



20TH ANNUAL
ADMINISTRATORS
CONFERENCE
TUESDAY, JUNE 11, 2024



SCHEDULE OF EVENTS

Attendees will receive 8 hours of in-service credit.
Certificates of attendance will be available at the end of
the conference.

8:00 - 9:00a	Registration, Vendors, and Continental Breakfast
9:00 - 9:30a	Welcome from Chad Dunkley in the Auditorium MCCA President/New Horizon Academy Chief Executive Officer
9:30 - 11:00a	2024 Licensing in the Auditorium Department of Human Services
11:15a - 12:15p	Breakout Sessions: <ol style="list-style-type: none">1. Generational Marketing Strategies for Childcare Programs: Why One-Size-Fits-All Marketing Doesn't Work in 2024 - Cara Johnson-Bader and Erin Rohne (Garden Room)2. Preventing the Development of Bias in Early Childhood: Helping Very Young Children (Ages 1-5) Thrive in an Increasingly Diverse World - Marie Lister (PO838)3. Centering Children in State Government - The Department of Children, Youth, and Families - Jennifer Moses, Laurie Possin, Alyssa Dotson, Kulani Moti (Auditorium)
12:15 - 1:30p	Lunch and Vendors
1:30 - 2:30p	Breakout Sessions: <ol style="list-style-type: none">1. Paying Attention to the Self That Leads: Creating Reflective, Intentional Programs - Kelly Matthews (Garden Room)2. The Resilient Leader - Jamie Bonczyk (Auditorium)3. Minnesota Legislation and How It Affects Your Center - Chad Dunkley, New Horizon Academy; Clare Sanford, New Horizon Academy; Bradley Peterson, Flaherty Hood, P.A. (PO838)
2:30 - 3:00p	Dessert and Vendors
3:00 - 4:15p	Keynote Speaker It's Not Opposite Day: How No Is Your Most Powerful Yes Kelly Matthews in the Auditorium

Join MCCA
and receive 50% Off
your conference
registration fee!

SPEAKERS

9:30-11:00A AUDITORIUM

2024 LICENSING - MINNESOTA DEPARTMENT OF HUMAN SERVICES

Representative from the Minnesota Department of Human Services and Minnesota Department of Health will present information and updates regarding the Child Care Assistance Program, the Provider Hub, regulation modernization, background studies, legislation, child care center licensing, and new water testing requirements.



Minnesota Department of **Human Services**

BREAKOUT SESSIONS

11:15A-12:15P

1. GENERATIONAL MARKETING STRATEGIES FOR CHILDCARE PROGRAMS: WHY ONE-SIZE-FITS-ALL MARKETING DOESN'T WORK IN 2024 - CARA JOHNSON-BADER AND ERIN ROHNE (GARDEN ROOM)

Understanding generational differences is crucial for crafting marketing campaigns that will reach and attract your desired customer. In this interactive training, we will discuss the unique preferences of Baby Boomers, Gen X, Millennials, and Gen Z, including their preferred communication styles, media consumption habits, and brand expectations. We will offer practical tips to help childcare providers craft targeted campaigns that effectively reach each generation on their terms.

Erin Rohne is the marketing manager at New Horizon Academy. Prior to joining NHA, she worked in marketing in many different capacities, including a nonprofit organization and a marketing agency. Erin believes that empathy and understanding are essential to good marketing and is guided by those values in her daily work. Erin has a B.A. from the University of North Dakota and a J.D. from Mitchell Hamline School of Law. She lives in Bloomington with her spouse and two elementary-aged sons. In her spare time, she loves to read, ice skate, and dig in her garden.



Cara Johnson-Bader is the Vice President of Marketing and Parent Experiences at New Horizon Academy. Cara leads a team of marketing professionals focused on enhancing the engagement of current and prospective families across one hundred New Horizon Academy schools. Cara is responsible for corporate brand strategy, traditional and digital marketing, media and creative strategy, parent communication, as well as data analytics and business intelligence strategy. Cara loves the challenges and rewards that come with helping parents understand the advantages of New Horizon Academy's high-quality learning and nurturing environment. Cara holds a B.A. from St. Catherine University. When not at work, Cara enjoys being the mother of two highly active boys who are themselves New Horizon Academy alumni.



SPEAKERS

2. PREVENTING THE DEVELOPMENT OF BIAS IN EARLY CHILDHOOD: HELPING VERY YOUNG CHILDREN (AGES 1-5) THRIVE IN AN INCREASINGLY DIVERSE WORLD - MARIE LISTER (PO838)

This session will be a “Before Racism” program overview presented by Preschool Teacher and Before Racism Coach Marie Lister and Kylie Cooper, Executive Director of the Rise Early Learning Center and Before Racism program participant. The Before Racism Program posits that the next significant frontier in reducing bias, in particular race bias, in America is to reach and teach very young children at their very earliest stages of cognitive, social-emotional, and language development—at the first moments they start to notice and feel differences between themselves and others. It is at these times when they begin to sense and internalize racial identity and, by definition, the potential for racial bias.

