

# OCCCA

Orange County Child Care Association

## President's Message

Happy New Year!!!

I hope you all had an amazing holiday and are looking forward to an even better 2017! First, thank you for all of your support as Orange County Child Care Association members; I look forward to seeing you at all the meetings and sharing business and craft ideas. Networking is the key to our success as family child care providers; it can be an isolated profession so coming to meetings and conferences helps to hone our professional and interpersonal skills.

I encourage all of you to consider getting involved and sharing your talents and ideas with us on the Board of Orange County Child Care Association.

Onward to 2017!!!

*Lee Allton*

### Training Tip

Here is the link for your W-10 that you are required to give to your clients at the end of the year. <https://www.irs.gov/pub/irs-pdf/fw10.pdf>

## OCCCA GENERAL MEETING

Our General Meeting is on Monday, January 9 at 6:50 pm

We will be having a guest speaker:

Joseph A Gustaff, CPA/PFS, CFPTM at Maxxon & Associates

Mr. Gustaff will be addressing financial and tax concerns.

Dessert will be provided.

Please RSVP to Linda Zoelle at [lz3.occca@yahoo.com](mailto:lz3.occca@yahoo.com)

As space is limited.

Wear **PURPLE** for a Door Prize Ticket

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# Area News

## North County Lynn Hallas

Hope everyone had a relaxing, enjoyable holiday season with some much needed time off to spend with family. I'm ready to start the new year out fresh and re-energized! Thank you all for your support and participation as area chairpersons as well as active members who network together. I hope some of you will consider the many positions and opportunities available right now within our association. These position opportunities, especially area chairperson duties, help bridge the communication between parent and provider and really gives an opportunity to be a part of helping out your community. I look forward to working with all of you in this capacity this year!

## North County Diane Palermo Fountain Valley

Hello providers-

I hope everyone had a wonderful holiday. It was so nice to spend time with family and friends.

Thank you to all that took time out of your Saturday to attend our Area meeting in November. We shared ideas and talked about our openings. Please continue to forward any referrals you can't use.

I look forward to seeing all of you at our next General meeting January 9.  
It's Election time!

Here's to a great 2017!

## North County Linda Zoelle Santa Ana

Please see Linda's report in South County,

Please Note: Yessika Magdaleno will be taking over the Area Chair duties from Linda Zoelle.

Thank you, Yessika!

## North County Tena Madrid Huntington Beach, Sunset Beach

Hello everyone:

I hope that you enjoyed the holidays and found some time to enjoy and relax. Now we are off and running for 2017! As you may or may not make New Year's resolutions, it is none the less, beneficial to take care of yourself. As caregivers, we take care of everyone around us and sometimes forget about taking care of ourselves. We are on alert all day for several hours at a time. It is important for you to take 10 minutes or more every day to destress. Find a few minutes for some quiet time or "Mindfulness". Slowing your mind calms the spirit and the body. They are all connected. After hours; take a walk, work out, try some yoga or even take a warm shower or bath. Whatever it may be, make it about you.

I will keep you notified about our first 2017 area meeting which will probably be in March. Our annual conference will be in April.

It is my pleasure to have you as members of the OCCCA. As your area chair, I am committed to helping you in any way that I can.

## N. County Maggie Lopez/Lynn Hallas Ana. Hills, Orange, Placentia, Villa Pk, Yorba Linda Los Alamitos, Seal Beach, Cypress

Lynn Hallas is taking over the Area Chair responsibilities for Robin McWilliams. Contact information is found on Page 9.

## North County Lynda Luistro Anaheim, Buena Park, Brea, Fullerton, La Habra

Hi All,

I am getting calls for mostly infants for January. Please join us for our meeting April 10th at Spire's Restaurant 990 Euclid, Anaheim at 7:00 pm. Please feel free to bring any non-member's with you. There is always something new to learn!

See you there!

