

Circle of Friends

Investing in the Future of Children

4C announces 2010 'Champions for Children'

Preparing for 'double-header celebration' at Great American Ball Park Sept. 25

Jim Anderson, Brynne Coletti and Anthony Smith are 4C's 2010 Champions for Children. They will be honored Sept. 25 at what event cochairs Arlene Katz and Marla Fuller describe as "a doubleheader at the Great American Ball Park." The evening will begin with a 6:30 p.m. cocktail reception at the Reds Hall of Fame and Museum and continue with program, dinner and dancing at The Champions Club.

This is the fifth year 4C has named "Champions for Children." "I believe 4C is in a unique position to turn the spotlight on those who work tirelessly

to ensure a bright future for the children of our community," says Executive Director Sallie Westheimer. "By so doing, 4C hopes to inspire others to become involved in addressing our community's continuing need for quality, effective and accessible early education and care."

Letters signed by Lee Carter, Tom Cody and Dick Farmer are now going out to area businesses soliciting baseball-themed event sponsorships. Local 12 was the first to sign on as a "Most Valuable Player" sponsor, providing video services for the event. Bob

Herzog, Local 12 weekend anchor, traffic reporter and host of Dance Party Friday, will once again serve as emcee.

In addition to cochairs Arlene Katz and Marla Fuller, this year's 4C Champions for Children Event Committee includes: Mary Ellen Cody, Amelia Crutcher, Darlene Kamine, Carole Rigaud, Dianne Rosenberg, Digi Schueler, Merri Gaither Smith and Patti Towbin.

Letters to potential hosts and hostesses will be mailed in mid April and individual invitations will be mailed

See 2010 Champions Event, page 4.

James M. Anderson, during his 14 years as president and CEO of Cincinnati Children's Hospital Medical Center, insisted that CCHMC would be the leader in improving child health by institutionalizing evidence-based



practice. Thanks to his leadership CCHMC, at his retirement at the end of 2009, had been transformed from a good regional hospital to an internationally recognized facility.

Mr. Anderson, a practicing attorney rather than a physician, was an unusual choice for CEO when selected in 1996. But, well versed in the quality improvement methods used by manufacturing firms, he was committed to bringing those methods to the field of pediatric health. The children of Cincinnati—and the world—are the beneficiaries of his commitment to deliver the highest quality care possible.

Brynne Coletti is the founder and executive director of Kenzie's Closet.



Since 2006, this organization has ensured that girls in the Cincinnati metropolitan area, who could otherwise not afford the cost of formal wear, are able to attend their high school proms. This year Ms. Coletti expects Kenzie's Closet to dress 600 economically disadvantaged girls in gently used formal wear. All "shoppers," who must be referred by a principal, counselor or social service agency, can select a dress, purse, shoes, etc.—all at no cost.

In addition to Ms. Coletti's work at Kenzie's Closet, she is a committed community volunteer and was recognized as a 2009 Enquirer Woman of the Year. She currently serves on the SEED School Exploratory Committee and the CISE High School Scholarship Committee.

Anthony G. Smith, principal of Taft Information Technology High School for the past eight years, has facilitated a dramatic turn-around at this school in partnership with Cincinnati Bell. Taft, Mr. Smith's alma



mater, had one of the worst reputations 10 years ago, but today has a 100 percent pass rate on the Ohio Proficiency Test. Mr. Smith carries Taft's secret to success—"hard work" and "believing students can exceed your expectations"—to audiences around the country.

A Licensed Social Worker, he served in this capacity at several Cincinnati Public Schools before joining CPS in the late 1980s. Mr. Smith currently serves as a "principal's coach" for Cincinnati Public Schools and recently received the John Jacobs Administrator of the Year Award.

4C chosen to become one of 15 national 'policy action centers' to advocate for children

From the hundreds of child care resource and referral agencies nationwide, 4C was selected through a competitive proposal process to host one of 15 policy action centers by the National Association of Child Care Resource & Referral Agencies (NACCRRA). The goal: to involve parents in advocating at the national, state and local levels on policy issues that affect children and families.

4C has already been including policy updates in its e-newsletters to parents, providers and community influencers. But the new policy action center, using tools available through the vendor CapWiz, will allow recipients of 4C policy alerts to immediately send a personal message to the appropriate elected official.

"This award of a Policy Action Center will help 4C take a big step to implement one of the strategic goals in our current five-year plan," says Chief Operating Officer Elaine Ward. That goal: to become a significant advocate

for public policy change.

