

NANNY MAGAZINE

SUMMER 2021

WHY
YOU
NEED TO
STOP
OVERSHARING

**10 THINGS
TO CONSIDER**

WHEN
TRANSITIONING
FROM
LIVE-IN
TO LIVE-OUT
NANNYING

NANNYING THROUGH COVID
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SUMMER 2021



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Nanny Magazine, a division of Longhorn Leads, LLC

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EDITOR'S NOTE

Michelle LaRowe

Summer is officially here!

With the welcomed sun and new season, we are starting to see smiling faces again and rebuild connections.

US based nannies are looking forward to reconnecting at Nannypalooza, an industrywide conference, that will be meeting in person for the first time since the pandemic (p5).

For some, it feels like we are finally on the other side of the global nightmare, but for others, like nanny and COVID long-hauler Gena Taylor, who you will read about in this issue, COVID continues to wreak havoc on day-to-day life (p5).

For nannies across the globe, a spirit of unity has continued to build as organizations such as The Nanny Relief Fund and The Sitter Education Fund (p6) have provided resources to those in need in our nanny community.

As we look forward towards a brighter tomorrow, we can look back with confidence that our industry came together and offered support to those who needed it when they needed it most. Be safe, be healthy, and be well.



Michelle



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INDUSTRY NEWS



Nannypalooza is returning in person for 2021 and will be held Friday, October 8th thru Sunday, October 10th at the Doubletree Bradley Airport located just North of Hartford in Windsor Locks, Connecticut, USA.

Nannypalooza is an annual conference that offers an inclusive and welcoming space for all nannies and those involved in the nanny industry.

The core belief at Nannypalooza is that all nannies are teachers and all nannies are learners.

Nannypalooza is relaxed in atmosphere but serious about improving the quality of care that children cared for by nannies receive.

Nannypalooza attendees value learning and being inspired.

Each year the conference hosts high-quality educational workshops, networking opportunities, and social events at an affordable price driven by the desire to be accessible to all nannies.

Held in a location close to a major airport, the conference site is convenient and easy to reach whether traveling by plane or car.

To learn more about this event visit www.nannypalooza.com.

READER SUBMISSION: INSPIRING OTHERS



"I made a promise to myself that if I can make nannies' lives' easier, I would do it. And then, I did!"

My name is Marion Girard. I am from France and am currently working as a nanny in London, England. Over the past seven years, I have had the chance to work in many countries around the world and have been fortunate to see different cultures and approaches to childcare and education.

What I have realized is that most people do not wake up one day and think, "I want to be a nanny." You usually become a nanny because of a natural connection with children that evolves over time. This connection is indescribable and comes from your heart. It becomes your calling. Some, like myself, decide to make it a career.

Compared to the United States or the United Kingdom, the number of nannies in France is quite low. Most nannies are centralized in big cities like Paris and Lyon, but nannies are still not commonplace among the French. In France, we use child carers who may host a few children in their home or small nurseries, but only if necessary. Most people in France are unaware of the difference between a nanny and an "au pair," which describes a particular type of care usually provided by a young person from another country who lives in France for a year or two to learn the language and culture. As we know, a nanny is something entirely different.

Two years ago, I obtained my certification in the UK as a maternity nurse. This was always a goal of mine—to increase my education and care for newborns. Being a maternity nurse is intense as you share in a family's first and most private moments together.

I have always had a passion for being creative and doing artistic activities, and thus I love doing crafts with kids. I have found that the bonds created from doing these activities together are worth all the effort required to do them! Being a nanny can be challenging, especially when the weather prevents you from spending time outdoors with the children and the COVID pandemic puts a halt to group activities. To help nannies find new activities to do with the kids, I developed a subscription box called My Nanny et Moi Box. Even the most creative nannies run out of activity ideas, need inspiration, or do not have the required supplies on hand. My Nanny et Moi box solves those problems.

I want nannies to feel recognized for the work they do every day for families and children. Nannies are teachers, chefs, comforters, friends, and more, yet we sometimes forget we are human and forget to take care of ourselves because our positions take up a lot of our time and energy. To help nannies remember to practice self-care, I have also included a small gift for the nanny in each box.

I hope my passion for nannies, children, and crafts shines through my new venture. I want to inspire nannies to be the best they can be, and that is why I created My Nanny et Moi.





How COVID IMPACTED GENA TAYLOR'S CAREER

Gena Taylor, an Atlanta-based newborn night nurse, contracted COVID-19 in November of 2020. After remaining in Emory Hospital for over fifty days, she was discharged home. Here is her story.

Working with newborns and families, I have always been incredibly careful about the spread of germs. It was this past November when my uncle was nearing the end of his life, under the care of hospice. His caretaker had what she thought was a sinus infection. It turns out, she had COVID.

When my mom started getting COVID symptoms, she thought she had a cold. That is what she told me. Knowing she was under the weather, I took her some soup. When her results came back from the local pharmacy where she was tested, we learned that she, too, was positive for COVID.

The following day, my dad started feeling ill. He is ninety years old, and we knew something was terribly wrong. Emergency services took him to the hospital. He tested positive for COVID.

That next morning, I woke up and could not breathe. It was horrible, and I, too, ended up being transported to the hospital by emergency medical services. When I arrived in the emergency room, I was tested for COVID, and my results also came back positive.

During my hospital stay, I was admitted to the intensive care unit twice. COVID wreaked havoc on my respiratory and digestive systems. I contracted C. diff and was diagnosed with gastritis and inflammation of my small intestines.

Since being discharged home, I am still experiencing extreme fatigue, constant nausea, body aches, and overall pain. I am what they call a COVID long hauler. This means I could be dealing with prolonged, debilitating COVID symptoms for up to five months. I could even end up back in the hospital.

I've worked as a nanny for over twenty years and, for almost half of them, as a newborn night nanny. As owner of my own company, Taylor Made Services, I am self-employed.

This makes filing for unemployment and accessing financial relief a bit challenging.

Now, not only can I not work, I cannot cook, do laundry, or keep my house clean. Simple household tasks are nearly impossible to complete. I am hoping physical and occupational therapy help me to build endurance. Having to worry about paying rent, utilities, and medical bills has brought a tremendous amount of stress with it. I watch my savings account drain with no funds coming in.

Some of my friends have started a GoFundMe campaign to help. I'd appreciate it if you, too, could help.

I did everything I was supposed to do and still contracted COVID. I pray that you never do.

<https://gofund.me/d86b34ee>

RESOURCES FOR NANNIES

Nanny Relief Fund

The Nanny Relief Fund is a non-profit that gives tangible support to nannies in times of need. <https://www.nannyrelieffund.org/>

Nanny Sitter Education Fund

Nanny Sitter Education Fund (NSE Fund) is a 501(c)(3) nonprofit corporation that serves as a public charity to fund childcare professionals with compromised income and give children a brighter future. <https://nse.fund/>



**LIKE MOST
NANNIES,
MATTHEW
SHARES A
DESIRE TO
HAVE HIS
CAREER
CHOICE
VALIDATED.**

MEETING MANNY POPPINS



From partying in his twenties to moving 1,500 miles away to begin his studies in child psychology in his thirties, Matthew Lister has become one of the most recognizable male nannies across the globe.

Like many nannies, Matthew fell into his career.

What started out as a one-time appointment as “the designated childcare provider” when he saw the need for one while partying one night with friends was the beginning of a career that is nearly thirty years in the making.

After that night in 1993, Matthew stopped partying and began caring for the infant of a friend. Another child then came under his care. Eight years later, he was completing his gig helping to raise the children of those two families.

From there, he continued providing private childcare and found that most of the families he worked with had children with unique needs, like ADHD, autism, or intellectual disabilities. And like that, and like many nannies, he found his niche.

With a desire to increase his knowledge and deepen his education, he moved across the country to study child psychology, obtain additional education focused on child behavior, and continue his work as a nanny. Matthew used his education to become a Registered Behavior Technician, which he pursued for five years while continuing his nanny work.

As he continued down his career path, the elephant in the room became larger. Being a male nanny was an anomaly. He was an anomaly. “I saw the need for male visibility in the nanny industry, so I began taking a more active and public role, said Matthew.” Locally, Matthew cofounded and currently runs the Southern Louisiana Nanny Association to offer networking, support, and training. Nationally, he became involved with the US Nanny Association and serves as an advocate for special needs within that organization. He also sits on the National Domestic Workers Alliance Platform Workers Council, representing millions of domestic workers, including nannies, who use platforms to find their jobs. Globally, Matthew operates a blog and website accessible at mannypoppins.pro.

As Matthew became more deeply involved in the industry over the years, he witnessed its evolution. He recalls that when he first started nannying in 1993, there were no recognized nanny standards, networks of nannies outside of major cities, or meaningful worker protections. Today we have nannies connecting online, nanny networks in almost every area, nanny conferences, podcasts, magazines, training, and more. We have the Domestic Workers Bill of Rights and industry standards that continue to gain recognition.