## Area News

### **North County** **Lee Allton**

#### **Westminster, Midway City**

Happy New Year everyone! I hope you all enjoyed the holidays and are doing well! We will be having two meetings this year and the dates are to be determined. Please keep an eye on the Newsletters for new information. Hope to see you at the January General Meeting.

#### **No. Co. Robin McWilliams/Sandra Turner Cypress, Los Alamitos, Seal Beach**

Sandra Turner will be resuming her Area Chair responsibilities from Robin McWilliams. See chart on page 9 for details

### **South County** **Lynn Hallas**

Hello ladies!  
I hope you all had a wonderful holiday season and family time together. I really appreciate all you guys do as providers as well as active members within our association. Thank you to all my area chairpeople helping out and networking together! I look forward to participating and helping out our community within our association as well as opening up new possibilities within OCCCA. Thanks again for all your help and I look forward to working with you all this year!

### **South County** **Linda Zoelle**

#### **Balboa, CDM, Costa Mesa, Newport Bch/Cst, Tustin**

Happy New Year Ladies!

I hope everyone was able to enjoy the holidays with their family. Calls are a bit slow this time of year which is to be expected.

Please join us in January for our General Meeting and Elections. We are going to have Joe Gustaff come speak about taxes, making sure you are taking all your deductibles that you deserve. Also, it's election night. I know the Board is in need of a Secretary. If interested please give Lee Allton a call at 714 892-7220.

Starting in January, Yessika Magdaleno will be the Area Chair for Santa Ana. I will still have the areas of Newport Beach, Costa Mesa and Tustin. Thank you, Yessika for helping me out.

### **South County** **Lynn Hallas**

#### **CDC, Dove Cyn, El Toro, Foothill Rch, Lake Forest, Portola Hills**

Hello ladies and happy New Year!  
I'm happy to represent you again this year and address any questions or concerns you have as providers. I'm looking forward to seeing more of you at our General Meetings and to possibly see more of you step-up and volunteer with fresh ideas and networking possibilities. I will be letting you know of our next area meeting as soon as we decide on venues and dates. Ideas are much appreciated and if you would like to host an area meeting at your home, please feel free to contact me with your ideas! I look forward to hearing from you!



## **PROVIDER WEBSITE REFERRALS**

Submitted by Lee Allton

All OCCCA Members qualify to put their name, phone number and webpage on the "Free Referral" portion of our web site. Please go look and see if your information is listed, if it is not there, please email me at [ALLTONL@AOL.COM](mailto:ALLTONL@AOL.COM) with your information. Make sure you let me know what city you are in so I can get it done as quickly as



**NEXT GENERAL MEETING**

**January 9, 2017  
At our NEW Venue  
Big Brothers, Big Sisters  
of Orange County  
1801 E Edinger, #101  
Santa Ana, CA 92705**

Don't forget to RSVP to the General Meeting!

**MEETING SPEAKER**

**Joseph A. Gustaff, CPA/PFS, CFPTM**

**Emphasis:** Personal financial planning services, Small business & non-profit advisory, Experienced tax preparer & consultant, Financial statement audits & attestation, Quickbooks™ Professional Advisor

**Education:** MBA University of Massachusetts, PFP University of California Irvine

**Member:** AICPA & CSCPA

Joe Gustaff will be our speaker for the January 9, 2017 General Meeting. Please join us and get some tips on preparing your taxes for your Childcare business. Power Point presentation and hand outs will be available.

Since the room at Big Brothers/Big Sisters is not that large, I encourage you to please RSVP

**CALLING ALL PROSPECTIVE  
AREA CHAIRPEOPLE**

With the retiring of some of our Area Chairpeople, we are interviewing those providers that are in good standing with Licensing and have a working computer and phone.

