2026 APNA ANNUAL CONFERENCE

Leadership in Full Color

October 14-16, 2026

Grand Bohemian Charlotte
Charlotte, NC

APNA
ASSOCIATION *of* PREMIER NANNY AGENCIES

HomePay



HomePay is your agency's trusted partner for specialized household payroll. Put our expertise to work, ensuring your clients and their household employees receive professional resources and personal support.

Partner with Confidence

Our dedicated Partnerships Team acts as your direct contact, offering prompt support and customized educational resources for your clients. You can confidently refer, knowing our award-winning service transforms complex household employer obligations into a no-work, no-worry experience. Plus, receive a bonus for every new HomePay client you refer!

Discover the benefits exclusive to our partners

Come visit our booth to learn more! And don't hesitate to contact our Partnerships team anytime at partners@myhomepay.com.

partners.myhomepay.com | 877.367.1969 | partners@myhomepay.com

Dear APNA Members and Friends,

After months and months of planning and preparation, the moment is finally here - welcome to the 2026 APNA Conference! Over the next two and a half days, we'll come together as leaders, innovators, and peers to focus on our theme: ***Leadership in Full Color***.

This past year has shown us that our work is never static. Business patterns shift, client needs evolve, and what once felt predictable can change without warning. Sustainable growth is more than enduring; it's about adapting with intention, uncovering new opportunities, and flourishing no matter the circumstances. Our conference program is built to help you do just that. From energizing keynotes and insightful sessions to small-group discussions and dinner conversations, you'll gain fresh perspectives, practical strategies, and connections that will strengthen both you and your business. And as always, some of the most valuable lessons come from the time we spend learning from one another.

I'm deeply grateful to our APNA Board of Directors, our multi-talented Administrative Assistant, Kellie Geres, and our generous sponsors, vendors, and speakers. Your dedication makes this gathering possible and keeps our community thriving.

So, whether this is your first time here or you're a seasoned veteran, whether you arrived solo or with your team, **you belong here**. Over the next few days, I encourage you to join the conversations, share your perspective, and be open to moments that ignite your next big idea. Recharge in this setting, connect with people who truly understand your journey, and leave ready to thrive in every climate.

With appreciation,

Jami Dennis

APNA President

AT A GLANCE

WEDNESDAY, OCTOBER 14

9:00AM – 1:00PM	**APNA Board Meeting**	GALLERY II
6:45PM – 7:30PM	**Conference Registration Open**	BÚHO ROOFTOP BAR
7:00PM – 9:00PM	**Welcome Reception** *Sponsored by HomePay*	BÚHO ROOFTOP BAR

AT A GLANCE

THURSDAY, OCTOBER 15

7:30AM – 4:00PM	**APNA Conference Registration & Information Table**	PRE-FUNCTION AREA (4TH FLOOR)
7:45AM – 8:25AM	**Breakfast** *Sponsored by Enginehire & Essential Screens*	QUEEN'S TERRACE (6TH FLOOR)
8:25AM – 8:30AM	**Welcome & Opening Remarks**	PALACE BALLROOM (4TH FLOOR)
8:30AM – 9:30AM	**Keynote: Leadership in Full Color** *Presenter. Saudia Davis, IVY Strategy Consulting*	PALACE BALLROOM (4TH FLOOR)
9:30AM – 9:45AM	**APNA Honors: APNA Staffing Employee of the Year & APNA Agency of the Year** *Sponsored by GTM Payroll & HR*	PALACE BALLROOM (4TH FLOOR)
9:45AM – 10:00AM	**Micro Break**	PRE-FUNCTION AREA (4TH FLOOR)
10:00AM – 11:00AM	**Hidden Profit Killers: Eliminating Revenue Leaks in Your Business** *Presenter. Deb Purvin, Business Owner's MBA*	PALACE BALLROOM (4TH FLOOR)
11:00AM – 11:30AM	**Networking Break + Visit Vendors**	PRE-FUNCTION AREA (4TH FLOOR)
11:30AM – 12:30PM	**Beyond Follower Counts: Practical TikTok and Instagram Plays for Nanny Agencies** *Presenter. Riddhi Shah, Poppins Payroll*	PALACE BALLROOM (4TH FLOOR)
	The Bankable Agency: Strategic Capital and Valuation *Presenter. Cynthia Nevels, Integrality*	GALLERY II
	The Lifecycle of a Healthy Business: Acquisition as a Strategic Path to Growth *Presenter. Debbie Timm, Jovie of Atlanta, Charlotte and Raleigh*	GALLERY III
12:30PM – 1:45PM	**Lunch** *Sponsored by GTM Insurance Agency*	BOHEMIAN GARDEN (1ST FLOOR)
1:45PM – 2:45PM	**Navigating the Ethics Debate: Panel Discussion** *Panelists: Jami Dennis, ABC Nannies & Domestics; Erika Slade, E-Nanny; Dulany Dent, The Nanny Network; Susan Cornish, Jovie*	PALACE BALLROOM (4TH FLOOR)
	Steps to Re-Defining your Sales Process *Presenter. Jim Dunn, Sandler by BGW Growth Services*	GALLERY II
	SEO: Getting Found by High-Net-Worth Clients in Your Market *Presenter. Claire Ransom, Aloha Life Digital*	GALLERY III
2:45PM – 3:15PM	**Networking Break + Visit Vendors**	PRE-FUNCTION AREA (4TH FLOOR)
3:15PM – 4:15PM	**AI: What's Working and What's Not From an Agency Perspective | Panel Discussion** *Panelists: Brooke Weglarz, The Washburn Agency; Rachel Lawrence, HomeWork Solutions; Ruka Curate, Tiny Treasures Agency*	PALACE BALLROOM (4TH FLOOR)

4:30PM **Open Networking**

Grab a drink and meet your industry friends at the bar. This is not a formal APNA conference activity. Just grab your favorite beverage and come down and see who's around before you head out to dinner. All attendees are on their own for the evening and dinners.

First-time APNA Conference attendees, don't forget your complimentary drink ticket. Your first drink is courtesy of HomeWork Solutions!

AT A GLANCE

FRIDAY, OCTOBER 16

7:45AM – 8:25AM **Breakfast**
Sponsored by Beverly.io

8:25AM – 8:30AM **Welcome & Opening Remarks** — PALACE BALLROOM (4TH FLOOR)

8:30AM – 9:30AM **Keynote: High Ticket Sales in a High Trust Industry** — PALACE BALLROOM (4TH FLOOR)
Presenter: Jim Dunn, Sandler by BGW Growth Services

9:30AM – 9:45AM **2027 Conference Announcement & Auction Winners** — PALACE BALLROOM (4TH FLOOR)

9:45AM – 10:00AM **Micro Break** — PRE-FUNCTION AREA (4TH FLOOR)

10:00AM – 11:00AM **When Clients & Candidates Go Rogue: Panel Discussion** — PALACE BALLROOM (4TH FLOOR)
Panelists: Kristen Szapka, A Nanny Match; Rebecca Pearcy, Windsor House Nannies; Sianan Tierney, Placement Solutions

11:00AM – 11:30AM **Networking Break + Visit Vendors** — PRE-FUNCTION AREA (4TH FLOOR)

11:30AM – 12:30PM **The Highs and Lows of the Multi-location Strategy Panel Debate** — PALACE BALLROOM (4TH FLOOR)
Panelists: Lydia Thibodeau, Sommet Nannies; Sarah Washburn, The Washburn Agency; Lindsay Rose, Mom's Best Friend; Sharon Graff Radell, TLC Family Care

Leading with Head & Heart: Balancing Business Analytics and Leadership Intuition to Scale Your Business — GALLERY II
Presenters: Saudia Davis, IVY Strategy Consulting & Cynthia Nevels, Integrality

12:30PM – 1:45PM **Lunch** — BOHEMIAN GARDEN (1ST FLOOR)
Sponsored by Sure Check Background Screening

1:45PM – 2:45PM **From Dabbling to Doing: A Household Staffing Panel** — PALACE BALLROOM (4TH FLOOR)
Panelists: Olivia Fountain, Household Staffing; Emily Miller, Charlotte's Best Nanny Agency; Jenni Vaughan, DM Estate Staffing; Katie Treviño, The Help Company

The Million Dollar Blueprint: Scaling from $1M to $2M — GALLERY II
Presenter: Deb Purvin, Business Owner's MBA

Hiring Overseas: Hiring Right, Hiring Ethically — GALLERY III
Presenter: Riah Gonzalez, Linq Collective

2:45PM – 3:15PM **Networking Break + Visit Vendors** — PRE-FUNCTION AREA (4TH FLOOR)

3:15PM – 4:15PM **Leadership Unfiltered: The Mastermind Exchange** — PALACE BALLROOM (4TH FLOOR)

