Julie Wassom is the guru of marketing in the early childhood arena. In one of the most frequently reprinted Exchange articles, "Compete or Die," she advised that an important way to build enrollment is to differentiate yourself from the competition...

"The more you learn about your competition in comparison to your own services, the easier it will be to differentiate yourself from them. List differentiating factors between you and your competitors. For example, to a prospect, your prekindergarten program may appear identical to what the public school is now offering. However, your building is more suited for child care, you provide transportation, and your teachers have years of experience in early childhood education. These are not judgments. They are differences you should be promoting in your marketing efforts and discussing with your prospects and parents if you want to compete and win."

Telephone skills, in particular, can make a decisive impression on new parents who are your enrollment prospects. Be sure to state some differentiating factors during inquiry calls. Simply point out your differentiating features in a benefit statement, such as 'Our building is designed specifically for preschool children, so Billy will never feel out of place here at Wonderland Child Care.' Never criticize your competitors by name to a prospect or customer... it will only damage your own image in the end."

"Include your staff in the actions you take to differentiate yourself from your competitors. Make them aware of your parents' desires and how they can help you meet them, even in the face of stiff competition. Train them to become your partners in...

Continued on page 4
**Make Time to Talk**  
Language Building Tips for Center-Based Child Care Providers

We know that it’s important to talk every day with each child, using the kind of talk that builds language and thinking skills. The phrase **MAKE TIME TO TALK** is to help you remember things you can do when talking to children to help them learn new vocabulary and how to use language to express their ideas and needs, and that helps them have fun with language.

<table>
<thead>
<tr>
<th>M</th>
<th>Mealtimes can be good opportunities for individual and small group conversations with children.</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>Ask questions that encourage the child to think—questions involving analysis, prediction, imagining things that could happen.</td>
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<tr>
<td>K</td>
<td>Kneel or squat to be able to have eye contact with the child.</td>
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<tr>
<td>E</td>
<td>Extend your conversation with the child. Conversations should go back and forth with each person responding to other speaker at least a few times.</td>
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<tr>
<td>T</td>
<td>Themes help children understand and remember the meanings of new words, especially when you build activities around a theme.</td>
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<tr>
<td>I</td>
<td>Involve all of the children in the group in at least one individual conversation every day.</td>
</tr>
<tr>
<td>M</td>
<td>Make connections with books the class has read and recent classroom activities to help build meaning.</td>
</tr>
<tr>
<td>E</td>
<td>Expand on the child’s language by repeating it with extensions (adding descriptive words, using words correctly that child used incorrectly), adding to or building on the child’s ideas.</td>
</tr>
<tr>
<td>T</td>
<td>Two-way conversations mean that the child should be doing at least half the talking.</td>
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<tr>
<td>O</td>
<td>One or more individual conversations should take place with each child in the setting every day.</td>
</tr>
<tr>
<td>T</td>
<td>Texts, such as books, posters, newspapers, and magazines provide shared topics to talk about. Read them with the child, asking questions and discussing them as you go along.</td>
</tr>
<tr>
<td>L</td>
<td>Act out stories with the children, re-using words from the book you read aloud with the children.</td>
</tr>
<tr>
<td>A</td>
<td>Language should include rich, varied vocabulary in talking with the child that build on classroom themes and experiences.</td>
</tr>
<tr>
<td>K</td>
<td>Keep the conversation going through questions, expansions, comments.</td>
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New Crib Safety Standards

CPSC Approves Strong New Crib Safety Standards To Ensure a Safe Sleep for Babies and Toddlers

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission (CPSC) voted unanimously to approve new mandatory standards for full-size and non-full-size baby cribs as mandated by the Consumer Product Safety Improvement Act of 2008 (CPSIA). The federal crib standards had not been updated in nearly 30 years and these new rules are expected to usher in a safer generation of cribs.

Once they become effective, the mandatory crib standards will: (1) stop the manufacture and sale of dangerous, traditional drop-side cribs; (2) make mattress supports stronger; (3) make crib hardware more durable; and (4) make safety testing more rigorous.

CPSC has recalled more than 11 million dangerous cribs since 2007. Detaching drop-side rails were associated with at least 32 infant suffocation and strangulation deaths since 2000. Additional deaths have occurred due to faulty or defective hardware. These new standards aim to prevent these tragedies and keep children safe in their cribs.

Effective June 2011, cribs manufactured, sold, or leased in the United States must comply with the new federal standards. Effective 24 months after the rule is published, child care facilities, such as family child care homes and infant Head Start centers, and places of public accommodation, such as hotels and motels, must have compliant cribs in their facilities.