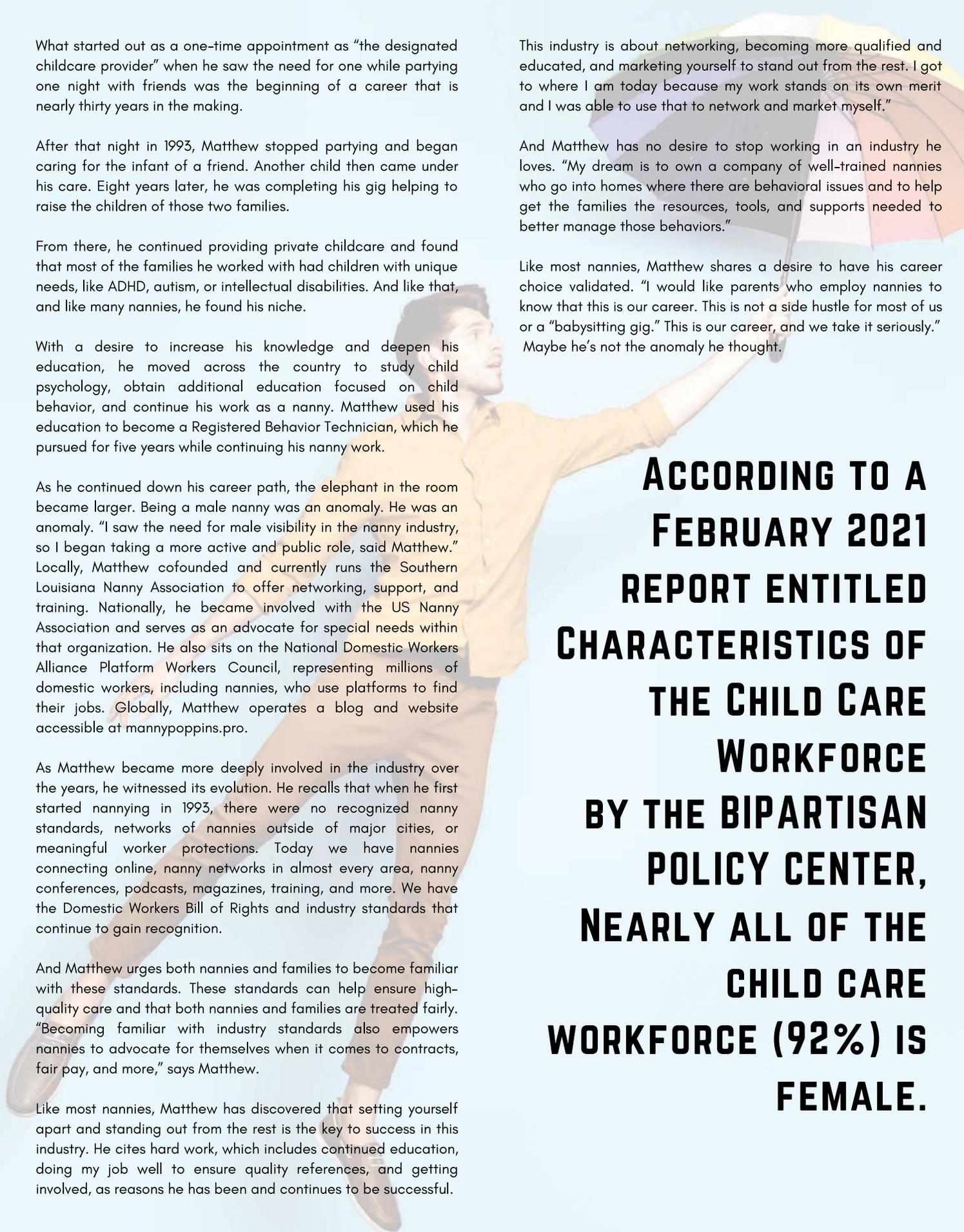
And Matthew urges both nannies and families to become familiar with these standards. These standards can help ensure high-quality care and that both nannies and families are treated fairly. “Becoming familiar with industry standards also empowers nannies to advocate for themselves when it comes to contracts, fair pay, and more,” says Matthew.

Like most nannies, Matthew has discovered that setting yourself apart and standing out from the rest is the key to success in this industry. He cites hard work, which includes continued education, doing my job well to ensure quality references, and getting involved, as reasons he has been and continues to be successful.

This industry is about networking, becoming more qualified and educated, and marketing yourself to stand out from the rest. I got to where I am today because my work stands on its own merit and I was able to use that to network and market myself.”

And Matthew has no desire to stop working in an industry he loves. “My dream is to own a company of well-trained nannies who go into homes where there are behavioral issues and to help get the families the resources, tools, and supports needed to better manage those behaviors.”

Like most nannies, Matthew shares a desire to have his career choice validated. “I would like parents who employ nannies to know that this is our career. This is not a side hustle for most of us or a “babysitting gig.” This is our career, and we take it seriously.” Maybe he’s not the anomaly he thought.



**ACCORDING TO A
FEBRUARY 2021
REPORT ENTITLED
CHARACTERISTICS OF
THE CHILD CARE
WORKFORCE
BY THE BIPARTISAN
POLICY CENTER,
NEARLY ALL OF THE
CHILD CARE
WORKFORCE (92%) IS
FEMALE.**

ASK THE NANNY

Dear Stephanie,

I have an old DUI on my record from about ten years ago. I am great at my job, and it was a lifetime ago. I am afraid to apply through an agency because if they do a thorough background check, they will find out. What should I do? I'd love to work with a local agency and have eight years of solid references among three families.

Sincerely,

Unclean Background Check

Dear Unclean Background Check,

Parents are willing to spend more money to have a nanny placement agency do a more thorough screening process than they could do on their own. A one-time DUI that doesn't lead to serious injury or fatality will still show up on a preemployment background check whether a parent or job placement agency conducts a background check or not. So it is in your best interest to be up front about the offense since all potential employers will find out about it when they conduct a background check.

Prepare what you will say prior to applying with a nanny placement agency. Stress how remorseful you are, that you learned your lesson, that it will never happen again, and that it has never happened since. Mention why the three previous families hired you despite knowing you had a DUI and that agency staff can speak to the former employers.



You might start by saying, "I am always up front about an offense that happened a decade ago. I wasn't with children or working with children at the time, but I am terribly embarrassed and remorseful that I got a DUI. As my three former nanny employers who hired me after knowing of the offense will tell you, I have been a safe and caring nanny who would never put children in danger."

Some nanny placement agencies will not ever represent any job candidate that doesn't have a clean background check. Others may be willing to listen and evaluate each candidate individually to determine if they will send the job seeker on interviews despite a mark on their background check.

Be prepared for rejection. If a job placement agency chooses not to represent you, move on to the next agency to see if they will be willing to send you on job interviews.

Good luck,
Stephanie Felzenberg



Stephanie

Submit Your Questions to Stephanie
info@NannyMag.com

Stephanie Felzenberg

Stephanie has worked as a professional nanny, family assistant, and household manager since 1993. She was the newsletter editor of the International Nanny Association for four years; she is currently the newsletter editor for the US Nanny Association and has been the advice columnist for Nanny Magazine since 2013. See her nanny blog at www.bethebestnanny.com.

AGENCY ADVICE

FROM MANON DOLL-MCGHEE

Many families I am interviewing for require their nanny to get a COVID vaccine. I am not as much as opposed to the vaccine as I am to an employer telling me what I must do with my body. How do I handle this during the interview process?



The best way to handle this situation is to be up front during the interview process. The decision to get a COVID vaccine is a very personal one. It is understandable that no one wants to be told what they can and cannot do with their body. As a nanny, you must first decide what your own stance is on the matter. Understand that choosing not to get vaccinated may in fact limit the number of families that wish to hire you. If you choose not to get the COVID vaccine, let the family know during the initial interview.

If this is a deal-breaker, stating your position at the beginning can save you and the family from wasting time. For parents, the safety of their children and families is of the utmost importance. Families tend to have a list of requirements when hiring a nanny. In today's day and age, being vaccinated for COVID-19 is more often than not going to be one of them. Ultimately, the family has the right to select the best candidate to fit their needs, whatever they may be. You as the nanny have the right to refuse the vaccine if that is the best decision for you.

Manon Doll-McGhee

A native of Western Kansas, Manon Doll-McGhee spent fifteen years working in the mental health field in Houston, TX. Manon purchased Nannies of Kansas City in June 2015 with the goal of continuing the traditions that have made the company a premier placement agency for decades. More recently, in January 2020, she purchased Premier Nannies/Rent A Mom of Colorado, a long-time Denver agency. She lives in Platte City, MO, with her husband and children.



FINDING YOUR NICHE

WORKING AS A HOLIDAY NANNY

RAVINDER BHOGAL



As a holiday nanny, I provide short-term care while families are visiting Cyprus. I am successful in this role because I have years of experience and am able to adapt to children of all ages in different environments in a short period of time. As a holiday nanny, I get a phone call from the family requesting childcare as soon as that day. I must be prepared and available to families on the spot.

Before You Leave

I am called by a family who is staying at a local hotel or villa and am asked to provide care for as early as that day. If I am available, I state that I am available and ask how many children the care is for and where the care will take place. They send me the location link, and I gather my portfolio and resources that I will be bringing with me to the job. For the children, this includes worksheets, puzzles, coloring books, and pens, as well as some games like UNO, Connect 4, and chess. Although in some holiday villas there are games rooms for the older children, I always like to be prepared. Some game rooms are equipped with a snooker table, ping-pong table, video games, and football machines. Some villas have pools and an outside space to play. Some also have tennis courts.

