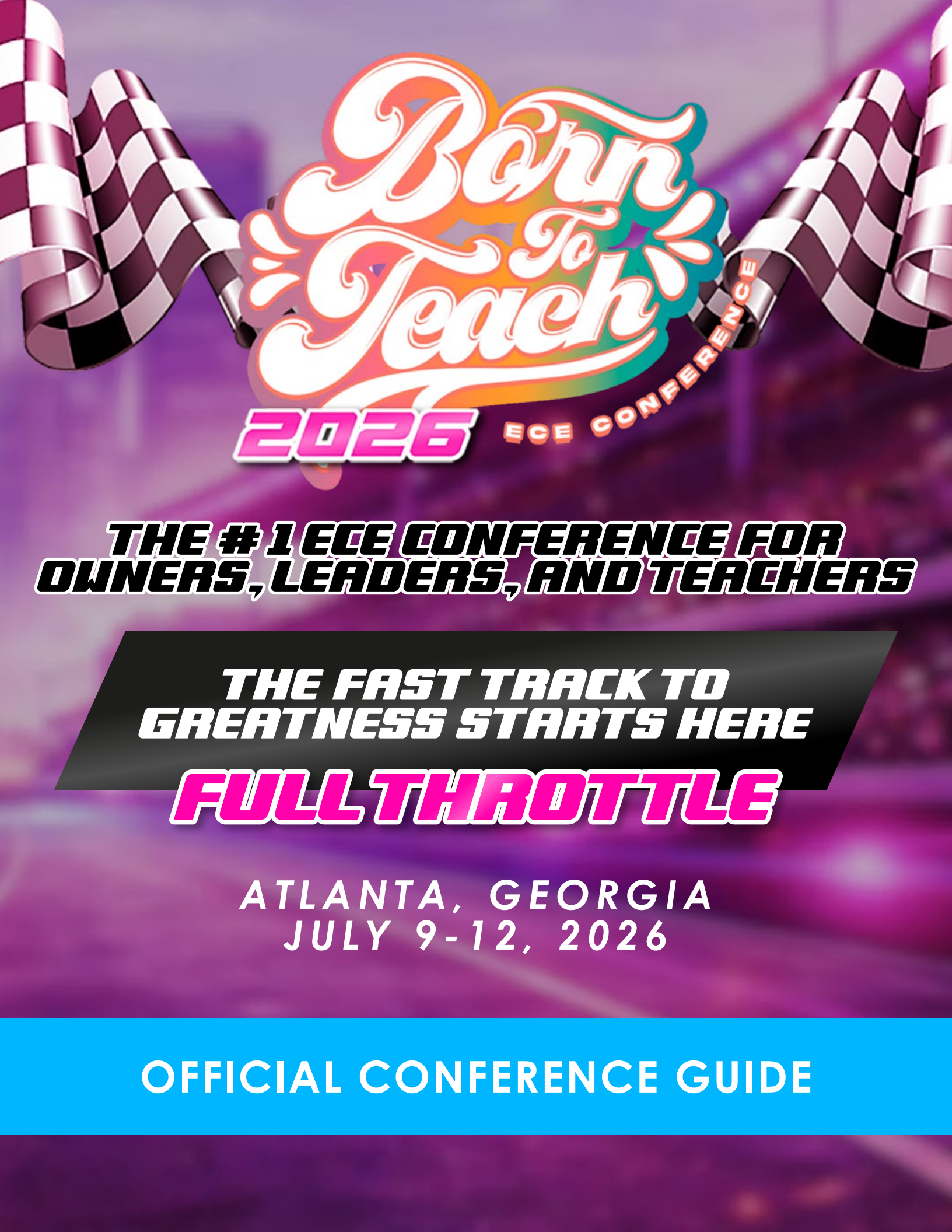


THE #1 ECE CONFERENCE FOR OWNERS, LEADERS, AND TEACHERS

THE FAST TRACK TO GREATNESS STARTS HERE

FULL THROTTLE

ATLANTA, GEORGIA
JULY 9-12, 2026

OFFICIAL CONFERENCE GUIDE

WELCOME TO BORN TO TEACH 2026

This year, we are not slowing down… **we are going FULL THROTTLE.**

I am so excited you are here because this is not just another conference. This is your moment to get in position, press the gas, and take off toward the next level in your childcare journey.

You didn't just show up. You made a decision to grow, to level up, and to move with intention. And that's exactly what this year's theme is all about… **FULL THROTTLE: The Fast Track To Greatness.**

Over the next few days, you are going to be stretched, poured into, and pushed in the best way. We are diving into real conversations around leadership, enrollment, staffing, systems, and the business side of childcare that truly changes everything.

You're going to hear from powerful speakers, sit in rooms that spark new ideas, and connect with people who understand exactly what this journey looks like. **The kind of connections that don't just feel good… but actually move you forward.**

And listen, we're going to have a good time too. You already know Born to Teach is known for the experience. From our themed events to those in-between hallway moments, this is where learning meets energy, fun, and real transformation.

So I want you to show up fully this weekend. Be open, be ready, and don't miss what's meant for you. Every session, every conversation, every moment has the potential to shift something in your business and your life. This is your time to lock in, get focused, and move forward with clarity and confidence.

With love, pride, and excitement,
Latrice "The Childcare Chic"
Founder, Born To Teach Conference

ABOUT THE Founder!



Meet **Latrice Galloway-Crawford**, affectionately known as **The Childcare Chic**—a trailblazing leader, educator, and powerhouse in the early childhood education space with nearly two decades of experience.

Latrice is the **founder and CEO of KidZville Learning Academy**, the largest privately owned childcare center in Fort Bend County and one of the fastest-growing companies in America, as featured on the INC. 5000 list. Her award-winning program has served over 10,000 families, employed more than 500 early educators, and continues to raise the standard of excellence in ECE.

In 2022, she launched **The Childcare Clique**, one of the largest and fastest-growing communities for childcare owners. Through her **ELITE coaching program**, online platform, and engaging content—reaching over 100,000 followers and garnering 5 million+ views—Latrice equips childcare leaders with the tools to start, grow, and scale sustainable businesses without burnout.

She is also the visionary behind the **Born To Teach ECE Conference**, a game-changing event that brings together childcare owners, educators, and leaders for transformative professional development, real connections, and powerful inspiration. With five sold-out events and counting, Latrice has proven herself as one of the most impactful voices in the industry.

A proud wife, mom of three, and advocate for equity in early education, Latrice's passion runs deep—from preschool classrooms to influencing state-level conversations. **Her leadership and dedication make Born To Teach more than just a conference—it's a movement.**

WHY BORN TO TEACH ECE CON?

1
EVIDENCE / RESEARCH BASED

Immerse yourself at the Born To Teach Conference, where knowledge meets action. Elevate your ECE journey with evidence-based insights and research-driven strategies.

2
LEARN TODAY, IMPLEMENT TOMORROW

Level up your teaching and leadership game instantly! The Born To Teach Conference isn't just about insights – it's about actionable strategies. Learn today, implement tomorrow.

3
CURATED SPEAKERS

Experience excellence in ECE at Born To Teach! Our conference features speakers who are not only vetted and experienced, but also excel in incorporating engaging strategies into their sessions.

4
COLLABORATING & CONNECTING

Get ready to network and collaborate at Born To Teach! Connect with fellow educators, leaders, and experts in the ECE industry and join forces to shape the future of early learning.

