



**CHILD
CARE**
of Southwest Florida, Inc.

Partners for Child Care

Winter 2010

From the CEO: Focusing on the Future By Beth Lobdell

Child Care of Southwest Florida, Inc. certainly knows the meaning of change.

In the past year, we've changed our mission statement, our logo, our management team, and some members of our Board of Directors. We've also changed the way we do business to help us survive this economic downturn.

Our new simplified mission statement focuses on what we do: Child Care of Southwest Florida's mission is to ensure that high quality child care is available to all families and children in Southwest Florida.

This mission statement forces us to focus on providing high quality child care in our six child care centers and one before and after school program. Focusing on providing high quality early education will help our children bridge the achievement gap between low-income children and their middle income peers.

Research shows by the third grade low-income children have a vocabulary of 4,000 words while their middle income peers have a vocabulary of 12,000 words. Research also shows that 90 percent of the human brain is developed by the age of five. Kindergarten is too late. We need to provide quality early childhood education as early as possible.

We also understand that along with high quality early childhood education we need to help families connect to social services in our community that will enable them to create stable home environments to support and encourage learning in our child care centers.

This is an incredibly ambitious goal – we don't expect to do it alone. We envision collaborating with other United Way and social service agencies in our community as well as companies and private donors to make this happen.

You'll read other ways that Child Care of Southwest Florida meets its mission inside this newsletter, such as the USDA Child Care Food Program and the coordination of state-mandated training for early childhood educators.

Our pledge to you is that we'll never lose sight of our mission to help our tiniest citizens learn the skills they need to become tomorrow's leaders.

CELEBRITY WAITER DINNER RAISES AWARENESS, \$18,000 FOR CHILD CARE OF SOUTHWEST FLORIDA



Celebrity Waiters (left to right): Chip Simpson, Nicole Papageorge, Amy Wegmann, Kevin Morris, Carol Conway, Jan Ellen Atkielski, Lisa Cronin-Miller, Jim McLaughlin, Jeanne Dozier, Ray Judah, Auctioneer Scott Robertson, and Mistress of Ceremonies Marietta Mudgett

Politicians, business leaders and media personalities donned their aprons and performed for tips at the First Annual Stars for Kids Celebrity Waiter Dinner and Auction November 14, raising \$18,000 for Child Care of Southwest Florida, Inc.

Carol Conway, president of CRS Technology, earned the coveted 2009 "Most Appreciated Celebrity Waiter Award" at the event, sponsored by Wells Fargo Insurance Services and HSA Engineers and Scientists. Conway captured the award by earning the most tips at her table.

Local celebrities displayed their talents by becoming singing waiters or performing other feats, such as a "magic" trick by FOX-4 Anchor Amy Wegmann that produced a surprise appearance by co-anchor Patrick Nolan. Nolan happened to be attending another event next door at the Sanibel Harbour Resort & Spa.

Lee County Commissioner Ray Judah belted out Love Potion No. 9, while Lee School Board Member Jeanne Dozier started the fitness trend by doing a single sit-up. Not to be outdone, Conway plopped on the floor and did 100 sit-ups.

Golf Tourney Benefits Scholarship Fund

...continue inside

The agency's first golf tournament attracted a full course of golfers to Kelly Greens Golf & Country Club in October, raising \$15,000 for scholarships for low-income children.

The tournament was sponsored by BUILD, LLC, a Naples commercial construction company, Olde Florida Benefits Group in Fort Myers, Advance Auto Parts, Kaplan Early Learning Company, All Brands Supplies, the Greater Fort Myers Democratic Club, BB&T-Oswald Trippe, Comcast, Suntech Electric Contractors, Belair Excavating, and Cougar Cutting, Inc..

The team from BB&T – Oswald Trippe was the big winner of the day.

"We are very happy with the support we received at this first ever tournament. Everyone had a good time and sponsors are already talking about next year's event," said Nancy Coker, COO for Child Care of Southwest Florida, Inc.

Prizes also were awarded for closest to the pin and longest drive for both men and women. *See more photos inside.*



Child Care Scrapbook

Pictures from Golf Tournament



Platinum Sponsor BUILD team: Jay Howard, Bill Gaston, David Klackle, and Mark Thomas.



BB&T-Oswald Trippe team: John Pollock, Mike Cannington, Ian Schmoyer and Greg Frith



Platinum Sponsor Olde Florida Benefits Group: Vickie Dinkle, Kim Dinkle, Rich Adams and Gary Tinney

Pictures from Celebrity Waiter Dinner & Auction



Jan Ellen Atkielski completes a painting during the cocktail reception that was later auctioned.