While You Are There

Once I arrive at the location, I introduce myself to the family and wash my hands. I show the parents my portfolio, certificates, and DBS certificate. Although they usually don't check, I like them to know that I am a professional and have all the correct paperwork for my work. I ask for telephone numbers to call in case of an emergency and ask them to fill me in on any allergies, health, or medical issues with the children. I also ask them to let me know what they expect of me, what activities they would like me to do with the children, and what the children are not allowed to do. Depending on where the family is from, there could be a language barrier. I must work to overcome this to get the information that I need. The parents normally state I can help myself to anything to eat or drink in the fridge.

The parents leave the children in my care, and I get them engaged in something they would like to do. This may include a game or a puzzle. Sometimes the kids want to give me a tour of their holiday space and show me their toys and rooms. If allowed, we sometimes go for a swim. Safety is paramount, so I always ensure close supervision. After swim time, the kids will get showered in private, with me being just a shout away should they require assistance.

During our time together, we often talk about where they are from and what their interests are. I ask them if they want to do some worksheets, which they almost always do. I also bring along paper airplanes, which they can cut out and make. Children tend to love designing their own and flying it around the room while I cheer them on!

Sometimes, they can have downtime and watch TV. Cyprus is hot, so ensuring the children stay hydrated and have rest time is important. I also offer them a snack.

Once the parents come back, I give them a rundown on everything, including the activities that we did and what the children ate and drank. The parents are always impressed with the airplanes that the children have made and seem very satisfied in the learning activities I have engaged the children in. They thank me, and I inform them to please contact me if they need me again.

What You Do After

As a holiday nanny, I must be prepared and ready to work at any time. When I return from my job, I await my next request. I typically get an email from the hotel the next day commending my efforts and hard work.

Caring for children while they are in Cyprus on holiday requires me to be adaptable and flexible. There is no trial, so I must be able to work with many different personalities. I am proud to work with families and their children while they are visiting Cyprus and to provide the best interactive care on this beautiful sunny island that I call home.

EXPERT TIPS

YOU ARE A BRAIN DEVELOPER

By Deborah McNelis



Deborah McNelis

Deborah McNelis, MEd, is an author, speaker, and creator of Neuro-Nurturing®. As an Early Brain Development Specialist and founder of Brain Insights LLC, she has developed the unique Neuro-Nurturing Interaction Packets and the digital Brain Basics Quick Start Guide: Nurture the Brilliance within Children. She has also published Transitions and Balanced Stimulation development packets in collaboration with Redleaf Press. She has been seen in publications, heard on radio interviews and webinars worldwide, and receives rave reviews for her engaging and insightful presentations and keynotes for communities, schools, organizations, and companies. Her enthusiasm is said to be contagious. Deborah is overjoyed with the response to Brain Insights® and the impact of supporting a child in feeling worthy of love and acceptance. Throughout her career as a kindergarten teacher, program coordinator, community leader, project evaluator, ECE Degree Instructor, policy advocate, and now international speaker and author, Deborah has been dedicated to the goal of creating broad understanding toward every child receiving the nurturing experiences that reveal the undefinable and unique brilliance within.

I certainly hope you realize how important you are! In my opinion, you are doing one of the most important jobs in the world. I strongly believe that your job title should be changed to Brain Developer because that is actually what you are doing with the children in your care every day.

Scientific research provides a wealth of evidence that shows what significantly

influences brain growth and development for well-being in life.

And you are doing a lot of it already!

Having an understanding of the basics of brain science really is not complicated. So the simple insights and tips shared here will enhance how invaluable you are!

Experiences Make a Difference

The reason you have the incredibly wonderful opportunity to positively influence the way a child's brain develops is that most brain growth happens after birth. Did you know that a great amount of brain development happens from birth to age five, but that the brain does not complete development until about the age of twenty-five?

There is much more to brain development than influencing how smart a child will be. It's about thriving overall.

Because the early months and years of life are the time for the most rapid brain growth, experiences (whether positive or negative) during childhood and adolescence will influence not only learning but also relationships, behavior, self-perception, and overall physical and mental health as well. Of course, positive experiences are best.

Children are born with about eighty-five billion brain cells. These brain cells need to make connections with each other. When this happens, the brain creates pathways to develop skills for functioning in life. A child's brain is dependent on experiences to make these essential connections happen. In the earliest years, these connections are being made at a rate of about one million/second! Amazing, right?

The critical connections will not be made if there is a lack of experience. But what are the best experiences? The wonderful news is research has determined what is most beneficial in many areas of development. This can ease your mind because it isn't just theory. It is science that provides valuable understanding. It removes some of the guesswork for you.

When positive experiences are frequent in a child's life, this strengthens the developing brain pathways. Repetition strengthens the connections. This is how learning occurs. Now you know why children are asking for the same song to be sung or the same book to be read again!

Bringing Out the Best in Kids: Four Basic Areas

To make understanding your influence as easy as possible, shared below is the Neuro-Nurturing® Model. With this model, you can easily see what children need for optimal development. The term I use for optimal development of the whole child is Neuro-Nurturing®. This provides support for you in helping children thrive.

The model is simply based on providing for the physical and security needs of a child and then providing consistent and responsive nurturing and lots of play. Each of these areas has five elements.

Knowing the four basic areas helps to make providing the best experiences far less overwhelming. It also makes you more clearly aware of how much of this you are already doing.

Below is a look at each of these four areas.

The Neuro-Nurturing® Model



Physical Needs

Sleep, nutrition, physical activity, touch, and hydration directly affect the way the brain functions.

Meeting physical needs goes beyond the body. It directly affects the way a child's brain functions, so moods, behavior, and learning are improved.

Physical Needs Tips:

·Provide breakfast and snacks that include adequate amounts of protein to provide the brain with what it needs. Stress hormones will be reduced, and "feel-good" chemicals will be released. This increases children's ability to pay attention, improves activity levels, and creates more positive moods.

·Moods, behavior, and learning are also directly affected by sleep. Learning and memory skills are far better as a result of getting enough sleep. Having enough sleep also contributes to healthier eating. When the brain lacks the sleep it needs, brain systems become out of balance. Brains become more easily agitated when sleep-deprived. Recent studies are showing that sleep is important for making changes and organizing the brain.

·One of the easiest and most effective ways to stimulate the growth and development of brain connections is through physical movement. When a child is involved in a physical experience, all senses are engaged, and the brain makes extremely valuable connections. The running, jumping, and climbing that children naturally love easily provides the essential skills for a healthy growing brain that will be most ready for greater learning.

·Offer nurturing touch and hugs. These are found to have an incredibly positive impact on a developing brain. Stress can be reduced, and the nervous system can be calmed through touch. Feel-good chemicals are released as a result of hugging.

Play

Play is the way the body helps the brain develop skills. It also is the way a child learns about the world and how to get along with other people. Lots of interaction, movement, and exploration using multiple senses help the brain form connections that contribute to brain growth in many different brain areas.

For more information about the Neuro-Nurturing model visit

<https://www.braininsightsonline.com/>

The Need for Play Tips:

•Provide opportunities for experimental play to enhance the development of curiosity, imagination, and problem-solving abilities.

•Allow for child-led play. Adults need to provide plenty of wonderful opportunities for self-directed play without getting in the way but provide responsive and caring support when needed.

•Give children props and clothing for dramatic play. Pretending with other children is correlated with developing self-regulation abilities.

•Permit children time and space to have rough and tumble play. This type of play actually enhances the highest-functioning, “thinking areas” of the brain.

•Ensure children have outdoor play and time in nature. This provides numerous extremely positive influences, such as increased memory, focus and attention span, and reduction of stress while also learning about the world.

•Combine music with play. Music helps to advance brain connections for hearing sounds, language development, understanding speech, and reading skills. Learning to play an instrument in the early years has also been shown to help develop math skills. Music also releases feel-good chemicals for lightening a mood.

Nurturing

Supportive and present relationships have been found to be one of the most impactful aspects contributing to the overall healthy development of children.

Consistent, predictable, and nurturing responses to needs beginning at birth are essential. Responding to expressed needs does not “spoil” a baby. In fact, responding to the needs that are communicated is exactly what a baby does need.

Research demonstrates that establishing a secure attachment and, as children age, ongoing predictably responsive relationships of respect, empathy, and support can have a significantly positive impact on a child.



The Need for Nurturing Tip

Respond to a child with empathy and understanding from their perspective. You will be contributing to the child being better able to:

- form healthy relationships with others
- delay gratification
- problem solve
- have more patience
- calm down from excitement
- have a longer attention span
- have an increased capacity for empathy
- feel less anxiety
- have greater skills in communicating emotions in healthy ways
- have more confidence and feel less fearful
- have more willingness to explore and learn

Security

A developing brain requires a calm presence when feeling scared, uncertain, or stressed. Children need safe environments and consistency in order to feel secure. Brains at any age are constantly in an anticipation and prediction mode due to the priority of safety, leading the brain to unconsciously focus attention on the environment and the people in it for safety and trust.

