. I Have BIG feelings! Bringing Increased Social Emotional Practice to Your Facility or Classrooms
Haley Hennlich ~ Sonshine Learning Center ~ hhenlich@sonshinelearning.com
Our students have big feelings, beginning from infancy! We will explore a completely new curriculum that brings it to life in a developmentally appropriate, play-based, hands-on, brain-rich environment. This session partners well with many state initiatives. Use this concept to infiltrate your classroom, or your whole building!
(Complete curriculum will be available for purchase as well).

10. Coaching: Step by Step
Angel Stoddard ~ UW Milwaukee ~ ajs21@uwm.edu
This session will explore the what and how of instructional coaching and leadership - helping teachers become better teachers. A growing number of early childhood education programs are using coaching to support teachers’ professional development and improve the quality of early care and education. Attend this session to begin taking steps toward coaching your staff.

11. Supporting & Empowering School-Agers in Resolving Conflicts *
Melissa Wayland ~ Just For Me Family Center ~ mawayland@hotmail.com
Does conflict overwhelm you and your classroom? Do you feel you spend a majority of your time with school-agers “putting out fires?” Join me and together we will learn about ways to improve social skills, develop problem solving skills, and create a more independent and peaceful classroom.

Dan Riedel ~ Woller-Anger & Company, LLC dreidel@wolleranger.com
You have made a significant investment of time and resources into making your child care center the business it is today. How quickly you can get back to business after a disaster or loss often depends on the planning that is done today. Estimates indicate that at least 25% of businesses never reopen following a disaster or significant loss. Learn steps and processes you can take to get your business on the right track and remain open.

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WEDNESDAY SESSIONS
SESSION III

Wednesday, 3:45-5:15 p.m.

13. Could There be a Formula for Success That Starts in Early Childhood?
Bob Davis ~ Inspire Early Childhood and Little Explorers Nature Center Preschool ~ bdavis@InspireEarlyChildhood.com
This is a provocative discussion about current pedagogy and philosophies and where we might consider taking early childhood development and education next. Let’s examine our practices and challenge ourselves to take our programs to the next level!

14. How to Use the Kindness Curriculum in Preschool Classrooms
Renae Henning ~ Community Care ~ office@communitycarebeaverdam.net
The Kindness Curriculum from the Center for Healthy Minds-UW-Madison is a curriculum focused on 4 to 6 year old’s. It is a FREE curriculum available via the internet. Emotional intelligence is a great predictor of life success. This curriculum helps teach children skills in the social-emotional realm by using books, songs, and activities specific to various themes. The curriculum is flexible and easy to adapt. Renae will lead a descriptive session on the curriculum and how to use it in a preschool classroom. We will practice using some of the lessons to become familiar with just how easy this curriculum is to use.

15. Best Practice in Interviewing and Onboarding
Angela Todd, Steven Girman ~ Waukesha County Technical College ~ atodd1@wctc.edu
This workshop will explore best practices to find talented members to join your team. We will also look at best practices for onboarding strategies to support higher retention rates.

16. A Quick Look at Insurance
David Zauner ~ Robertson Ryan & Associates ~ dzauner@robertsonryan.com
In this workshop you will learn the basics of how to purchase the right coverage for commercial and personal insurance. When you know the coverages, you can transfer that risk to the insurance company. This session will cover the unique insurance needs of those who run early childhood businesses.

17. School-Age Summer Curriculum Planning *
Janet Duening-Macha, Brian Macha ~ Chiave Success LLC ~ janetandjoi@gmail.com
It’s summer and you are flooded with children who need a little more in their day! Let’s work together to develop an amazing, fun, and engaging program for the school-agers in your facility.

18. The Challenges of Classroom and Center Safety– A Photo Tour!
Dan Riedel ~ Woller-Anger & Company, LLC ~ driedel@wolleranger.com
In 2019, child care center liability claims were on the rise. What are you doing to make your centers and teachers safer and protect the children in your care? Join in this interactive photo tour of child care classrooms from around the state. Learn how to look at your center and classrooms from an outside point of view. Participate in group discussions and talk about the current safety issues that are impacting centers and can impact you!

