

# Waukesha County Child Care Newsletter

## August 2009

Thank You For Caring!



## Arts & Crafts Corner



### PLAY DOUGH RECIPE

#### **Cooked Version-**

1 Cup Flour	1 Cup Water
½ Cup Salt	1 t—1 T Food Coloring
2 Tablespoon Cream of Tartar	1 Tablespoon Mineral Oil

Mix dry ingredients together and then mix wet ingredients together. Combine both into a saucepan. Cook over medium heat until mixture forms a ball. Knead on counter and store in an air tight container.

#### **Uncooked Version-**

¼ Cup Salt
1 Cup Flour
¼ Cup Water
1 Teaspoon. Food Coloring

Mix flour and salt together, add water and food coloring. Knead until it forms a clay consistency.



#### **Sidewalk Chalk ([www.amazingmoms.com](http://www.amazingmoms.com))**

Sidewalk chalk is not an expensive craft item, so making your own is really all about adding to the fun!



#### **You Will Need:**

Wax Coated Paper Cups
2 Cups Cold Water
2 Cups Plaster of Paris
2 Tablespoons Powdered Tempera Paint

Use a bucket to mix all of the ingredients together. Pour the mixture into the paper cups and let it stand until it seems semi-firm. Peel off the sides of the paper cups and let the mixture dry completely, it should be ready to use within 1-2 hours. **DO NOT** discard any remaining plaster down your plumbing. Instead, scrape or pour the mixture into a bowl or box and throw it away in the garbage.

#### **Sand Painting ([www.education.com](http://www.education.com))-**

Prior to this activity you can have the children color their own sand by adding food coloring to sand, stirring it and letting it dry or you can purchase colored sand for the children.

#### **Here are two simple ways to complete this fun activity:**

You will need a few jars with covers. Let the children pour sand into a jar to make a sand pattern. These colorful jars can be used as a paper-weight or a book end.

You will need paper, glue and a paintbrush. Let the children put glue down on the paper, then pour the sand over the paper and spread it out with a paintbrush. Let it dry completely and shake off any excess sand before hanging up the design.



## SAVE THE DATE...OCTOBER 8, 2009!

**What:** Waukesha Co. Childcare Providers Recognition Celebration  
**When:** Thursday, October 8, 2009 from 5:00-8:00 p.m.  
**Where:** Child & Family Centers of Excellence, N4 W22000 Bluemound Road Waukesha  
**Why:** Make & Take Tables, Community Resources, and Breakout Sessions on Child Care Issues  
**Cost:** FREE

## Nutritious Nibbles: Summer Snacks



### **Homemade Ice Cream Sandwiches**

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

You will need chocolate graham crackers and cool whip. Spread the cool whip between two chocolate graham crackers and wrap it in saran wrap or put it in a freezer bag. Freeze and enjoy!



### **Aquarium Snack Cups ([www.perpetualpreschool.com](http://www.perpetualpreschool.com))**

1 Package Blue Gelatin	¾ Cup Boiling Water
½ Cup Cold Water	Ice Cubes
Gummy Fish	Clear Plastic Cups

Dissolve the gelatin in boiling water. Combine cold water and ice cubes to make 1 ¼ cup of ice and water, add to the gelatin and stir until slightly thickened. Pour the thickened gelatin into cups and suspend gummy fish in the gelatin. Refrigerate until the gelatin is set and enjoy!

## Waukesha County Family Day Care Association 2009-2010 Meeting Calendar:

These meetings are held at 7:00 p.m. the third Tuesday of every month from September to May. The meetings are held in the Waukesha County Administration Building-1320 Pewaukee Road, Waukesha. The dues cost \$25.00 per year. Please call Jean Long at 262-255-1423 if you have any questions. Thanks!

September 15 <sup>th</sup>	Meet and Greet
October 20 <sup>th</sup>	Kate Fitzgerald Fleck – Waukesha Public Library – Children's Section
November 17 <sup>th</sup>	Sandra Boney – Enhancing Children's Speech
January 19 <sup>th</sup>	Barb Holtz – Child Abuse and Neglect
February 16 <sup>th</sup>	Karen Narlow- Don't Just Say No: Use Positive Guidance
March 16 <sup>th</sup>	Elizabeth Gruel – Don't Get Injured
April 20 <sup>th</sup>	To Be Announced
May 18 <sup>th</sup>	Art – Speaker to be Announced

### **What's Inside This Issue:**

- Business Beat Corner
- Spotlight Provider
- Early Autism Spectrum Disorders & Other Developmental Concerns
- Professional Development
- Recall Items

## BUSINESS BEAT CORNER

The Business Beat Corner will be a newsletter feature that focuses on topics related to running a successful child care business. The focus of the first Business Beat Corner is how to Market Your Child Care Business. As always, feel free to contact Jennifer Mantei or Karen Narlow if you have any questions about your child care business.