When children are in a busy environment filled with a lot going on (several things for the brain to monitor, notice, and keep track of at the same time), this requires a great amount of attention. It drains brain energy and creates stress. This can result in difficulty with attention span, memory, and self-control.

The Need for Security Tips:

•Establish regular routines. When there is a lack of chaos, the brain can relax a bit and focus on learning or interacting with others. When things are calm and there is not as much happening at a fast pace, this allows the brain a chance to replenish itself.

•Offer choices. When there is a real or perceived lack of choice, this creates stress. Choices can be as simple as asking, do you want to read another story or build with blocks, or would you like to brush your teeth first or comb your hair first?

•Create age-appropriate expectations. When children know what to expect and the follow-through on those expectations is consistent, it is comforting. As children age, have them participate in decision-making about rules and limits.

What children need most is adults that understand development. In using these insights, you are now empowered to be an even more fabulous brain developer who is making a difference!





THE RISE OF AN INDUSTRY CHAMPION

KATHLEEN WEBB

Kathleen Webb cofounded HomeWork Solutions in 1993 to provide payroll and tax services to families employing household workers. Kathy has extensive experience preparing 'nanny tax' payroll taxes. She is the author of numerous articles on this topic and has been featured in the Wall Street Journal, Kiplinger's Personal Finance, and the Congressional Quarterly. She also consulted with Senate staffers in the drafting of the 1994 Nanny Tax Law.

Webb is a magna cum laude graduate of Boston College. She is the former President of the International Nanny Association, the leading professional association in the in-home childcare industry.

In the United States, few people are as highly regarded in the nanny industry as Kathy Webb. Viewed as a champion of nannies, Kathy has contributed her time, talents, and resources to advocate for nannies and educate parents, nannies, and the public on the business side of nannying.

From serving on the board of directors of the International Nanny Association, to signing up her business to sponsor Nannypalooza, an industry wide event, Kathy could always be counted on to support nannies and their endeavors to professionalize the industry, raise the standards of childcare, and make legal and fair pay the norm for caregivers nationwide.

Nanny Magazine got a chance to catch up with newly retired Kathy and learn a little bit more about her career journey.

How did you get involved in the nanny industry?

I completely stumbled into the nanny industry. In 1987, long commutes and the shortage of licensed daycare led me to hire a nanny. I hired through a recruiter (Karen Ryan) in Missoula, Montana.

I realized that payroll taxes needed to be paid and learned how with the help of my eventual business partner, Alan Heilbron.

Fast-forward five years. Our family had added our third child, and I was working from home while my husband was on an extended assignment in Germany. I was struggling to balance caring for the children and a home and putting in full-time hours during school and naptimes and after bedtime. President Clinton had been elected, and his nomination of Zoë Baird to be Attorney General was scuttled when it was discovered she had a “nanny tax” problem. Tom Herman of the Wall Street Journal coined the term nanny tax while reporting on Ms. Baird’s ‘problems in this area.

Alan and I had not worked together for a few years, but he knew I was looking for a more part-time income. He called me up to meet for coffee, and with our two two-year-olds in tow, pitched the idea of starting a nanny tax compliance service with a focus on ambitious Washington, D.C., attorneys and lobbyists as our clientele.

In February 1993, we incorporated and, a few weeks later, began running a series of ads on the radio and in community newspapers. Our ads, with headlines like “Don’t Be Zoëd” and “The Hand that Rocked the Cradle . . . Will She Keep Your Secret When She’s Gone,” attracted more media attention than clients. Fortunately, the AP wrote a story about our fledgling business that ran in over four hundred Sunday newspapers, and the rest was history.

How has the industry changed since you began HomeWork Solutions?

Awareness is the biggest change. I see increasing awareness among parents that paying legally is the right thing to do, awareness in the industry that being paid off the books is a bad deal for nannies, and awareness among all parties—agencies, nannies, and families—that fair and legal pay is an ethical obligation.

In 1993, I was educating agencies on the facts that nannies are not independent contractors, that nannies are not babysitters, and that there are real risks to the agency’s clients when treating this relationship casually.

Education is still a large component of what we do. Agencies, training programs, and workers’ rights advocates, however, are now part of the educational effort.

How did you get to where you are today?

I am probably here because I didn’t know when to quit! The first several years were way more work than reward! I am glad, however, that I stuck around!

Where do you see yourself in five years?

My husband and I recently transitioned to retirement, and I work with HWS today in a senior advisory capacity only. There is a great team leading HWS today, and I am blessed to be able to step aside.

What is your best advice for nannies and/or nanny employers?

Communicate clearly, respectfully, and fairly. This is both a business and personal relationship. A nanny may simultaneously adore the children in her care and maintain a professional relationship with the family that employs her. Always negotiate a work agreement that covers schedule, duties, compensation, taxation, benefits, and termination expectations at the start of the relationship and adhere to your side of the bargain.

What did you like best about your job?

I truly enjoyed talking to clients and helping them negotiate their way through an intimate employment relationship that was completely new to them. I particularly enjoyed the educational aspect of my work—understanding that there is a right way and many wrong ways to engage in this relationship and helping to point out the differences.

What did you like least?

I was truly saddened every spring by the number of nannies who would call seeking advice when they were given a 1099 or when the promised W-2 did not arrive. More recently, helping my age cohort deal with the realities of their mother’s or father’s care needs as I struggle through the same challenges.

What is your educational background?

I hold BAs in Political Science and Philosophy and graduated magna cum laude from Boston College. And while I once thought about pursuing a law degree, I am very pleased looking back that I didn’t.

How do you give back to the nanny community?

I believe that over almost three decades, I have given generously of my time to educate nanny communities about the “Business Side of Nannying.” I am also proud that HWS has tirelessly provided financial and other support to the INA, APNA, Nannypalooza, and National Nanny Training Day.

What is biggest nanny industry myth?

Oh, where to start? I’d start with “nannies are independent contractors,” followed closely by “We really click, we don’t need a contract.”

What is the one thing you’d like parents who employ nannies to know?

Follow the golden rule—uphold your part of the bargain. Your nanny doesn’t like unplanned overtime any more than you do, and if you must be late, communicate. Pay your nanny on time and acknowledge and compensate for overtime.



THE ABCS OF RESPECTFUL CARE

BY DANIELLE BUJNAK

Editor's Note: This is part six of the series entitled *The ABCs of Respectful Care*. Read all installments in the 2020 issues of *Nanny Magazine* at NannyMag.com

The Respectful™ Approach to Human Development, Education and Care is a multi-disciplinary and open-ended approach that combines elements from classic teaching methods and current research in the neuroscience of human development. The goal is to deliver a level of care that meets the genuine needs of all of the individuals involved in the care experience.

P IS FOR PREDICTABILITY

Predictable routines allow an infant or child (or anyone of any age!) to experience a genuine sensation of control over their environment by being able to foresee and prepare internally for whatever is happening next. Given this opportunity to foresee and prepare, we feel less stress and anxiety than when we are in situations that are unpredictable, when we cannot foresee what will happen and therefore cannot feel prepared for it. Feeling unprepared never feels good, which is a holdover from evolutionary concern about survival in ancient situations. And feeling prepared does feel good. Desiring to feel competent and capable of handling the situations we face is hardwired into us from before birth, and this is why even newborn infants enjoy and benefit from predictable routines. They quickly learn the order in which tasks and events occur, and they are therefore able to cocreate meaning and communication from the very youngest age.

Furthermore, being able to predict a series of events, even a simple and short routine such as taking off a diaper, wiping, putting on cream, and then putting on and fastening a fresh diaper, allows an infant to plan ahead for the next event that is coming, even while the previous event is still happening. Through this process, the child is wiring in the neurological underpinnings of planning and problem-solving, and also as a bonus, they are experiencing and practicing waiting and delayed gratification of their instantaneous desires. Perhaps they look forward to handing the fresh diaper to their Someone, so they hold the diaper in their hands, just waiting for the right moment to hand it over to be used. They delight in this participation in their own care, and they also delight in their competence to wait and to pursue the desired action at the appropriate time. This practice—which is made possible only through experiencing predictable routines—is creating in the child a lifelong foundation for healthy emotional resilience and the ability to make healthy decisions for themselves throughout their lifetimes.

Q IS FOR QUESTIONS

Asking questions is a core practice in respecting others, including infants and young children. When we interact with others without asking questions, we are providing our own views and directions, but not actively seeking out the input and perspective of the other person. The importance of asking questions in healthy human relationships is evidenced by the fact that even newborn infants are capable of responding to questions in a meaningful

way. When I finish changing a newborn infant's diaper, I say in the bright and cheerful tone of voice that we all instinctively use with newborns (because it actually does make more sense to them, given their right brain is functional to a significant extent, and wiring in their left brains is practically nonexistent), "Are you ready for me to pick you up now?" I accompany this question with physical gestures such as eye contact and an open and expectant facial expression, and I extend my arms and hands to indicate that I am ready to pick them up. If I wait a few moments after asking this once, the infant will respond with whatever intentional physical movement is possible at their age and stage of development. For the youngest infants, this is generally limited to tensing their core and shoulders in preparation for being picked up.

