

10 Strategies to Generate Word of Mouth Marketing

1. Curbside appeal: If you don't have a business sign, consider creating and posting one. Evaluate the appearance of the house and yard and do a seasonal walk-around the house. This is a parent's first impression so make it count!

2. Create business materials. Print low cost business cards online to hand out at any time. Create a quality, informational flyer that includes features of your program, benefits, group size, rates, etc.

3. Go door-to-door in your neighborhood and pass out information on your program.

My child care provider is SO amazing!



4. Hang your flyer on local businesses' bulletin boards (laundry mat, grocery store, gas station, etc.) and include phone number tabs.

5. Spread the word to all of your contacts to generate a buzz – your church, book club, hair salon, doctor's office, parents you know, PTA, any/everywhere!

6. Create a free website or Facebook page for your program (create a business page, not a personal profile) to include more information. Post photos of your environment and provide curriculum information.

7. Post an ad about your openings on Craigslist, or other free services.

8. Hold an open house and invite neighbors, friends, and all your business contacts. Serve treats!

9. Maintain positive relations with current parents and let them know when you have an opening. Send periodic thank you notes, and offer referral incentives.

10. Network with other providers at trainings or through groups so they will refer your program to parents if their slots are full.

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Check out Child Care Connections on Facebook. Become a fan so you can get updates and stay connected.



CCC

Thermometers

We have refrigerator and freezer thermometers available for CACFP participants. If you are not currently equipped with thermometers or need to replace yours, please contact Lisa.



Participants, A Few Things to Remember...

New Tier Rates

As of July 1, 2011, tier rates have changed to the following:

	Tier I	Tier II
Breakfast	1.24	.45
Lunch/Supper	2.32	1.40
Snack	.69	.19

Upcoming Training Opportunity

TAME THE TUBE! REPLACING SCREEN TIME WITH FUN TIME!

Join us in a **two-part series workshop** to discuss how screen time affects **your child's health and development** and how to replace screen time with physical activity that promotes school readiness skills. We will experience interactive activities and develop our own policy manual screen time policies.

WHEN: Saturday, November 5, 2011 (10 am-12pm)
& Wednesday, November 16, 2011 (6:30 pm-8:30 pm)

WHERE: Child Care Connections

Register early to secure your activity toolbox upon completion of the workshop.

For more information, contact Hannah Cowgill (hannah.cowgill@montana.edu) or Lisa Curry (587-7786).

Provider Creativity

During our visits, we often see your creative ideas on how to improve your programs or how to better fulfill CACFP requirements. I've decided to start sharing some of the innovative things we see during visits. The most recent idea that caught my attention is an electronic method of saving attendance records (sign in forms). The steps are:

1. Print the attendance sheet without dates and laminate it.
2. Use dry erase pens to date the form and to have parents sign children in and out.
3. Scan the completed form.
4. Save the scanned document electronically and save a back up on a flash drive.

This method would allow you to adequately save attendance records without wasting paper and was created by Lacy DeQuattro, Laugh and Learn.

Fiscal Year End

The fiscal year ends September 30th, 2011. Be sure you've completed the following:

- Attended an annual required training after October 1, 2010
- Attended a health based training after October 1, 2010.
- Submitted documentation for Tier determination

DPHHS Renewal Reminders



Our records indicate the following child care programs will need to renew their registration as a child care provider soon in order to continue to participate with the CACFP. Renewal applications can be requested from Cori Kerins in Helena at 444-9460 and should be requested at least 2 to 3 months prior to expiration.

L. Caudill	09/30/11	A. Gray	10/31/11
S. Graham	09/30/11	K. Harding	10/31/11
S. Hillman	09/30/11	J. Venhuizen	11/30/11
B. Ouzts	09/30/11	L. DeQuattro	11/30/11
C. West	09/30/11	C. Hammer	11/30/11
A. Aschim	10/31/11		

Produce Profile: Water Chestnuts



Nutrition:

The water chestnut provides an excellent source of choline (a B vitamin) and potassium. It also contains phosphorus, magnesium, and a small amount of calcium. There is no fat in the water chestnut, and it is relatively low in calories.

Selection:

Fresh water chestnuts are hard to find so canned options are easier to obtain and you simply need to ensure that the can is not dented and the expiration date has not passed.

Storage:

Canned, unopened water chestnuts will store indefinitely. Once opened, canned water chestnuts will keep up to one week when emptied into a bowl of water. Be sure to change the water daily to keep them fresh.

Preparation:

Before using canned water chestnuts, rinse them under warm running water to remove any metallic taste. Water chestnuts are frequently added to stirfrys, salads, stuffing and egg roll filling for a crunchy texture and sweet flavor.

Recipe: Asparagus and Water Chestnuts

Ingredients:

- 2 teaspoons olive oil
- 1 teaspoon butter/margarine
- 1/4 cup diced red onion
- 1 5oz. Can sliced water chestnuts, drained
- 1 10oz. Package frozen cut asparagus
- 2 teaspoons balsamic vinegar

Directions:

Heat the olive oil and butter in a skillet over medium-high heat. Add the onion and sauté for a few minutes to release the flavor into the oil. Add the water chestnuts, asparagus, and vinegar; cook and stir for about 10 minutes, until the asparagus is cooked but still crunchy. This recipe makes 8 servings for 3-5 year olds.

Claim as:

Vegetable—asparagus (152)



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Child and Adult Care Food Program

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Please look for these materials in your mailing:

~ October Calendar and Activities

Additional Resources:

Forms (such as pink, yellow, blue) are available online at:

www.childcare.mt.gov

From the home page, go to: “About Us” then: “Forms & Applications”

Upcoming Health/Nutrition Trainings

Food Power Grocery Tour	Learn @ Home	Provider schedules	TBD	\$20
Tame the Tube: Replacing Screen Time with Fun Time, Part I	Child Care Connections	November 5th	10 am—noon	\$10
Tame the Tube: Replacing Screen Time with Fun Time, Part II	Child Care Connections	November 16th	6:30—8:30 pm	\$10

TRAINING REMINDER: As CACFP participants, you must complete the CACFP Annual Training each program year (October 1st—September 30th). The Annual Required Trainings will be offered numerous times throughout the year, twice in Bozeman, twice in Belgrade, once in Livingston and once in Manhattan. You must also complete 2 additional hours of approved health, safety, and/or nutrition training. There are online options available at childcaretraining.org and Learn-At-Home trainings available at Child Care Connections.



Remember that claims must be submitted by the **3rd day** of each month. One provider’s late claim can result in a delay in everyone’s payment. To accommodate the majority of providers, late claims might not be processed until the next month. Please call Lisa if experiencing a delay.