WHAT YOU GET AT BORN TO TEACH

1. 2 ½ days of Amazing Keynotes and Engaging Sessions for Leaders & Teachers
2. Time to Network with Other ECE Professionals and Presenters
3. Certificate for 20 Clock Hours of Professionals Development
4. Discounts on Future Born To Teach Events
5. Time to Connect with Many Vendors in the ECE Space to Learn About the Latest
6. Introduction to products and services for your childcare centers
7. Swag Bags that Include BTT Merch







BTT 2026 CONFERENCE SCHEDULE

Thursday, July 9, 2026

3 p.m. – 7 p.m. Registration & Born To Teach Merch Shop opens
7 p.m. – 9 p.m. The Opening Lap Welcome Party

Friday, July 10, 2026

7:30 a.m. VIP Entrance

7:45 a.m. General Admission Entrance

8 a.m. Kickoff and Opening Keynote
Eric "ET" Thomas

9 a.m. – 9:10 a.m. Break

9:10 a.m. – 10:10 a.m. Session I

10:10 a.m. – 10:20 a.m. Break

10:20 a.m. – 11:20 a.m. Session II

11:20 a.m - 11:30 a.m. Break

11:30 a.m. -12:30 p.m. Session III

12:30 p.m. – 2 p.m. Lunch Provided

2 p.m. - 3 p.m. Teacher's Session IV

2 p.m. - 3 p.m. Enrollment & Marketing Panel (Leaders Only)

3 p.m. - 3:15 p.m. Giveaways

3:15 p.m. – 4:15 p.m.
Closing Keynote w/ The Childcare Chic

4:15 p.m. – 5:15 p.m.
VIP Greatness Mastermind w/ET (VIP ONLY)

4:30 p.m. - 6:30 p.m.
The Speedway Social in Main Foyer

Saturday, July 11, 2026

7:30 a.m. VIP Entrance

7:45 a.m. General Admission Entrance

8 a.m. Fireside Chat
The Childcare Chic and Pinky Cole

9 a.m. – 9:10 a.m. Break

9:10 a.m. – 10:10 a.m. Session I

10:10 a.m. – 10:20 a.m. Break

10:20 a.m. – 11:20 a.m. Session II

11:20 a.m - 11:30 a.m. Break

11:30 a.m. -12:30pm Session III

12:30 p.m. – 2 p.m.
Private VIP Luncheon/
General Admission Lunch on own

2:10 p.m. – 3:30 p.m. Teacher's Session IV

2:10 p.m. - 3:10 p.m.
Leaders Financial & Wealth Building Panel (Leaders Only)

3:15 p.m. Clique Panel (Leaders Only)

3:40 p.m. Giveaways

3:45 p.m. - 4:30 p.m.
Closing Keynote Kris Murray

8 p.m. - 11 p.m.
BTT Black Tie Sneaker Ball & Award Show w/Special Performance

Sunday, July 12, 2026

7:30 a.m. - 8:30 a.m. Coffee w/ The Clique

8:30 a.m. VIP Entrance

8:45 a.m. General Admission Entrance

9 a.m. – 9:15 a.m. Kickoff

9:15 a.m. - 10:15 a.m. The State of Childcare Panel

10:15 a.m. - 10:30 a.m. Giveaways, Networking, & Fun

10:30 a.m - 12 p.m. Workshop with Latrice & Jamarrion

12 p.m. - 12:30 p.m. Closing

BORN TO TEACH - FRIDAY, JULY 10, 2026

	Room A	Room B
	8 a.m. Triumph Ballroom - Keynote: Eric Thomas **GET IN THE DRIVER'S SEAT: Taking Control of Your Purpose & Future**	
Session I **9:10 a.m. - 10:10 a.m.**	Fueling Relationships: Creating Strong Classroom Connections Erin Hightower & Erin Graves Teachers Only	Little Learners Grand Prix Building Confident Teachers & Powerful STEM Stories Michael Newman Teachers Only
Session II **10:20 a.m. - 11:20 a.m.**	No Child Left on the Sidelines: Building Truly Inclusive Childcare Centers Dr. Sumiko Hamilton Teachers Only	Reigniting Your Passion for Teaching Priscilla Latson Teachers Only
Session III **11:30 a.m. - 12:30 p.m.**	Teachers! Start Your Engines! Tangee Peak Teachers Only	Ready, Set, Teach! Creating Engaging Lessons That Win Precious Woodard Teachers Only
Session IV **2 p.m. - 3 p.m.**	The Great Teacher Escape: Solving the Early Childhood Classroom Puzzle Jada Shipp Teachers Only	Helping Every Child Cross the Finish Line: Classroom Strategies for Supporting Children with Special Needs Sumiko Hamilton Teachers Only

3 p.m. Giveaways

3:15 p.m. Triumph Ballroom- Keynote: Latrice Crawford
The WOW Starts With You: Every Role Matters on the Road to an Unforgettable Experience

BORN TO TEACH - SATURDAY, JULY 11, 2026

	Room A	Room B
8 a.m. Triumph Ballroom- Keynote: Fireside with Chat The Childcare Chic and Pinky Cole The Road to Resilience		
Session I **9:10 a.m. - 10:10 a.m.**	Steering Your Classroom to Success: Classroom Systems Lakeshia Nnamani Teachers Only	Green Light, Yellow Light, Red Light: Teaching Control Through Movement Alexia Pendleton Teachers Only
Session II **10:20 a.m. - 11:20 a.m.**	Circle Time: Start Your Day in the Winner's Circle Jeremy "Mr. Jay" Sturdivant Teachers Only	Feelings in the Fast Lane: Supporting Social and Emotional Development Through Everyday Experiences. Erin Hightower & Erin Graves Teachers Only
Session III **11:30 a.m. - 12:30 p.m.**	Know the Rules of the Road: Licensing, Safety, and Your Responsibility April Brown Teachers Only	The Pit Stop: Movement That Regulates, Not Just Releases Alexia Pendleton Teachers Only
Session IV **2:10 p.m. - 3:30 p.m.**	Engaged and On Track: Bringing Letters and Numbers to Life Jeremy "Mr. Jay" Sturdivant Teachers Only	Racing Toward Learning Through Sensory Play! Michael Newman Teachers Only

3:40 p.m. Giveaways

3:45 p.m. Triumph Ballroom- Keynote: Kris Murray
10 Ways to Transform Everyday Fears into Your Superpower

BORN TO LEAD - FRIDAY, JULY 10, 2026

	Room C	Room D	Room H
8 a.m. Triumph Ballroom - Keynote: Eric Thomas GET IN THE DRIVER'S SEAT: Taking Control of Your Purpose & Future			
Session I 9:10 a.m. - 10:10 a.m.	The Accountability Engine Channie Wilschanski Leaders Only	From Pivot to Power: Leading a Program Families Want, Not Just Need Vernon Mason Leaders Only	HR Compliance Tameenah Adams Leaders Only
Session II 10:20 a.m. - 11:20 a.m.	The Profit Leaks Slowing Your Speed Channie Wilschanski Leaders Only	Childcare is Entering It's AI Era Illumine Leaders Only	The Bench Matters Too: Equipping Secondary Leaders to Lead so that you can Rest. Tre'Vone McNeill Leaders Only
Session III 11:30 a.m. - 12:30 p.m.	Keeping Family Communication on Track: Setting Boundaries, Handling Difficult Conversations, and Building Strong Family Partnerships. Priscilla Latson Leaders Only	Controlled Chaos: Building a Clear, Step-by-Step Plan for Managing Challenging Behavior Veron Mason Leaders Only	Recruiting the Right Drivers: Recruit Smarter, Retain Stronger Teams. Tameenah Adams Leaders Only
Session IV 2 p.m. - 3 p.m.	Triumph Ballroom Pedal to the Metal: Enrollment & Marketing Panel The Childcare Chic, Kris Murray, Mary "Skittlez" Seats, Brit AI Web Solutions Tre'vone McNeill- Moderator		