4:15PM – 6:00PM **Closing Reception** — BOHEMIAN GARDEN (1ST FLOOR)
Sponsored by HomeWork Solutions

AGENDA

WEDNESDAY, OCTOBER 14

9:00AM – 1:00PM — **APNA Board Meeting** — GALLERY II

6:45PM – 7:30PM — **Conference Registration Open** — BÚHO ROOFTOP BAR

7:00PM – 9:00PM — **Welcome Reception** — BÚHO ROOFTOP BAR
Sponsored by HomePay

AGENDA

THURSDAY, OCTOBER 15

7:30AM – 4:00PM — **APNA Conference Registration & Information Table** — PRE-FUNCTION AREA (4TH FLOOR)

7:45AM – 8:25AM — **Breakfast** — QUEEN'S TERRACE (6TH FLOOR)
Sponsored by Enginehire & Essential Screens

8:25AM – 8:30AM — **Welcome & Opening Remarks** — PALACE BALLROOM (4TH FLOOR)

8:30AM – 9:30AM — **Keynote: Leadership in Full Color** — PALACE BALLROOM (4TH FLOOR)
Presenter: Saudia Davis, IVY Strategy Consulting

In "Leadership in Full Color," Saudia Davis will show APNA agency owners that every breakthrough in her career began with a better question—and that the same discipline can unlock their next level of growth. Drawing on her journey building and exiting Greenhouse Eco Cleaning, NYC's first luxury eco-cleaning brand, Davis will walk through four shifts: asking the bold questions your industry avoids, spotting market opportunities before competitors do, turning your toughest people problems into question problems, and leading from your own zone of genius instead of doing everything yourself. Through interactive workbook prompts, attendees will leave with frameworks to find the gaps in their business, design themselves out of the bottleneck, and scale from their real strengths—the pairing of visionary and operator that has powered her career and every business she's built.

9:30AM – 9:45AM — **APNA Honors: APNA Staffing Employee of the Year & APNA Agency of the Year** — PALACE BALLROOM (4TH FLOOR)
Sponsored by GTM Payroll & HR

9:45AM – 10:00AM — **Micro Break** — PRE-FUNCTION AREA (4TH FLOOR)

10:00AM – 11:00AM — **Hidden Profit Killers: Eliminating Revenue Leaks in Your Business** — PALACE BALLROOM (4TH FLOOR)
Presenter: Deb Purvin, Business Owner's MBA

For business owners, growing revenue is only part of the equation. True success comes from understanding and protecting your profit. In this workshop, Deb Purvin will uncover the seven "Profit Killers" that can quietly impact your bottom line, including pricing fears, cash flow surprises, scope creep, employee effectiveness, platform costs, client mix, and fraud. Drawing from her experience scaling two companies to $100 million, Deb will share practical strategies to identify and address the issues that may be keeping your business from being as profitable as it should be. Attendees will gain new ways to measure profitability, strengthen financial decision-making, and protect the bottom line.

11:00AM – 11:30AM — **Networking Break + Visit Vendors** — PRE-FUNCTION AREA (4TH FLOOR)

11:30AM – 12:30PM — **Beyond Follower Counts: Practical TikTok and Instagram Plays for Nanny Agencies** — PALACE BALLROOM (4TH FLOOR)
Presenter: Riddhi Shah, Poppins Payroll

What's actually working on TikTok and Instagram for nanny agencies? Riddhi, Head of Marketing at Poppins Payroll, offers an honest, behind-the-scenes look at the strategies her team is testing, what's worth your time, and what isn't. Explore four practical plays: putting a face to your brand, partnering with the right creators, tapping into trends like NannyTok, and making smarter decisions about paid advertising. Whether you're just getting started or looking to make your existing accounts work harder, you'll leave with specific ideas to test, realistic expectations, and a clearer sense of where to focus your time and budget.

Networking Breaks sponsored by: *Jovie, Baby Brilliance, PFC Information Services, Your Happy Nest & Mary Larson Consulting, Beverly.io*

11:30AM – 12:30PM

The Bankable Agency: Strategic Capital and Valuation

GALLERY II

Presenter: Cynthia Nevels, Integrality

For sustainable growth, agency owners need more than effort. They need to balance the analytical and relational sides of leadership. This session explores how to build a "whole brain" agency by combining data, systems, and structure with instinct, relationships, and vision. Attendees will identify their natural leadership style, uncover gaps within their business and team, and learn how to fill those gaps through hiring, mentorship, and strategic partnerships. The session will provide practical strategies for integrating metrics, storytelling, relationship-building, and strong systems into daily operations. Designed for agency owners and leaders, this session will help you build a stronger, more balanced business without changing who you are.

The Lifecycle of a Healthy Business: Acquisition as a Strategic Path to Growth

GALLERY III

Presenter: Debbie Timm, Jovie of Atlanta, Charlotte and Raleigh

For women business owners, every stage of business requires a different approach to leadership. This session explores the full business lifecycle, from startup and growth to maturity, expansion, and exit. Attendees will learn how to assess where their business stands, when to refine and optimize, and when acquisition may be the right next step. The session also explores the leadership capacity, operational readiness, and financial discipline needed to grow through ownership and investment. Most importantly, women will be encouraged to see themselves not just as business owners, but as decision-makers and investors with the ability to shape what comes next.

12:30PM – 1:45PM

Lunch

BOHEMIAN GARDEN (1ST FLOOR)

Sponsored by GTM Insurance Agency

1:45PM – 2:45PM

Navigating the Ethics Debate: Panel Discussion

PALACE BALLROOM (4TH FLOOR)

Panelists: Jami Dennis, ABC Nannies & Domestics; Erika Slade, E-Nanny; Dulany Dent, The Nanny Network; Susan Cornish, Jovie

Not every business decision is black and white. This interactive session brings together Dulany Dent, Jami Dennis, Susan Cornish, and Erika Slade to explore real ethical dilemmas household staffing agencies face. From candidate poaching and confidentiality to referrals, fee disputes, client transitions, and competitive practices. The panel will tackle the gray areas where business strategy, professional courtesy, and personal values collide. Rather than offering easy answers, they'll share multiple perspectives and encourage honest discussion. Attendees will leave with practical frameworks for navigating difficult situations, greater confidence in their decision-making, and a deeper understanding of how ethics protects both their agency and our profession.

Steps to Re-Defining your Sales Process

GALLERY II

Presenter: Jim Dunn, Sandler by BGW Growth Services

I know you have a sales process, but your prospect has a buying process too, and it may be better than yours. When the two don't align, sales cycles get longer and agencies end up providing too much "unpaid consulting." In this session, you'll learn how to create a sales process that keeps prospects comfortable while moving the conversation forward. We'll cover how to set the stage for the first call, establish boundaries, ask the right questions, uncover what really matters to the prospect, and end every meeting with a clear, mutual reason to continue or walk away.

SEO: Getting Found by High-Net-Worth Clients in Your Market

GALLERY III

Presenter: Claire Ransom, Aloha Life Digital

As search engines, AI-powered discovery, and consumer behavior evolve, simply ranking on Google is no longer enough. In this workshop, Claire Ransom, Founder of Aloha Life Digital, explores how AI is reshaping the way affluent families discover household staffing agencies. Learn what signals matter most for visibility, how to create content that attracts qualified inquiries, and how to strengthen your website and digital strategy for long-term growth. Whether you manage your own marketing or work with an agency, you'll leave with practical strategies to improve visibility, generate more qualified leads, and stay competitive in an increasingly AI-driven search landscape.

2:45PM – 3:15PM

Networking Break + Visit Vendors

PRE-FUNCTION AREA (4TH FLOOR)

3:15PM – 4:15PM

AI: What's Working and What's Not From an Agency Perspective | Panel Discussion

PALACE BALLROOM (4TH FLOOR)

Panelists: Brooke Weglarz, The Washburn Agency; Rachel Lawrence, HomeWork Solutions; Ruka Curate, Tiny Treasures Agency

Join agency owners in the trenches for an honest, unvarnished look at artificial intelligence in the real world: what's actually driving results, and what's falling flat. Moving beyond the hype, this panel brings together seasoned agency leaders to share their lived experiences, practical wins, and costly missteps with AI integration. Attendees will walk away with candid insights, field-tested strategies, and a clear-eyed perspective on how to leverage AI effectively—and what pitfalls to avoid—to keep their agencies competitive and resilient.

Networking Breaks sponsored by: *Jovie, Baby Brilliance, PFC Information Services, Your Happy Nest & Mary Larson Consulting, Beverly.io*

AGENDA

THURSDAY, OCTOBER 15

4:30PM **Open Networking**

Grab a drink and meet your industry friends at the bar. This is not a formal APNA conference activity. Just grab your favorite beverage and come down and see who's around before you head out to dinner. All attendees are on their own for the evening and dinners.

First-time APNA Conference attendees, don't forget your complimentary drink ticket. Your first drink is courtesy of HomeWork Solutions!