Marie Lister graduated from the University of Minnesota in 2012 with a Master of Education and a teaching license in Early Childhood and Early Childhood Special Education. Ms. Lister has worked in the field of early childhood education for 17 years and is currently a preschool teacher and the Director of Teaching and Research at the Childhood Development Center at the University of Minnesota. In addition to her work for the UofM, Ms. Lister is a Coach and Facilitator for the program Before Racism, where she supports early childhood teachers in their efforts to prevent the development of bias in young children. Ms. Lister is passionate about supporting the social and emotional development of young children through an anti-bias lens and helping families and communities access the resources they need to ensure that quality early childhood education is accessible to all.



SPEAKERS

3. CENTERING CHILDREN IN STATE GOVERNMENT - THE DEPARTMENT OF CHILDREN, YOUTH, AND FAMILIES - JENNIFER MOSES, LAURIE POSSIN, ALYSSA DOTSON, KULANI MOTI (AUDITORIUM)

Join us for a session led by the state staff in partnership with the Department of Children, Youth, and Families (DCYF) Implementation Office. Discover the journey of creating this pivotal agency, explore the timeline for its launch, and learn how you can actively participate in shaping its future.

Jenny Moses is a Program Director with the Governor's Children's Cabinet. She has served under the Walz and Dayton Administrations. Her areas of work span childcare and early education, in school and out of school time for older youth and housing stability for children, youth, and families. She has also worked for the Department of Education in Early Childhood Special Education (ECSE) and was ECSE teacher for almost 10 years prior to coming to the state.



Laurie Possin is the Child Care Assistance Program (CCAP) Manager and will be at the Dept. of Children, Youth and Families as of July 2024. Her work in early childhood and childcare began as a teacher in school age and infant/toddler care settings. For over 17 years, Laurie managed CCAP and other programs or services within a childcare resource and referral agency before moving to the state and holding several policy positions. She holds a Master of Public Policy Administration and feels fortunate to work in this field with so many amazing people who share interest in advancing efforts to make childcare accessible and affordable.



Alyssa Dotson is the Licensing Division Director, in the Office of Inspector General. The work of the licensing division encompasses a broad range of services for vulnerable adults and children, including: child care, foster care, disability services, mental health, and substance use disorder treatment. Alyssa has been in this role for about 2 1/2 years, but in the Licensing Division for nearly 18 years. Prior to this role, she worked in various roles in the maltreatment and intake units.



Kulani Moti is the Inspector General at the Minnesota Department of Human Services (DHS) Office of Inspector General (OIG), overseeing a diverse set of regulatory and program integrity functions. She started as the Inspector General on an interim basis in January 2020, and became permanent in the position in May 2020. Kulani has been with DHS since 2012, having previously served as OIG's chief legal counsel, supervisor of the Minnesota Restricted Recipient Program, and as a human services judge. Earlier in her career, she worked as a public defender in South Dakota and in compliance roles at Blue Cross Blue Shield of Minnesota. Kulani earned her J.D. in 2006 from University of Denver, Sturm College of Law, and a B.A. in 1999 from University of Wisconsin-Madison.

SPEAKERS

BREAKOUT SESSIONS

1:30-2:30P

1. PAYING ATTENTION TO THE SELF THAT LEADS: CREATING REFLECTIVE, INTENTIONAL PROGRAMS - KELLY MATTHEWS (GARDEN ROOM)

Intentional programs start one place: with intentional leaders. When we lose touch with what nourishes and guides us, it is easy to lose our way and lose our intention. Join us for this keynote session where we explore the core of any good program: the adults who live, breathe, laugh, cry, plan, think, and strive for excellence. Leave this session with a different kind of action plan: one which supports you supporting intentional leadership.