When marketing your child care business you should be proactive rather than reactive, have a plan in place that you are constantly working on rather than waiting until you have an opening to consider how to market your child care, get maximum benefits from low costs and remember first impressions are important. When marketing you need to communicate the benefits of your child care program to the clients who might use your services.

Following are some ideas on how to market your child care program. See how you can work them into a marketing plan that will help promote and grow your program.

- Do you have a business name? A business name is a sign of professionalism and a commitment to your work.
- Do you have voice mail or an answering machine? Put your business name on the message so clients know they have reached the correct number. Check your messages on a regular basis and return phone calls promptly. Keep some type of telephone log or record of calls received from potential clients by the telephone.
- Print up some business cards. Carry them with you at all times, you never know when or where you will run into a potential client or contact.
- Print up some business fliers. Distribute to local businesses, schools and community organizations.
- Print up some door hangers and hang them on doors in neighborhoods near your child care program.
- Create a brochure on your child care program. Let parents know basic information about your program (name, address, phone number; admission and termination policies; health and vacation policies; activities or curriculum for the children; and a little about yourself – training and experience).
- Incentives: things that have your child care name imprinted like pens, pencils, key chains, magnets or coupons offering a discount on care. (Good resource for incentives: [www.orientaltrading.com](http://www.orientaltrading.com))
- Hold an open house or child care tour
- Advertising in local newspapers or on local radio or community television stations or telephone book
- Websites – design your own or advertise on others like [www.daycarematch.com](http://www.daycarematch.com) or [www.milwaukeeemoms.com](http://www.milwaukeeemoms.com)
- Use your local Resource & Referral Agency to help you get your name out (4C Milwaukee - 414-562-2650)
- At Halloween attach a business card or wrapper with your child care name and information around the candy that you pass out to the children and post a sign in your window telling parents about your business and if you have any openings.
- Make sure you tell everyone you meet what you do for a business; word of mouth is an important marketing tool since 90% of parents rely on recommendations from relatives, friends and co-workers.
- Create a Professional Portfolio- Collect all training certificates and put them into some type of binder to show parents at the interview.
- Join a local Family Child Care Association and network with other professionals. Some groups keep openings

lists- providers who have openings so other members can refer potential clients to if they don't have openings themselves.

Waukesha County Family Day Care Association meets the 3<sup>rd</sup> Tuesday of every month – September to May – at the Waukesha County Administration Building – 320 Pewaukee Road, Waukesha

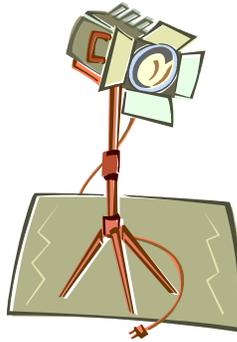
- Magnetic sign for your car

Information for this article was taken from the following sources: *Family Child Care Marketing Guide* by Tom Copeland published by Redleaf Press, [www.redleafpress.org](http://www.redleafpress.org)

*Marketing Your Early Childhood Program* from [www.wccip.org/tips/Business/Marketing.html](http://www.wccip.org/tips/Business/Marketing.html)

*Child Care Home*: Promotion article in the July-Sept. 2001 of the 4C Communicator

## SPOTLIGHT ON A PROVIDER:



Our featured spotlight provider for the month of August is Joan Manley. Joan is one of our new certified day care providers.

Joan Manley owns and operates Manley's Extended Care on Main Street in Pewaukee. Joan has been in the early childhood field for 32 years. She was licensed for many years and then in June of 2009 became a certified provider. Joan started in early childhood when her middle daughter was 2 years old and she did not go back to

work at Kohl's bakery. She likes family child care because it is in the home. It provides a comfort zone for both Joan and the children. In August, Joan is having a big picnic for her child care as a send off to those of her day care children who will start school in September.