AGENDA

FRIDAY, OCTOBER 16

7:45AM – 8:25AM **Breakfast**

Sponsored by Beverly.io

8:25AM – 8:30AM **Welcome & Opening Remarks** PALACE BALLROOM (4TH FLOOR)

8:30AM – 9:30AM **Keynote: High Ticket Sales in a High Trust Industry** PALACE BALLROOM (4TH FLOOR)

Presenter: Jim Dunn, Sandler by BGW Growth Services

In this session we will discuss how one gains mutual trust. People buy from those they like, trust and offer the best solution – right? How come then, most business development people do not understand how to gain trust? Reason being, they think about their features and benefits, selling points, how to influence the buy decision and other methods that are worn out or simply don't work. To be successful selling a high ticket item you need to discover not only the pain points, but reasons and impact of those pain points not being realized. The skill of listening and questioning are all important, and one more on listening than asking the questions. The quote or proposal is only discussed after understanding these points, the investment needed to be made and the decision process is discussed. Handouts and role-play practice will be a big part. Bring an open mind and be willing to change.

9:30AM – 9:45AM **2027 Conference Announcement & Auction Winners** PALACE BALLROOM (4TH FLOOR)

Be the first to hear where and when the 2027 APNA Annual Conference will take place! We'll also announce the winners of our conference auction. Hang around and don't miss these exciting announcements!

9:45AM – 10:00AM **Micro Break** PRE-FUNCTION AREA (4TH FLOOR)

10:00AM – 11:00AM **When Clients & Candidates Go Rogue: Panel Discussion** PALACE BALLROOM (4TH FLOOR)

Panelists: Kristen Szapka, A Nanny Match; Rebecca Pearcy, Windsor House Nannies; Sianan Tierney, Placement Solutions

We've all had that client. Or that candidate. This interactive panel brings together Kristen Szapka, Rebecca Pearcy, and Sianan Tierney to tackle the difficult situations agency owners face every day. From ghosting and boundary violations to unrealistic expectations, contract disputes, confidentiality concerns, and placements that unravel, the panel will share real experiences, practical solutions, and lessons learned. This is a conversation, not a lecture. Bring your own questions, stories, and "what would you do?" moments. You'll leave with fresh perspectives, stronger communication strategies, and greater confidence to navigate challenging client and candidate situations with professionalism, empathy, and authority.

11:00AM – 11:30AM **Networking Break + Visit Vendors** PRE-FUNCTION AREA (4TH FLOOR)

11:30AM – 12:30PM **The Highs and Lows of the Multi-location Strategy | Panel Debate** PALACE BALLROOM (4TH FLOOR)

Panelists: Lydia Thibodeau, Sommet Nannies; Sarah Washburn, The Washburn Agency; Lindsay Rose, Mom's Best Friend; Sharon Graff Radell, TLC Family Care

Growth is not one-size-fits-all. Should your agency expand into multiple markets or focus on becoming the leader in one? In this dynamic debate-style session, experienced agency leaders will explore both paths. Speakers will examine the opportunities and challenges of expansion, including revenue growth, talent pools, brand visibility, operational complexity, staffing infrastructure, client acquisition, leadership capacity, and financial risk. They'll also make the case for staying rooted and building market dominance through strong systems, margins, and brand authority. Whether you're considering expansion or strengthening your current footprint, you'll gain practical insights and a clearer perspective on the growth strategy that best fits your agency's vision and goals.

Networking Breaks sponsored by: *Jovie, Baby Brilliance, PFC Information Services, Your Happy Nest & Mary Larson Consulting, Beverly.io*

11:30AM – 12:30PM

Leading with Head & Heart: Balancing Business Analytics and Leadership Intuition to Scale Your Business

GALLERY II

Presenters: Saudia Davis, IVY Strategy Consulting & Cynthia Nevels, Integrality

For sustainable growth, agency owners need to balance the analytical and relational sides of leadership. This session explores how to build a "whole brain" agency by combining data, systems, and structure with instinct, relationships, and vision. Attendees will identify their natural leadership style, uncover gaps within their business and team, and learn how to fill those gaps through hiring, mentorship, and strategic partnerships. The session will also provide practical strategies for integrating metrics, storytelling, relationship-building, and strong systems into daily operations. Designed for agency owners, leaders, and operators, this session will help you build a stronger, more balanced business while staying true to your strengths.

12:30PM – 1:45PM

Lunch

BOHEMIAN GARDEN (1ST FLOOR)

Sponsored by Sure Check Background Screening

1:45PM – 2:45PM

From Dabbling to Doing: A Household Staffing Panel

PALACE BALLROOM (4TH FLOOR)

Panelists: Olivia Fountain, Household Staffing; Emily Miller, Charlotte's Best Nanny Agency; Jenni Vaughan, DM Estate Staffing; Katie Treviño, The Help Company

For many nanny agencies, household staffing starts with an occasional request for a household manager, personal assistant, estate manager, or executive housekeeper. But turning those placements into a profitable service line takes strategy, systems, and a shift in mindset. Join Olivia Fountain, Emily Miller, Jenni Vaughan, and Katie Treviño for a candid panel on building a successful household staffing division. They'll share lessons learned and practical strategies for identifying market opportunities, recruiting and vetting candidates, educating clients, and navigating the complexities of executive and estate staffing. Whether you're just getting started or ready to grow, leave with actionable ideas to expand with confidence and credibility.

The Million Dollar Blueprint: Scaling from $1M to $2M

GALLERY II

Presenter: Deb Purvin, Business Owner's MBA

Reaching your first million is a major milestone, but scaling beyond it requires a different operational mindset. In this workshop, financial expert Deb Purvin introduces her proven Four P's framework: Positioning, Process, People, and Profit. Drawing on decades of experience scaling businesses and advising entrepreneurs, Deb will explore the key shifts needed to move beyond the $1M ceiling. Attendees will learn how to work with the right clients, build a team that takes ownership, document effective processes, and make confident, forward-looking financial decisions. Walk away with practical strategies to strengthen your foundation, improve profitability, and lead your agency into its next stage of growth.

Hiring Overseas: Hiring Right, Hiring Ethically

GALLERY III

Presenter: Riah Gonzalez, Linq Collective

Everyone seems to have a virtual assistant in the Philippines, but are you building your remote team the right way? This workshop explores how to hire ethically, pay fairly, and create successful long-term partnerships with overseas professionals. Drawing on nearly a decade of experience in direct hiring and behavioral assessments, the session will cover hiring models, compensation, cultural expectations, onboarding, communication, and cybersecurity. Attendees will learn why remote working relationships often fail, how to avoid common mistakes, and how to determine whether direct hiring or a staffing company is the better fit. Whether you're hiring your first VA or managing an established team, you'll leave with practical strategies for building a stronger, more effective remote team.

2:45PM – 3:15PM

Networking Break + Visit Vendors

PRE-FUNCTION AREA (4TH FLOOR)

3:15PM – 4:15PM

Leadership Unfiltered: The Mastermind Exchange

PALACE BALLROOM (4TH FLOOR)

Experience the power of APNA's Masterminds right on the conference floor. Join us for one final, high-value session where we'll tackle three timely topics, swap fresh perspectives, and harness the collective wisdom of industry leaders. Whether you're a Mastermind regular or a first-timer, you'll walk away with actionable ideas, deeper connections, and a bolder vision for your leadership.

4:15PM – 6:00PM

Closing Reception

BOHEMIAN GARDEN (1ST FLOOR)

Sponsored by HomeWork Solutions

Networking Breaks sponsored by: *Jovie, Baby Brilliance, PFC Information Services, Your Happy Nest & Mary Larson Consulting, Beverly.io*

Congratulations!

2026 DEI SCHOLARSHIP RECIPIENT



DAINA ANGELES

ANGELES NEWBORN & DOMESTIC STAFFING

ASSOCIATION of PREMIER NANNY AGENCIES · APNA

Congratulations!

2026 JUDITH MERLIN SCHOLARSHIP RECIPIENT



NIGEL THOMAS

SOUTH BAY NANNIES

South Bay NANNIES

ASSOCIATION of PREMIER NANNY AGENCIES · APNA

GET TO KNOW SPEAKERS



Susan Cornish is a veteran of the corporate world with 20 years of sales and field management experience. She has worked in both the education sector with Lifetouch National School Studios and Herff Jones Corporation. She's also held management positions in the staffing industry with Olsten Staffing and kforce.com. Susan chose Jovie as a way to "Leave it better." Matching families with the proper role model leading to a stronger family fulfills her desire. Susan owns and operates franchises in Charlotte, North Carolina; Cincinnati, Cleveland and Columbus, Ohio; and Arlington, Virginia. Susan has been actively involved with the Make–A–Wish Foundation since 1999. With Make–A–Wish she has chaired fundraising events and spoken on behalf of the organization, but her true love is meeting wish kids and their families and helping make that wish come true. Susan has participated in over 50 wishes and feels honored to be part of such a magical organization. She is also a board member of The Breathing Association and The Columbus Dance Academy. Susan is a native of Ohio, having lived in Cincinnati, Cleveland, and Columbus, and now enjoys traveling to the various Jovie offices.