3 p.m. Giveaways

**3:15 p.m. Triumph Ballroom- Keynote: Latrice Crawford
The WOW Starts With You: Every Role Matters on the Road to an Unforgettable Experience**

BORN TO LEAD - SATURDAY, JULY 11, 2026

	Room C	Room D	Room H	Triumph Ballroom
	8 a.m. Triumph Ballroom- Keynote: Fireside Chat with The Childcare Chic and Pinky Cole The Road to Resilience			
Session I 9:10 a.m. - 10:10 a.m.	Building Strong Beginnings: Proven Steps to Employee Onboarding Success Jameela Allen Leaders Only	Fueling the Dream: How to Access SBA Money for Your Center Mia Young Leaders Only	Accelerate Your Business with AI Nekea Whitson Leaders Only	—
Session II 10:20 a.m. - 11:20 a.m.	The Numbers That Drive Your Business: The key Numbers Every Childcare Owner Must Track. Ephraim Egebele Owners Only	Accelerate Your Business with AI Nekea Whitson Leaders Only	—	Scaling Without Losing Control: Prepare Operations Before Scaling Jamarrion Tabor Leaders Only
Session III 11:30 a.m. - 12:30 p.m.	Titles Don't Make Leaders: The 5 Levels of Leadership Jameela Allen Leaders Only	The Winning Engine: Systems That Drive Childcare Success Lakeshia Nnamani Leaders Only	—	The Culture Engine: What Really Drives Team Performance or Check Engine Light On: Leading Through Stress, Pressure & Real Life Tre'Vone McNeil Leaders Only

2:10 p.m. - 3:10 p.m. Triumph Ballroom
Reving Up the Revenue: Financial & Wealth Building Panel - Coach K, Ephraim Egbele, Julie Roy

Dr. Mia Young- Moderator

3:45 p.m. Triumph Ballroom- Keynote: Kris Murray
10 Ways to Transform Everyday Fears into Your Superpower

BORN TO TEACH CONFERENCE - SUNDAY, JULY 12, 2026

Triumph Ballroom

7:30 a.m. - 8:30 a.m. Coffee with The Clique (private members only)

9 a.m. Welcome - The Final Lap Kickoff
Celebrating the journey, connections, and wins of Born to Teach 2026

9:15 a.m. The State of Childcare Panel
Jerletha McDonald, Latavia Glover, Michelle Smith-Lank

Lakeshia Nnamani - Moderator

10:15 a.m. Winners Circle Celebration
Prize Giveaways, Recognition & Conference Fun

10:30 a.m. - 12 p.m.
Workshop w/ Latrice & Jamarion
Built Different: What Great Childcare Teams do Better



12 p.m. - 12:30 p.m. Conference Closing & Final Reflections



DAY 1

THURSDAY, JULY 9

WELCOME TO BORN TO TEACH

FULL THROTTLE: Fast Track to Greatness



Thursday, July 9, 2026

3 p.m. – 7 p.m. Registration & Born To Teach Merch Shop opens

7 p.m. – 9 p.m. The Opening

DAY 2

FRIDAY, JULY 10

FEATURING
ERIC THOMAS & THE CHILDCARE CHIC



Friday, July 10, 2026

7:30 a.m. VIP Entrance

7:45 a.m. General Admission Entrance

8 a.m. Kickoff and Opening Keynote
Eric "ET" Thomas

9 a.m. – 9:10 a.m. Break

9:10 a.m. – 10:10 a.m. Session I

10:10 a.m. – 10:20 a.m. Break

10:20 a.m. – 11:20 a.m. Session II

11:20 a.m - 11:30 a.m. Break

11:30 a.m. -12:30 p.m. Session III

12:30 p.m. – 2 p.m. Lunch Provided

2 p.m. - 3 p.m. Teacher's Session IV

2 p.m. - 3 p.m. Enrollment & Marketing Panel (Leaders Only)

3 p.m. - 3:15 p.m. Giveaways

3:15 p.m. – 4:15 p.m.
Closing Keynote w/ The Childcare Chic

4:15 p.m. – 5:15 p.m.
VIP Greatness Mastermind w/ET (VIP ONLY)

4:30 p.m. - 6:30 p.m.
The Speedway Social in main foyer


Born To Teach
2026 EDU CONFERENCE
WHEN YOU WANNA
SUCCEED
AS BAD AS YOU WANNA
BREATHE
VIP
GREATNESS
SESSION
with ET
AN EXCLUSIVE
MASTERMIND
WITH ERIC THOMAS
FRIDAY,
JULY 10
4:15 P.M.


Born To Teach
2026 EDU CONFERENCE
THE
SPEEDWAY
Social
WHERE CONNECTIONS TURN INTO COLLABORATIONS
FRIDAY,
JULY 10
4:30 P.M. -
6:30 P.M.

BORN TO TEACH CONFERENCE

PANEL DISCUSSION

REVING UP THE REVENUE: FINANCIAL WEALTH PANEL



JULIE ROY



EPHRAIM EGEBLE



COACH K



MYSTERY GUEST

DAY 3

SATURDAY, JULY 11

FEATURING

PINKY COLE & THE CHILDCARE CHIC



Saturday, July 11, 2026

7:30 a.m. VIP Entrance

7:45 a.m. General Admission Entrance

8 a.m. Fireside Chat
The Childcare Chic and Pinky Cole

9 a.m. – 9:10 a.m. Break

9:10 a.m. – 10:10 a.m. Session I

10:10 a.m. – 10:20 a.m. Break

10:20 a.m. – 11:20 a.m. Session II

11:20 a.m - 11:30 a.m. Break

11:30 a.m. -12:30pm Session III

12:30 p.m. – 2 p.m.
Private VIP Luncheon/
General Admission Lunch on own

2:10 p.m. – 3:30 p.m. Teacher's Session IV

2:10 p.m. - 3:10 p.m.
Leaders Financial & Wealth Building Panel
(Leaders Only)

3:15 p.m. Behind the Breakthrough
Real childcare owners share the decisions, challenges and strategies that took their business to the next level.
(Leaders Only)

3:40 p.m. Giveaways

3:45 p.m. - 4:30 p.m.
Closing Keynote Kris Murray

8 p.m. - 11 p.m.
BTT Black Tie Sneaker Ball & Award Show
w/Special Performance


Born To Teach
2026
BOE CONFERENCE
THE
WINNER'S
CIRCLE
AN EXCLUSIVE VIP
LUNCHEON EXPERIENCE
SATURDAY,
JULY 11
12:30 PM –
2:00 PM



BTT 500

THE ECE AWARDS

SATURDAY, JULY 11 | **8 P.M. – 11 P.M.**

NOMINEES

EDUCATOR OF THE YEAR



Dejanique Derry
Essence Preparatory Public School
San Antonio, TX



Rachel Watson
KidZville Learning Academy
Rosenberg, TX



Regina Wide
Destination Education
Memphis, TN

DIRECTOR OF THE YEAR



Jueel Hardy
Paradise Kidz Place
Memphis, TN



Tangella Colston
4C Learning Treehouse Child Care
Farmington Hills, MI



Kizzy Carruthers
Leap Learning Academy
Douglasville, GA

OWNER OF THE YEAR



Cynthia Evans
Champion Christian Learning Academy
Chattanooga, TN



Turosca Allen
World of Little Angels
Altadena, CA



Shakia Jones
Heart Felt Child Care
Learning Academy
Sewaren, NJ

FAMILY CENTER OF THE YEAR



Children's Village Preparatory Learning Academy
Harvey, LA



Unique's Home Childcare
Philadelphia, PA



Busy Bees Learning Academy
Slidell, LA

CENTER OF THE YEAR



Champion Christian Learning Academy
Chattanooga, TN



Mitchell Learning Academy
Jacksonville, FL



World of Little Angels
Altadena, CA

DAY 4

SUNDAY, JULY 12

FEATURING

THE CHILDCARE CHIC &
THE CHILDCARE BRANDER



Sunday, July 12, 2026

7:30 a.m. - 8:30 a.m. Coffee w/ The Clique

8:30 a.m. VIP Entrance

8:45 a.m. General Admission Entrance

9 a.m. – 9:15 a.m. Kickoff

9:15 a.m. - 10:15 a.m. The State of Childcare Panel

10:15 a.m. - 10:30 a.m. Giveaways, Networking, & Fun

10:30 a.m - 12 p.m. Workshop with Latrice & Jamarrion

The Child Care Clique

MEMBERS ONLY MIXER

COFFEE with The Clique



CONNECT.
COLLABORATE.
ELEVATE.

