



Anchorage Association for the Education of Young Children

"To promote high-quality early learning for all children, birth to age 8, by connecting practice, policy, and research."

**RE: Anchorage Association for the Education of Young Children
40th Annual Early Childhood Conference
Through the Years..... Celebrating Where We've Been, Where We Are and Where We're Going!
September 29-October 1, 2022
Hilton Anchorage Hotel**

April 6, 2022

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Thomas, Barb, Anna, Melanie & Rae,

We thought it might be helpful to you if we outlined how Anchorage AEYC can help support AfterSchool Network & Campfire should you choose to join us in co-sponsoring Michael Brandwein at a \$5,000 or more level. See attached document for sessions/keynote that Michael is presenting for Anchorage AEYC conference attendees. See below:

1. Space – Anchorage AEYC has space at the Hilton at the below times and could offer you complimentary space to meet:
 - a. 7:00 am to 5:00 pm, Thursday, September 29th
 - i. You can develop your own schedule between these hours
2. Registrations
 - a. Attend at member rate
 - i. Single Day rate \$135 (nonmember rate is \$200)
 - ii. Full conference rate \$265 (nonmember rate is \$375)
 - b. 1st 50 attendees to register by September 5th will receive single day complimentary registration.
(\$135 x 50 = \$ 6,750)
3. Michael Brandwein
 - a. Anchorage AEYC will cover his speaking fees on Friday & Saturday, hotel, airfare and meals.

If you have any questions, please contact Cecilia or Christie, C & C Services, Anchorage AEYC Conference Coordinators at 907-696-5884 or anchorageaeyc@mtaonline.net

Sincerely,
Cecilia & Christie
Anchorage AEYC Conference Coordinators



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Michael Brandwein, educator/speaker/author

Presentations at 2022 Early Childhood Conference

Friday, September 30th

8:30-9:30 a.m. KEYNOTE: THE REAL TRUTH ABOUT STICKS AND STONES: Boosting Our Self-Leadership Skills & Recharging Our Batteries to Grow & Adapt to Change

Superb leadership always begin with more expert leadership of ourselves. In this nationally acclaimed session given highest evaluations by educators, youth professionals, and others, Michael uses a highly engaging approach to present a practical, no-nonsense, no "touchy feely" set of tools to help us take a refreshing and often surprising look at the conclusions we've made about ourselves, why we believe them, and how they unconsciously hold us back by limiting our choices. It includes his "Reverse Engineering" two-step method to identify and expand successful tools to work effectively with others. Be more open to learning new things and keep growing professionally. Meet challenges with more flexibility and skill. Handle change in positive ways. You will be recharged and revitalized.

9:45-11:45 a.m. GROWING GREAT QUALITIES IN KIDS: The L.A.S.E.R.B.E.A.M. Technique to Developing Outstanding Character, Social-Emotional Skills, & Bringing Out the Best in Young People

Based on Michael's latest best-selling book, this exciting session demonstrates exactly what to say and do to develop outstanding character, social emotional skills, and life skills in young people. Saying "Be nice!" and "Show some respect!" doesn't work. Michael's warm, positive, highly acclaimed L.A.S.E.R.B.E.A.M. technique has been taught to hundreds of thousands of educators, youth professionals, parents, and other leaders throughout the world. No "theory." These are practical, hands-on skills you will use immediately and every day. This session teaches how to identify exactly what behaviors we want to develop in young people, and how to use positive communication and modeling to teach them. Develop outstanding behaviors that demonstrate great character traits and qualities such as persistence, teamwork, kindness, confidence, responsibility, respect, and other keys to success throughout life.



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Friday, September 30th (continued)

1:30-3:00 **TERRIFIC TRAINING TECHNIQUES: Original, Powerful, & Practical Activities & Methods to Maximize Staff Development**

The best-selling author of training books for people who work with children will demonstrate creative, tested activities that you can plug into your current training right away. This session provides all the materials and methods you'll need to turbo charge your staff development. Keep training fresh, even for experienced folks who think they have "seen it all already." Increase attention and motivation and boost participatory learning. Provide active, immediate practice of the skills we want staff to use every day. Plus: how to make sure early childhood and other workers deeply understand our true mission goals and are motivated to meet them with their best work.

3:15-4:45 p.m. **BUILDING EXCELLENT TEAMWORK COMMUNICATION: How to Create an Open, Collaborative Work Environment for Flexibility, Ongoing Improvement, & Service**

Team leaders of all types will use these practical techniques every day to build more open communication, which in turn increases growth and program improvement. Boost everyone's ability to be more flexible and open to change. Reduce talk behind backs. Increase constructive expression of what people really think, creating an environment where it's safe to present new and different ideas that will enhance our service to the community. Develop more positive relationships for great teamwork.

Saturday, October 1st

9:45-11:45 a.m. **"WHY DON'T YOU BEHAVE?!"—The Brandwein Key System for Handling Negative Behavior in Young People While Teaching Positive Choices**

This nationally acclaimed session is for everyone who works directly with children or leads/trains/coaches staff who do. When a young person says, "You can't make me!" or "They did it first!" precisely how should we reply? What are the exact things to say and do to stop whining, bullying, put-downs, and teasing by doing more than just saying, "It's not allowed!"? How do we respectfully get young people to listen the first time? This skill-packed session demonstrates Michael's Key System: three clear, specific steps to boost credibility with greater confidence (get first-time listening), build respect, reduce put-downs and bullying, and more. This positive approach reduces stress and helps young people replace negative choices with better ones as they continue to play and learn with others.

1:30-3:00 p.m. **MISTER ROGERS ROCKS!—How to Apply His Wisdom to Build Self-Worth, Kindness, and Strong Young People**

There has never been a more important time to apply the powerful approaches and teachings of the legendary Fred Rogers. Inspired by the educational research-based and profoundly influential practices of this pioneer in youth development, Michael has developed this exciting, unique session of specific and practical techniques and strategies you can use right away with young people to develop positive self-concepts and self-esteem; build



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confidence and creativity; grow kindness and caring behaviors; enrich relationships; and more. Learn how to "believe" in our kids so they build trust in themselves and treasure their individuality. Whether you work directly with other people's children or your own, or if you train others to do so, you'll learn wonderful ways we can build our own beautiful Neighborhoods!

3:15-4:45 p.m. SUPER SKILLS FOR SUPERVISION: How to Lead, Motivate, & Coach Team Members to their Highest Performance

No "theory" here: The author of the best-selling Super Staff SuperVision shows tools you will use every day to boost performance of the members of your team. Skills include: How to more precisely identify, coach, and grow the exact behaviors we're looking for; the key secret to staff retention and motivation and the conversation and planning that makes it happen; simple, outstanding ways to support people in doing their best work and build stronger, trusting work relationships; promoting ongoing skill development and providing more useful feedback; and more.