*Denotes workshop as part of a School-Age targeted session but open to all
Thursday, 8:00-9:30 a.m.

19. Childhood Trauma and Children’s Literature: Using Books to Help Kids Cope  
   Julie Bates-Maves ~ University of Wisconsin-Stout ~ batesjul@uwstout.edu  
   This presentation will describe the impact of trauma on the brain and body, implications for teachers, and present ideas on how to use children’s books to increase coping abilities and self-regulation. Infant and toddler mental health will also be defined and discussed.

20. Advocacy Basics  
   T.R. Williams ~ Wisconsin Women’s Network (WWN) ~ info@wiwomensnetwork.org  
   If you have wanted to contact your legislator, but are not sure of the appropriate approach, this session will give you the tools and skills to comfortably interact with your legislators. Topics: Locating your legislator, options for contacting your legislators, developing a message to share with your legislators and community.

21. Games: From the Table to the Playing Field  
   Erica Lien ~ PleasanTime Child Care Center ~ liener13@gmail.com  
   Inspiration for new fun activities can come from different places. We will learn games that are played inside usually, then take them to the next level by modifying them so the game can be played outside as active play.

22. Staff Culture  
   Janet Duening-Macha, Brian Macha ~ Chiave Success LLC ~ janetandjoi@gmail.com  
   As a Director or Administrator you have to juggle many hats. Keeping qualified staff can be difficult, especially if you don’t have a good staff culture. Join me for some ideas on how to keep staff happy and less stressed for better retention.

23. Creating a Childcare Partnership with Your School District  
   Nina Hutton ~ Clubhouse Childcare ~ huttonn@amerysd.k12.wi.us, Anjanette Osero-Wilson, Lead Teacher  
   Partnering with your local school district to provide high quality child care and Before/After school care. Meeting families where they are at, by providing a one-stop, high-quality early learning environment. We’ll discuss benefits and challenges in building long lasting community partnerships.

24. Building Morale Without Blowing the Budget  
   Jane Pierzina ~ Sunshine Learning Center ~ sunshinelearning@wwt.net  
   Tried and true ideas for building a successful team, starting with the interview, that leads to longevity. Participants will have the chance to ask questions and share their ideas as well as hearing many ideas and having the opportunity to receive additional resources after the conference.

25. Center Tours 8:00 – 11:30 a.m. ~ Join us in touring local child care centers (see page 4 for more info.)

Thursday, 10:00-11:30 a.m.

26. Trauma Informed Care: A Culture of Understanding  
   Sally Glennon ~ Woodson YMCA ~ sglennon@woodsonymca.org  
   We all learn through experience. Our experiences determine how we view the world, ourselves and the people in our lives. Understanding how our experiences impact our actions and behaviors is the key to creating a culture of understanding in our child care centers.

27. Finding Your Assertive Voice the Conscious Discipline Way  
   Kay Zastrow ~ Teaching Loving Discipline LLC ~ kay.zastrow@consciousdiscipline.com  
   Participants will explore the power of attention and the concept “what we focus on we get more of!” The skill of assertiveness provides clear communication that directs children’s attention to what we want them "to do." Assertiveness skills including MAP; utilizing visuals, Name, Verb, Paint, "I don’t like it when..." will be shared as critical ways for setting effective limits the Conscious Discipline Way.

*Denotes workshop as part of a School-Age targeted session but open to all
SESSION VI

28. **Active Threat/Shooter – Prepared Not Scared**  
   * Mike Bolender ~ PW Training Group ~ pwtraininggroup@gmail.com  
   The presenter who has been involved in two actual active shooter incidents, will bring real work experience, research and concepts to better prepare organizations and their staff for the unthinkable.

29. **Trauma Informed Care in Afterschool**  
   * Jennifer Smith ~ Marshfield Clinic Health System ~ smith.jennifer@marshfieldclinic.org  
   Many youth in afterschool programs have experienced early childhood trauma and/or chronic stress. How do these experiences impact youth in our care and what can we do as providers to help mitigate the impacts of this early experience.