Parents seeing this happen will almost invariably say, "Wow, it's almost like she understood you!" Um yeah. Actually, she did understand me. When we think of newborns and young infants (and even older children) as not having effective communication skills, they tend to live up to that expectation. But when we curate an environment in which predictable routines and responsive, sensitive caregiving—including asking plenty of appropriate questions—support the child in developing age-appropriate communication skills, it's genuinely astounding how sophisticated their thinking can be and how effective their communication can be.

Sometimes, the infant does not show readiness in response to my question, so then I ask another question, such as "It looks like you aren't ready for me to pick you up yet. I wonder, why are you not ready?" Then I start investigating potential reasons (narrating as I go, of course), and invariably, I find a genuine reason. Often, it turns out that they suddenly needed another fresh diaper, so we repeat the changing routine. And afterward, when I ask if they are ready to be picked up, they show me that they are ready. Occasionally, they prefer to stay where they are because they are engaging with and looking at something that has caught their interest, and in that case, I join them and cocreate meaning with them by narrating their interest in the sunbeam, mobile, or whatever it is they are choosing to investigate. By asking the infant questions and waiting for their response, I have opened up an opportunity for a language-rich interaction in a moment of high interest for the infant, and we are cocreating a valuable shared bonding experience as well. Once their interest is complete, I ask them the "ready for picking up" question again, and they show me that they are ready.

We can also ask questions with older children, both closed-ended questions ("Do you want to wear red socks or blue socks?") and

open-ended questions ("Can you tell me more about that?"). All of these questions invite meaningful interaction and build the relationship and the mutual respect that are the foundation of healthy human connections throughout the lifespan.

RI IS FOR RESPECTFUL & RELATIONSHIP-BASED CARE

When a Someone provides care that uses the benefits of connection and attachment to cocreate the healthy development of an infant or child, that is respectful, relationship-based care. We acknowledge that the relationship with the Someone is a critically important piece of healthy development and that nourishing and enriching that relationship in a respectful way is a primary obligation of the Someone.

Relationship-based care as a separate concept simply denotes the somewhat obvious idea that the relationship is the core context of the caregiving, and the qualities of the caregiving are deeply influenced by the qualities of the relationship. However, this didn't use to be considered obvious, and as recently as the twentieth century, many people believed that the core context of caregiving was simply the actions themselves and that it didn't matter what kind of relationship existed between the caregiver and the cared-for person. Now many branches of scientific research have documented and proven that the context of the relationship is an essential component of caregiving and is the single most important consideration when evaluating and assessing the effectiveness of caregiving.

Human beings are not machines or robots, and treating us as if we are has devastating effects on our lifelong development. The most powerful evidence for this reality is the heartbreaking story of so many children who were raised in twentieth-century Romanian orphanages, where they experienced basic caregiving actions (feeding, bathing, etc.) but without any context of a respectful relationship with their caregivers. Those children were never able to develop healthy attachments, and in many cases, they failed to develop motor and communication skills at all.

Contrast this devastation with the experience of contemporaneous orphans in nearby Hungary, whose care was directed by Dr. Emmi Pikler and was based on a solid scientific understanding of healthy attachment. The main caregiver provided sensitive and responsive care for each small group of infants, and predictable relief caregivers supported their healthy emotional and physical development as well. The children grew up to form healthy attachments and create their own families and productive careers, succeeding by every measure of "success in life," thus demonstrating the importance of respectful, relationship-based care in healthy human development.

DANIELLE BUJNAK

Danielle Bujnak is an experienced Early Childhood Educator with more than two decades of experience guiding and caring for infants, children, and their families in a wide variety of settings. Danielle has been a nanny, governess, and Master Newborn Care Specialist, as well as a teacher for children of all ages. She has supported families in private family residences, through homeschooling, daycare, preschools, and Montessori and Waldorf-based early childhood programs. Her California Child Development Permit qualifies her at the "Master Teacher" and "Site Supervisor" levels, licensing her to run a multi-classroom preschool or daycare for infants and children, and to guide and mentor other teachers in best practices. After completing a graduate-level certificate in Early Childhood Education, Danielle is currently completing an MSc in children's mental health and special education, following the Constructivist approach.





10 THINGS TO CONSIDER WHEN TRANSITIONING FROM LIVE-IN TO LIVE-OUT NANNYING

By Gael Ann Dow

Since 1985, Gael Ann Dow has served families as a professional nanny. A CACHE Customized Qualification holder and a graduate of the National Academy of Nannies Inc. (NANI), the Alexandria School Newborn Care Specialist Program, and the Boston Baby Nurse Newborn Care Program, Gael Ann recently transitioned to a live-out nanny position after working as a live-in nanny for 35 years.

For many nannies, the thought of taking a live-in nanny job alone is enough to illicit a cringe. For a small sector of the industry, however, serving as a live-in nanny is the only job that's ever been known. If you've been working as a live-in nanny and are considering transitioning to a live-out role, here are some important things you may wish to know.



Nanny Gael Ann Dow

1. Be prepared to miss the connection.

If you are used to having the constant background noise that comes with living with a family, you may find that living alone feels a little like being in isolation. In fact, the silence, at times, may be deafening. Creating background noise by keeping the television on or radio going can help to soften this adjustment as you get acquainted with a quieter home.

2. Be ready to adjust to a different lifestyle.

Having your own nanny quarters and free rein of a large and often lavish home and yard feels different than living in a small apartment with limited space and amenities. As you consider your home, consider the upkeep that it may require and be realistic about what you can and cannot take on. For example, if you lived in the Northeast as a live-in nanny who parked their vehicle in a garage, you may have never had to shovel a path or brush off your car. If this is not something you envision yourself doing, you may want to opt for an apartment building that has covered parking and a landscaping company that takes care of snow shoveling and plowing.

3. Know that added stress may come with your new budget.

When you live in, your bills are typically minimal. Developing a new budget and sticking to it takes a bit of practice. Consulting with a financial planner can help you understand your financial picture, figure out what your housing budget may look like, and create strategies for being financially successful.

4. Starting from scratch takes time and money.

What do you know? Your apartment didn't come with that fancy coffee maker that you've become accustomed to using each morning. And the perfect pan for making pouched eggs? You don't have one of those either. It takes time and money to acquire the items needed to live comfortably in a new home.

5. Relationships may take longer to build.

When you live in, there are lots of touchpoints that happen when you are off the clock that lead to conversation and casual time spent together. When you live out, these moments occur far less often, which means it can take a bit longer for nannies and families to get to know each other. When you live out, creating opportunities for small talk at the beginning or end of each day can help provide opportunities to connect.

6. Commuting isn't as fun as you may have expected.

Planning for traffic? Shoveling off the car? Eating breakfast before you leave the house? These are new experiences that you may need to learn to navigate when your commute is more than a stairwell away. Finding a routine that works for you sooner rather than later can help to ease the transition and newfound worries about arriving late for work.

7. The relationship is different. When you live out, boundaries naturally exist.

You are an employee who comes and goes each day. There is a clear separation between where you live and where you work. When you live in, you're not just an employee, you're a housemate. Housemates get to know each other's schedules, routines, patterns, and responses to different situations. When you live out, the context of the relationship changes, and it takes some time to figure out how you fit into the family because it is different. Give yourself some grace and, if needed, a short pity party as you learn to adjust to not feeling as included as you may have once felt.

8. You miss out on things.

Did the baby do something new? Did the washing machine break? Did the air-conditioning go out? Instead of someone yelling up the stairs for you to see the new first or for help handling a household problem, you are no longer the first call and

will learn about these things when you see the family next—if they remember to tell you.

9. You have less insight into how the family is doing overall.

When you live in, you really get a sense of how the family functions. You learn who pushes whose buttons, what drives each member of the family crazy, how everyone responds to stress, and what the signals are when there's a family problem and you need to give everyone some space. When you live out, you see what the family wants you to see, or you get glimpses into what's going on behind the scenes and are stuck trying to piece the details together yourself. Give yourself time to get to know the family as a live-out employee. You will learn to gain insight; it just takes a little longer to do so.

10. It takes more adjustment than you may think.

I'm a grown and capable adult. I care for others and their home, so taking care of myself and my home is no problem. While this is all true for most nannies, you may find that living independently and living separately from where you work takes more time to adjust to than you thought. Be kind to yourself, get to know your new neighborhood, find a hobby and people to share it with, even if it's virtually, and take it one day at a time.

As Mary Poppins said, "In every job that must be done, there is an element of fun." For nannies transitioning from live-in roles to live-out roles, I encourage you to find the fun that comes along with the work of navigating such a big life change. And reach out to your nanny network to support you along the way.



REALISTIC WAGE EXPECTATIONS

Michelle LaRowe

When conducting your job search, it's vital that you know your market value. To determine wage expectations, many nannies simply add up their expenses each month and set their salary requirements based on those results. Others come up with a random wage requirement that they are satisfied with and set that as their earning goal. Some even base their wage requirements on what they believe the parents can afford to pay them given where they live and the type of car they drive. And a few see advertisements for high-end positions posted on recruiting websites and assume that's the norm. Unfortunately, these are not accurate ways to determine a nanny's market value and earning potential.

The International Nanny Association conducts an annual salary and benefits survey each year. You can review the results of these surveys at <http://nanny.org>. In Houston, for example, 99% of all of our jobs at Morningside Nannies place at \$17 to \$20 per hour for full-time positions and \$18 to \$21 for part-time ones.