Once this new system is fully activated later this spring, 4C will be able to track the number of policy alerts delivered, the number opened and the number of actions taken. Those interested in receiving the new policy alerts can sign up through the 4C Web site.

4C, as the only NACCRRA-designated Policy Action Center in the State of Ohio, will work closely with two other Ohio groups to monitor policy issues at the state level: Action for Children, the Columbus-based child care resource and referral agency, and the Ohio Child Care Resource & Referral Association. Both organizations have shared their e-mail lists with 4C.

No Kentucky agency was awarded a Policy Action Center. 4C will distribute action alerts to its Northern Kentucky counties and look for partnerships to enhance advocacy efforts there.

Roxanne Qualls kicks off 4C's new leadership seminar

Roxanne Qualls, Cincinnati's vice mayor, gave the keynote address at the breakfast launch Jan. 20 of 4C's first 10-month leadership seminar for directors and owners of early education and care programs. The 19 handpicked participants for this pilot program will attend monthly six-hour sessions and hear presentations from experts from the community on topics ranging from human resources and program evaluation to marketing/public relations and advocacy.

Vice Mayor Qualls highlighted the qualities of a leader, including being "ethical, a listener, a motivator and a transformer." Quoting James MacGregor Burns, she said, "A key concept of leadership is bringing about 'beneficial change.'" And, she emphasized, "Leadership is not about a title, it's about relationships.... You must give a reason for people to follow you."

Another point that impressed Kathleen Bryan, the seminar's facilitator, was "Roxanne's insistence that a leader cannot be afraid of conflict, but needs courage to create a vision."

This 10-month seminar is one part of 4C's Developing Early Childhood Leaders Project. Funded by a family foundation, the project has the goal of developing the kind of early childhood leaders needed to create and sustain the high-quality programs 4C is dedicated to ensuring for the community's children. It also aims to encourage leadership on early childhood issues in the wider community.

"A key to this seminar," says program manager Carolyn Brinkmann, "is that it invites leaders from the community to share their knowledge and experience about leading." The goal she says, "is to raise awareness among child care administrators of what their role can be in the larger commu-

nity as advocates for quality early care and education."

As part of the seminar, participants are provided a "coach" to help them develop an action plan for an improvement at their center. It must be completed by the end of the seminar and then presented at graduation. The University of Cincinnati is offering college credit for completion of the seminar.

An advisory committee of community leaders has been meeting quarterly to assist with program development and to provide ideas on speakers. "This is a great way for us to tap local resources and go beyond the early childhood education field to seek experts on the development of leaders," Carolyn says. For example, the director of Leadership Cincinnati, Dan Hurley, serves on the advisory committee.

Beyond Survival

Another component of the Developing Early Childhood Leaders Project, "Beyond Survival: The Step-by-Step Guide to Being a Successful Administrator," piloted in the fall with 26 participants from Ohio and Kentucky.

"This course took directors from shaky to sure by helping them develop confidence in their abilities and arming them with essential skills for leadership in today's marketplace," says Kay Fittes, course instructor and founder of Strategies for Women's Growth. The three-session "Beyond Survival" will be offered at 4C's Dayton location starting in March.

4C plans to foster ongoing leadership development based on learnings from the leadership seminar and the survival course. The seminar will begin again for another group of administrators in January 2011.



4C partners with Salvation Army at Dayton's new Kroc Center

4C Miami Valley is preparing to move in March to a new home in the Ray and Joan Kroc Corps Community Center. 4C Miami Valley offices, library and training rooms will be located in the education center on the Kroc Center campus at the corner of Webster and North Keowee streets. The complex also includes a recreation center with basketball and volleyball courts, a conference center and a worship center.

What 4C director Tammy Vaughn describes as “an exciting new opportunity and partnership” began when Dayton was selected from among 29 cities and the Salvation Army was awarded \$66 million to build a multi-purpose community center there. Funding comes from the estate of Ray and Joan Kroc, the founding family of McDonald’s restaurants.

Shortly after 4C expanded into the 10 counties of the Miami Valley in 2006, 4C was invited to become a partner in this new project. Together



4C Miami Valley staff on a hard-hat tour of their new home at the Ray and Joan Kroc Corps Community Center while it was still under construction last fall.

with the Salvation Army, the Dayton Public Schools and the University of Dayton School of Education and Allied Professions, 4C will design programming that extends and enhances its current regional services from this new location.