30. **Legislative Panel Discussion**  
   * A Panel of Legislators ~ WCCAA ~ jbeck@willowschristianchildcarecenter.com  
   It may seem daunting to meet with legislators as politics can be difficult to negotiate. At this session, a panel of legislators will share the latest developments in Wisconsin that will affect early care and education. 3-K and Full-day 4-K issues are one of the many items to be discussed. This will be an opportunity for you to ask questions and share your concerns about the future of early care and education. Collectively, we can make a difference and create the changes we need.

31. **“Grow your Own” Degreed Teachers**  
   * Carmen Rivers ~ UW-Whitewater ~ riversc@uww.edu  
   In this era of teacher shortages, yet increased pressure to hire teachers with Bachelor’s degrees, learn how you can leverage TEACH Scholarships and Credentials to “Grow your Own” degreed teacher through the Early Child Care and Education Degree offered through UW-Whitewater.

32. **Center Tours 8:00 – 11:30 a.m.**  
   - Join us in touring local child care centers (see page 4 for more info.)

SESSION V (cont.)

33. **A Trauma Informed Approach to Addressing Children’s Challenging Behavior**  
   * Kay Zastrow ~ Teaching Loving Discipline LLC ~ kay.zastrow@consciousdiscipline.com  
   Participants will learn how connection within a school family builds cooperation for children with challenging behaviors. Three brain states will be explored with language designed to help children manage emotions. Includes a comprehensive approach to trauma-informed care with strategies, that can be implemented immediately upon return to the workplace.

34. **Identifying & Supporting Social-Emotional Needs in Children Who Have Experienced Trauma**  
   * (Two part workshop #34 and #39)  
   * Brooke Winchell, Stephanie Adrihan ~ UW - Whitewater ~ winchelb@uww.edu  
   Presenters will share results of their research addressing the importance of inter-agency collaboration and social emotional screening & evaluation processes for children who were abused/neglected. An overview on the impact of Adverse Childhood Experiences (ACEs) on brain development, strategies for implementing trauma sensitive practices, social emotional screening/evaluation measures will be provided.

35. **Project Wild Child**  
   * Becky Bender, Sarah Nogee-Barron, Kim Hruby ~ Rio Elementary School ~ bender@rio.k12.us  
   Project Wild Child is a once-a-week journey into the school forest in which Early Learning and Kindergarten students spend extended time learning through open-ended play and exploration. The presenters will discuss how they assess student learning, communicate with families, prepare the site, and guide learning through discussion.

*Denotes workshop as part of a School-Age targeted session but open to all
36. Hiring for Keeps
   Jen Kovach ~ JLK Training & Consulting ~ jltkandc@gmail.com
   A successful child care center is dependent on the quality of the staff team. We will break down selecting the right applicants, asking the right interview questions, creating the most efficient schedule and orientating and evaluating staff.

37. Child Care Engaging Millennial Parents Online
   Dave Linsmeier ~ Child Care Business Solutions ~ dave.linsmeier@gmail.com, Dan Riedel, Woller-Anger & Co.
   Millennials (born between 1981 and 1997) are now the largest living generation of adults in the U.S. While their attitudes about child care align with those of older generations in many ways, they have different needs and expectations from the businesses they choose to work with— including higher expectations for digital service.

38. Foundations of Trust, Communication and Life-Work Balance
   Pepe Barros, Luis Varela ~ Trusten LLC ~ pepe@trusten.net
   Why do schools struggle to retain talented teachers? Studies show that most teachers quit due to a lack of support and room for creativity. This workshop offers a set of strategies for building trust, as well as creating an environment where staff can thrive, better manage their energy and understand how they can grow professionally and emotionally.

39. Identifying & Supporting Social Emotional Needs in Children Who Have Experienced Trauma
   (Two part workshop #34 and #39) *
   Brooke Winchell, Stephanie Adrihan ~ UW - Whitewater ~ winchelb@uww.edu
   Presenters will share results of their research addressing the importance of inter-agency collaboration and social emotional screening & evaluation processes for children who were abused/neglected. An overview on the impact of Adverse Childhood Experiences (ACEs) on brain development, strategies for implementing trauma sensitive practices, social emotional screening/evaluation measures will be provided.