Ruka Curate is a mompreneur and Founder of a growing portfolio of family and wellness brands built at the intersection of science and care. With a background in biochemistry and neuroscience and more than 20 years of hands-on childcare experience, Ruka is passionate about raising the standard of care and making quality care non-negotiable. Her ventures include Tiny Treasures Nanny Agency and Pro Newborn Care, which place and train elite childcare professionals, Parents First Days, a postpartum support service, and Sable Circle, a premium elder care concierge she co-founded. She also leads Chloda, a wellness tea and adaptogen brand focused on gut health. As an entrepreneur, Ruka explores how AI can serve as a strategic partner for founders building people-first businesses. A wife and mother of two, she is committed to creating sustainable, values-driven companies that build generational wealth and elevate the care profession.



Saudia Davis is a visionary CEO with over two decades of experience innovating, scaling, and exiting multimillion-dollar enterprises. She now leads IVY Strategy Consulting, where she designed and served as execution partner for Goldman Sachs' One Million Black Women Black in Business Program, an initiative serving 1,000+ entrepreneurs. As a strategic advisor, Saudia empowers entrepreneurial leaders through complexities in business strategy, operations, human capital management, and venture capital structures. Her expertise spans AI for Business (Wharton Business School), venture capital and deal-making (VC University and UC Berkeley Law), and she's known for forging strong relationships, driving innovation, and bringing real business insights to the table. Saudia's impact extends beyond her consulting practice. The Mayor of New York City appointed her Chair of the Small Business Committee on the NYC Workforce Development Board and member of the Diversity and Racial Equity Committee. Her academic foundation includes degrees from Bowdoin College and Tisch School of the Arts, complemented by Goldman Sachs' 10,000 Small Businesses program and specialized business certifications.



Jami Dennis is the Co-Owner of ABC Nannies & Domestics, Inc. – a full-service household staffing agency based in Colorado – as well as three successful Jovie childcare franchises in Denver, Boulder and Fort Collins, Colorado. A 20+ year veteran in the household staffing and recruiting industry, Jami has spearheaded all divisions of her companies, including backup care, temporary childcare, and long-term placements. Dedicated to empowering other entrepreneurs and advancing the household staffing industry as a whole, Jami joined the APNA Board of Directors in 2009. During her tenure, she's served as the Membership Chair, Conference Co-Chair, Vice President and is currently the President of the organization. She believes that together we are stronger, in business and beyond, and she leads her businesses, and APNA, with purpose, heart and a passion for positively impacting the lives of those around her.



Dulany Reeves Dent is the President + CEO of The Nanny Network and, as of February 2026, the President of the Good People Care Alliance. Dulany entered the child care industry in 2006 in pursuit of her long-standing commitment to support women in the workforce and help level the playing field. Prior to buying The Nanny Network, Dulany worked in investment management and private equity. Dulany received her Bachelor's degree in Economics from Colgate University and her MBA in Finance from The Wharton School at the University of Pennsylvania, and is a loyal volunteer at the Kennedy Krieger Institute in Baltimore. She has been married for 25 years, and a busy mom to 3 kids and 1 black lab mix.



Jim Dunn helps business leaders build sales organizations that create predictable, profitable growth. For more than 30 years, he has partnered with CEOs, owners, sales leaders, and sales teams to improve sales performance through leadership development, coaching, accountability, and the proven Sandler methodology. Known for his practical, candid approach and his philosophy of "Finding Power in Reinforcement," Jim helps organizations create lasting behavioral change that translates into stronger revenue and healthier cultures. Drawing on more than a decade of experience in competitive healthcare sales before launching the first Sandler franchise in the Carolinas in 1992, Jim brings real-world perspective to every client engagement. Whether facilitating executive strategy sessions, coaching sales leaders, or developing high-performing sales teams, his focus remains the same: helping organizations build the habits, systems, and accountability that drive sustainable business growth.



The Full Spectrum

Whatever your agency needs, at every stage and size.

Education, resources, and bonuses to match.

A service level to fit every family's needs

Three tiers, from simply guided to completely handled to premier concierge

More for our partners, no matter your size

Bigger bonuses. Custom co-branded tools. resources, content, and webinars.

All 50 states & local taxes too

Real people, plain answers

No two households are the same. So your families never get one-size-fits-all.

New service tiers that fit every family you place, plus extended partner benefits built to help your agency grow.

Visit our table →
FREE POWER BANK

Home Work SOLUTIONS

Household payroll & taxes, handled.
HomeWorkSolutions.com



Join APNA Today!

ASSOCIATION of PREMIER NANNY AGENCIES · APNA



Save 50% off Application Fee

Normally $250. Now $125
deadline November 15, 2026

Benefits of Membership

- Complimentary Mastermind Program membership
- APNA Quality Seal for use on agency website and marketing materials
- Discounted in-person and virtual conference registration for agency owners and staff
- Leadership and representation on agency issues
- Complimentary APNA Toolkits + discounts on templates
- Complimentary listing on the APNA website Agency Directory
- Access to our membership directory, networking resources, press updates and industry news
- Group purchasing power
- Access to APNA member only Facebook group for you and your staff

theapna.org

Association of Premier Nanny Agencies
APNA Agencies
Association of Premier Nanny Agencies
@apna_agencies

Why choose APNA?

Because when you are one of the best agencies in the country, everyone should know it.

The Association of Premier Nanny Agencies (APNA) is a professional membership organization for serious business owners who want to learn dynamic ways to grow their business, establish and implement Best Practices, and are thought leaders in the household staffing industry.

LEARN MORE ABOUT THE MEMBERSHIP PROCESS AND APPLY HERE



Olivia Fountain is the Director of Operations at Household Staffing, a high-volume domestic staffing agency placing 30–40 candidates per month in private homes nationwide. Before joining Household Staffing, Olivia owned and operated her own agency, which she later sold to the company. With 15 years of experience as a nanny and Newborn Care Specialist, Olivia brings firsthand industry knowledge to her role. Throughout her career, she has successfully placed a wide range of household professionals, including nannies, private chefs, drivers, estate managers, and directors of residences for private families across the country. Olivia is passionate about helping agencies grow, improve operations, and better understand the evolving private service industry. Outside of work, she enjoys spending time with her husband, three children, and family dog.



Riah Gonzalez is the Founder and CEO of Linq Collective, a VA Matchmaking firm specializing in direct hire placements with experienced professionals in the Philippines. Linq opened as an operations agency in 2018, and as it grew, Riah faced the same challenge her clients do: too much to do, not enough of the right support. The hard part wasn't finding qualified candidates. It was figuring out what made one the right fit when dozens looked equally qualified on paper. Seven years of placements taught her that the answer lives in how someone is wired to communicate, take ownership, and work alongside someone with a completely different style. That's the foundation of her VA Matchmaking process and this session. Riah is a Certified Extended DISC Facilitator who helps business owners understand how they work, hire support with complementary work styles, and build remote teams that last.



Sharon Graff Radell has been at the helm of TLC since she founded the agency in 1985. She has been a pioneer in the nanny industry and served on the Board of Directors for The International Nanny Association for 16 years, establishing the first standards for nanny agencies and employment of nannies in the U.S. Sharon attended Washington University and Hampshire College where she studied communications and women's studies. Her thesis on women in leadership in the 1980s led her to develop one of the first on-call networks of nannies in North America. Today she serves as a consultant for agencies and continues to work to improve and grow TLC with her sister, Stephanie, and her dedicated team of amazing professionals. After raising two wonderful children with the help of great nannies, Sharon has put her focus on working with corporations to support their employees with backup care. Sharon lives in Miami FL and enjoys tennis, water sports, hiking, skiing, and playing Mahjong.



Rachel Lawrence brings two decades of experience across the nanny industry, as a nanny, placement counselor, agency owner, former nanny employer, and nonprofit Operations Manager and brings a well-rounded perspective and deep expertise to her role as Strategic Partnerships & Marketing Manager at HomeWork Solutions. Passionate about advocacy and education, Rachel has served two terms on the INA Board of Directors and founded FairAndLegalPay.com to promote legal pay awareness. Whether speaking at industry conferences, leading webinars, or connecting individually, she believes knowledge drives progress. Her goal is to raise the bar for professionalism and fairness, creating a stronger, more trusted industry for everyone.



