

206-605-0465 t 253-858-9075  
Gig Harbor, WA 98332  
12518 Tanager Drive NW, Suite 100  
Educational Training Partners

See inside for more details!  
**FREE TRAININGS**

**Photo Fun**

Celebrate the week of the young child with us on Wednesday, April 21st. Stop by the ETP office anytime from 6-9pm with photos of children in your classroom (double prints are the best) and we'll show you how to create fun books, games and activities for you program. There will be snacks and plenty of networking time.

**FREE Trainers Conversation Group**

In partnership with WAEYC's TRAIN network, ETP is hosting a conversation group to support local trainers. Join us at our office to begin discussions on how to engage the reluctant learner? What techniques do trainers need to know? How can training be a profitable business?

## Celebrate children with ETP!

*Dear Friends and Colleagues,*

*NAEYC's Week of the Young Child is April 18-24 this year. The National Association for the Education of Young Children celebrates their yearlong mission with a week of celebration. Their goal is to focus national attention on the vital role early care and learning play in society.*

*To kick off this noteworthy week, Educational Training Partners is excited to invite you to an open house on Saturday, April 17th. Our doors will be open from 10:00 am - 2:00 pm and our staff is anxious to show you our valuable membership services, such as the book and video library, curriculum boxes, and more.*

*Non-membership services are available as well. These include: technical assistance, community connections, training opportunities, networking groups, and many other services available to you at no cost.*

*To ensure that ETP meets the needs of our community, we encourage you to think about your professional needs, the needs of your classroom, and the needs of your children. Bring your ideas and suggestions (along with a friend!) to ETP on April 17th.*

*We look forward to seeing you!*

*Amber D. Havens*

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The fresh color and semblance of growth reflect the mission and character of the organization.

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*see "And the winner is..." inside*

## Who is ETP?

Educational Training Partners, specializes in providing education, support, and guidance to organizations and individuals responsible for childcare. Utilizing contacts and resources within the early childhood and education communities, we provide services relevant to a diverse population. Our understanding of cultural philosophies and the implementation of anti-bias training techniques help you acquire the skills and resources necessary to meet the needs of all children in your care.

Services offered include:

STARS approved workshops, in-service trainings, NAEYC accreditation support, CDA training, networking groups, on-site technical assistance, parent education, curriculum resources, and a library.

Have you thought about earning you CDA or even your ECE degree?

Do you need help creating a realistic training plan for your site?

ETP can help - give us a call!  
We would love to help you brainstorm ways to meet your personal and program goals.

206-605-0465

## Upcoming STARS Trainings

STARS scholarships are accepted. Please Have STARS ID number available at time of registration.

### April

CDA: Child Development Associates Part 3 04/05 - 06/14  
(Administration) (meets every other Monday)

Part 3 of a 3-part series that supports teachers who are earning their nationally recognized CDA Certificate. Topics covered this quarter include: cognitive development, creativity, self-esteem, social development, and guidance.

Where: Chapel Hill Preschool, 7700 Skansie Ave., Gig Harbor

Time: 6:30-8:30 pm

Cost: \$255.00

Photo Fun (Curriculum) 04/21/04

Drop in with your photos and create great books, games and activities for your program while you network with others and explore the ETP opportunities.

Where: ETP, 3100 Harborview Dr., Ste B, Gig Harbor

Time: Anytime between 6:00 - 9:00 pm

Cost: Free

Trainers Conversation 04/27/04

In partnership with the TRAIN network, ETP is hosting a conversation group to support local trainers and our work. Join us at our office to begin discussions on how do you engage the reluctant learner? What techniques do trainers need to know? How can training be a profitable business?

Where: ETP, 3100 Harborview Dr., Ste B, Gig Harbor

Time 12:30 - 2:30

Cost: Free

### May

Parent/Staff Communications (Communication) 05/08/04

Are you searching for techniques that open the lines of communication between you and your families? Do you want specific ideas to implement the very next day? Then join us for a lively discussion on communicating with parents.

Where: Tutor Time (Lacey, WA)

Time: 10:00 am - 12:00 pm

Cost: \$20.00

School age Games and Activities (Curriculum) 05/24/04

Join this fun group to experience games and activities that will keep your school-agers happy all summer long.

Where: University Place Latchkey

Time: 7:00 - 9:00pm

Cost: \$20.00

### June

Get Rid of the Behavior not the Child (Guidance) 06/19/04

Occasionally we encounter a child that makes us empty our bag of tricks within the first few hours of the day. We will talk about ways to reduce behavior struggles by looking at the environment, our interaction and our expectations of each child we care for.

Where: Bremerton Kinder care 7597 Concord Lane NE

Time: 7:00 - 9:00pm

Cost: \$20.00

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• **For more information or if you're interested in hosting a workshop, give us a call!** •

• **206-605-0465** •

## Marketing takes various shapes

-Taffy Gallagher

What is Marketing? It's a question that plagues program directors and owners, probably because it means so many different things. Marketing includes everything from your location and hours of operation to the program brochure and outdoor signage. Using easily identifiable t-shirts for staff and children on field trips is a great safety measure, but did you also realize that it is a marketing tool?

Are you planning an interesting and newsworthy event at your school, like Monday Mudday? Call the local paper and give them the details.

Have you developed a strategic relationship with a local non-profit? Advertise it in your newsletter.

How many of your teachers have business cards? Get them some to hand out to prospective customers.

Understanding what differentiates you from your competition is a smart step to successful marketing. Once you've done that, you must communicate it to your staff, parents, and the press. Dial the telephone, deliver brochures, advertise, write a newsletter -- the possibilities are endless! And, remember, word-of-mouth is your most powerful form of marketing, so offering good service with a smile is one marketing method that you can start using today.

*"Understanding what differentiates you from your competition is a smart step to successful marketing."*

## And the winner is.....

After many months of intensive discovery, creative development, and input from a large segment of the early childhood community, Educational Training Partners proudly announces the arrival of its new logo!

As a strategic commitment to the community we serve, a professional identity was created to poise on the edge of the corporate abyss. ETP needs to be easily identified in the world of fundraising as a long-term, growth-oriented, support agency.

The moderately abstract nature of the design signifies the abstract nature of teaching, while the fresh color and semblance of growth reflect the mission and character of the organization. ETP partnered with Bremerton-based Saltwater Zapf Co., a marketing and design firm, to develop the logo.

President, Amber Havens noted, "The logo embodies the organization and its philosophy about education. I could not have asked for a more perfect visual representation of where the organization is headed."

Although we're sharing this information with you, our newsletter recipients, we will make our official announcement later in '04. Additionally, our communications materials will be updated over the next several months.



## You're Invited!

To:

ETP Open House and  
Week of the Young Child Celebration

When:

Saturday, April 17th  
10:00 am - 2:00 pm

Where:

Educational Training Partners  
3100 Harborview Drive, Suite B  
Gig Harbor, Washington

**Need marketing advice?**  
**Need business cards?**  
**Need brochures?**  
**Need a logo?**

Call Saltwater Zapf for all your marketing needs.

360-434-5647  
www.saltwaterzapf.com

**3 for 2**

Bring two friends to a Spring training offered by ETP and receive one (1) registration **free.**



Offer valid on \$20.00 trainings only. Pre-registration is required. Please present coupon at time of registration. Offer expires 06/30/04.