40. The Experience and Science of Playing to Learn *
   Luis Varela, Pepe Barros ~ Trusten LLC ~ varela@hotmail.com
   Why are we teaching children with worksheets? Play is the foundation and natural way in which children learn best. Through intentional play, children are able to be taught a variety of objectives embedded in music, art, games, etc. Using games in play creates a compelling need to know, ask, examine, assimilate and master certain skills and contents. This workshop will provide examples on how learning a language such as Spanish can be taught through games and play. Tools will be shared to aid schools in developing their own curriculums based on games. Let’s work to create joyful learning experiences for children.

41. Culture Change for Your Staff Team
   Jen Kovach ~ JLK Training & Consulting ~ jltkandc@gmail.com
   Evaluate the culture of the center and identify how to make changes in the environment. Interactive training will provide staff the opportunity to change how they think about their coworkers and how they let their own attitude affect them. Focus will be on communication and working to make the center a more positive, supportive place.

42. Previewing the ERS-3 Tools
   Scott Schweiger ~ Supporting Families Together Association ~ scott@supportingfamiliestogether.org
   YoungStar will be using the ITERS-3, ECERS-3, and FCCERS-3 observation tools for formal ratings starting with the 2021-2022 YoungStar Evaluation Criteria. This workshop will be a preview of these tools.

43. Brown Bear and Other Invitations to Engage Families
   Bev Schumacher ~ Learning Props ~ bschumacher@wi.rr.com
   Equipping families to support learning can be enriched with hands-on-materials that guide families as they engage their young learners. This session will look at how educators can embrace PARENTS as PARTNERS and empower them to support their child’s learning. The field is rich with good practices - come share ideas and dig deeper to add some new budget-friendly interventions.

*Denotes workshop as part of a School-Age targeted session but open to all
44. Trauma: It’s Effect on Kids, What it May Look Like in the Classroom, & Strategies Staff Need to Know! *

   Debbie Chapman ~ Rothschild Elementary School ~ dchapman@dce.k12.wi.us

   This workshop will focus on the effects of trauma and toxic stress on children, along with some strategies to help staff who will be working with these children.

FRIDAY SESSIONS

SESSION VIII

Friday, 8:00 a.m. — 9:30 a.m.

45. Handling Stress and Building Resilience

   Jen Kovach ~ JK Training & Consulting ~ jlktandc@gmail.com

   Do you stress about stress? Learn how to recognize stress symptoms, determine what causes you stress, tackle the four w’s and face stress head-on!

46. What Everyone Ought to Know about Registry Program Profiles

   Joshua Vick, Danielle Earley ~ The Registry ~ jvick@the-registry.org, Danielle Earley, The Registry

   In this session, you will learn valuable strategies to maximize the benefits of your Program Profile. Find out how you can utilize Registry membership to guide your staff’s professional development. Walk away from this workshop with a better understanding of how you can best use your Registry Program Profile.

47. Play is the Way: Incorporating Play into Early Childhood Teachers’ EE Processes

   Katharine Rainey ~ WI Department of Public Instruction ~ Katharine.rainey@dpi.wi.gov

   Participants will hear DPI discuss that play not only can, but SHOULD be incorporated into early childhood teachers’ EE processes to ensure an authentic and meaningful learning process for them and their students. Participants will also engage in HOW to modify their EE processes to make this happen.

48. Terminating Legally and with Grace

   Michele Turner ~ Roberson’s Kiddie Lane ~ nextlevelct@gmail.com

   If you have ever been faced with an unemployment case, then this is the workshop for you. Even with the high turnover rate that the field of early care and education faces, sometimes it is still necessary to dismiss someone because they are not meeting up to your programs expectations. This workshop will provide you with steps to gracefully and legally terminate someone’s employment.

49. Inclusion in the School-Age Classroom *

   Michelle Fisher ~ Milestones Programs for Children ~ mfisher@milestonesprograms.org

   We know that creating a more inclusive after school environment is a wonderful thing. We want to build a culture of belonging where everyone is welcome, everyone is valued. Deciding what steps will benefit our children can be challenging. This workshop will touch on some practical strategies to help shape your programming.