Emily Miller is the Founder and Placement Director of Charlotte's Best Nanny Agency, serving families throughout Charlotte, North Carolina, and South Carolina since 2012. With more than two decades of hands-on experience as a babysitter, professional nanny, house manager, agency owner, parent, and household employer, Emily brings a uniquely well-rounded perspective to the nanny and household staffing industry. Before founding her agency, she spent 18 years working with families and C-level executives, gaining firsthand insight into successful household staffing. Emily is passionate about elevating the industry through professionalism, high ethical standards, education, and mentorship. A 10-year APNA member and INA member, she has served on the Nanny of the Year selection committee and hosts professional development trainings and International Nanny Training Day. She also created the Carolina Super Nanny Award to recognize outstanding nannies across the Carolinas.



Cynthia Nevels is a visionary investor, technologist, and strategic advisor with more than 18 years of experience helping multimillion-dollar organizations grow and innovate. She is the Founder and CEO of Integrality and creator of patent-pending KPIXAI Software, developing technology solutions for the finance, government contracting, and higher education sectors. Cynthia's expertise spans finance, marketing, technology, social entrepreneurship, and strategic planning. She has designed technology solutions for organizations including Capital One, Wells Fargo, LiftFund, the City of Austin, and Dallas County institutions. A Goldman Sachs 10,000 Small Businesses alumna and former Alumni Manager, Cynthia has helped entrepreneurs build stronger businesses and expand their market presence. She has also served as a board member and curriculum designer for the United Way of Metropolitan Dallas GroundFloor Accelerator and on Chicago's Task Force for Social Innovation, Entrepreneurship, and Enterprise.



Rebecca Pearcy is the Owner of the backup care agency Windsor House Care and the award-winning nanny placement referral agency Windsor House Nannies. She has over 17 years of experience working in the childcare industry and has been active in the nanny community since 2013. She is a member of and acted as Director of Agencies for the US Nanny Association from 2020 to 2022, and is also a member of the International Nanny Association and the Association of Premier Nanny Agencies. Rebecca has been nominated twice for the Austin Under 40 Awards and once for the Profiles in Power Award. Originally from England, Rebecca has hung her cowboy hat in Texas for the past 13 years. When she's not connecting families with talented, supportive nannies, Rebecca enjoys exploring new hikes with her partner and spaniel, Tilly, who serves as Chief Morale Officer.



Deb Purvin skied on the US Ski Team, then attended Dartmouth and Harvard. After a few years in banking, she turned entrepreneur. She grew 2 businesses to $100M and successfully exited both, but not without challenges — defaulting on $82M of debt and racking up $25M operating losses. Overcoming obstacles requires perseverance, patience, and a sense of humor. Not ready to retire, Deb returned to banking. She was uniquely qualified to lend to CEOs, having "been there, done that." To give back, she founded Business Owner's MBA (BOMBA) teaching owners to scale profitably (and avoid the mistakes she made). BOMBA is the culmination of all she's learned and teaching others to be successful is the most rewarding experience. Deb loves telling stories about overcoming challenges and inspiring others to live their dreams. Entrepreneurship is risky (82% fail), but BOMBA hasn't had a client fail in their 25 years!



Claire Ransom is the Founder of Aloha Life Digital and an award-winning British entrepreneur based in the USA. She has built multiple businesses, raised venture capital, developed websites attracting hundreds of thousands of monthly visitors, and created marketing campaigns generating millions in revenue. Before founding Aloha Life Digital, Claire spent more than 10 years in digital publishing with organizations including Oxford University Press and Penguin Random House, partnering with companies such as Amazon, Apple, and Samsung. Her expertise in SEO began with training from Google's in-house team, which she combined with her content expertise to build a startup that attracted more than 45,000 organic search visitors per month. Today, Claire helps ambitious companies strengthen their visibility and growth through both traditional and AI-powered search.



Lindsay Rose serves as the President of Mom's Best Friend Dallas/Ft. Worth/Vail Sitters and Co-Owner of Scout Reference. She is a native Texan, born and raised in Dallas/Ft. Worth where she still resides with her college sweetheart and their two little boys. Lindsay has extensive experience managing large teams of employees, building her own businesses, and pushing the ceiling of growth in all levels of owning and operating businesses and organizations. A proud graduate of Dallas Baptist University, Lindsay's education in Business Administration, Marketing, Entrepreneurship, and Finance only furthers her knowledge and background in creating strong business structures that promote growth.



Riddhi Shah leads marketing and partnerships at Poppins Payroll, a leading provider of payroll and tax services to household employers. Prior to Poppins, Riddhi spent the last 15 years in various marketing leadership roles at tech startups. She lives in San Francisco with her daughter, husband, and dog.



Erika Slade is the Owner of E-Nanny, a nanny agency and childcare concierge service based in Oklahoma, as well as E-Granny and Mini Poppins, a babysitting training camp for kids. With more than 20 years of combined industry experience, Erika is passionate about educating nannies, supporting families, and raising professional standards. She is also CEO of EN-Tellect Coaching, a professional development and company culture accelerator. An alumna of the Goldman Sachs 10,000 Small Businesses program, Erika has served as a mentor for the Goldman Sachs Black in Business initiative. She has also served on the APNA Board of Directors as Education Chair and is a respected industry educator and speaker. Erika has presented to audiences ranging from local parent groups and small businesses to nanny agencies and corporate leaders. She is also a proud mother of three.



APNA Mastermind Program

Conference Special!

APNA member owners participate FREE + one staff member at no cost

NON MEMBERS ONLY $199!
(REG $299)

OFFER GOOD THROUGH NOVEMBER 15

Owner Groups + Staff Groups Available

GROW ALONGSIDE COLLEAGUES IN THE SAME SEASON OF BUSINESS, OUTSIDE YOUR MARKET.

For more information or to apply:

Safer
Brighter
Happier
Days

PFC

CAREGIVER &
HOUSEHOLD
SCREENING
AN IMPERATIVE BRAND

Peace of Mind for Families



Confidence

You can take our information to the bank! No excuses.

Speed

Most reports are completed by the third business day!

Service

Just call us and we'll answer the phone, ready to help!

Get the free guide at
www.pfcinformation.com/guide

www.pfcinformation.com | 877-473-2287 | info@pfcinformation.com



Kristen Szapka is the Founder and Placement Director of A Nanny Match, a boutique nanny and household staffing agency based in New York City serving families nationwide. With more than 20 years of experience in private childcare, early childhood education, recruiting, and household staffing, Kristen brings a well-rounded perspective to both the family and candidate experience. Founded more than a decade ago, A Nanny Match is known for personalized service, a strong industry reputation, and successful placements with high-profile and high-net-worth families. Kristen is passionate about elevating standards within the nanny industry and creating respectful, sustainable working relationships. She is also an active voice on household staffing, professional nanny compensation, and the evolving needs of today's families.



Lydia Thibodeau is a nationally recognized childcare industry expert and entrepreneur with more than 11 years of experience building and leading successful nanny placement agencies. As the Founder of Sommet's Chicago branch, she has grown the company to serve families in Boston, Chicago, Washington, DC, New York, and select markets nationwide. Lydia is especially passionate about supporting families with specialized care needs and has extensive experience placing caregivers for children with developmental, behavioral, emotional, and medical needs. A respected industry leader, she has presented at INA and APNA conferences, with her expertise featured in The New York Times, Forbes, The Boston Globe, the Chicago Tribune, and WGN Radio. Lydia holds a bachelor's degree in Marketing from the University of Illinois Chicago and lives outside Boston with her two sons.



Sianan Tierney is Part-Owner of Placement Solutions, Australia's oldest nanny and household staffing agency. With almost four decades operating in the sector, Placement Solutions has supported families, nannies, and the broader early childhood community across Australia. As General Manager, Sianan leads the client services division, overseeing sales, recruitment, client relationship management, and operational strategy. She is known for her practical, people-focused approach to workforce and care solutions. With a background as a qualified lawyer, Sianan brings a strong compliance and regulatory perspective to her work and is a committed advocate for ethical and lawful employment practices across the sector. She has served on the board of the Australian Home Childcare Association for close to eight years, advocating for government policy that supports flexible care models and improved outcomes for vulnerable and marginalised children and families.



Debbie Timm is the Owner and Managing Director of a multi-unit Jovie franchise, a Bright Horizons company, providing nanny and sitter services across Metro Atlanta, Charlotte, and Raleigh. Her childcare journey began seven years ago when she acquired A Friend of the Family Agency and later transitioned its backup care business to Jovie before expanding into Charlotte and Raleigh. Today, Debbie continues to grow her business through a strategic acquisition strategy. A working mother of two, she understands firsthand the importance of reliable, high-quality childcare. Debbie holds a bachelor's degree in Business Administration from Clemson University and an MBA from Georgia State University. Known for her warmth, integrity, and strategic approach to growth, she has built a thriving multi-market operation focused on strong relationships and exceptional service.