Kelly Matthews, owner of A Place for You Early Childhood Consulting in Oshkosh, Wisconsin, joyfully explores engaged learning with people of all ages. She is a published author whose writings are included in *Learning Together with Young Children* and the newly revised *Reflecting Children's Lives*, both by Margie Carter and Deb Curtis. Published articles are included in *Young Children*, *Teaching Young Children*, and *Child Care Exchange*. Over the last 30 years, she has worked in a number of early education settings, both center- and home-based care, as well as having been a director, nanny, mentor teacher, & presenter. Now, the focus of Kelly's work is her passion for bringing relevant, thought-provoking professional development to educators and caregivers around the country. She is much more interested in "learning with" educators and not "telling to." Kelly's early childhood training has been a mixture of hands-on experiences in teaching children through mentoring relationships with master teachers as well as pursuing higher education in more formal ways. Kelly earned her MA (Human Development) at Pacific Oaks College, with dual specializations in Leadership in Education & Human Services [sub-specialization: Teaching Adults] and Early Childhood Education. She is exceptionally proud of this learning, grounded in social justice and meaningful, contextualized practice. She currently is on the adjunct faculty of several technical colleges in Wisconsin.



2. THE RESILIENT LEADER - JAMIE BONCZYK (AUDITORIUM)

In today's dynamic and uncertain organizational landscape, resilient leadership is essential. This interactive training explores the intersection of resilience, play, and relationships in leadership. Participants will discover how fostering a resilient mindset and leveraging interpersonal connections can enhance their ability to lead. Join Jamie for an engaging hour that combines theory, practical insights, and interactive exercises.

Jamie Bonczyk is a Program Officer for 80x3: Resilient from the Start, is a systems change initiative focused on ensuring every child in our state experiences trauma-sensitive care in the critical first three years of life. Her background includes the roles of executive director of an early learning nonprofit, Head Start administrator, adjunct instructor, author, professional development content creator, and preschool teacher. Jamie has a bachelor's degree from Minnesota State University Moorhead and a master's degree from Roosevelt University, both in early childhood education. She completed a Head Start Management Fellowship at UCLA and became a Certified Professional Project Manager through the University of St Thomas. Outside of work, Jamie is a mother to a tween and enjoys spending time with her family, her "froueagues," and those she practices and performs improvised comedy and storytelling with.



SPEAKERS

3. MINNESOTA LEGISLATION AND HOW IT AFFECTS YOUR CENTER - CHAD DUNKLEY, NEW HORIZON ACADEMY; CLARE SANFORD, NEW HORIZON ACADEMY; BRADLEY PETERSON, FLAHERTY|HOOD, P.A. (PO838)

This workshop will give updates on legislation that has affected or will affect childcare center programs in Minnesota.

Chad Dunkley is Chief Executive Officer for New Horizon Academy. He oversees operations, marketing, strategy, and finance, and drives the culture of continuous improvement at all New Horizon Academy locations. Chad is Co-Chair of The Early Care and Education Consortium (ECEC), a nonprofit alliance representing over 7,000 multi-site and multi-state childcare programs nationally. He is also President of the Minnesota Child Care Association (MCCA), an executive board member of the Chad Greenway Lead the Way Foundation, and a board member of the Minnesota Business Partnership. Chad was named a Most Admired CEO by the Minneapolis/St. Paul Business Journal (2017) and an Exceptional Emerging Leader by the Child Care Information Exchange (2015). In 2004, the Minneapolis/St. Paul Business Journal recognized Chad as one of the region's most outstanding business leaders as one of their Forty Under 40 award recipients. In addition, Chad has published numerous articles for Child Care Exchange magazine and often testifies and meets with national and state officials to improve access to high-quality early education for young children. He received his J.D. from William Mitchell College of Law and his B.A. in management from Hamline University.



Clare Sanford is Director of Government and Community Relations for New Horizon Academy and Government Relations Chair for the Minnesota Child Care Association. In these roles, she works to increase early childhood access, quality, and resources for young children, families, and educators. She began her career teaching in a high-need elementary school in Houston, TX, an experience that spurred her to learn more about the macro issues affecting low-income children and families in our society. In graduate school, the confluence of both early childhood neuroscience and economic research was a (good) smack in the head: THIS is where she should spend her career. Since then, she has held varied positions in the government, philanthropic, and non-profit sectors, all focused on young children and vulnerable families. Professional/policy interests include early childhood mental health, risk & resilience, teacher education & support, equity, and anti-bias efforts. Personal interests include astronauts, history, and chocolate cake. Lots of chocolate cake. Clare received her B.A. from St. Olaf College and her Master in Public Policy from Harvard University's Kennedy School of Government. In 2018, Clare was a Women in Business honoree with the Minneapolis/St. Paul Business Journal.