50. How do I Help My Staff Communicate with Parents *

   Nancy Fliehr ~ Grace Lutheran Foundation ~ nancy.fliehr@graceluthfound.com

   How to find out which staff communicate well with parents. Can anyone be really good at this? What about the really tough topics, “Child brought a cell phone and when you take it away, you find drug deal text messages.” Should we handle one parent differently than another? Join me and you will receive the handout for the game I play with my School-age staff to make them stronger communicators with the parents we serve.

KEYNOTE GENERAL SESSION

Friday, 11:00 a.m. — 1:00 p.m.

A. Panel - WI Dept. of Children and Families, WI Dept. of Public Instruction, Representative from the Governor’s Office, Business owner and Early Childhood Advisory Council member Mark Tyler

   Question and answer panel discussion with moderator and WCCAA Board Director Angela Todd. Each panel member will be given a brief time to address the general audience followed by questions that have been preselected. Audience members will then have an opportunity to ask any follow-up questions that may stem from the panel.

*Denotes workshop as part of a School-Age targeted session but open to all
WCCAA 2020 Annual Conference Registration
Red Lion Hotel Paper Valley
333 West College Avenue, Appleton, WI 54911
(920) 733-8000, 1-800-733-5466

Name: ___________________________________________ Position/Title: ____________________________

Organization: ________________________________________________________________________________

Address: ___________________________ City: _______________ Zip: __________

County: ___________________________ WCCAA Region #: ____________________________

Work Number: (_____) ___________ Cell Number: (_____) ___________

E-mail ____________________________

WCCAA Member YES NO (check membership status at contactwccaa@gmail.com)

Is this your first WCCAA conference? YES NO

How did you hear about this conference? ________________________________

If you are needing The Registry credit, please provide your Registry ID# _______________

Workshop Selection
Please enter workshop # selection for each session -

Wednesday, April 28th: ________________________________ Thursday, April 29th: ________________________________ Friday, May 1st: ________________________________

Session I: _______ Session IV: _______ Session VIII: _______

Session II: _______ Session V: _______

Session III: _______ Session VI: _______

Session VII: _______

Conference Fees Member Rate Non-Member Rate Member Rate After 3/18/20 Non-Member Rate After 3/18/20

One Day: W, R or F $200.00 $300.00 $250.00 $350.00

Two Days: W, R or F $250.00 $350.00 $300.00 $400.00

Three Days $275.00 $375.00 $325.00 $425.00

Please indicate which days and activities you will be participating in:

Wednesday, April 29th:

_______ Attending this day

_______ Attending this day

_______ Participating in Center Tours (Fee: $15.00)

_______ Lunch with Exhibitors

_______ Documentary Showing, No Small Matter (see page 4)

Conference Fee: $___________

New/Renewal Membership $___________

Center Tours ($15.00) $___________

Total Cost $___________

Mail checks payable to: WCCAA
Attn. Nicole Depies
N196 County Road LL
Cedar Grove, WI 53013

Thursday, April 30th:

_______ Attending this day

_______ Participating in Center Tours (Fee: $15.00)

_______ Lunch with Exhibitors

_______ Documentary Showing, No Small Matter (see page 4)

Friday, May 1st:

_______ Attending this day

_______ Brunch with Regional Meetings

All meals will be posted on the WCCAA website, www.wccaa.org in December. If you have any dietary restrictions/allergies, please list here:

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

Online registration and credit card payment information is available through our website: www.wccaa.org
WCCAA Membership Form

Please check only one (Please provide one copy per member):

- New Individual Membership - 100.00
- Renewing Individual - $100.00
- Group – ($95/person up to three members, $100.00 for first three members & $70.00 for any additional member)
- WCCAA/Early Learning Leaders Affiliate Membership - $185.00 (pays both memberships)
- Not Renewing (indicate reason) ______________________________________

Membership Categories:

Individual: Owns, operates, administers, and/or those who work directly in providing child care services and/or those who have retired from a licensed or legally exempt group child care center or centers and/or preschool in the state of Wisconsin. Any person who is directly providing child care services MUST choose this category. This is a voting membership and eligible for scholarships.