Katie Treviño is a Los Angeles–based professional with more than 25 years of experience rooted in creative problem-solving, deep listening, and service. Originally from Detroit, she earned her BFA from the University of Michigan. Her early career was in production, where she spent well over a decade at Crossroads Films, an award-winning multi-hyphenate company producing work for clients including Gatorade, The Coca-Cola Company, McDonald's, and Ford Motor Company. She later owned and operated The Larchmont Larder, a gourmet prepared foods and catering business that became a beloved part of the community. For the past 15 years, she has worked with The Help Company, a boutique bi-coastal agency specializing in private staffing for ultra-high-net-worth individuals and families where she's built her reputation on intuition, discretion, and a genuine commitment to creating meaningful, lasting matches. She's delighted to be back at APNA!



Jenni Vaughan brings over 15 years of hands-on experience in private service and a genuine passion for building strong, lasting relationships. As Managing Director at DM Estate Staffing, she combines deep industry knowledge with a thoughtful, people-first approach to create meaningful, long-term placements. Her journey began in 2003 as a Nanny and Family Assistant in Dallas while in college, and continued through graduate school in Hawaii and a teaching role at Mid-Pacific Institute. In 2012, she joined a prominent Washington, DC household as a Nanny, growing over nearly a decade into House Manager, overseeing staff, travel, events, and the family's philanthropic foundation. That same care has guided her work at DM Estate Staffing, where she joined as a Consultant, became Estate Staffing Director leading senior-level searches for Private Chefs, Directors of Residences, Estate Managers, and Personal Assistants, and in 2026 stepped into the Managing Director role. She leads with honest communication, thoughtful listening, and a deep commitment to finding the right fit for everyone involved.



Sarah Washburn is the proud Owner and Founder of The Washburn Agency. Holding a bachelor's degree in Hospitality Management from Endicott College, she has propelled the agency to be widely recognized as one of Boston's top household staffing firms. Sarah brings a perspective shaped by experience on both sides of the placement process, through her firsthand work as a nanny and personal assistant, as well as through employing nannies for her own children. She is dedicated to supporting and advancing the household staffing industry, serving on the Board of Directors for the Association of Premier Nanny Agencies (APNA) and hosting International Nanny Training Day (iNNTD) Boston. Residing north of Boston, Sarah enjoys spending her free time exploring the world with her husband and two young sons.



Brooke Weglarz brings over 20 years of experience in the private staffing industry, beginning her career as a professional Nanny and Family Assistant. She holds a master's degree in clinical psychology from Pepperdine University. Today, Brooke serves as Director of Placements at The Washburn Agency, a luxury household staffing firm serving high-net-worth families, where her role extends well beyond placements to include marketing, content, branding, and business operations. She is also the Founder of Nanny Counsel, an organization providing resources, education, and support to nannies worldwide. Outside of work, Brooke is a proud dog mom to two pups and enjoys cooking, kayaking, and photography.

my apna CHECKLIST

CHECK OFF ALL APNA PROGRAMS YOU CURRENTLY PARTICIPATE IN:

- ◯ I'm an APNA Member
- ◯ I'm part of an APNA Mastermind Group
- ◯ I'm part of the APNA Agency Accelerator Program
- ◯ I've attended online webinars
- ◯ I have participated in APNA Helpline
- ◯ I serve on the APNA Board or a Committee
- ◯ I attended the 2025 APNA Conference

3 PEOPLE I WANT TO MEET	3 GOALS I HAVE FOR CONFERENCE	3 APNA PROGRAMS ID LIKE TO GET INVOLVED WITH

Learn more about all apna offerings!

POPPINS PAYROLL

You find great nannies.

We take care of payroll and taxes.

Give your families a payroll partner that takes the guesswork out of household employment — with simple payroll, handled tax filings, and full-service human support.

Easy for families

Payroll families actually understand — no jargon, just a few clicks a week.

Great for nannies

Reliable paydays, pay stubs, tax forms, and employment records all in one place.

Premium support

Dedicated concierge team for your clients. 98% of calls answered in 10 seconds or less.

Filings, handled

W-2s, quarterly taxes, and year-end forms prepared and filed for all 50 states.

Simple pricing

$49/month for one household employee, $10/month for each additional — no setup fees, cancel anytime.

Stay informed

Free webinars, blogs, and state-specific guides help your families understand household employment.

Make Poppins your agency's go-to payroll partner.

Email to hannah@poppinspayroll.com to get started!



www.poppinspayroll.com | 855-420-1919 | hannah@poppinspayroll.com

SPONSORS


Home Work
SOLUTIONS


GTM
PAYROLL & HR


HomePay


TruDiligence


Beverly


MARY LARSON
CONSULTING


INTERNATIONAL NANNY ASSOCIATION
ina
EST 1985


PFC
CAREGIVER &
HOUSEHOLD
SCREENING
AN IMPERATIVE BRAND


SURE CHECK
BACKGROUND SCREENING


Vars
www.joinvars.com


ES
ESSENTIAL
SCREENS


GTM
INSURANCE


enginehire


Baby Brilliance
NEWBORN CONCIERGE


jovie
nannies + sitters
a Bright Horizons company


your
HAPPY
nest

GET TO KNOW VENDORS

Aaniie Kids
An all-in-one childcare software streamlining provider requests and management, with instant placements, communication, scheduling, lead management, recruitment, billing, and payroll – all in a single user-friendly platform and mobile app. Ideal for babysitting agencies, nanny care, temporary care, and backup or corporate care. Learn more at aaniie.com.

Agency Caregivers
Tailored to your needs, Agency Caregivers was developed in close collaboration with agency owners across America. Our efficient, automated platform brings recruiting, caregiver management, matching, bookings, and placements together in one place. Built for agencies of all sizes, Agency Caregivers streamlines your process, reduces busywork, and gives you more time to focus on your people, your families, and your success.

Ask APNA!
Got questions about APNA membership or programs? Visit the APNA vendor table! Meet our board members, learn more about the benefits of membership, and discover how APNA supports your agency's success. We're here to connect, support, and answer any questions you have—stop by, say hello and grab some swag!

Business Owner's MBA (BOMBA)
Teaches successful business owners to scale their companies by increasing revenues, improving margins, and hiring engaged employees. With a hands-on, actionable curriculum and a bootcamp to learn all about your numbers, business owners are finally able to feel confident in their financial future! Join like-minded business owners in our BOMBA Community. Stop by our booth to learn more!

Essential Screens
A PBSA-accredited background screening and drug testing solution. We empower organizations to make smart, confident, and compliant hiring decisions through accurate data, fast turnaround times, and hands-on customer support. Our tailored services include criminal history, driving history, verifications, drug screening, and compliance monitoring—giving you the reliable insights needed to protect families and elevate your care standards. Backed by personalized, responsive support, we help you place trusted caregivers with complete confidence.

Enginehire
All-In-One platform built for placement agencies and on-call sitter services. It unites every part of your workflow, from branded applications, portals, job posts, document management, e-signing, payments, scheduling, reference checks, email & SMS automation, a mobile app, and more. Learn how we can power your agency's ambition.

GTM Payroll & HR
Provides easy-to-use payroll and tax services, concierge-level support, and employee benefits and insurance for household employers and their workers. GTM is the only nanny tax provider that writes workers' compensation policies in-house and offers the most comprehensive benefit offerings to help your families attract and retain their best candidates, giving your families a true "one-call-for-all" their payroll, tax, and insurance. We provide training and support for agency staff and nannies on the benefits of legal pay, and we are your resource for all compliance questions. Visit gtm.com/household for more information.

GTM Insurance Agency

A special program for household employers, including workers' compensation insurance, paid leave, and customized employee benefits and personal insurance policies. We've also developed a specialty program for nanny agencies, designed around your number of employees, business structure, and other critical factors to ensure you have the proper protections.

HomePay

The top household employment specialist, providing a comprehensive solution - including employee onboarding, federal and state tax filings, payroll processing, time tracking, labor law guidance and more. With over 30 years of award-winning client service, HomePay is the no-work, no-worry solution for agencies, families and caregivers.

HomeWork Solutions

Partners with nanny agencies like yours to handle the household payroll, taxes, and compliance details your clients need (but definitely don't want to deal with). Our clearly priced, easy-to-understand plans are designed to complement your services—not complicate them. With human-centric support and over 30 years of experience, your clients don't just get expertise—they get expert + ease. You need a trusted payroll partner to be a seamless extension of your team. HWS is here to help your agency shine. You focus on placing amazing nannies—we'll handle the paperwork (and the IRS).

International Nanny Association

For over 40 years, the INA has been a valuable resource serving the in-home childcare industry. The organization is grateful to have benefited from educational opportunities, knowledge and insights shared by amazing domestic placement agencies. As the INA continues to develop innovative ways to meet the needs of this incredible industry, we hope to welcome more talented APNA members and work to elevate standards, strengthen professional skills, and educate the community. Together We Are Stronger!