The full-size and non-full-size crib

Continued on page 4

ACCN 2010
Voting Results

The results are in! Adventist Child Care Network officers are as follows:

Christine Gillan Byrne, President and editor
Immediate Past-President, vacant
Eunice Alexander, Secretary
Rose Gamblin, Reporting Treasurer
Tina Miller, Board Member
Anita Ahrens, Board Member
Julie Yamada, Board Member
Jana Wolverton, Board Member
Juanita Marshall, Board Member
Towanda White, Board Member

Seven of the unions are represented by these current members.

The Purposes of ACCN:

1. To affirm, encourage and empower all engaged in the weekday ministry to children.
2. To provide opportunities for professional and spiritual growth.
3. To provide networking opportunities for Seventh-day Adventist Child Development Centers.
4. To set certification standards for child care providers.
5. To foster unity between all areas of child development within the Seventh-day Adventist Church.
6. To encourage the incorporation of Early Childhood Education in the nurture and outreach programs of the Seventh-day Adventist Church.
7. To foster working relationships with the world church, unions, conferences, local churches, and schools.
8. To encourage surveys and research in the area of Child Development and Early Childhood Education in cooperation with the North American Division.
9. To counsel with the North American Division and General Conference in the development and review of programs and strategies for Child Development.
10. To provide guidance and resources to training organizations, colleges, and universities.
11. To advocate the hiring of Early Childhood specialists at all organizational levels of the Seventh-day Adventist Church.
12. To develop working relationships with other Early Childhood Education organizations.
13. To encourage child care centers to obtain national accreditation.

Join ACCN

ACCN website address: http://paucearlychildhood.adventistfaith.org
Building Enrollment

Continued from page 1

communicating to parents the unique features of your center that set you apart."

Basic Techniques for Securing Enrollment: Updated Edition!

The newly updated, four audio CD edition of this original gold-standard training program contains all the proven skills included in the classic version PLUS the latest techniques and sample dialogues you need to help you...

...Generate more qualified enrollment inquiries

...Convert inquiries to center visits

...Convert visits into new enrollments

...Follow-up to secure pending enrollments

...Efficiently manage your enrollment building responsibilities

This program is a must for new directors and ideal for reinforcing individual skills with seasoned managers. As you listen and complete the written exercises, you will build skills and the confidence to maximize enrollment conversions and increase capacity utilization in your early childhood program.

ExchangeEveryDay is a free service of Exchange Magazine. View this article online at ChildCareExchange.com

Resources

Imagination Playground has renovated playground equipment. Compatible for indoor and outdoor use, playground-in-a-box offers children the opportunity for creativity, collaboration and play using sand, water, loose parts and best of all imagination.

Check out their website for products and park locations and fun ideas. www.imaginationplayground.org

Castle Creek Furniture was started by a husband and wife team committed to safe, affordable, and durable equipment for preschool and daycare settings. From basic furniture to storage to toys to cribs Castle Creek Furniture covers all your needs.

Visit the following address to find out how they can help your center. www.castlecreekfurniture.com

Every child has to learn how to write correctly. But did you know that is not the only thing children learn when they write? This process also helps develop perceptual skills for reading readiness.

Templates for letters, numbers, shapes, and other early learning skills are available. Make learning fun and easy for the children in your care. www.school-rite.com

Outreach Opportunity

Brightening the rooms and lives of seriously ill children one cheery pillowcase at a time! www.casesforkids.org

Children have soft hearts for those in need, especially if those in need are other children. Consider this fun project for the children in your center.

Safe Cribs

Continued from page 3

standards adopted the current ASTM International voluntary standards with additional technical modifications.

For more information on crib safety and safe sleep environments for baby, visit CPSC’s crib information center at: www.cpsc.gov/info/cribs/index.html

Adventist Child Care Connection

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Adventist Child Care Network Board

Christine Gillan Byrne  President & Editor
Vacant                  Past-President
Eunice Alexander       Secretary
Rose Gamblin           Reporting Treasurer

Board Members at Large

Anita Ahrens            Juanita Marshall
Tina Miller             Jana Wolverton
Julie Yamada            Towanda White

The Adventist Child Care Network seeks to provide support and nurture for Seventh-day Adventist child care providers and to reach out with information and encouragement to churches and individuals who are starting a child care center.

Through this newsletter we seek to facilitate and develop a communication network among Seventh-day Adventist Early Childhood Education and Care professionals.

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For more information:
Telephone: 805-413-7344
Fax: 805-413-7319
http://paucearlychildhood.adventistfaith.org

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