



The goal of "Child Talk" is to provide quarterly updates to parents and others interested in Northwest Child Development Centers. In each issue, we will share information about our centers, upcoming events, changes in the field of early childhood education and the special learning programs NWDC

## Smart Start: Ensuring Your Child's Success

**S**mart Start is North Carolina's nationally recognized and award-winning early childhood initiative designed to ensure that young children enter school healthy and ready to succeed. The Smart Start initiative provides funds from the State budget to all 100 counties which is then managed by local Smart Start partners within each county.

Founded in 1995, Smart Start of Forsyth County (SSFC) serves parents of children ages birth to five as well as child care professionals. SSFC also serves the business community by providing information and guidance on how to support employees with young children.



Although a significant amount of SSFC's income is regranted to local agencies, a large portion is retained to run programs in house. One example is Technical Assistance Services (TAS), which provides professional development, support, technical and financial assistance to child care professionals and child care centers and homes in Forsyth County. TAS member centers and child care professionals can access resource libraries, classes and trainings, networking events, and staff orientation sessions for free. TAS also runs programs that help centers and homes improve or maintain their level of quality.

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## Small talk with Tony

**O**ur theme for this year has been "Embracing Change" and what a year it has been! As we progressed with new, forward thinking ideas and technology, the adjustment was difficult at times. With the engagement and participation of those involved, administration and teachers, parents and partners, we have found the process of change has been well worth the effort.



We've upgraded many of the facilities with new roofs, new paint, new office equipment, new surveillance cameras and revamped playgrounds this year. We've added toys, books, and computer software to further improve the quality of childcare provided. And in the next few months, there is new signage for the centers and more classrooms to paint.

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## Center of the Quarter



In 1995, Integon approached NWCDC to take over operation of their childcare facility, MudPies, located on Poplar Street. Since that time, the two-story 4,240 square foot center has flourished as an oasis of trees and laughing children in the middle of this busy business district.

A team approach to successful child development is apparent at MudPies. Parents (and many grandparents) fully participate in their child's school day by volunteering in the classroom, helping out with special projects or going along on fieldtrips.

These parents, in conjunction with an educated, experienced and inspired faculty is a major component in the development of life long learners at MudPies. Provided training at no cost enables the MudPies teachers to continually receive in-service training in pediatric first aid, CPR, SIDS and

medication administration. In order to ensure supportive and organized classrooms, professional development in room arrangement, smooth transitions, and developing positive parent relations are also offered.

Teachers at MudPies have served an average of 5 years!



## Small Talk with Tony

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**Share My World**, a fundraiser to help offset some of these costs, has been quite successful. This program allows parents to have online visual access of their child's classroom for a small fee. **Photo Gallery**, another way to help support center improvements, posts a child's photo on our website, again for a small fee. With a secure pin number and a few mouse clicks, loved ones in any part of the world can be comforted by seeing their child in our center.

**ProCare**, our new universal accounting system permits our directors and assistant directors to get to the work of education. By streamlining the "paperwork" of attendance tracking, processing tuition payments, and updating family information, teaching time is maximized.

In this issue, some of our partners will be featured. We could not have been in the business of providing quality child care for 37 years if it were not for the successful

relationships built on the common foundation of service to children. For their support, we are most grateful.

Northwest Child Development Centers, Inc. has undergone much change in the last year. While overcoming some obstacles and replacing them with awesome possibilities can be daunting, change offers innovation and improvement and for that we are thankful. This past year we were committed to embracing change, in this new year we are just as committed to maintaining that momentum.

As we seek to maintain and develop collaborations with child development leaders and create new ways of thinking, our duty to provide affordable, quality child development services to young children, their families and the community will forever remain constant.



Tony L. Burton, III  
Chief Executive Officer

## A Partnership with Staying Power

**T**he Junior League of Winston-Salem, Inc. (JLWS) has partnered with the Northwest Child Development Centers, Inc. since 2001 to hold a special event, Preschool Boo Bash. Both organizations have missions to improve early childhood development for children in our community. Boo Bash will be held at A Great Start, Model City, and Franciscan on October 24, 25, and 26, 2007. Over 350 JLWS volunteer hours go into planning and providing fun activities for this event, including reading sessions, related craft activities, games and prizes, dress-up activities, music, and a snack. Each child is given a framed photo of himself or herself in costume to take home, as well as books and a READ TO ME Parent Guide explaining the importance of reading to young children.