Nanny Relief Fund

For generations, when disasters, health crises, or job losses hit, domestic workers were forced to weather the storm alone. Nanny Relief Fund changed that. Since 2020, our donors have powered over $200,000 in direct emergency financial relief to nannies in critical need. Agency leaders: you place the caregivers who raise families and build our industry. Partner with us to safeguard the workforce that makes your business possible. Your support expands this essential safety net, ensuring no nanny navigates a crisis alone.

Poppins Payroll

Makes nanny payroll and taxes more merry. We partner with leading household agencies and streamline tax registrations, payroll setup, and tax filings for busy families. Our Boulder-based team provides state-specific support to families and nannies, so they can focus on what matters most: quality care.

Service Owl 2.0

Experience our biggest upgrade yet, with powerful new features, deeper customization, security you can trust, and the reliability you can count on. Come explore SO 2.0, see what's new, and get in on what's next for Service Owl with your first 3 months FREE!

Sure Check Background Screening

A woman-owned, consumer reporting agency founded by a former educator. We accelerate childcare hiring with cost-effective screening and most results returning the same day. Backed by straightforward pricing, we're committed to acting as your hiring partner, not just a vendor. Trusted by agencies nationwide. Come say hello in Charlotte.

TruDiligence

With 30 years' experience, TruDiligence is a Nationally Accredited and FCRA certified provider of worldwide background checks. We provide a state-of-the-art online ordering platform or integration to your system all backed by world class customer support. Services include criminal records, MVR, verifications, drug testing and more. Bright Horizons approved and fully integrated into Scout Reference and Enginehire. Contact us at (800) 580-0474 or support@trudiligence.com.

Vars

An AI-native, mobile-first CRM, ATS, and Shift Management platform for the Nanny and Caregiver staffing industry, fully configurable to your business.

- **Agency Platform:** ATS, CRM, staff management, documents, custom forms, communication.
- **Customer Platform:** Editable profiles, schedules, shared candidates, favorites, request-to-confirm workflows.
- **Mobile App:** White-labeled iOS/Android app for caregivers to manage profiles, documents, jobs, schedules, timesheets.
- **Customization:** Configurable registration, tags, shift/job forms, job boards, e-sign, documents.
- **Automations:** Configurable, time-bound automations for clients, candidates, scheduling.

Leadership in Full Color

Please take a moment and complete our surveys.
Your feedback is appreciated.

Workshop Feedback

Overall Conference Feedback

APNA CODE OF CONDUCT FOR CONFERENCE AND OFF-SITE EVENTS

APNA is committed to providing a safe, productive, and welcoming environment for all meeting participants. It is of critical importance to APNA that each and every person attending one of our conferences and events has a positive and rewarding experience and to that end, we invite all sponsors, volunteers, speakers, attendees, vendors, and others ("Participants") to help us realize a safe, respectful, and positive experience for everyone.

APNA has established this Code of Conduct to provide guidelines to Participants and to ensure that all Participants understand what behavior is expected, and what behavior will not be tolerated at an APNA event. APNA expects all Participants to abide by this Code of Conduct at all events. This includes conference-related social events at off-site locations, and in related online communities and social media.

APNA is dedicated to providing a harassment-free and inclusive event experience for everyone regardless of gender, gender identity and expression, sexual orientation, disabilities, physical appearance, body size, ethnicity, nationality, race, age, religion or other protected category. Participants asked to stop any harassing behavior are expected to comply immediately.

CONSEQUENCES OF UNACCEPTABLE BEHAVIOR

Unacceptable behavior will not be tolerated. Anyone asked to stop unacceptable behavior is expected to comply immediately. If a Participant engages in unacceptable behavior, APNA may take any action it deems appropriate, including warning or expelling the offender from the event with no refund. For more egregious behavior, APNA may, in its reasonable discretion, temporarily ban or permanently expel a Participant from APNA's membership.

WHAT TO DO IF YOU WITNESS OR ARE SUBJECTED TO UNACCEPTABLE BEHAVIOR

If you are subjected to unacceptable behavior, notice that someone else is being subjected to unacceptable behavior, or have any other concerns, please notify any Board Member (identified by their name badge) or APNA's Administrative Assistant, Kellie Geres at the Registration table as soon as possible. APNA event staff will be available to assist those experiencing unacceptable behavior to feel safe for the duration of the event. All reports will remain completely confidential.

TAKEAWAYS

THURSDAY SESSIONS

1

Keynote: Leadership in Full Color

2

Hidden Profit Killers: Eliminating Revenue Leaks in Your Business

3

Beyond Follower Counts: Practical TikTok and Instagram Plays for Nanny Agencies

4

The Bankable Agency: Strategic Capital and Valuation

5

The Lifecycle of a Healthy Business: Acquisition as a Strategic Path to Growth

Want to put the principles you've learned into practice? Jot down your biggest takeaways from each lesson below.

6

Navigating the Ethics Debate

7

Steps to Re-Defining your Sales Process

8

SEO: Getting Found by High-Net-Worth Clients in Your Market

9

AI: What's Working and What's Not From an Agency Perspective



NATIONALLY ACCREDITED BACKGROUND CHECKS.

As an APNA member, you are elite. Expectations are high and your clients demand the best. Why should your background checks be any different? Partnering with an accredited provider will insure excellence in your screening process and will exceed client expectations!

Nanny / Domestic Package

- Name and Address History
- County Criminal Record Search
- National Criminal Record Search
- National Sex Offender Registry
- OFAC Watchlist
- Driving Record
- Drug Test Services Available!

FULLY INTEGRATED TO SCOUT REFERENCE AND ENGINE HIRE

Contact Us For Details!

Toll Free: 1.800.580.0474
Email: sales@trudiligence.com

BBB ACCREDITED BUSINESS
ACCREDITED PBSA UNITED STATES EMPLOYMENT SCREENING
TRUST 30 YEARS EXPERIENCE
SCOUT
enginehire
TruDiligence®

TruDiligence is a nationally accredited background screening provider with over 30 years experience serving clients worldwide.

Let high net worth families find YOU.

THE SEO AGENCY FOR NANNY AGENCIES

US SEARCH AWARDS 2025 WINNER

In September 2025, we won **Best Startup** at the US Search Awards for our work helping Nanny Agencies improve their leads through SEO.

We work with agencies large and small to improve your visibility in search and AI search.

HERE'S WHAT WE CAN HELP YOU WITH:

- SEO guidance on website rebuilds
- Website design and build
- Getting your business started with SEO
- Increasing your leads with SEO
- Advice on what to do when your leads dry up

"Claire and the team at Aloha Digital have truly transformed our business!"

★★★★★
Rated 5 stars on Google

Have an SEO question? I'd love to hear from you.



Claire Ransom
FOUNDER OF ALOHA LIFE DIGITAL
& 2026 APNA Conference Speaker
alohalifedigital.com
claire@alohalifedigital.com

ALOHA LIFE DIGITAL

enginehire

Everything Your Nanny Agency Needs...

Powered by AI

One Platform | Everything Connected. | Intelligence Everywhere.



All the tools. All the automations, All in one platform.
Built for the way you work.

★★★★★
Their knowledge of the industry is unparalleled and their platform has revolutionized the way that my team does business.
Sommet Nannies

Enginehire is Trusted by Agencies Around the World.

See It In Action

Book Your Personalized Demo

1

Keynote: High Ticket Sales in a High Trust Industry

2

When Clients & Candidates Go Rogue

3

The Highs and Lows of the Multi-location Strategy

4

Leading with Head & Heart: Balancing Business Analytics and Leadership Intuition to Scale Your Business

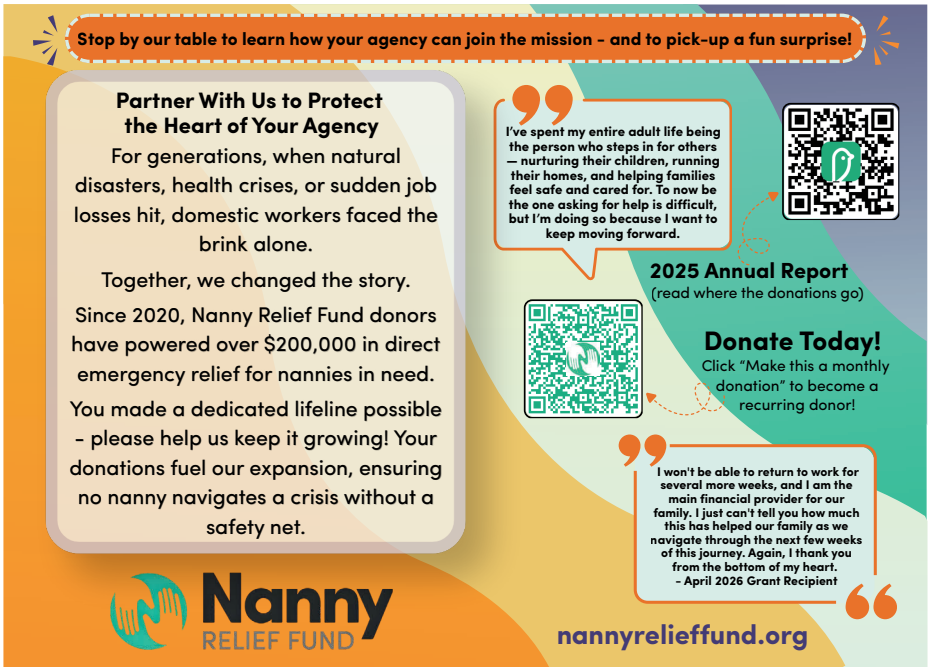
Want to put the principles you've learned into practice? Jot down your biggest takeaways from each lesson below.