How can you fairly assess your market value and earning potential starting from this base wage range?



Michelle LaRowe has more than 20 years of nanny industry experience. As an International Nanny Association credentialed nanny and Nanny of the Year™ award recipient, Michelle has authored several parenting books including *Nanny to the Rescue!*, *Nanny to the Rescue Again!* and *Working Mom's 411*. To educate the next generation of nannies, Michelle launched NannyTraining.com where she serves as lead educator and educates nannies in over 30 countries. Michelle is also the editor of the industry's premiere trade publication, *Nanny Magazine*.

Consider your experience. How long have you been a nanny? What ages of children do you have experience with? Have you worked with other household staff? Are you a full-charge nanny? What duties and responsibilities have you taken on in previous positions?

Consider your references. What do those who you have worked for say about you? Are the parents giving glowing references or are they just willing to verify employment? Do you have references and reference letters to support your work history and timeline? If you want to work with newborns, do you have a reference from a parent of a newborn?

Consider your niche. Do you have a specialization? Do you only work with multiples? Newborns? Preschoolers? Do you have a history of staying with a family for five or more years? Do you have lots of experience working with children who have special needs? Or who were adopted? Are you a household manager? Do you specialize in working with older children? Are you experienced in the Montessori approach? Are you able to tutor school-age children?

Consider your educational background. Do you have a college degree in early childhood education? Do you attend NAEYC workshops? Do you have specialized training? Did you take child development courses? How do you stay current with best practices in childcare?

Consider your credentials. Are you a newborn care specialist? Are you an INA Credentialed Nanny? Are you a Child Development Associate? Do you have a teaching credential? Are you a certified nurse's assistant? Are you a home health aide? Are you a licensed daycare provider? Have you completed training at NannyTraining.com (use code NannyTraining for 10% off!).

Consider your affiliations. Are you a member of the International Nanny Association? Are you involved with a local nanny support group? Do you attend nanny or educational conferences?

Consider your skill set. Are you a certified lifeguard? Can you speak a different language? Do you have a gift for teaching music or are you especially crafty? Are you a former camp counselor? Can you tutor or teach a foreign language? Have you homeschooled?

Consider what you are willing to do. Are you willing to take on housekeeping-related tasks that aren't child related? Are you willing to prepare family meals? Can you travel with the family? Can you stay overnight or be extremely flexible with your schedule? Will you work for a stay-at-home parent? Will you iron?

Consider the employment package. Families are not legally required to offer employment benefits. Some do as they know they have to in order to be competitive and to attract and retain qualified help. Standard nanny benefits include one to two weeks of paid vacation and paid holidays. Some families will also offer paid personal or sick days or contributions to health insurance. We strongly encourage our families to offer pay fifty-two weeks per year, as well as paid vacation time and paid holidays, at a minimum. Depending on the benefits offered, the hourly rate may be impacted.

Like with any industry, the more experienced and educated you are, the higher your earning potential becomes. The more you are willing to work and do, the higher your earning potential becomes. The more specialized experience you have, the higher your earning potential becomes. When considering your market value and wage requirements, please be able to justify why you are expecting a wage outside of local averages. We will gladly present you with your requested rate to families, but we need to be able to justify to parents why you are worth a rate that is outside of the local average.



How to Raise Your Wage

Find a Niche

Newborn Care Specialist
Night Nanny
Nanny for Multiples
Special Needs Nanny
Montessori Approach Nanny
Travel Nanny
Nanny for Teens

Take Courses

Child Development
Child Safety
Health and Nutrition

Gain Certifications

CPR & First Aid
Water Safety
Life Guard
Lactation Consultant
Medication Administration

Join Organizations

INA
US Nanny Association
NAEYC

Expand Your Role

House Manager
Housekeeping
Home Organization
Meal Preparation

STOP OVERSHARING

WHAT IT IS AND WHY YOU MUST STOP

BY MICHELLE KELSEY



MICHELLE KELSEY

Michelle founded Nannies on Call back in 2001, when her daughters were just two and four years old. As a working mother, she was struggling to find reliable, high-end childcare for her own two children, and immediately saw a business opportunity. Michelle holds a bachelor's degree in history and originally planned on being a teacher, but coming from a family of entrepreneurs, she also knew that starting her own business someday was inevitable. Twenty years later, Nannies on Call has grown to include The Nanny Solution and continues to ensure parents have access to safe, flexible, and quality childcare. Michelle lives in Vancouver, BC, and loves spending as much time outdoors as possible! She enjoys hiking, camping, and walking in the woods for hours, which is where she gets all her new business ideas.

When you are working in a highly personal setting like someone's home, it's easy to forget that you're still at work and have to maintain a certain level of professionalism. Sometimes the line between personal and professional is crossed, and you may end up oversharing with the family you work for. In fact, oversharing is one of the most common complaints we hear from families about the nannies they hire. So what is oversharing and how can we avoid doing it? Read on to learn more about how to avoid the dreaded TMI (too much information).

What Is Oversharing?

Oversharing is the act of disclosing an inappropriate amount of information about one's personal life. In the context of the nanny/family relationship, this can show up in a number of ways and at any stage of the hiring and employment process. For example, during a job interview with a family, the nanny may say something along the lines of "I'm just nanning until I can open my own daycare" or "I'm only nanning until I can land an acting role." That's oversharing, and it makes the family (the employers) question your level of commitment to the job. Oversharing can also look like engaging in a friendly conversation with one of the parents, where they're sharing details of their personal life (their marital issues, workplace drama, gossip about the neighbors, etc.), and the nanny reciprocates by disclosing intimate details about their own life.



It's common to develop a closeness with the family that you work for, but it's important to remember that, at the end of the day, they are your employers. Would you tell your boss at any other workplace about your dating life, a messy breakup, or that party you went to over the weekend? Probably not.

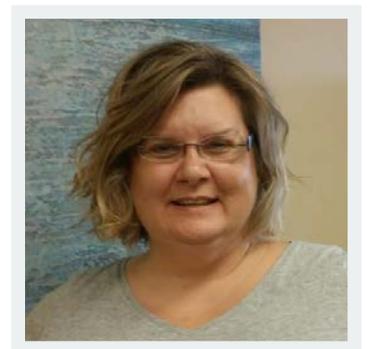
How to Avoid It

The first step to avoiding oversharing with your nanny family is to set boundaries right from the onset of the work relationship and to maintain those boundaries throughout your employment. These boundaries can center around what information you choose to share with your employers, which topics are off limits to talk about, whether or not you "friend" or "follow" your employers on social media, what personal rules you make about not having a drink with your employers, and so on. Another way to avoid engaging in oversharing at work is to ask yourself "is this helpful for my employers to know?" and "will this make them question my childcare abilities?" If the information is not useful or pertinent to your role as a professional childcare provider, it probably doesn't need to be shared with your employers. If the information could make the employers view you in a negative light and question your abilities, it definitely doesn't need to be shared with them. Remember, it's important to be authentic and give your nanny family the opportunity to bond with and get to know you. By avoiding oversharing, you're simply ensuring that they get to know the best version of you!



NANNY KNOWS BEST MASTERING YOUR SIDE HUSTLE

BY KELLIE GERES



With over 30 years in the private service industry, Kellie Geres is an award-winning industry leader who specializes in working with divorced parents, equipping nannies to transition to household manager roles, and supporting industry organizations. Kellie has been with her current work-family for over 15 years, evolving from the children's nanny to family house manager, where she now oversees a busy household of working parents, adult children, and the most spoiled dog named Riley. Kellie serves as a virtual assistant to APNA, nanny agencies, and educators, and she volunteers with ADCAN, the longest-running nanny support group in the US. Kellie is the co-chair for National Nanny Recognition Week (NNRW), co-creator, along with Sue Downey, of Our Nanny Diary nanny printables, and she maintains several industry websites including Regarding Nannies and NannyTrainings.com. Kellie was named the 1997 International Nanny Association Nanny of the Year, and in 2014 was honored with the Domestic Estate Management Association Lifetime Achievement Award. Kellie has presented at several industry events, including Nannypalooza, INA, the All-Star Nanny Conference, and interNational Nanny Training Day. She has also been interviewed for television, print, and radio. Kellie resides in the Washington, DC metro area, and when she is not wearing her many hats in this industry, she enjoys traveling, reading, and a really good glass of wine.

Even before COVID had many of us pivoting our business models, nannies have been multitasking and creating businesses for decades. From agencies to authors, T-shirts to wreaths, nannies (and specialty nannies) are savvy enough to recognize their talents and sometimes turn their hobbies into successful side gigs and full-fledged businesses.

You will find these entrepreneurial nannies, often referred to as “Nannpreneurs,” spending their off-time and weekends tending to their businesses by creating websites, having a presence on social media, reaching out to collaborators, making new products, stocking inventory, and so much more.

What does it take to be a Nannpreneur? A fresh idea? A passion for doing something you love—other than working with children? A desire to fulfill a need not being met by current businesses? All of the above? It all starts with an idea.