Join us for a morning of connection, conversation and *community!*

SUNDAY, JULY 12TH

7:30–8:30AM

EXCLUSIVE ACCESS FOR CLIQUE MEMBERS

LET'S SIP, SHARE & GROW TOGETHER!

ON THE MAIN STAGE



ERIC THOMAS



KRIS MURRAY



LATRICE "THE CHILDCARE CHIC" CRAWFORD



PINKY COLE



JAMARRION "THE CHILDCARE BRANDER" TABOR

KEYNOTES

KEYNOTE

ERIC THOMAS



Dr. Eric Thomas, also known as ET the Hip Hop Preacher, is a world-renowned motivational speaker, author, and educator whose powerful voice and unwavering passion have inspired millions. From high school dropout to Ph.D. graduate, his journey fuels his mission to empower others to pursue excellence through education, discipline, and resilience.

Dr. Thomas brings an electrifying presence to the Born To Teach ECE Conference, reminding every educator that their work changes lives and legacies. His messages on purpose, perseverance, and impact speak directly to those shaping the hearts and minds of the next generation. Whether you're in the classroom or leading an organization, ET will challenge you to level up.

GET IN THE DRIVER'S SEAT: Taking Control of Your Purpose & Future

Get ready for a high-energy, no-excuses keynote that will challenge you to stop riding in the passenger seat of your life and start taking full control of where you're headed. Eric Thomas is bringing the fire as he pushes attendees to think bigger, move with purpose, and tap into the discipline, mindset, and hunger it takes to win—personally and professionally. This is your green light to stop waiting and start driving.

ON THE MAIN STAGE

KEYNOTE

LATRICE "THE CHILDCARE CHIC" CRAWFORD



Latrice Galloway-Crawford is a trailblazer in early childhood education and the visionary behind KidZville Learning Academy, a seven-figure childcare center she founded in 2007. With over 17 years of entrepreneurial experience, Latrice has built a thriving business rooted in accessibility, quality, and care. Her leadership recently earned her recognition as an INC 5000 honoree, solidifying her place among the nation's most impactful business owners.

Known as T**he Childcare Chic, Latrice also leads The Childcare Clique and Clique ELITE**, where she trains and mentors aspiring childcare center owners through coaching, courses, and community. She is passionate about helping others succeed in this industry without the costly missteps she once faced. A dedicated wife and mother, Latrice brings both heart and strategy to her work, making her a powerful voice for transformation in early childhood education.

The WOW Starts With You: Every Role Matters on the Road to an Unforgettable Experience
What makes a childcare center truly unforgettable? It's not the building, the curriculum, or the decorations—it's the people.

In this powerful and inspiring keynote, Latrice Galloway-Crawford challenges teachers, leaders, and owners to recognize the impact they have on every child, family, and team member they encounter. Using real stories, practical lessons, and a race-to-greatness theme, Latrice explores how the smallest daily interactions can shape culture, build trust, create lasting memories, and elevate the entire childcare experience.

Attendees will discover how every role—from the classroom to the front office to leadership—contributes to the journey families experience every day. Through warmth, ownership, and intentional connection, participants will learn how to create the kind of environment that children love, families remember, and teams are proud to be part of.
Because unforgettable experiences don't happen by accident—they happen when everyone understands the important role they play on the road to excellence.

ON THE MAIN STAGE

KEYNOTE
KRIS MURRAY



Kris Murray has been called a disruptor, a blue ocean strategist, even a life-saver. She's helped thousands of child care business owners and leaders transform their programs by finding new levels of success and income. Kris is the author of five books, most notably her recent business memoir, "The Antidote to Fear." Kris is a TedX speaker and a single mom of two grown children.

10 Ways to Transform Everyday Fears into Your Superpower
Kris Murray is known as the "OG" of child care business coaching and mentorship. Yet, like many high achievers, she started from humble beginnings. In this fun and inspiring session, Kris will walk you through the fears she faced on her journey and the 10 tools she used to overcome those fears and turn them into superpowers. Kris will share everyday examples that you can use on your path, no matter where you are.

Pedal to the Metal: Enrollment & Marketing Panel
Filling seats takes strategy. In this dynamic panel discussion, industry leaders pull back the curtain on what's actually working in enrollment and marketing today — so you can accelerate your growth and leave the competition in the rearview mirror.

ON THE MAIN STAGE

KEYNOTE

PINKY COLE



Pinky Cole is a nationally recognized entrepreneur, bestselling author, speaker, philanthropist, and founder of the wildly successful plant-based burger brand, Slutty Vegan. Known for bold innovation and fearless marketing, she transformed a food truck into a multi-million-dollar business and became one of today's leading voices in entrepreneurship.

Featured by Forbes, Essence, and The New York Times, Pinky inspires audiences through her message of resilience, leadership, and perseverance. She also recently joined Bravo's The Real Housewives of Atlanta, expanding her influence as a cultural powerhouse and business leader.

The Road to Resilience: A Fireside Chat with Pinky Cole

In this powerful and transparent fireside chat, Pinky Cole shares the real journey behind entrepreneurship, leadership, faith, and perseverance. From navigating pressure and setbacks to building through hard seasons, this conversation will inspire childcare owners, leaders, and educators to keep pushing forward even when the road gets tough. Attendees will walk away encouraged, empowered, and reminded that resilience, purpose, and persistence are often built through the challenges we face along the way.

ON THE MAIN STAGE

KEYNOTE

JAMARRION "THE CHILDCARE BRANDER" TABOR

&

LATRICE "THE CHILDCARE CHIC" CRAWFORD



Latrice Galloway-Crawford is an award-winning childcare entrepreneur and mentor with nearly two decades of experience building a seven-figure childcare business. Through her coaching platforms, she helps aspiring center owners grow successful programs with confidence, strategy, and heart.

Jamarrion Tabor is a nationally recognized childcare CEO and systems strategist who helps service-based businesses scale through strong operations, leadership, compliance, and cash flow systems. Using real-world experience, Coach Jay provides practical solutions owners can apply immediately.

Built Different: What Great Childcare Teams do Better

A high-energy, engaging main stage experience designed for childcare owners, leaders, and teachers who want to build stronger, healthier, high-performing teams. Through real talk, interactive moments, live team audits, and practical takeaways, this session will explore what keeps great childcare teams running smoothly—from communication and culture to accountability, teamwork, and leadership. Get ready to laugh, reflect, participate, and leave with tools to help your team operate at full throttle.

ON THE MAIN STAGE



BORN TO TEACH

BREAKOUT SESSIONS



ERIN HIGHTOWER & ERIN GRAVES

Erin Graves
Erin Graves is a passionate preschool teacher with over 9 years of experience in early childhood education. She holds a Child Development Associate Credential (CDA) and takes pride in creating a warm, engaging, and supportive classroom environment. She loves helping young children grow socially, emotionally, and academically and is committed to nurturing a lifelong love of learning in every child she works with.