Since the JLWS was founded in 1923, thousands of local women have given generously of their time to support the community. Additionally, the JLWS has offered development opportunities and training for the membership, growing our volunteers while building the community. Recent gifts to the community include:

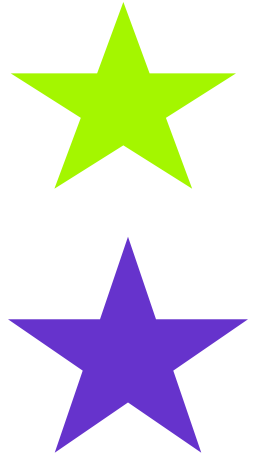
- Developed the award-winning READ TO ME program and curriculum
- Sponsored the inaugural Komen NC Triad Race For the Cure®
- Brought the first BOOKMarks Festival, attracting famous writers from all over the country, and providing a fun day for the whole family

- Founded MENTOR ME, where JLWS members support at risk youth in staying in school
- Funded, built, and opened Children's Museum of Winston-Salem as a gift to the city of Winston-Salem by the JLWS

As the Junior League of Winston-Salem celebrates its 85<sup>th</sup> anniversary this year, we ask you or a woman you know is interested in personal development, improving the community and promoting volunteerism to contact the Junior League of Winston-Salem, Inc. to learn more! Be sure to check out [www.jlws.org](http://www.jlws.org).

*The Junior League of Winston-Salem, Inc. (the "JLWS") is an organization of women committed to promoting volunteerism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.*

*The Junior League of Winston-Salem, Inc. reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to volunteerism.*



## Parent to Parent

**F**or many parents, finding quality child care can be a daunting process and of major concern, even in this community with so many childcare options. Much like a job search, finding quality child care takes time and focus. Taking careful time evaluating different providers is an invaluable investment in your child's future.

Five steps for finding a quality child care center are:

### Look.

What's your first impression? Are the teachers playing and talking with the children? Are the children watching TV or playing with toys? Are the children content and happy?

### Listen.

Are the teachers using positive words and encouraging tones? Are the children laughing and active? (Quiet can indicate lack of stimulation.)

### Count.

What's the teacher to student ratio? You want only a few students to a teacher.

### Ask.

Don't be afraid to ask lots of questions. What is the center's Star Rating by the state? How long have teachers been there and what is their training? How are problems (biting, etc) addressed?

There are few decisions you'll make in the life of your child that is more important than child care. Being thorough in the search process is essential to having “peace of mind” each day that your drop off your child.



## Employee of the Quarter

**M**s. Gloria Stephens has been with NWCDC since 1990. With a BS degree in Sociology and North Carolina Early Childcare Credentials I and II, her teaching philosophy is holistic. She believes that the community as a whole is best served by setting and exceeding the standards of early childhood development. She considers herself as a facilitator to learning as she guides her students through activities and experiences.

In her years of service to the children of NWCDC, Ms. Gloria has been an asset to very young students at Cleveland Child Development Center, A Great Start and MudPies, welcoming every child with the special consideration they deserve. She encourages the infants to use their senses to explore their environment, helping them to develop physical and cognitive skills. When working with toddlers, Ms. Gloria recognizes their struggle between security and



independence, the tearful “hold me” and the stubborn “go away.” She responds by permitting them to make simple choices and to do things for themselves.

A very early riser, Ms. Gloria greets each day with the youthful exuberance born of loving one's job. She is an avid reader and enjoys nonfiction, particularly autobiographies.



## Family Services' Head Start

Since 1905, Family Services, Inc. has provided programs and services to individuals and families to help meet their needs. Since 1965, Head Start has offered comprehensive programs to eligible young children and their families in Forsyth County. Family Services, Inc. received one of the first Head Start grants to oversee the operation of a local Head Start program. Head Start's mission is to engage families in activities developed around their strengths and by working in partnership with the Head Start staff, families are able to build the skills necessary for school readiness and future success. Programs that meet the families' needs concerning education, social services, health, mental health, nutrition, disability services and parent involvement opportunities are offered. Family Services' Head Start receives federal funding from Health and Human Services (HHS)/

Administration for Children and Families (ACF) as well as supplemental funding from More At Four and the USDA Food Program. Family Services' Head Start program currently serves 499 Head Start children throughout Forsyth County. By collaborating with early childhood professionals, agencies, and service providers throughout the state, the entire community is strengthened by the support given to families with young children.