An exciting opportunity for child

care providers at this new location will be the Early Childhood Resource Center. Located adjacent to 4C offices, it will encourage “make it and take it” projects and provide art supplies to early childhood professionals.

An official open house for the entire Kroc Center is set for May.

4C Literacy Project helps prepare children for kindergarten

4C literacy specialists recently completed a series of “literacy visits” with family child care providers participating in the 4C Language and Literacy Support Program. Approximately 140 children were impacted by this year-long project made possible by a grant from Greater Cincinnati United Way Success By 6™. The goal was to increase kindergarten readiness by increasing language and literacy activities in family child care settings.

Eighteen family child care providers, who are also enrolled in the Child and Adult Care Food Program received 12 monthly visits from 4C specialists starting in February 2009. Most of the family child care providers were located in Cincinnati’s Avondale and Price Hill neighborhoods.

Each visit introduced providers and their children to a developmentally

appropriate language and literacy activity such as reading aloud, rhyming, singing or dramatic play.

“The kids get it,” says Annetta Rutland, director of family child care services and one of the program’s home visitors. “It’s something different and they are always eager to get busy learning during our visits.”

Participating child care providers also were assisted by 4C staff in completing a professional development plan and self-assessments. “This was a great opportunity to engage family child care providers in thinking more about their future and how they can improve skills that will help them care for children of different ages,” says Dawn Hoskins, one of the home visitors.

Throughout the program, home visitors evaluated each provider’s use

of the new materials and activities introduced at a visit.

Providers were also evaluated on whether books were readily available to children, how often the provider read to children, types of alphabet instruction used, opportunities made available for writing, the use of dramatic play, and engagement in conversation with children.

Participants will be attending a special luncheon on March 24 to celebrate their successful completion of the program. Karen Middendorf, 4C director of parent services, will speak on ways to continue to engage children of various ages in literacy activities and to promote age-appropriate learning activities every day.

4C is hoping to secure additional funding to continue and expand this program.

► 'Rachael Ray' brings dinner to Wilmington families—with help from 4C

Because more than 8,000 employees were laid off after DHL announced the closing of its hub in Wilmington, Ohio, the "Rachael Ray" show decided to come to town and serve a Thanksgiving dinner to local families. The show contacted 4C for help finding families impacted by the closing. 4C Clinton County Specialist Cathie Streator, a Wilmington resident, helped round up families and volunteers.

The show included a traditional Thanksgiving meal for more than 2,000 and a performance by a local high school chorus directed by Nick Lachey. The show aired on Nov. 25, the Wednesday before Thanksgiving.



The 'Team' from left: Tara Lydy, Wilmington College; Kym Parks, Clinton County United Way; Monica McCabe, "Rachael Ray" show; and Cathie Streator, 4C for Children.

► New VoIP phone system better serves 4C customers

Grants from the Thomas J. Emery Memorial (managed by the Greater Cincinnati Foundation) and the Josephine Schell Russell Charitable Trust (managed by PNC Bank) funded a new Voice over Internet Protocol phone system for the agency that was installed in November. This new system was "desperately needed," says IT Manager Terri Alekzander, who had been patching together an 11-year-old system for which parts are no longer available.

One receptionist is now able to answer calls from all 23 counties and direct them to the proper staff person in each region. New "call groups" ensure that most calls from parents and providers are answered by a live person, with fewer going into voicemail.

► 4C recognized as a United Way 'top performer'

When United Way of Greater Cincinnati announced last fall that it had reached its \$62 million campaign goal, 4C for Children was recognized as one of "The Live United 100." This list included companies with 10 to 500 employees with the highest per capita giving and minimum combined giving of \$10,000.

► Pfau Foundation helps grow Scholarship Fund

The Daniel and Susan Pfau Foundation awarded 4C a grant of \$20,000 to help establish a restricted scholarship fund to support participation of child care directors and program administrators in 4C's new Developing Early Childhood Leaders Seminar. (See story on page 2.) That means that \$70,000 of the \$150,000 goal has now been raised. For information about contributing to this fund, contact Development Director Karen Hurley, 513-758-1201.

► Tait Foundation renews support for CDA Program

The Dayton-based Frank M. Tait Foundation has, for a second year, provided \$27,000 to fund scholarships so that Miami Valley early child care professionals can enroll in the 4C Child Development Associate Program. A total of 12 center-based and family child care providers benefitted from this funding last year.