Lee School Board Member Jeanne Dozier and Lisa Cronin-Miller of LARC "cook up" their own schemes to raise money.



Lee County Commissioner Ray Judah sings "Love Potion No. 9."



FOX-4 Anchor Amy Wegmann chats with Rob Guth of Primary Residential Mortgage, Inc.



Carol Conway of CRS Technology wins the 2009 "Most Appreciated Waiter Award" for raising the most money.



Miracle Visits Geraci Child Development Center

Fort Myers Miracle Pitcher Joe Testa talks about reading with Jurni Vincent at the P.A. Geraci Child Development Center.

Celebrity Waiter Dinner raises awareness

continued from cover page

One of the highlights of the evening was a timed eating contest by Chip Simpson of the Red Sox Organization, who ate 30 hot dogs in five minutes.

Greater Fort Myers Chamber of Commerce Executive Director Marietta Mudgett and Auctioneer Scott Robertson (who also is vice-chairman of the charity's board of directors) shared duties as master and mistress of ceremonies.

Other celebrity waiters included Nicole Papageorge of WINK-TV, Jim McLaughlin of Florida Weekly, Lisa Cronin-Miller of LARC; John Mann, Jr. of Integrated Benefit Solutions; Kevin Morris of the Tice Fire Department, and artist Jan Ellen Atkielski, who completed a painting during the cocktail hour that was sold during the live auction.

Funds raised during the evening will be used to provide partial scholarships for low-income children to receive child care in the seven centers operated by Child Care of Southwest Florida, Inc.

Planning for next year's Celebrity Waiter Dinner & Auction is already underway, with a tentative date of October 16. More photos inside.

DATES FOR THE CALENDAR

15th Annual Circles of Care Early Childhood Conference

May 22, 2010 - Edison State College

More than 800 early childhood educators are expected to attend this day-long training event. Local Trainer and Motivational Speaker Lee Knapp will be the keynote speaker. Watch for details!

Child Care Annual Dinner

January 25, 2010
5:30 p.m. – 7:30 p.m.
\$25 per person

Broadway Palm Dinner Theater
Café Cabaret



visit us at:
www.ccswf.org

Food Program



Grows and **GROWS**

1 of the programs administered by Child Care of Southwest Florida, Inc., is the federal food program that reimburses family child care homes and child care centers for serving nutritious meals and snacks.

"As more and more family child care homes and child care centers learn about the program, they are signing up in record numbers," said CEO Beth Lobdell.

In just one year, the number of family child care homes enrolled has increased from 95 to 175 and the number of child care centers has increased from 30 to 67 centers.

Lobdell attributes the spike in enrollment to increased marketing by staff and a larger geographic area served. The Child Care Food Program now serves 10 counties from Polk County to Collier County.

2 Child Care Centers Earn National Accreditation

The Joseph H. Messina Children's Center and Edison State College Child Care Center have earned accreditation from the National Accreditation Commission for Early Care and Education Programs (NAC) for outstanding early childhood programs which meet national standards of quality.

Both centers are operated by Child Care of Southwest Florida, Inc.

The Joseph H. Messina Children's Center is located at 4650 Fowler St. in Fort Myers and is licensed to care for 105 children from ages 1 to 12.

The Edison State College Child Care Center is located on the Fort Myers campus of Edison State College and is licensed to care for 139 children from ages 1 to 12.

To become accredited, the centers had to meet a variety of strict criteria related to providing a developmentally appropriate program for pre-school children. These criteria range from providing a program that exceeds state licensing requirements to providing professional development opportunities for staff, as well as parental involvement.

Accreditation includes an on-site study of the programs by an early childhood professional followed by a final assessment of the centers by commissioners from the National Accreditation Commission For Early Care and Education Programs.



3 New Board Members!

Child Care of Southwest Florida, Inc., is pleased to announce the election of three new members to the board of Directors:

We thank retiring board members Bill Robinson, Julie Drake, and Brian Thompson for their service.

Jessica Anderson, a manager in the Lee County Tax Collector's office;



Karen Miller, regional manager for marketing and recruitment of HSA Engineers & Scientists; and



Judith Paskvan, Healthy Families program manager for the Hendry-Glades County Health Department.