Our Nanny Diary, the business I run with my business partner Sue Downey, was born out of our vision of seeing a need for specific digital downloads for the nanny community. From there, we listened to our audience, who did not want to make their own but wanted it done for them. Thus, the printed/bound version of the diaries was born, and along with those and the continued digital downloads, Our Nanny Diary fills a need in the nanny community in the nanny/family communication realm. We continue to listen to the nanny community and provide timely products that meet the needs of nannies, NCS, and families.

Liza Johnston of Easy-Peasy Crafts and Sensory, said she started her business because “I love to make all things sensory; I find it super relaxing, so I decided to take my love of it and make it into a business.” Her goal is to become a part-time nanny and do Easy-Peasy full time.

In addition to Our Nanny Diary, I have taken my love of social media and admin tasks and do social media management and VA services for nanny agencies and industry-related organizations.

Successful businesses do not need to be a physical product either. Look at the success of NannyTraining.com and its online nanny exam, Nanny Magazine and its digital subscription, or the many nannies offering career coaching and digital resume services.

You have your idea, but how do you start a business?

I highly recommend starting with a SCORE mentor. If you are not familiar with SCORE, it is a network of expert volunteer business mentors dedicated to helping small businesses start, grow, and meet their goals. Find one at www.score.org. Know someone who shares your passion? Consider collaborating, becoming business partners, and laying out your business plan together.

Liza recommends, “Advertise before you start. Post photos and videos, get people interested, and then launch.”

2020 brought us some of my favorite Nannpreneurs, such as Clearly Nanny and The Nanny Cards, and others have continued to shine, including Nanny Years, Alice Joy Creations, and Nanny Tees (be sure and check out their self-care boxes!).

Looking for support?

Social media is a great resource for small businesses. Fortunately for us, there are a few Facebook groups just for Nannpreneurs: Small Business Nannies, The Nannpreneurship Lab, and Nanny Businesses and Bloggers.



How about some free tools to help you succeed? These are my go-to resources:

- Canva
- Unsplash (stop using Google Images!)
- Hootsuite
- RawPixel
- Trello
- Airtable

Do not let your idea sit in your head. Take the steps to start your business today! If anything, jot down your ideas in a notebook. Start planning out your steps. Create a timeline of when you would like to launch and go from there. The Facebook groups are a great place to start a conversation in a supportive environment of others who have been exactly where you are. I wish you good luck and continued success!

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VOLUNTEER OF THE YEAR AWARD
IS PRESENTED TO:
DIANNA HARRISON
A heartfelt recognition of your generous contributions to the Nanny Angel Network and the families we serve. Thank you for continuing to give your special talents in providing love and care.

 NANNY
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NETWORK

NANNIES GIVE BACK

NANNY ANGEL NETWORK VOLUNTEER OF THE YEAR

Each year, the Nanny Angel Network Volunteer of the Year award recognizes one outstanding volunteer who has completed a minimum of six months or one hundred hours served and who has gone above and beyond in providing ongoing support to a family in need.

This year, Dianna Harrison was selected as the Nanny Angel Network Volunteer of the Year award recipient.

A parent to three grown children, Dianna is a Registered Nurse with over thirty-five years' experience, including over twenty-five years in Emergency care and five years with Public Health in the school immunization program. She has been a Scout Leader with Scouts Canada for over fifteen years, working with youth from eight to twenty-five years of age.

She learned about the Nanny Angel Network through her daughter, who had learned about it through her own young adult cancer group.

Dianna was selected because of her incredible commitment to supporting a family that needed substantial help. Dianna supported a single mom and son with special needs and no other family in Canada. Throughout the entire COVID-19 pandemic, Dianna provided in-home support to the mom so she could attend her medical appointments, receive treatment, and recover from her surgery. Diana included this family into her bubble to ensure that the mom did not have to choose between childcare and her health. Diana's flexibility, compassion, and willingness to meet her family whenever they needed support, with no questions, demonstrated her unwavering support and undoubtedly distinguished her as the recipient of this award.

"Supporting my NAN family has many important aspects. A caring ear to listen to mom as she navigates her cancer journey and parenting during this pandemic. Being an energetic, fun, consistent adult and role model for Adam. Someone they can both trust to show up and care," says Dianna.

"I was stunned to learn that moms sometimes have to defer their surgery because they have no one to care for their child. I feel blessed to be invited into my NAN family home and into their life at a time when they needed support the most. I have put my rudimentary French education to good use and learned a lot about another culture."

For nannies who are serving families with difficult situations, Dianna has this advice. "Listen, try and understand the needs of the child and parent. Plan an activity for your visit and have a backup plan or two or three if the weather is bad or the child is not in the mood for a complicated craft. Sometimes just play cars if that is his energy level."

Those who are looking to give back and support moms with cancer and their kids can sign up to become a volunteer at nannyangelnetwork.com/apply. There are many ways you can volunteer, from virtual to in-home opportunities, so it's great to be able to find something that suits your schedule and interest. If you are too busy, you can also donate. Every little bit makes an impact.

"Some people are frightened to get involved, worried that they do not have skills to share or the time. NAN provides incredible training and support to ensure you are well prepared, equipped, and confident to help creating a lasting impact during a time of need. Their team checks in for additional support. The rewards of volunteering are that you receive back so much more than you give. The relationships built by volunteering are very special and help to connect you to your community," says Dianna.



The Nanny Angel Network

Based in Canada, the Nanny Angel Network is a charitable organization that provides free in-home and virtual childcare support to moms with cancer and their kids. By providing the support moms need for their children, they ensure moms are able to focus on their health. When kids are given the tools and healthy coping skills they need during their mom's illness, they can better understand what's happening and ultimately thrive and grow up as emotionally healthy adults. To learn more visit <https://nannyangelnetwork.com/>.



People Profile

Shada Lambert

Shada Lambert is a childcare expert, career nanny and speaker, parent coach, sleep consultant, potty-training specialist, nanny mentor, and entrepreneur. She has a performing arts background and holds a master's degree in childhood studies and early years. For over seventeen years, she has provided a range of services to high-net-worth individuals, celebrities, families, and nannies worldwide. Originally from Birmingham, UK, she currently resides in London.

How did you get involved in the nanny industry?

I started off in my teens as a babysitter and assistant dance and drama teacher in a performing arts school. I was recommended by a parent to another family when they were seeking a nanny for their newborn daughter.

What is the nanny industry like in the UK?

The nanny industry in the UK is quite small. There is a handful of nannies trying their best to do great things to bring nannies together through social and online events, but more could be done to advocate and support nannies. The nanny industry in the UK is known for being very traditional and not as supportive. Everyone stays in their social circles, and there is not much natural integration among groups. Hopefully, once the pandemic has passed, nannies will be more sociable and supportive among each other.

How did you get to where you are today?

Through hard work, perseverance, faith, and my positive mindset and attitude to life.

Where do you see yourself in five years?

I would like to be living abroad in a hot country and working on my goal to build nanny schools in different countries worldwide. I would also be happy to see my parents retire.

What is your best advice for nannies across the globe?

Believe in yourself and your attributes and always be authentically you. Be kind to yourself and prioritize rest because nannies work hard. Banish imposter syndrome and do not compare yourself to other people. Do not be discouraged by not getting jobs that you applied for because what is for you will not pass you by. Also, if you want to elevate to the next level in your career, get a nanny mentor like myself. It will change your life for the best in a short amount of time.

What do you like best about your job?

I love the happiness, peace of mind, and support that I can offer families, and to see them so grateful for the commitment I give to their children. I also love being in the presence of children as there is so much to learn from them; they make me laugh and contribute to my joy and happiness.

What do you like least?

I do not like working for parents that micromanage or for parents that do not respect my profession as a serious career. The passive-aggressive comments can sometimes be incredibly challenging to manage as well. I also find leaving a nanny position can be exceedingly difficult, especially when you have built such a strong bond with the children.

How can nannies be the best they can be?

Nannies can be the best they can be by holding themselves accountable and striving to be their best. Nannies can also actively invest in their education and knowledge through courses and continued professional development. To be the best they can be, nannies should invest in a nanny coach or mentor who can help and support them through all aspects of their careers.



What is your educational background?

My educational background is in the performing arts sector. I have a diploma in musical theatre, dance, and theatre. I hold a BA HONS degree in performing arts and drama, as well as a master's in childhood studies and early years.

How do you give back to the nanny community?

I give back to my nanny community by doing weekly live sessions on Instagram, YouTube, and Facebook where I offer advice and knowledge on a range of different topics. I also mentor nannies all over the world and support them in a variety of areas, including interviewing, emotional well-being, contract writing, negotiations, confidence, resume writing, finding your niche, and building your brand. I also offer ad hoc coaching calls for nannies. In the future, I will be providing courses, workshops, and eBooks to continue to support nannies in the community.

Biggest nanny industry myth?

That nannies play all day or that nannies, babysitters, and Au Pairs are all the same. People also think being a nanny is not a valid career choice.

Anything else you want us to know?

During the third lockdown in London, I offered free childcare for single parents living in the South East London area. I volunteered over one hundred hours of free childcare and had a great time giving families a nanny experience they had not experienced before. In 2020, I was nominated for the Online and Social Media Award at the Nursery World Awards, where I received the Highly Commended certificate. I was also nominated for the Family's Children Champion Award. I am also immensely proud of achieving my master's degree after not completing it twice. I am looking forward to graduating this year.