Erin Hightower
Erin Denise Hightower is a passionate and fun-loving Pre-K educator from Houston, Texas, who is dedicated to pouring into children and helping them reach their full potential socially and academically. With two to three years of classroom experience, she is known for creating engaging, supportive learning environments where young learners can thrive.

Fueling Relationships: Creating Strong Classroom Connections
Every high-performing race team runs on trust, communication, and connection — and so does every high-performing classroom. In this session, educators will discover how to fuel the relationships that make learning possible — building deep connections with students, earning the trust of families, and creating a classroom culture that drives engagement, belonging, and joy. Because when relationships are strong, everything else accelerates.

Feelings in the Fast Lane: Supporting Social and Emotional Development Through Everyday Experiences
In the fast lane of early childhood, feelings are everywhere — and how we respond to them changes everything. This session takes educators on a deep dive into social and emotional development, exploring how everyday classroom moments become powerful opportunities to teach children how to navigate their emotions, connect with others, and build the inner strength they need to thrive. Because when we slow down to meet children where they are emotionally, we fuel everything else that matters.



MICHAEL NEWMAN

Michael Newman is an Elementary STEM Facilitator, national speaker, author, and returning Year 3 presenter at Born to Teach. Known as The King of STEM, he leads district STEM initiatives and shares engaging, hands-on strategies that help educators bring STEM, creativity, and purposeful play into their classrooms.

Little Learners Grand Prix: Building Confident Teachers & Powerful STEM Stories
Get ready to rev up literacy and STEM in early childhood classrooms. In Little Learners Grand Prix, educators will experience a research-based approach that transforms simple read-alouds into meaningful STEM learning for children from birth through Pre-K.

Through a modeled STEM story challenge and interactive pit-stop activities, participants will discover a clear, repeatable lesson structure that works all year long. Designed with beginning teachers and experienced in mind, this session builds confidence, honors play, and makes STEM feel doable, joyful, and impactful one lap at a time.

Racing Toward Learning Through Sensory Play!
Rev up learning through the power of sensory play! This interactive session will explore fun, hands-on activities that support cognitive, social-emotional, and motor skill development in young learners. Participants will leave with practical ideas to create engaging sensory experiences that make learning exciting and meaningful.



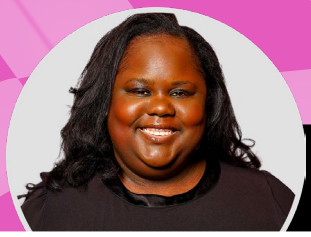
DR. SUMIKO HAMILTON-HERVEY

Dr. Sumiko Hamilton-Hervey is a visionary leader, entrepreneur, author, and passionate advocate for children and families of all abilities. With a Doctorate in Educational Leadership, she has dedicated her career to creating inclusive environments where every child has the opportunity to thrive academically, socially, and emotionally.

As the Founder and Executive Director of Smartie Pants Academy Center, Dr. Hamilton-Hervey leads a specialized childcare and learning organization that integrates early childhood education with therapy-based support services, including speech, occupational, physical, and behavioral therapies.

Helping Every Child Cross the Finish Line: Classroom Strategies for Supporting Children with Special Needs
Every child deserves to cross the finish line. This session equips educators with practical, research-informed classroom strategies for supporting children with special needs — from differentiated instruction and adaptive techniques to building inclusive environments where every learner can thrive. Walk away ready to meet every child right where they are.

No Child Left on the Sidelines: Building Truly Inclusive Childcare Centers
Every child deserves to feel seen, supported, and included in the classroom environment. This session will explore practical strategies for creating childcare programs that embrace children of all abilities, backgrounds, and learning needs. Attendees will learn how to foster inclusive classroom cultures, strengthen family partnerships, and adapt everyday practices to support every learner's success. Walk away with actionable tools to ensure no child is left out of the learning experience.



PRISCILLA LATSON

Priscilla Latson is the Owner of Scaffold Enterprises, a virtual assistance firm providing strategic support to early childcare owners and directors. She partners with program leaders to strengthen systems, improve operations, and reduce daily overwhelm so they can focus on quality care and growth.

Priscilla holds a Bachelor of Science in Early Childhood Education and brings hands-on leadership experience as a former Director of both a 24-hour childcare center and a multi-site childcare organization. Her background gives her a deep understanding of the operational and leadership challenges within childcare programs.

Reigniting Your Passion for Teaching
You didn't choose teaching by accident — you chose it because it matters. This session is a powerful reminder of why you started, an honest conversation about what gets in the way, and a practical guide to reigniting the passion, purpose, and energy that make you the teacher only you can be.

Keeping Family Communication on Track: Setting Boundaries, Handling Difficult Conversations, and Building Strong Family Partnerships
Family communication can feel like navigating a busy highway — exciting, unpredictable, and occasionally headed straight for a collision. In this dynamic session, educators will learn how to set healthy professional boundaries, handle difficult conversations with grace and confidence, and build the kind of strong family partnerships that fuel student success. Because when educators and families are aligned and communicating well, everyone wins — the teacher, the family, and most importantly, the child.



TANGEE PEEK

Ms. Tangee, the Toddler Tutor. I am so excited to "make learning fun" for the entire Born To Teach family! My aim is to serve families globally by providing fun, engaging learning resources and experiences through my line of interactive Busy Books and early learning instructional resources. My hope is to become a staple in early education as an expert on how to "make learning a lifestyle" among families of young children. Since the start of my career span of nearly 20 years in education, I have found an extraordinary joy in liberating children through teaching. It is my calling and an assignment that I hold dear to my heart. My assignment as The Toddler Tutor has taken that calling higher and has started a platform by which I teach children, parents, and childcare providers in such. a way that has the ability to impact change in how people approach learning with their children.

Teachers! Start Your Engines!
In-home providers, early childcare teachers, and center owners are expected to prepare children for kindergarten success—often without clear systems, manageable tools, or sustainable strategies. The result? Overwhelm, inconsistent skill development, and burnout.

In this high-energy, NASCAR-themed session, our teachers will discover how to transform everyday teaching into a powerful, streamlined system that builds strong foundational skills in literacy, math, and school readiness. BTT teachers will learn how to use engaging interactive busy books, diagnostic assessments, and structured curriculum tools to create a differentiated instructional experience that makes learning fun while ensuring measurable progress!

Our teachers will walk away with practical strategies you can implement immediately in mixed-age classrooms and home-based settings—so you can accelerate learning, reduce planning stress, and confidently say your early learning program is cultivating children who are ready to RACE into kindergarten and WIN!



PRECIOUS WOODARD

Precious Woodard is a dedicated early childhood education professional with over 20 years of experience in the childcare industry. For the past 13 years, she has served at Kidzville Learning Academy, where she began her journey as a Pre-K teacher and now leads as the Curriculum Coordinator. Her work is rooted in a deep passion for creating engaging, structured, and meaningful learning experiences that empower both educators and young learners to thrive.

Precious is committed to supporting teachers in delivering high-quality instruction while fostering environments where children can grow academically, socially, and emotionally. Her approach blends practical classroom strategies with a genuine love for early childhood development.

Ready, Set, Teach! Creating Engaging Lessons That Win
On your mark, get set — teach! In this high-energy session, educators will discover how to design lessons that launch fast, stay engaging, and cross the finish line with every learner on board. From attention-grabbing hooks and differentiated activities to pacing strategies and powerful closings, this session gives you the tools, the templates, and the inspiration to create classroom experiences that students remember long after the bell rings. Ready. Set. Teach!