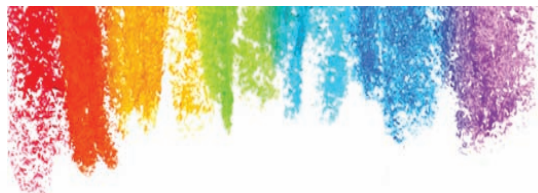
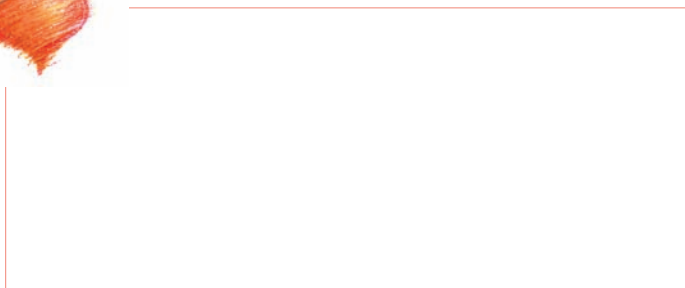
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PARTNERS FOR CHILD CARE
is a semi-annual publication for
the friends and supporters of
Child Care of Southwest Florida,
Inc.

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Beth Lobdell
President & Chief Executive Officer
4315 Metro Parkway, Suite 400
Fort Myers, FL 33916
(239) 278-1002
(239) 278-3031 FAX

www.ccswfl.org

A New Logo - A New Look



Take a look at our new logo. It reflects the best of the old design with interlocking "Cs" forming a freestyle child, but with an emphasis on learning by enclosing the icon in a building block. It's just another way we're building better futures for our children!

We get Letters!

I would like to take this opportunity to tell you how much admiration I have for Child Care of Southwest Florida. I was a single mom of two children and your agency helped me tremendously for six years. Without the help of Child Care of Southwest Florida, I don't know how I would have been able to work full-time.

It has been six years since I have required your help and to this day I am eternally grateful. I have, and will continue to speak very highly of Child Care of Southwest Florida, as well as refer other parents who may be in need of your services.

Sincerely,
Tonya



**CHILD
CARE**
of Southwest Florida, Inc.



Partners for Child Care

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Bab's Beads Warehouse
Parrot Key Restaurant
Pieces of Eight
Imaginarium Museum
Cross Creek Country Club
Renaissance Golf & CC
Lexington Country Club
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Coral Oaks Golf Club
WCI Communities
El Rio Golf Club

Building
HAPPY
HEALTHY
Childhoods



**Your contribution is an investment
in the future of our children:**

- ♥ \$30 One day of child care
- ♥ \$90 Three days of child care
- ♥ \$150 One week of child care
- ♥ \$500 Five weeks of summer camp
for a school-age child
- ♥ \$1,000 Assist with playground
renovations
- ♥ \$7,500 Full one-year child care
scholarship for a needy child

How can you help?

Join Us as a Partner
for Child Care

Donating Is Easy!

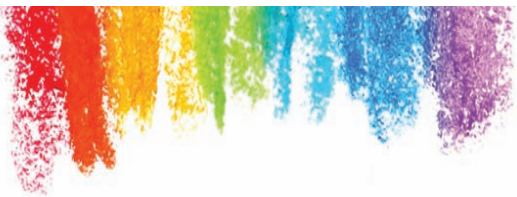
Three Easy Ways to Give:

- ♥ See the back of this flyer
- ♥ Donate online at www.ccswfl.org
- ♥ Call us at 239-278-1002

Please make your check payable to:



4315 Metro Parkway, Suite 400
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Our Thanks to the Following Supporters:

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HSA Engineers and Scientists

Table Sponsors:

CRS Technology
Integrated Benefit Solutions

Emcees:

Scott Robertson
Marietta Mudgett

Auctioneer:

Scott Robertson

Pianist:

David Jozaties

Music:

Mid-Life Crisis

Photographers:

The Downtown Diva – Stephanie Davis
Florida Weekly
Gulfshore Life
Event Photographer – Andrew Newton

Special Thanks:

Connie Baublis – Security Title & Abstract, LLC
Scott Robertson – Commercial Properties Southwest Florida, LLC
Marietta Mudgett – Greater Fort Myers Chamber of Commerce
Andrew Newton – Photographer
Joseph Troiano, Esquire
David Jozaties, Pianist
Jason Moon
Susan Bennett Marketing & Media, L.C.
Robert Guth – Primary Residential Mortgage, Inc.
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Auction Donors:

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LA Fitness	'Tween Waters Inn
	Vapiano

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Individual:

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\$30

\$250

\$90

\$500

\$150

\$1,000

Other _____

Other _____