When Joan was asked what advice she would give to new and other certified child care providers she replied to take it gradual and slow. Make sure that child care is really what you want to do. Keep really good open and honest communication with the parents in your child care. They are leaving their children with you and need to trust you. Also, have a good and understanding heart because you are dealing with children and parents from a lot of different situations. Remember that every child is important and special and needs to be wanted and loved.

According to Joan she has three beautiful daughters, inside and out, who she is proud of. They are 45, 44 and 34 years. Joan says that they are a close and busy family who like doing things together, in fact they just celebrated Christmas in July. Joan's heart and concern is her family.

Joan is a great asset to the certified day care program and the Department would like to thank Joan for providing quality child care to the children and families of Waukesha County.

## PROFESSIONAL DEVELOPMENT: NETWORKING & CONTINUING EDUCATION OPPORTUNITIES

The Certified Day Care staff would like to thank each of the providers who were able to attend our first Gathering of Early Childhood Professionals Event. We had a great discussion and received some excellent feedback on how to improve the child care system within Waukesha County. We plan to have more details on the upcoming Gathering date set for this Fall. All certified day care providers and any interested applicants are welcome to attend this professional event.

## RECALLS:

### Evenflo Recalls Telephone Toys Due to Choking Hazard

**WASHINGTON, D.C.** - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed.

**Name of Product:** Evenflo Switch-A-Roo Telephone Toys

**Units:** About 25,000

**Manufacturer:** Evenflo Co. Inc., of Miamisburg, Ohio

**Hazard:** A mirror decal attached to the toy can peel away, posing a potential choking hazard.

**Incidents/Injuries:** None reported.

**Description:** The recall involves Evenflo Switch-A-Roo telephone toys made between October 2008 and June 2009. The model num-

ber is 6391911.

**Sold at:** Juvenile product stores nationwide, including Toys 'R Us for about \$8.

**Manufactured in:** China

**Remedy:** Consumers should immediately remove the mirror decal from the toy and permanently dispose of it.

**Consumer Contact:** For additional information, contact Evenflo at (800) 233-5921 between 8 a.m. and 5 p.m. ET Monday through Friday or visit the firm's Web site at [safety.evenflo.com](http://safety.evenflo.com)



### Early Autism Spectrum Disorders & Other Developmental Concerns:

This training is open to all child care providers who are interested in learning more about autism spectrum disorders. This event is a 4C registered training and CE hours will be available to all attendees.

#### In this training, you will learn:

- the signs of autism spectrum disorders
- what to do if you are concerned about a child
- how to talk to parents about concerns
- information and resources available to help you and parents, at no cost

Presenter: Gail Chodron, M.A., serves as statewide autism training and outreach specialist for Wisconsin's Connections Grant, a state implementation grant funded through the Federal Combating Autism Act Initiative. Gail also has a son with an autism spectrum disorder.

**Date:** Saturday, August 29, 2009

**Time:** 9:30 a.m. – 11:00 a.m.

**Location:** MCFI Conference Center- 2020 W. Wells St., Milwaukee 414-937-2020

**Registration:** Please return registration form to Kirsten Cooper at [kcooper@chw.org](mailto:kcooper@chw.org) or  
325 N. Commercial St. Suite 400

Neenah, WI 54956

Phone (920) 969-5326

Fax (920) 969-7975

### REGISTRATION FORM

Name		
Title/Job		
Organization		
Mailing Address		
City	State	Zip Code
Daytime Telephone ( )	Fax ( )	E-mail
Do you need a disability accommodation? No Yes, please specify:		

**Registration is required for this training.** Please return this form by **August 14, 2009** to Kirsten Cooper. E-mail: [kcooper@chw.org](mailto:kcooper@chw.org)  
Fax: 920-969-7975 Mail: 325 N. Commercial St. Suite 400 Neenah, WI 54956.

## RECALLS:

### LeapFrog Recalls Electronic Plush Toys Due to Choking Hazard

**WASHINGTON, D.C.** - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed.

**Name of Product:** My Pal Scout Electronic Plush Toy Dogs

**Units:** About 3,700

**Manufacturer:** LeapFrog Enterprises Inc., of Emeryville, Calif.

**Hazard:** The decals on the paws of the plush toy can be removed and ingested by a child, posing a choking hazard.

**Incidents/Injuries:** LeapFrog has received two reports of children removing the decals from this toy, including one report of a child ingesting part of the decal.

