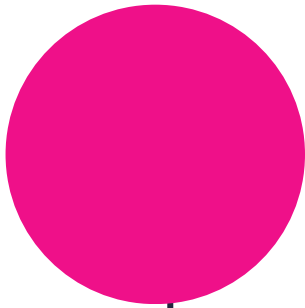


Florida Family Child Care Association Annual Conference
Enhancing Our Minds in 2025 | June 25-29, 2025
Sheraton Sand Key Resort • 1160 Gulf Boulevard • Clearwater Beach, FL 33767

CONFERENCE SESSIONS & KEYNOTE



Prepared For
Florida Family Child Care
Home Association, Inc.

Prepared by:
Jerletha McDonald
The Family Child Care CEO



Jerletha McDonald is a renowned National Family Child Care Leader, Consultant, and Speaker with a proven track record of excellence in the education management industry. Jerletha has a bachelor's degree in Child Development and Family Studies with a minor in Early Childhood Intervention from Stephen F. Austin State University. She owned and operated a family childcare center, Nurturing Gifts Infant and Toddler Center, for 15 years. Jerletha has 25 years of experience in Early Care Childhood Education.

As an experienced Chief Executive Officer and Founder-CEO of ADFW Family Child Care Network, Jerletha has dedicated her career to empowering family child care professionals and advancing the field of family child care. Jerletha has a special interest in the economic development of women in the field of early care in education with a primary focus on Family Child Care. Her expertise spans event planning, consulting, and training, enabling her to develop innovative solutions and inspire transformative change. Previously serving as the Senior Manager of Membership & Volunteer Affairs for the National Association for Family Child Care (NAFCC).

Jerletha has demonstrated exceptional leadership in fostering collaboration and growth within the child care community. A visionary leader and advocate, Jerletha continues to champion the importance of quality family child care while providing the tools and guidance needed for others to thrive in their professional journeys.. Jerletha has given presentations and keynotes addresses at local, state, and national events. Jerletha is a subject matter expert for the National Center for Quality Assurance a Family Child Care Consultant for NAFCC.

In April of 2016, Jerletha was recognized by the Grand Prairie NAACP as one of the Most Influential Women in Business. In 2018, Jerletha was appointed to Gov. Greg Abbott's Early Learning Council representing family childcare providers in Texas. In 2020, Jerletha received the North Texas Early Childhood Leadership Award from Child Care Associates. She has received numerous awards and recognition for business, leadership, and childcare excellence.



Pre - Conference Session

Family Child Care CEO: Changing & Defining Own Narrative

Class Description: This transformative session focuses on empowering family child care CEOs to take control of their narrative and amplify their voices in the early childhood education sector. Participants will learn strategies to highlight their unique contributions, challenge misconceptions, and advocate for their profession. The session will provide tools for effective storytelling, branding, and advocacy to reshape public perception and elevate the field of family child care.

Key Takeaways:

- Discover effective storytelling techniques to showcase the value of family child care.
- Learn how to advocate for family child care through branding and public engagement.
- Gain confidence in leading conversations that uplift and define the profession

Keynote Addresses

The Becoming of Family Child Care: Through Evolution, Elevation & Innovation

Session Description:

Family child care has long been a cornerstone of early childhood education, providing nurturing, high-quality care in home-based environments. This transformative session will explore the historical evolution of family child care, highlighting how the field has adapted to meet the changing needs of children, families, and communities. Participants will examine how family child care CEOs continue to elevate their businesses through leadership, advocacy, and professional development while embracing innovative strategies to sustain and grow their programs. This session will empower educators to reimagine their roles as entrepreneurs, change-makers, and trailblazers in early childhood education.

Key Takeaways

- Gain insight into the historical evolution and growth of the family child care industry.
- Learn leadership, advocacy, and professional development strategies to elevate family child care businesses.
- Discover innovative practices that support program sustainability and long-term impact.
- Recognize the role of family child care educators as CEOs driving economic mobility and community transformation.



Conference Breakout Sessions

Family Child Care: A Vehicle for Economic Mobility

Class Description: This powerful session explores how family child care serves as a pathway to financial independence and economic mobility for educators, families, and communities. Participants will examine the critical role family child care CEOs play in fostering economic empowerment through entrepreneurship, job creation, and community impact. The session will provide actionable strategies to strengthen business sustainability, build wealth, and create generational economic opportunities through high-quality child care services.

Key Takeaways:

- Understand how family child care businesses contribute to local economies.
- Learn strategies to build financial stability and wealth as a family child care CEO.
- Explore opportunities to support economic mobility for families and communities.

Professionalism and Business Mindset: Empowering Family Child Care CEOs

Class Description: This session is designed to empower family child care CEOs with the tools and mindset necessary to operate their businesses with professionalism and entrepreneurial excellence. Participants will explore essential business practices, leadership strategies, and growth mindsets that lead to sustainable success. The session will emphasize viewing family child care as a business and the importance of professionalism in daily operations, financial management, and community engagement.

Key Takeaways:

- Develop a business-first mindset for managing family child care operations.
- Implement professional practices that enhance credibility and growth.
- Strengthen leadership skills for long-term success.