If you are interested in assisting us in getting referrals out to your city, please contact me as soon as possible at [ALLTONL@AOL.COM](mailto:ALLTONL@AOL.COM)

**SAVE THE DATE**

**OCCCA**

**Spring Conference**

**“KEEPING SAFE”**

**Personal Safety Food Safety  
Protecting Children**

Saturday, April 22, 2017

Irvine Lakewood Senior Center

20 Lake Road, Irvine

**Keynote Workshops Vendors Fun  
Prizes/Drawings Networking**

**More information to follow**

**2017 OCCCA ELECTIONS**

**Candidate Biography**

**Linda Zoelle Candidate for Treasurer**

My name is Linda Zoelle and I am running for the position of Treasurer. I've been on the Board 10 years; Secretary, President for seven years, Secretary right now, as well as Area Chair, and Board Assistant. Please vote for me on January 9, 2017 at our General Meeting.

## BRIBERY vs. REINFORCEMENT

By Gary Direnfeld, MSW, <http://www.daycare.com/story/bribery.htm>

Submitted by Lynn Hallas

I agree. Bribery does not work. However, parenting experts continue to tell folks to reward their children's behaviour. The experts talk in terms of "reinforcement" but sometimes the parent hears "bribery" and as such, parents do not want to participate. Parents learn that bribery does not work; that they cannot buy good behaviour... and the parents are correct.

The problem here is not with the parent, but with miscommunication on the part of parenting experts. We need to clarify what is meant by reinforcement and the difference between that and bribery.

Bribery is paying BEFORE behaviour is delivered. With bribery, parents pay in advance for the "promise" of delivery. However, with payment already in hand, many kids fail to deliver. The child, having already received payment, falls short on delivery while still enjoying the payment. The parent feels deceived or taken advantage of, which in turn leaves parents even more frustrated than when they started.

Rather than buying behaviour, reinforcement is based upon paying AFTER delivery. So rather than buying behaviour, we are rewarding behaviour that has already been delivered. Big difference.

There is a very good reason most companies have policies against pay advances. Even in adult behaviour, the likelihood of delivery is less when they are paid in advance. When homeowners negotiate with contractors for home renovations, they negotiate a partial payment to cover some expenses in advance and a "holdback" in order to maintain the motivation of the contractor to finish the job to agreed upon standards.

So the difference between bribery and reinforcement is that with bribery the reward comes before delivery and with reinforcement, the reward come after delivery. This rule is also known as Grandma's Rule, "Finish your dinner, then you get desert." The trick is for the parent to not back down even in the face of the child's arguments; dinner first, desert second.

Reinforcement is a reasonable approach to shaping behaviour. Let's face it, few adults would continue in their job without a paycheck at the end. The paycheck for kids however, does not have to be money or extravagant gifts. Just as parents appreciate recognition for their contribution at work, kids appreciate recognition for their efforts and contributions at home and school.

In the absence of such recognition-reward-reinforcement, kids like adults, feel unappreciated, then disconnected and then resentful. The same process that leads to disgruntled employees leads to disruptive kids. Flip side is, reward given as recognition, attention and appreciation after deliver, goes a long way to improving relationships and increases the likelihood of future delivery... on the same terms.

Hopefully this clarifies the difference between bribery and reinforcement. Your kid cleaned up... let them know how pleased you are!





## What Parents Should Know About New Media Guidelines for Kids

By Eric Rasmussen, PhD  
Submitted by Diane Palermo



There are few things in this world that I love more than a nice, big bowl of chocolate ice cream. But as a semi-responsible adult, I have to admit there's a reason we don't feed our kids chocolate ice cream for breakfast every morning — the health risks simply outweigh how good it tastes. The more we learn about the human body, the more we realize how important it is to fuel our bodies with the right amount of the right things. Similarly, the more we learn about children's media use, the clearer it becomes that in order to keep their minds healthy we need to help them get the right amount of the right things. To take the guesswork out of establishing the right media diet for our kids, the American Academy of Pediatrics (AAP) today announced new policy recommendations about children's media use.