10 QUESTIONS

WITH ERICA FONDEVILA AND PRISCILA RODITTI FROM CAREKEEPERS IN ECUADOR



1. What is the nanny industry like in Ecuador?

In Ecuador, it is quite common for middle-class families to have nannies. Most nannies live out; however, there is a high percentage of live-in nannies as well. Almost all nannies are female, and very few nannies have a degree. In fact, it is not uncommon for a nanny to have not finished high school. Since most nannies are not educated, when there is a need for a nanny, the focus is on experience, not education. Most parents prefer someone who is already a mother or who has worked with children before. Parents also prefer personal recommendations when looking for a nanny. They want to hire a nanny they or someone in their circle knows. We are unaware of any nannies who have professional training here and are hoping to change that.

2. What made you realize there was a need for nanny training?

As mothers, we were both concerned with who would be caring for our children when we returned to work. And by who, we did not mean a person; we meant, is the person we hired really prepared to take care of our children? For us, we wanted assurance that the person responsible for our children would be honest, be responsible, and have at least the basic knowledge required to keep our children safe.

What we realized, especially when talking to other mothers, was that in our country, our needs are not currently being fulfilled by our nannies. We realized that most of the nannies do the job because they need the money or they like caring for children, not because they have the training or preparation required to offer a higher level of childcare. With this acknowledgment came the realization that there was a need for qualified nannies and professional nanny training in our country.

3. How did you develop your training program?

We reached out to the experts and those who do it best. We decided to start with a pilot in partnership with NannyTraining.com to test the market. This pilot program is in Spanish and contains the most essential information, focusing on health, safety, and nutrition.

4. Is there lots of competition for nanny training in Ecuador?

There are not many established training programs for nannies in Ecuador. There are some very sporadic basic courses delivered by professionals in the childcare field that nannies can attend and some training focused on handling emergencies offered by one small training center in another province.



Erica Fondevila

Erica Fondevila is an Industrial Engineer from Escuela Superior Politécnica del Litoral - Ecuador. Currently managing Simple & Practico Ecuador, a consulting company focused on applying several methodologies (Critical Thinking, Theory of Constraints) to help companies easily adapt to change in their markets and improve their results, Erica saw the need for quality childcare and training for her daughter and cofounded CareKeepers to bring quality education to caregivers in her region.



Priscila Roditti

Priscila Roditti is a lawyer from Universidad de Especialidades Espíritu Santo UEES - Ecuador. She holds a master's degree in customs law and currently works as a legal advisor in one of the largest customs broker agencies in Ecuador. Priscila saw the need for quality childcare and training for her two children and cofounded CareKeepers to bring quality education to caregivers in her region.

5. What do you think are the most important things nannies need to know?

For us, the most important thing is that nannies are equipped to minimize risks and respond to emergencies. We also hope to instill in nannies the sense of responsibility that comes with caring for children and to help them understand that families want to be confident that their children are in good care.

6. What role do nannies play in the culture in Ecuador?

In Ecuador, there are two types of nannies. The first are nannies who are hired to only take care of the children. Their responsibility is to care for the children, and their jobs include feeding the children, tending to their personal hygiene, playing with the children, and engaging the children in activities. The second type of nannies is hired to care for the children and the home. These nannies take a more domestic role and do the cooking, cleaning, and laundry for the family.

According to the economic conditions of the household and the number of children in the family, there may be one nanny who cares for the children and one helper who cares for the home. While it is less common for both parents to work here than in the US, for middle-class households where both parents work, there is typically at least one nanny employed. In high-class households, there is often more than one nanny.

7. Why do you think training is important for nannies?

Taking care of a child is an enormous responsibility. From birth, children are exposed to risks. From suffocating to choking to falling off a bicycle, if the person in charge does not know how to minimize risks and respond to accidents and emergencies, the child's life could be in permanent danger. When it comes to nutrition, if the person in charge of cooking for the child does not cook the food properly, the child's health can be highly affected; the same is true if this person does not know how to wash bottles properly. Keeping a child safe requires lots of insight, and while this is common sense for some, for others it must be taught.

8. What is the goal of your training?

Our goal is to provide training to at least 40% of the nannies in Ecuador. By accomplishing this, we can change the entire nanny landscape and the standard of care children receive. It is our hope to elevate nannies and raise the standards of care children cared for by nannies in Ecuador receive. Families will feel safer and more confident leaving their children with someone that has the knowledge needed to provide quality care.

9. What is the market like in Ecuador for nannies?

Most nannies in Ecuador earn a basic salary equivalent to about 400 USD per month. In Ecuador, the law requires two additional payments: one in December, a Christmas bonus, and another one in April for the coastal region, the scholar bonus.

If nannies have special attributes, they can earn more. In our market, nannies who have a US Visa can earn more.

There is also a market for "live-in nurses" for newborn babies. Normally, these nurses have some knowledge in nursing, and a few even have nursing degrees. These nurses earn at least twice as much as a nanny and usually work with a family for the first three months of the baby's life.



10. Where do you hope your business is in five years?

In five years, we would like to be the leader in providing nanny training to every country in Latin America.

**OUR GOAL IS TO
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ECUADOR.**

TAMING THE TRANSITION TIMES

BY MICHELLE LAROWE



**REMEMBER
THAT KIDS
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The most trying times in your nannying life are probably the transition times: mornings, drop-offs, pickups, bedtimes – basically, any time you and your charge are shifting gears and entering into a new environment. How can you help your charge (not to mention you!) navigate the transition times in your day?

Remember that kids thrive on routine and structure; they like to know what's coming next. They tend to find security in predictable patterns and routines. Providing a way for your charge to gain an understanding of how his day will go may eliminate some of the undesirable behaviors (tantrums in younger ones, lack of listening and cooperation with the older ones) that tend to rear their ugly heads during transition times.

One effective way of helping your charge visualize what his day will look like is to create a picture chart that depicts the day's activities and the order in which they will happen (think of it as a child-friendly Day Runner). Small children are not as concerned with what time things will happen as they are with the sequence of events, so having a visual picture of what comes next will speak to your child in a way he can comprehend. For example, for a child who attends preschool and is picked up after naptime, I would make a chart that describes his day with photos of the following: a sun, breakfast food, a toothbrush, shoes, a car, a school, blocks, a sandwich, a bath, and a bed. This type of chart can be as elaborate or as simple as you want it to be, but the concept behind it is what makes it effective.



When you are planning your charge's routine, thinking through what will happen on an average day allows you to come up with many ways to simplify your day, lessen your stress and make transitions tantrum-free for you and your charge. Here are some of my best tips for creating a transition-friendly routine:

Have a place for everything. A designated place for each child's items eliminates lots of morning chaos associated with last-minute search-and-rescue missions for lost shoes, homework, library books and so on.

Utilize a corkboard. A bulletin board that is used for school notices and the family schedule is a great visual reminder of what's happening and when.

Have a specific place for morning necessities. Getting your charge in the habit of leaving his packed backpack by the front door (or wherever your point of departure from the house is) at night will eliminate frantic morning homework hunts.

Set out clothes for the next day the night before. Laying out Mandy's clothes the night before on the edge of her bed is one less thing to have to deal with in the morning. Utilizing a multishelf hanging closet organizer to store an outfit in each day of the week works well, too.

Use verbal cues to wind down activities. Phrases like "You have three more minutes to finish eating" or "We are leaving for preschool in five minutes" help your charge prepare for what comes next.

Sing loud and proud. Creating songs for activities also helps kids to transition into them. Who wants to clean up? No one — until you burst into your rendition "Clean Up, Put Away," which is personalized to include the name of every child in the room. It works with older kids, too; they'll do what you want so you stop singing.

Keep goodbyes short, sweet and final. One of most every experienced nanny's pet peeve is the prolonged goodbye. You know the one I'm talking about — the 15-minute goodbye that leaves Charlie screaming for Mommy, who then returns, unable to handle the tears. Sometimes the nanny in me wants to issue a time-out to Mom for making matters worse. I want to scream, "Leaving him is not an option — you are going to do it, and you know that when you peek around the corner in three minutes, he'll be fine. So stop prolonging your departure!" But instead I put on my happy nanny face and gently escort the mommy out the door, assuring her that I will call her if for some reason her son doesn't settle in the way he has every weekday for the past two years. This is all to say that as you build your relationship with the family, encourage mom to be confident and, with a relaxed smile, say "See you soon!" and get going. The transition will go more smoothly for all when you do.



The Fair and Legal pay movement is a passionate call to recognize all Household Workers as employees in their chosen profession.

Fair & Legal means paying a living wage for all hours worked, including the correct compensation for overtime. Fair & Legal also means paying required employment taxes on wages paid to employees. Legal pay provides an employee verifiable income, which can be used to rent or buy a home, purchase or lease a vehicle, or apply for credit.

Nanny Magazine has taken the Fair and Legal pledge.

We pledge that as part of our daily organizational practices, we will educate, support, and comply with all applicable fair and legal pay standards for household employees. Fair and legal pay means the observance and compliance with all federal, state, and local laws that apply in our service area(s), such as worker classification, minimum wage, labor laws, and tax laws.

To learn more visit <https://fairandlegalpay.com/>.

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