4C prepares for annual 'Day on the Hill'

Advocates passage of federal child care budget

Members of 4C's leadership are preparing for their annual "Day on the Hill" in the nation's capital. This opportunity to visit personally with local members of the House and Senate takes place in conjunction with the annual meeting of the National Association of Child Care Resource & Referral Agencies.

A key topic at this year's congressional visits will be budget proposals to expand the quality and availability of child care. "If passed," says 4C COO Elaine Ward, "it will mean additional funds for the Child Nutrition Program and federal block grants to support the kind of work we do in our community."

2010 Champions Event

Continued from page 1

the first of August. More information about this year's event and the 2010 Champions for Children can be found on the 4C Web site on the Community and Media page, or by calling 513-758-1201.

'Champions for Children in Tough Times'

When 4C decided in the summer of 2009 not to have its normal gala in January 2010 because of the tough economic times, that created a budget crunch for the agency. A special appeal went out to previous gala supporters asking them to help 4C weather a non-gala year.

The following "champions" responded and their generous gifts totaling over \$46,000 helped 4C continue its work despite \$600,000 in cutbacks in state, federal and other funding sources.

Cincinnati Children's Hospital
Medical Center
Tom & Mary Ellen Cody
Elaine & Henry Fischer
Duke Energy Foundation
Helen and John Habbert
Susan L. Haas & Craig Decker
The Carol Ann and Ralph V. Haile,
Jr. / US Bank Foundation
David C. Herriman
Karen & Dan Hurley
Keating, Muething & Klekamp PLL
Macy's, Inc.

Marnick Foundation
Penny & Myles Pensak
Sue Ransohoff
James Riley
Dianne & J. David Rosenberg
John J. Schiff
Mary Beth & Tom Sundermann
Wells Fargo Insurance Services
of Ohio LLC
Western & Southern Financial Fund
Sallie Westheimer & Greg Rhodes
Ann & Peter Williams
Nan & Daniel M. Witten

First-ever bequest comes to 4C!

Thanks to the thoughtfulness of **Leonard and Emily Slutz**, and their commitment to the community's children, 4C received its first bequest when the estate of Leonard Slutz was settled late last year. His wife, Emily, a former president of the 4C board, had preceded him in death.

If you have remembered 4C in your will, please let us know so we can thank you now!

Why not creative movement?



4C was approached by the national magazine "Young Children" to arrange a photo shoot for an article on a book about creative movement and dance by local author Connie Dow (far right). 4C Parent Services Director Karen Middendorf immediately thought of Danielle Ashley (second from right), the dance and movement specialist at The Treasure House Child Development Center in

Covington, Ky. As Karen later wrote in the 4C blog for parents: "Evidence is mounting about the benefits of movement in the learning process. Once educators and parents alike become familiar with movement and its many benefits, it is my hope that instead of 'What is creative movement?' the question will become 'Why not creative movement?'"

Are you 'keeping in touch?'

An update on 4C blogs

After launching three blogs in the second half of 2009, 4C decided, with regrets, to turn off the ability of visitors to comment on these blogs. The reason: We were getting spammed with gibberish—and more! Plans are underway to switch to a different blog provider in April. Then your comments will once again be welcome.

4C urges everyone reading this newsletter to become a fan of 4C for Children on Facebook, to follow 4C on Twitter and to set up an RSS feed through one of the 4C blogs. That way you will be alerted when new entries are posted.

Here are some recent blog titles you may have missed:

Keep in Touch

Subscribe to a 4C newsletter

Stay up-to-date with a 4C blog

Be a fan 

Follow us 

Do all of the above at www.4cforchildren.org.

From **BLOGSALLIE** at www.4cforchildren.org/blogsallie:

- “Pre-K: The Biggest Bang for Your Education Buck”
- “Television and Family Child Care—Not Good News”

From **BLOGPARENTS** at www.4cforchildren.org/parents

- “Moving Matters: The Power of Dance” (See photo on page 5.)
- “Why Do Some Children Bite?”

From **BLOGPROVIDERS** at www.4cforchildren.org/parents

- “Passing on Pacifiers?”

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Circle of Friends is published quarterly. 4C invites comments, guest editorials, agency news and program updates.

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4C for Children—leading resource in early education and care in Southwest Ohio, the Miami Valley and Northern Kentucky.

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