JADA SHIPP

Jada Shipp, an energetic educator, literacy advocate, and instructional leader dedicated to transforming classrooms and empowering teachers. I hold a bachelor's and master's degree in Elementary Education.

As an educator, department chair, and instructional leader, I'm passionate about creating engaging, high-impact learning experiences that help young learners thrive-especially in Title I schools. My work extends beyond the classroom through The Shipp Guide and Shipp Shape Learning, where I provide coaching, professional development, and hands-on support to help teachers build confidence and capacity in their craft.

The Great Teacher Escape: Solving the Early Childhood Classroom Puzzle
The clock is ticking and the puzzle isn't solving itself. Early childhood education is facing a teacher retention crisis — and every piece matters. In this high-energy session, leaders will unpack why great teachers are escaping the classroom and discover the bold, creative strategies needed to keep them engaged, valued, and in it for the long haul. This isn't just about filling seats — it's about building a team that stays, grows, and goes full throttle together.



LAKEISHIA NNAMANI

With over a decade of experience as an early childhood educator, I am adept in identifying and implementing high-quality instruction for young children.

As an early childhood educator, I have served as a pre-kindergarten and kindergarten teacher, preschool owner, child care provider, child development professor, and early childhood trainer.

Moreover, while my on-the-job experience has afforded me a well-rounded skill set, I also have a solid educational foundation and a passion for teaching our youngest learners and supporting early childhood professionals.

Steering Your Classroom to Success: Classroom Systems
Learn how to build effective routines, structures, and systems that keep your classroom running smoothly. From behavior management to transitions and scheduling, this hands-on session will help you reduce chaos and lead with confidence all year long.



ALEXIA PENDLETON

Alexia Pendleton, known as The Dancer Teacher, is an award-winning kindergarten educator, choreographer, and national speaker based in New Jersey. She blends hip-hop, movement, and social-emotional learning to create joyful, culturally responsive, and trauma-informed classrooms. Alexia is also the host of Rules to Engagement, a talk show centered on authentic conversations by educators, for educators, and is passionate about empowering teachers to reimagine learning through rhythm, community, and radical joy.

Green Light, Yellow Light, Red Light: Teaching Control Through Movement
Self-regulation is a skill that must be taught and practiced. This session uses movement and music to help students recognize emotional states and respond appropriately. Educators will walk away with developmentally appropriate strategies that teach students when to go, slow down, or stop, emotionally and behaviorally.

Movement in Class
Not all movement supports regulation. In this session, educators will learn how to use intentional movement as a tool for calming, focusing, or energizing students. Participants will experience classroom-ready "pit stop" strategies that help students reset and return to learning ready to go.



JEREMY STURDIVANT SR. (MR. JAY)

As a proud father, I am dedicated to my role as a Lead Pre-K Teacher. Originally from York, Alabama, I have been teaching and residing in Atlanta, Georgia for 12 years. I am deeply passionate about imparting new ideas and strategies to our youth. I take great pleasure in being a listening presence in a child's life, acknowledging their thoughts and feelings. Witnessing children's growth and learning is truly remarkable. Teaching in Early Childhood Education is particularly meaningful to me, as I contribute to establishing the educational foundation for young individuals to become respectful, intelligent, and well-rounded. I hold a Bachelor's degree in Early Childhood Education and am currently pursuing my Master's degree in Secondary Education of Mathematics with an emphasis on STEM. While academics are essential, I, Mr. Jay, prioritize daily interactions that foster social development.

Circle Time: Start Your Day in the Winner's Circle
Champions don't stumble into the winner's circle — they prepare for it. In this energizing session, educators will explore how a intentional, well-crafted circle time can transform the entire rhythm of the school day. From morning meeting structures and engagement strategies to social-emotional check-ins and community building — discover how to turn those first precious minutes of the day into a launching pad that sets every child up to win. Start strong. Finish stronger.

Engaged and On Track: Bringing Letters and Numbers to Life
Every great race starts with the right fuel — and in early childhood, that fuel is engagement. In this high-energy session, educators will discover how to bring letters and numbers to life in ways that capture children's attention, spark curiosity, and make foundational learning stick. Through interactive strategies, real classroom examples, and creative instructional approaches, walk away ready to shift your literacy and numeracy instruction into high gear and keep every child engaged, excited, and on track.



APRIL BROWN

April Brown is a highly experienced and accomplished Independent Childcare Consultant, with over 25 years of expertise in the childcare industry. She is the founder and owner of Licensing Clarification At Its Best, LLC, a distinguished business dedicated to providing top-tier services in childcare licensing and compliance. She holds a Bachelor of Arts Degree in Psychology from Fort Valley State University. Throughout her career, April has specialized in providing intensive mental health interventions for children with various mental health diagnoses. She has also worked with families and children through The Division of Family and Children Services (DFCS) as a case manager and served as a complaint investigator and childcare licensing consultant with The Department of Early Care and Learning (DECAL) for over a decade!

Know the Rules of the Road: Licensing, Safety, and Your Responsibility
You're behind the wheel — but do you know the rules of the road? In this session, educators will unpack the essential rules that govern their professional practice — from licensing requirements and compliance standards to safety protocols and personal accountability. Walk away with clarity on what it means to operate with integrity, stay in your lane, and lead with confidence in today's early childhood landscape. It's time to drive your career forward — the right way.



BORN TO LEAD

BREAKOUT SESSIONS



LAKEISHIA NNAMANI

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As an early childhood educator, I have served as a pre-kindergarten and kindergarten teacher, preschool owner, child care provider, child development professor, and early childhood trainer.

Moreover, while my on-the-job experience has afforded me a well-rounded skill set, I also have a solid educational foundation and a passion for teaching our youngest learners and supporting early childhood professionals.

The Winning Engine: Systems That Drive Childcare Success
Uncover the key systems that power successful childcare programs. This session will guide leaders in creating efficient, scalable operations that support consistency, growth, and excellence across their organization.



CHANIE WILSCHANSKI

Chanie Wilschanski is a leadership mentor, keynote speaker, author, and founder of Schools of Excellence, where she helps school leaders move from carrying the invisible weight of leadership to building rhythms, cultures, and systems that sustain excellence.

She began her career teaching toddlers and has worked at every level of the school system. With dual master's degrees in Early Childhood and Special Education, her work is grounded in nearly two decades of research & lived experience of mentoring leaders.

The Accountability Engine
Capability without sustainability is just a countdown to burnout. This session gets honest about what sustainable leadership actually looks and feels like — and why accountability is the engine that keeps great leaders going. If you've ever felt exhausted by the very work you love, this session was built for you. Expect real conversation, practical tools, and a new way of thinking about what it means to lead well for the long haul.

The Profit Leaks Slowing Your Speed
You can't run a full-throttle business with a leaking engine. In this highly interactive session, school owners will identify the six core areas where profit silently slips away — and learn exactly where to focus first to stop the bleeding and accelerate growth. Through real-world examples, honest conversation, and hands-on exercises, you'll walk away with a clear picture of what's costing you money and a prioritized action plan to plug the leaks and get back in the race.



VERNON H. MASON JR.

Vernon H. Mason Jr. is a bestselling author, keynote speaker, and leadership consultant with more than thirty years of experience in early childhood education. He is the former Senior Vice President of Growth and Development for The Nest Schools, where he helped grow the organization from five to sixty locations across eleven states. Before that, Vernon served as President of WEE SCHOOL Child Development Centers, leading multiple sites and supporting hundreds of children, families, and team members.