As an attorney and shareholder with Flaherty & Hood, P.A., Bradley Peterson leads the firm's government relations team and serves a diverse set of legislative clients in the areas of bonding, economic development, property taxes, TIF, local sales taxes, environmental regulation, energy, and annexation and land use. He joined the firm in 2007. Bradley has devoted his career to helping local governments, non-profits and businesses achieve their legislative goals. He enjoys the intellectual challenge of working at the State Legislature combined with the opportunity to help solve real-world problems. Through his work as a lobbyist and architect of the firm's government relations practice, Bradley has helped secure millions of dollars for bonding and infrastructure projects and funding increases for Local Government Aid for our clients. He has also led successful efforts to improve state policies to better respond to our clients' needs. Prior to joining Flaherty & Hood, Bradley was Senior Advocacy Director for the American Heart Association in Minnesota. Bradley lives in Lake Elmo with his wife Amy, sons Soren and Jonas, two goldfish that will not die, and a bearded dragon named Squish. When he is not busy running around the State Capitol on behalf of our clients, Bradley enjoys playing golf, reading about history, and taking long hikes with his family.



KEYNOTE SPEAKER

3:00-4:15P AUDITORIUM

KEYNOTE SPEAKER

IT'S NOT OPPOSITE DAY - KELLY MATTHEWS

Childcare program leaders and providers are pulled in a million different directions. So much is asked of us and finding any sort of balance can feel out of reach. Join us for this interactive session where we explore what's all on our plates, define our relationship to requests, and investigate what powerful possibilities emerge when we say no.



Kelly Matthews, owner of A Place for You Early Childhood Consulting in Oshkosh, Wisconsin, joyfully explores engaged learning with people of all ages. She is a published author whose writings are included in *Learning Together with Young Children* and the newly revised *Reflecting Children's Lives*, both by Margie Carter and Deb Curtis. Published articles are included in *Young Children*, *Teaching Young Children*, and *Child Care Exchange*. Over the last 30 years, she has worked in a number of early education settings, both center- and home-based care, as well as having been a director, nanny, mentor teacher, & presenter. Now, the focus of Kelly's work is her passion for bringing relevant, thought-provoking professional development to educators and caregivers around the country. She is much more interested in "learning with" educators and not "telling to." Kelly's early childhood training has been a mixture of hands-on experiences in teaching children through mentoring relationships with master teachers as well as pursuing higher education in more formal ways. Kelly earned her MA (Human Development) at Pacific Oaks College, with dual specializations in Leadership in Education & Human Services [sub-specialization: Teaching Adults] and Early Childhood Education. She is exceptionally proud of this learning, grounded in social justice and meaningful, contextualized practice. She currently is on the adjunct faculty of several technical colleges in Wisconsin.

REGISTRATION

Click
[HERE](#)

to sign up for MCCA's
20th Annual Administrators Conference.

Tuesday, June 11, 2024

Normandale Community College | 9700 France Ave S. Bloomington, MN 55431

In-Person or Virtual* Registration **before June 1**

\$100 MCCA Member

\$125 Non-Member

*Note: the virtual registration includes the live-streaming of the sessions of the conference. This event will not be recorded.

In-Person or Virtual* Registration **after June 1**

\$125 MCCA Member

\$150 Non-Member

*Note: the virtual registration includes the live-streaming of the sessions of the conference. This event will not be recorded.

Please bring business cards to be entered in the door prize drawing.

CANCELLATION POLICY: CANCELLATIONS RECEIVED IN WRITING BY JUNE 1, 2024, WILL BE REFUNDED, LESS A \$25.00 FEE. NO REFUNDS WILL BE GIVEN AFTER JUNE 7, 2024. CANCELLATION REQUESTS MUST BE EMAILED TO THE MCCA OFFICE.

FEES PAYMENT POLICY: TO BE CONSIDERED PREREGISTERED, FULL PAYMENT MUST ACCOMPANY YOUR REGISTRATION FORM. FOR ALL OTHER REGISTRATIONS, INCLUDING ON-SITE REGISTRATIONS, PAYMENT MUST BE MADE AT THE TIME OF REGISTRATION.

CREDIT CARD INFORMATION: PER STANDARDS BY THE PAYMENT CARD INDUSTRY, MCCA HAS MET THE REQUIREMENTS OF THE PAYMENT CARD INDUSTRY-DATA SECURITY STANDARDS (PCI-DSS). CREDIT CARD INFORMATION WILL NOT BE ACCEPTED VIA E-MAIL.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES: REGISTRATION AND ATTENDANCE AT, OR PARTICIPATION IN, MCCA MEETINGS AND OTHER ACTIVITIES CONSTITUTES AN AGREEMENT BY THE REGISTRANT TO MCCA'S USE AND DISTRIBUTION OF THE REGISTRANT OR ATTENDEE'S IMAGE OR VOICE IN PHOTOGRAPHS, VIDEOTAPES, ELECTRONIC REPRODUCTIONS, AND AUDIOTAPES OF SUCH EVENTS AND ACTIVITIES.

Questions?

Contact Kelly Ashton at kashton@nhacademy.net.