5 From Dabbling to Doing: A Household Staffing Panel

6 The Million Dollar Blueprint: Scaling from $1M to $2M

7 Hiring Overseas: Hiring Right, Hiring Ethically

8 Leadership Unfiltered: The Mastermind Exchange



Retain clients longer.
Place candidates faster.
For free.

Working with Beverly coordinators helps agencies increase response rates, improve sign-ups and keep repeat business, while fully protecting their family & caregiver relationships.

Beverly

Learn more at beverly.io/for-agencies

NOTES

NOTES

NOTES

NOTES

APNA AGENCY

ACCELERATOR PROGRAM

NEW GROUP STARTING JANUARY 2027



Non-Member Annual Fee:	~~$599~~	**$499**
APNA-Member Annual Fee:	~~$529~~	**$429**

ARE YOU AN AGENCY LOOKING TO EXPAND AND GROW YOUR BUSINESS?

Through this 12 month intensive program, our goal is to empower emerging leaders within the household staffing industry to grow profitably through education collaboration with like-minded peers, and ongoing mentorship within the APNA community.

TOPICS

- **SALES AND MARKETING**
- **FINANCES**
- **STRATEGIC VISION AND GOAL-SETTING**
- **TECHNOLOGY AND PROCESSES**
- **LEADERSHIP DEVELOPMENT**

CONFERENCE DISCOUNT!

Apply by 11/15 and, if accepted, receive a **$100** discount! Payment plans are available.

Apply Today

theapna.org/acceleratorprogram

NOTES

NOTES

NOTES

NOTES

MAGPIE CONSULTS

EXCLUSIVE FOR APNA ATTENDEES

PLACEMENT OPERATIONS + AI WORKFLOWS

Your placement process shouldn't live in your head.



Turn the messy middle of agency work into clearer workflows, practical tools, and AI support, with human judgment built in.

Send one placement bottleneck.
Get a practical first step to fix it.

SMOOTH OPERATIONS AND WHITE GLOVE CARE CAN WORK TOGETHER

01
Smoother placement workflow
Clearer handoffs, decision points, scripts, and approval loops.

02
Stronger candidate presentation
Sharper shortlists, fit logic, evidence, and family-facing language.

03
Safe AI guardrails
Know what AI can draft, what needs review, and what stays human.

04
Seamless practical systems
Forms, CRM structure, micro-tools, automations, and repeatable standards.

Free Placement Ops Checkup

MAGPIECONSULTS.COM

Scan for your free checkup.

LEADERSHIP IN FULL COLOR

Silent auction.

BIG POSSIBILITIES. ONE GOOD BID.

2026 APNA CONFERENCE

EstateJobs
Two one-year Agency Unlimited subscriptions
Value: $1,899 each | 2 lots

HomeWork Solutions
30 Days to Legal Pay Fit
Value: $1,000
Two strategy sessions + custom legal-pay materials.

Invisible Consulting
Two-hour agency strategy session
Value: $600

Agency Caregivers
Six months of agency software
Value: up to $1,500
New migrating clients. $250 non-refundable deposit credited to service.

Sure Check
Background-screening credits
Value: $350
New clients; charges above $350 apply.

GTM
AMEX gift card
Value: $200

HomePay
Six months of payroll + $250 Nanny Relief Fund donation
Value: $450 service + $250 donation

Aaniie Kids
White Glove Implementation
Value: $1,000

LilliCompanion
Elder companion agency development course
Value: $2,000

NannyKeeper
One year of NannyKeeper Pro + 30-minute team session
Value: $300

Newborn Care Solutions
Small-team workshop with Tonya Sakowicz
Value: $500

NannyLogic
Free onboarding on signup
Value: $500
New agencies; subscription after trial.

Poppins Payroll
Three free payroll months + agency payroll session
Payroll value: $147
Plus the standard free month.

Enginehire
One bottle of wine: The Enginehire Automation Blend
Value: $60

01 SCAN
Open the auction.

02 REGISTER
Create your bidder profile.

03 BID
Choose an item and bid.

Explore. Bid. Support APNA.

Scan to explore the full auction.

Items subject to change. Full details, eligibility and terms online.

Your agency is more than a business. It's part of an industry.

The strongest agencies don't just place exceptional professionals - they help shape the standards, practices, and future of in-home child care.

Whether you are an established agency or building the next generation of placement services, you belong in the community helping move our profession forward.

Join INA. Strengthen your agency.



Connect
With industry peers and allied professionals

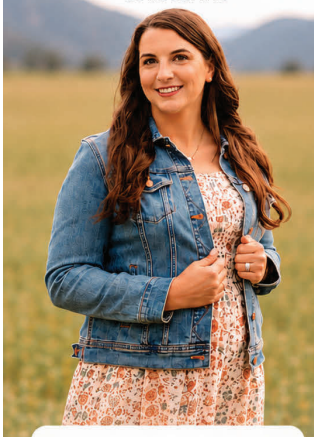
Grow
Through education and shared resources

Lead
By shaping standards for the profession

Connect. Grow. Lead.

nanny.org | 2027 Conference • Hyatt Regency Reston, VA • April 9-11

MARY LARSON CONSULTING



OPERATIONAL STRATEGY FOR
Nanny & Staffing Agencies

GROW YOUR AGENCY WITH BETTER SYSTEMS.
LESS CHAOS. MORE GROWTH.

Helping nanny and staffing agencies **streamline operations, improve systems, workflows, and processes, protect revenue,** and **grow with confidence.**

SYSTEMS
- CRM Setup & Optimization
- Automation
- Data & Reporting
- Operational Systems

WORKFLOWS & PROCESSES
- Streamlined Workflows
- Standardized Processes
- Team Efficiency
- Consistency

GROWTH & REVENUE
- Revenue Protection
- Reduce Missed Opportunities
- Scalable Growth
- Stronger Client Experience

Better systems. Happier clients. More time for what matters.

COMPLIMENTARY SYSTEMS HEALTH CHECK
Scan to receive:
- Personalized Systems Score
- Biggest Opportunities
- Recommended Next Steps

FOLLOW
@marylarsonconsulting

VISIT
marylarsonconsulting.com

NOTES

NOTES

APNA Toolkits



Includes

- Actionable Tips
- Industry Resources
- Optional Templates
- And More!

Check out all of our APNA Toolkits! →

DEI

Navigate tough conversations with confidence and build strong policies, address bias, and foster inclusivity.

PR

Your step-by-step guide to gaining media coverage and building strong press relationships for your agency.

WHEN SH** HAPPENS

A Comprehensive Guide to Legal, Financial, and Reputation Management Challenges

Sure Check

Better Screening

Faster Placements, The Best *Prices*

Hiring shouldn't slow your business down

We deliver **same day background checks** so you can place with confidence.

Get Started Today

surecheckbackground.com



info@surecheckbackground.com



INSURANCE DESIGNED FOR YOUR NEEDS

FROM THE TRUSTED NAME IN HOUSEHOLD EMPLOYMENT

You have unique challenges when addressing risk. That's why the GTM Insurance Agency has developed a specialty program just for nanny agencies. We'll assess your agency's needs and customize a program around your number of employees, business structure, and other critical factors.

- Business Owner Policy
- Cybersecurity
- Errors & Omissions
- General Liability
- Medical Liability
- Professional Liability
- Surety Bonds
- Workers' Compensation

GTM® INSURANCE

GTMINSURANCE.COM (800) 929-9213 INFO@GTMINSURANCEAGENCY.COM

APNA at a glance

www.theapna.org

Masterminds: groups available for owners & staff.

Agency Accelerator: designed to help young agencies grow with intention and build with integrity.

Toolkits: digital resources designed to support the day-to-day operations of your agency.

Webinars: provide continuing education on issues facing today's nanny placement agencies.

Membership: an organization for dedicated business owners within the in-home staffing placement industry.

@AssociationOfPremierNannyAgencies

@apna_agencies

@apna_agencies

@Association of Premier Nanny Agencies, A Household Staffing Alliance

www.theapna.org

admin@theapna.org