**Description:** This recall involves My Pal Scout, a green and beige electronic plush dog with plastic decals on its paws. When those decals are pushed, the dog plays songs, speaks and barks. "Scout" is printed on the dog tag at the dog's neck. The plush dog measures about 9 inches high by 9 inches wide. "LeapFrog Ent. Item No. 19142" is printed on the white tag attached to the dog and on the toy's packaging. My Pal Scout dogs with embroidered paws are not included in this recall.

**Sold at:** Toys "R" Us stores nationwide, and on the Web at [www.toysrus.com](http://www.toysrus.com), [www.leapfrog.com](http://www.leapfrog.com) and other retail Web sites from May 2009 through June 2009 for about \$20.

**Manufactured in:** China

**Remedy:** Consumers should immediately take the toy away from young children and contact LeapFrog to receive a replacement My Pal Scout with embroidered paws rather than decals.

**Consumer Contact:** For additional information, contact LeapFrog at (800) 701-5327 between 9 a.m. and 6 p.m. ET Monday through Thursday, and on Friday between 9 a.m. and 5 p.m. ET, or visit the firm's Web site at [www.leapfrog.com/recall](http://www.leapfrog.com/recall)



### Kidde Recalls Dual Sensor Smoke Alarms; Can Fail to Warn of a Fire

**WASHINGTON, D.C.** - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed.

**Name of Product:** Kidde Model PI2000 Dual Sensor Smoke Alarms

**Units:** About 94,000

**Manufacturer:** Walter Kidde Portable Equipment Inc., of Mebane, N.C.

**Hazard:** An electrostatic discharge can damage the unit, causing it not to warn consumers of a fire.

**Incidents/Injuries:** The firm has received two reported incidents of smoke alarm malfunctions involving electrostatic discharge during installation. No injuries have been reported.

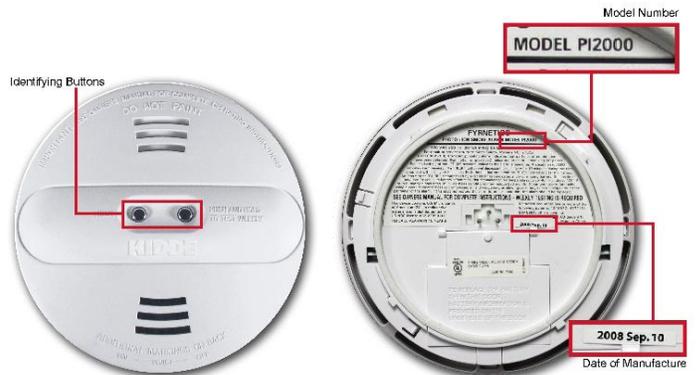
**Description:** This recall involves Kidde dual sensor smoke alarms model PI2000. The alarms can be identified by two buttons, "HUSH" and "PUSH AND HOLD TO TEST WEEKLY," which are located on the front/center of the alarm. The model number and date code are on the back of the smoke alarm. Only date codes 2008 Aug.01 through 2009 May 04 are included in this recall.

**Sold at:** Retail, department, and hardware stores and through electrical distributors nationwide from August 2008 through May 2009 for between \$30 and \$40.

**Manufactured in:** China

**Remedy:** Consumers should contact Kidde immediately to receive a free replacement smoke alarm.

**Consumer Contact:** For additional information, contact Kidde toll-free at (877) 524-2086 between 8 a.m. and 5 p.m. ET Monday through Friday, or visit the firm's Web site at [www.kidde.com](http://www.kidde.com)



#### We would love to hear from you...

Please let us know if you have specific questions or concerns. We would like to start a provider question of the month, so please call or send an e-mail with your questions each month to Jennifer Mantei at [jmantei@waukeshacounty.gov](mailto:jmantei@waukeshacounty.gov) or (262) 548-7250 or Karen Narlow at [knarlow@waukeshacounty.gov](mailto:knarlow@waukeshacounty.gov) or (262) 970-4795.

### Important Phone Numbers:

#### Child Day Care Certification Staff

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Kathy Mullooly, Supervisor

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#### Workforce Development Center

Jennifer Homp, Child Care

Specialist

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Very Special Thanks to  
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and producing our newsletter.