Educator/Friend of WCCAA: Any other individual that does not fall into the previous category, but who is a child care advocate. "Friends" will receive a WCCAA newsletter and get access to and discounts on trainings. This is a non-voting membership and not eligible for scholarships.

Group: Will be open to group child care programs that have three or more members from the same agency (must have the same Federal ID #). If the same group site/program/center/agency wants more than three members, the group rate would go into effect. All group members have voting privileges and are eligible for scholarships.

WCCAA/Association for Early Learning Leaders (AELL) Affiliate: Receive joint membership to both WCCAA and the Association for Early Learning Leaders! Apply here and save $45 on the cost of membership to both associations. Early Learning Leaders is the nation’s leader among associations serving child care owners, directors, and administrators. Early Learning Leaders is also the sponsor of NAC Accreditation. (Please fill out additional form on page 2 if applying for this membership). This is a voting membership and eligible for scholarships.

Please make checks payable to: WCCAA

| Name: | |
| Center: | Title: |
| Address: | |
| City: | State: | Zip: |
| Phone (work): | Phone (other): |
| Email Address: | County: |

How did you hear about WCCAA?
- Friend
- Conference
- Mailing
- Colleagues
- Website
- Other

Send membership form and check to: WCCAA, Attn. Nicole Depies, N196 County Road LL, Cedar Grove, WI 53013
Red Lion Hotel Paper Valley
333 W. College Avenue
Appleton, WI 54911
920-733-8000 (indicate you are with WCCAA)
www.redlion.com

Directions
The best way to obtain directions to the Red Lion Hotel Paper Valley will be to access them from your location via Google Maps or GPS. It is located in downtown Appleton, 3 miles east of Highway 41 on College Ave.

Parking
There is valet parking at the entrance to the hotel or you can park to the east or north of the hotel in the ramp. Please visit https://fcexhibitioncenter.com/parking/ for all parking options and parking rates.

Room Accommodations:

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$82.00/Night</td>
</tr>
<tr>
<td>Double</td>
<td>$109.00/Night</td>
</tr>
<tr>
<td>Triple</td>
<td>$119.00/Night</td>
</tr>
<tr>
<td>Quad</td>
<td>$129.00/Night</td>
</tr>
</tbody>
</table>

Concierge Level Option:
These rooms are on a keyed-access floor and feature an iHome® clock radio with iPod®/MP3 connection, a microwave, refrigerator, massaging showerhead & additional bathroom amenities. Complimentary cocktails and hors d’oeuvres Monday-Thursday 5-7 pm, as well as a daily continental breakfast 6-9 am.

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$139.00/Night</td>
</tr>
<tr>
<td>Double</td>
<td>$149.00/Night</td>
</tr>
</tbody>
</table>

A block of rooms is being held for the nights of April 28th, 29th & 30th. All room rates are quoted exclusive of applicable state and local taxes. The rate is valid until Tuesday, March 31, 2020. After that date, rooms and rates are based on availability.

*Due to the various room type options, all reservations MUST be made via phone to get the blocked rate. Code: WCCAA

Guest Rooms & Suites
Enjoy the Comforts of Home

Featuring upscale comfort, elegant décor and an unbeatable location in downtown Appleton, the hotel rooms at the Red Lion Hotel Paper Valley offer everything from free Wi-Fi access and coffeemakers to 37-inch HDTVs with free HBO. If you prefer extra space or additional comforts, upgrade to one of the hotel’s Concierge Plaza Level room or suites. 100% non-smoking facility. If you desire a mini-fridge in your room, please request so upon making your reservation.

Hotel room amenities include 37-inch HDTV with Free HBO, Room Service Available, Coffeemaker, Hair Dryer, High-Speed, Wireless Internet Access (Complimentary).
Working Together to Support Our Children

42nd Annual Conference

Dates: April 29 - May 1, 2020
Red Lion Paper Valley Hotel
Appleton, WI

Please share with your colleagues!