From Pivot to Power: Leading a Program Families Want, Not Just Need
We're living and leading in unprecedented times. For years, we've been told to pivot — and we have, again and again. But now the question is: how do we rediscover the formula — the secret — to thrive, not just survive? Across the country, families are finding creative workarounds. Parents are piecing together care through remote work, flexible schedules, relatives, and part-time options. They no longer need full-time childcare the way they once did. That shift changes everything. It's time for leaders to take an honest look at pricing, positioning, and the value we bring. For a decade, our programs stayed full because families had to find care — we simply needed to be the best option.

Controlled Chaos: Building a Clear, Step-by-Step Plan for Managing Challenging Behavior
In this session, Vernon works directly with owners and directors to help them create a written, step-by-step behavior plan their teams can actually follow. Participants will learn how to move from vague expectations to clear standards that define what is age-appropriate, what responses are expected, and what actions to take when behavior escalates. It's not your imagination. Children's behavior is becoming more challenging, and parent expectations and responses are shifting right along with it. At the same time, many teams are operating without clearly defined expectations, leaving teachers to figure things out in the moment.



TAMEENAH ADAMS

Tameenah Adams, SHRM-CP is a seasoned HR strategist, dynamic speaker, and transformative leader with over 25 years of experience in human resources and fractional consulting. As the Chief Human Resources Officer and founder of ChildcareHR, Tameenah has become a trusted partner to early childhood organizations across the country, offering tailored HR solutions that foster sustainable growth and thriving workplace cultures.

HR Compliance
Ready to shift your program into high gear? HR Compliance puts you on the fast track to greatness by breaking down the essential HR rules every childcare professional needs to know without overwhelming you. This session will help you stay compliant, reduce risk, and confidently lead your team at full throttle. From hiring and documentation to employee relations and workplace policies, you'll gain practical strategies to protect your program, strengthen your leadership, and keep your center running smoothly and successfully. Buckle up, compliance just became your competitive advantage!

Recruiting the Right Drivers: Recruit Smarter, Retain Stronger Teams
Step on the gas toward stronger staffing success! Recruiting the Right Drivers: Recruit Smarter, Retain Stronger Teams helps childcare owners and leaders accelerate their hiring strategies to attract candidates who truly align with their mission and culture. In this session, you'll learn how to recruit with intention, avoid costly hiring mistakes, and build systems that turn new hires into long-term team members. Walk away with practical tools to fuel retention, strengthen your workforce, and keep your program moving forward at full speed.



JAMARRION TABOR

Jamarrion "Coach Jay" Tabor is a childcare CEO, systems strategist, and nationally recognized coach with extensive experience building and scaling regulated service-based businesses. She is the founder of multiple licensed childcare centers and a supportive housing initiative serving families and individuals in transition.

Coach Jay is known for her practical, experience-driven approach to leadership, operations, compliance, and cash-flow management. Her work focuses on helping owners and executive teams move from reactive decision-making to structured, sustainable growth.

Drawing from real-world challenges including audits, staffing shortages, funding delays, and business recovery she delivers clear, actionable strategies leaders can implement immediately.

Scaling Without Losing Control: Prepare Operations Before Scaling
You can't take a race car from zero to sixty without checking the engine first. Scaling your childcare business is no different. In this high-impact session, owners will learn how to prepare their operations for growth before they hit the gas — identifying the gaps, tightening the systems, and building the team infrastructure needed to expand without losing the quality, culture, and control that made their program great in the first place. Scale fast. Scale smart. Scale ready.



DR. TRE'VONE L. MCNEILL

Dr. Tre'vone L. McNeill is a business owner and Childcare Industry Influencer. He's the proud owner of Genesis Learning Academy Childcare & Development Center in Fayetteville, NC. He also serves as the President and Founder of Genesis Christian School, founded in 2021. It was recognized by The Fayetteville Observer and ABC 11 News to be the first independently black owned Private Christian School in Fayetteville, NC.

The Bench Matters Too: Equipping Secondary Leaders to Lead so that You Can Rest
If everything depends on you, your leadership is incomplete. This talk empowers senior leaders to intentionally develop secondary leaders—delegating authority, building confidence, and creating systems that allow the organization to thrive without constant oversight.

The Culture Engine: What Really Drives Team Performance / Check Engine Light On: Leading Through Stress, Pressure & Real Life
Great leaders don't dominate the spotlight—they cultivate momentum from within. This session explores how to lead from the center by empowering others, shaping culture, and activating initiative across the team, producing sustainable impact and shared success.



DR. MIA YOUNG

Dr. Mia Young brings the perfect blend of passion, power, and practical strategy — rooted in faith and proven through experience.

She's not just a speaker...she's a story. Dr. Mia is a faith-driven speaker and entrepreneur who turned $30K and a dream into a multimillion-dollar childcare enterprise. Now, she takes the stage to help others do the same by turning rejection into redirection and vision into a profitable, purpose-filled reality.

Fueling the Dream: How to Access SBA Money for Your Center
Ready to fuel your dream with real capital? SBA money is on the table — but most childcare owners never grab it because they don't know how. In this powerhouse session, learn directly from someone who has done it three times, securing SBA 7(a) and 504 loans and now closing on a $6M deal to build a second location. From understanding the requirements and navigating the process to crafting a business plan lenders can't say no to — this session gives you the roadmap, the confidence, and the strategy to access the funding that can take your center to the next level. It's time to stop dreaming and start building.



NEKEA WHITSON

Nekea Whitson is a recognized AI coach and childcare business owner on a mission to help childcare leaders reclaim their time, streamline operations, and build system-driven businesses that don't rely on them for every decision.

As an AI Coach, Nekea specializes in helping daycare owners leverage artificial intelligence and automation to run their centers more efficiently, improve team performance, and create consistent, high-level parent communication.

As the owner of a childcare center herself, Nekea doesn't teach theory, she teaches real systems she actively uses in her own business. From AI-powered staff support to automated enrollment, communication, and daily operations, her approach allows childcare owners to step out of survival mode and into true leadership.

Accelerate Your Business with AI
In this session, Nekea shows you how to use AI to streamline operations, support your staff, and automate tasks. These are real systems being used in a live childcare center, not theory.

If you're tired of doing everything yourself, you'll walk away with simple, powerful strategies to save time, reduce stress, and finally run your business with structure and support.



EPHRAIM EGEBELE

Ephraim Egbele, CPA is the Founder and Managing Director of EFS Group, PLLC, where he serves as a fractional CFO and strategic advisor to 7- and 8-figure entrepreneurs. With a background in auditing Fortune 100 companies at PricewaterhouseCoopers, Ephraim now specializes in helping business owners — particularly in the childcare and education sectors — maximize profits, manage cash flow, and build financially resilient organizations. A sought-after speaker and educator, he brings clarity and confidence to complex financial topics, empowering leaders to make informed decisions that drive sustainable growth. Ephraim holds a BBA in Accounting from the University of Houston and is a proud member of the National Association of Black Accountants (NABA) and the AICPA.

Reving Up the Revenue: Financial & Wealth Building Panel
Building a childcare business is one thing — building lasting wealth from it is another. In this dynamic panel discussion, financial experts and successful childcare entrepreneurs come together to share the strategies, mindset shifts, and real-world moves that turn program revenue into long-term wealth. From diversifying income streams and smart reinvestment to personal wealth building and financial freedom, this conversation goes beyond the balance sheet and into the blueprint for a financially thriving future.

The Numbers That Drive Your Business: The Key Numbers Every Childcare Owner Must Track
You can't lead what you don't measure. In this session, childcare owners will go beyond the basics and dive deep into the key numbers that actually drive business performance — from revenue per enrolled child and staff-to-revenue ratios to occupancy rates, payroll percentages, and profit margins. Whether you're just getting started with your financials or looking to sharpen your reporting, this session gives you the clarity and confidence to use your numbers as a powerful decision-making tool.