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*Since 1965, Head Start has been providing a comprehensive, holistic program of education, social services, health, mental health, nutrition, disability services and parent involvement opportunities.*

## Director of the Quarter



As the new director of Franciscan Child Development Center, Jennifer Nelson has learned quite a bit. She has learned the back story of each student's family, the names of each teachers' kids and what dessert the staff next door at St. Benedict's Catholic Church likes. She knows the architectural dimensions of each classroom, the water temperature of every faucet, and how many ounces of detergent it takes to wash 12 loads of crib sheets.

Since recently relocating from New Hampshire, Ms. Jennifer has also added quite a bit of "Southernisms" to her grab bag of customs. She has learned the anonymous wave strangers in the South give to each other, all tea is sweet tea, and some people insert the word 'fixing' before verbs (I'm fixing to wash that shirt.). And in all the transitions of such big changes, her devotion to students has never wavered.

Ms. Jennifer believes that each child is a learner. Each child has a learning style which will enable success. And because a center is a reflection of the director, the teachers and students have all connected to her conviction. All are committed to learning and growing.

An accomplished pianist, Ms. Jennifer enjoys playing for her church as well as classical and jazz music. When not reading food service reports, she reads mystery novels with James Patterson being a favorite author. As in everything she does, Ms. Jennifer is an excellent cook and makes foods that take hours to prepare, all from scratch, all with the very best of care.




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*"It is our obligation to educate and ensure adequate growth – academically, emotionally and socially."*

## Board of Directors 2007 – 2008

Marc Winbush, **Chair**  
 Nancy Bullock, **Secretary**  
 Dr. Kenneth Simington,  
**Treasurer**  
 Frances Beck  
 Deborah Barr Cloud  
 Kristie Connerton  
 Phyllis D'Agostino  
 Elisa Lark  
 Joyce McAdams  
 Judge Lisa Menefee  
 Jeff Morgan  
 Natesha Norris  
 Marilyn Odom  
 Dr. Manderline Scales  
 Sarah Sizemore-Larson  
 Ann Watts  
 Dr. Myrna Williams

## Diverse Board, Focused Mission

**O**ur Board is a diverse group of like-minded individuals whose focus is the care and education of very young children. Their duty is to approve and confirm the direction of NWCDC and to monitor its implementation. The Board's authority rests with their education, experience and community leadership. Some members are current or former parents, city council appointees or agency partners. All make informed decisions based on the greater good of NWCDC.

Marc Winbush is the board chair and a technical analyst at GMAC Insurance. A former NWCDC parent, Marc has been on the Board for six years. His first hand knowledge of services offers him a unique perspective of the objectives of the agency. Marc is the father of two boys and can often be found coaching his sons' lacrosse team or out golfing with his boys.

Nancy Bullock is the board secretary and former director of Head Start of Forsyth

County. Nancy's expertise is crucial when formulating the policies, rules and regulations of early childhood education. Nancy has been on the Board for two years and is the mother of two girls and one boy. For fun, Nancy bakes specialty cakes and her signature dessert, chocolate butter cake with mixed berries.

Kenneth Simington is the board treasurer and Assistant Superintendent for Student Services of WS/FC Schools. His familiarity with business and investments has served NWCDC well. Though he has been a Board member for only a few months, Kenneth's council is often sought to develop sound decisions. The father of two boys and a girl, he enjoys playing basketball and traveling.

We thank the Forsyth County Board of Commissioners for the reappointment of Joyce McAdams and appointing Natesha Norris to our Board.

We welcome Kristie Connerton, Parent Representative 2007 – 2008. Kristie and her husband, Jon are the parents of three boys.

## Upcoming Events



### Open House 6:00pm to 7:30pm

Mudpies - August 16<sup>th</sup>  
 A Great Start – August 21<sup>st</sup>  
 King – August 21<sup>st</sup>  
 Model City – August 21<sup>st</sup>  
 Franciscan – August 21<sup>st</sup>

### More at Four

Teachers First Day - August 15<sup>th</sup>  
 Students First Day - August 27<sup>th</sup>

### Head Start

Teachers First Day - August 14<sup>th</sup>  
 Students First Day - August 22<sup>nd</sup>

### 1st Quarter Holidays (all centers closed)

September 3<sup>rd</sup> – Labor Day  
 November 22<sup>nd</sup>-23<sup>rd</sup> – Thanksgiving  
 December 24<sup>th</sup>-26<sup>th</sup> – Christmas

## The Answer to Local Child Care Questions

**W**ork Family Resource Center (WFRC) is a private, non-profit child care resource and referral agency created in 1991 as a collaborative effort between the Junior League of Winston-Salem, Northwest Child Development Council, The Winston-Salem Foundation and United Way of Forsyth County. Its mission is to provide consumer education, referrals and resources to promote quality child care in our community. WFRC focuses on coordinating child care services with child care needs and increasing public awareness about the importance of quality child care.

Known for providing child care referral services, the staff of parent specialist assists families in finding child care to meet their specific needs. Parents receive a personalized referral list of legally operating child care programs. The parent specialists also provide information on choosing quality child care, building relationships with child care providers, or the developmental ages and stages of children.

Families needing help finding a caregiver who can come into their homes can utilize WFRC's Nanny Service. This service provides information that will help guide



313 INDERA MILLS COURT, WINSTON SALEM, NC 27101  
WWW.CCRR.ORG

parents as they search for a nanny as well as gather information from individuals who are seeking employment as in-home caregivers. WFRC charges a fee for this service.

WFRC administers the Child Care Subsidy and Emergency Child Care Programs with funding from Smart Start of Forsyth County (SSFC). This program helps offset the cost of child care for parents who meet the eligibility requirements and are working, in school or have a crisis that affects their current child care arrangement.

WFRC's services are available in English and Spanish. For additional information or to access any of the services listed above, please call 761-5100.



### Smart Start: Ensuring Your Child's Success

(cont. from page 1)

Through services like TAS and other in house programs, Smart Start of Forsyth County is working to increase the quality of



all child care facilities so that every child enrolled in child care will be guaranteed a positive and meaningful early education experience.

SSFC also makes annual grants for programs that benefit families with children ages birth to five. Imprints, formerly known as the Association for the Benefit of Child Development, houses the Imprints for Reconnecting Families program. In this program parents and caregivers receive intensive family support services when referred by the Forsyth County court system or other agencies. The families can participate in life skills management classes and parenting classes and in general learn how to improve caregiving skills. Imprints can be contacted directly at 722-6296 or at info@imprintsforfamilies.org.

## NWCDC Directory

### A Great Start CDC

1210 Bolton Street  
Winston-Salem  
(336)-768-5444  
Agreatstart@nwcdc.org

### Franciscan CDC

1208 Hattie Avenue  
Winston-Salem  
(336)-748-9200  
Franciscan@nwcdc.org

### King CDC

621 East King Street  
King  
(336)-983-9698  
king@nwcdc.org

### Mocksville CDC

622 North Main Street  
Mocksville  
(336)-751-5298  
Mocksville@nwcdc.org

### Model City CDC

2530 Pittsburgh Avenue  
Winston-Salem  
(336)-724-0353  
modelcity@nwcdc.org

### MudPies CDC

300 North Poplar Street  
Winston-Salem  
(336)-725-4772  
mudpies@nwcdc.org

## Special Announcements



Welcome to our newest employees/  
rehires:

**A Great Start**

Adrienne Baker, Tracy Edmonds,  
Grace Campbell-Sheran, Angelica  
Bowen

**Franciscan**

Nicole Davis

**Mocksville**

Elizabeth Durham

**MudPies**

Teresa Mitchell



Congratulations to **A Great Start** for  
being selected to open a new More at  
Four classroom.



Congratulations to **Franciscan** for their  
development of a before and after school  
program for Kindergarteners, First and  
Second graders.



Congratulations to our graduates for  
earning an Associates Degree in Early  
Childhood Education:

**MudPies**

Carla Reid, Lillian Moody

**King**

Angela Washington, Mechell Smith



Congratulations to **King** for receiving a 5  
Star under the new 2-component rating  
system as well as being selected to open  
their fourth More at Four classroom.



**Northwest Child  
Development Centers, Inc.**  
520 North Spring Street  
Winston-Salem, NC 27101

Tony L. Burton, III  
Chief Executive Officer

We're on the Web!  
Visit us at:  
[www.nwcdc.org](http://www.nwcdc.org)