JAMEELA ALLEN

Jameela Allen is the CEO of Themba Creative Learning Center and a Business Coach who helps other childcare owners transform their cash-strapped centers into 7-figure enterprises. She knows what's required to build an award-winning, nationally-accredited, $3M center with just ONE location, and wants to share her secret sauce with others.

Jameela transformed her own childcare business because of the systems she designed and implemented. She's able to enjoy a true work-life-balance and runs her center as an absentee owner, which frees up time for her to pursue her passions and do the things that bring meaning to her life, like traveling the world and working one-on-one with her clients.

Building Strong Beginnings: Proven Steps to Employee Onboarding Success
The onboarding process is meant to help employees transition from the role of a new hire to one of a full-fledged team member. It must be managed carefully to help them adapt to your childcare business's culture, values, and processes. Otherwise, the chance of facing high turnover among staff increases, and the time, effort, and energy spent on recruiting are wasted.

Titles Don't Make Leaders: The 5 Levels of Leadership
It's important to understand true leadership isn't just a matter of having a certain title. Anybody can be given a title. In fact, being chosen for a position on the job or in social settings is only the first of the five levels every effective leader achieves. To become more than just "the boss," you have to master the ability to invest in people and inspire them. To grow further in your role, you must achieve results and build a team that produces.



MOLLY FARBER

Molly leads CRM and Payroll at Playground, helping child care directors consolidate what's usually the messiest, highest-stakes part of the front and back offices. She partners with programs of every size on enrollment automation, ai-enabled lead capture, and compliant, on-time payroll that connects cleanly to billing and tax reporting so that operators can get their Fridays back.

Enrollment As a System: CRM Strategy, Family Engagement, and Performance Optimization
Every championship team has a system for bringing new players up to speed — and your childcare program should too. In this session, leaders will discover the proven onboarding strategies that get new employees aligned, engaged, and performing at a high level from the start. Because a strong beginning isn't just a nice first impression — it's the difference between a team member who thrives and one who's out the door before the season ends.

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ILLUMINE

Illumine is an AI-powered early childhood education platform designed to support childcare centers and preschools through smarter management, family engagement, and curriculum-driven learning tools. By combining technology with educational best practices, Illumine helps educators streamline operations, document student growth, and create more meaningful learning experiences for young children.

Childcare Is Entering Its AI Era. The Question Is Who's Ready
A synopsis of how AI is transforming childcare operations, family communication, staff efficiency, enrollment strategy, and leadership visibility across modern early education programs.



PANELS

SESSIONS

PANEL DISCUSSION

NAVIGATING THE ROAD AHEAD: THE STATE OF CHILDCARE



JERLETHA MCDONALD



LATRAVIA GLOVER



MICHELLE SMITH



LAKESHIA NNAMANI

PEDAL TO THE MEDAL: ENROLLMENT / MARKETING PANEL



KRIS MURRAY



MARY "SKITTLEZ" SEATS



LATRICE "THE CHILDCARE CHIC" CRAWFORD



PIETRO (BRIT SOLUTIONS)

REVING UP THE REVENUE: FINANCIAL WEALTH PANEL



JULIE ROY



EPHRAIM EGEBLE



COACH K



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Latrice Crawford
CEO & Founder of Born To Teach

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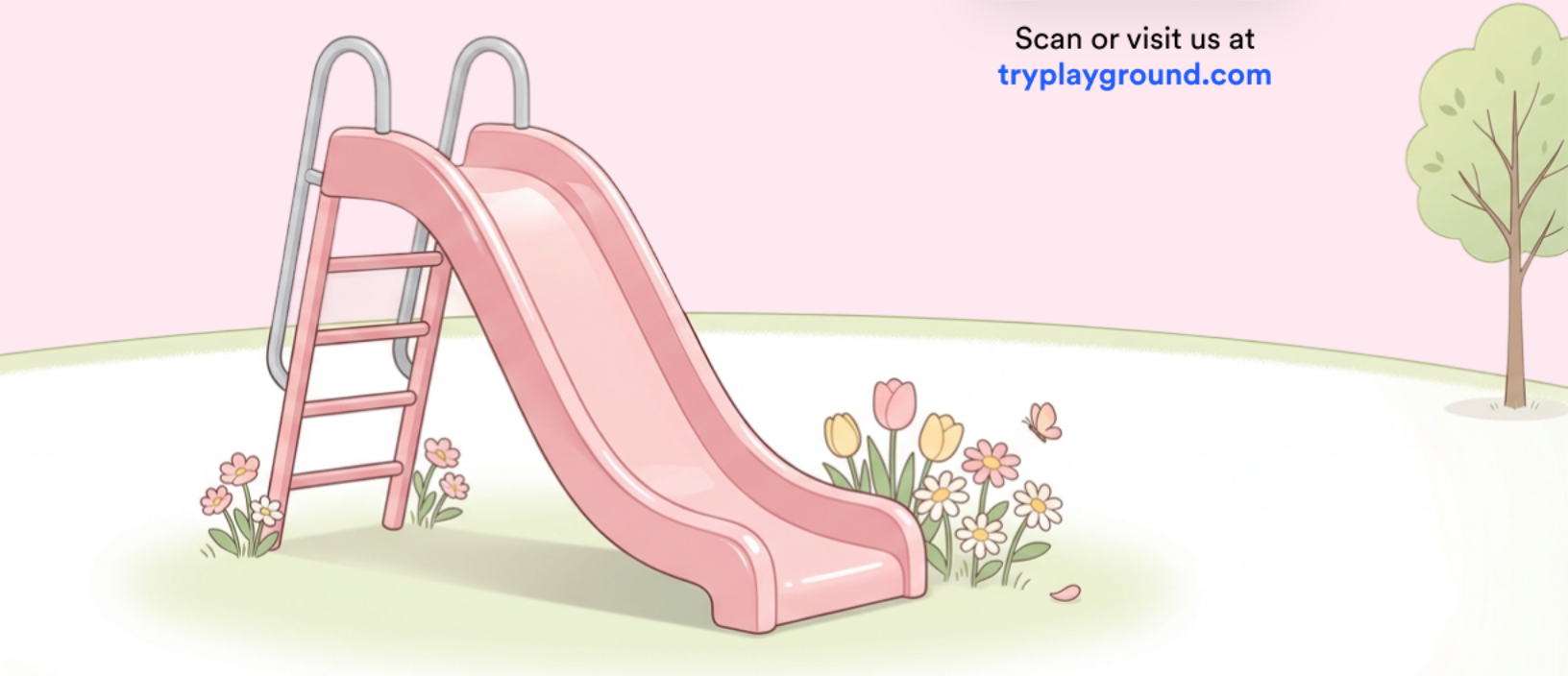

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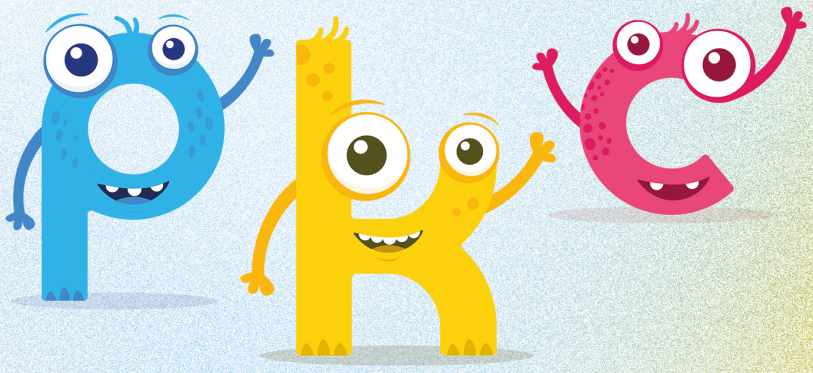



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