One of the most common questions parents ask me is how much media content — and what media content — they should let their children consume. Today, I offer my endorsement of the [new research-based AAP guidelines](#), which include:

Children younger than 18 months should not use screen media except for video-chatting. These guidelines are different than previously established guidelines recommending that children under 24 months avoid all screen media.

Children ages 18-24 months should only be exposed to high-quality, educational programming, such as content by Sesame Street and PBS KIDS. Media exposure for children this age should always be accompanied by an adult who can help them understand the content.

Children ages 2 to 5 years should be limited to an hour of screen time involving high-quality programs. Parents should also co-view media with children to help them understand what they are seeing and apply it to their own lives.

Children ages 6 and older should have clear limits about both the amount of media time and the type of media content they are allowed to use.

Families should establish “media-free” times and locations, such as during dinner, driving, and in children's bedrooms.

Regardless of children's age, families should have regular conversations about online safety and etiquette.

In addition to the new media use guidelines, AAP experts launched a “Family Media Use Plan” tool at [HealthyChildren.org](http://HealthyChildren.org) to help parents establish a healthy media use diet that is appropriate to their family's unique needs.

## Media Guidelines Continued

### Parents' Critical Role

There are two main takeaways from the new AAP policy. First, this is the loudest that the AAP has spoken about the critical role of parents in guiding kids' media diets. While the influence of teachers, pediatricians, and other adults is important, parents are in the day-to-day trenches of their kids lives, and they (1) know their children better than anybody else and (2) have a greater influence on them than anybody else.

Second, research shows that the average American parent does not come close to parenting according to these guidelines. As a parent myself, after reading these guidelines I paused and considered how I'm doing. For parents who are already doing these things, I applaud you. We need more parents like you. For parents who are experiencing parenting guilt right now because your family has already developed media habits contrary to these recommendations, please don't despair. Please don't give up. Breaking children's media habits is tough, to be sure. Here are a few things you can start doing now. Making small changes today can influence your children's well-being tomorrow in big ways:

For 5 or 10 minutes a day, make some time to read a book to your child — with the TV off. Research shows that reading together has all sorts of positive benefits for children.

Pick a night, maybe Sunday night, and help your little one video chat with Grandma, Grandpa, or another distant relative or friend. There is much we can do to help our kids, even little kids, learn to use media in positive ways.

During dinner, turn the TV off and put all devices in another room. This might have to start with just one night a week to avoid a total revolt in your house, but one night is a huge step in the right direction.

For one 24-hour period, keep track of your own media use. One of the biggest predictors of children's media use is parents' media use. What you find may surprise you into making small course corrections.

When your kids are using media, start participating with them. [Joint parent-child media use](#) can have an amazing influence on how much children learn from positive media content.

Today's world is different than the world in which we were raised. Media is everywhere, and it's not going away. This means that our parenting needs are different than our parents'. The new AAP guidelines reflect our changing world—parents' role in managing the media diets of our children has never been greater. The whole reason those of us who conduct children and media research is to help parents make evidence-based decisions about the role of media in the lives of children. These new guidelines provide a solid basis for parents to help shape how media is used in the home.



# Contact Information

## OCCCA BOARD OF DIRECTORS

<b>President</b> Lee Allton 714.892.7220 <a href="mailto:alltonl@aol.com">alltonl@aol.com</a>	<b>Secretary</b> Linda Zoelle 949.673.2692 <a href="mailto:lz3.occca@yahoo.com">lz3.occca@yahoo.com</a>	<b>Treasurer/Pubic Policy</b> Yessika Magdaleno 714.971.8004 <a href="mailto:littleflowers1@aol.com">littleflowers1@aol.com</a>	<b>Membership Chair</b> Michelle Spoor 714.222.4922 <a href="mailto:michellespoor22@gmail.com">michellespoor22@gmail.com</a>	<b>Ways &amp; Means Chair</b> Mary Testerman 562.598.7407 <a href="mailto:marys_kids@yahoo.com">marys_kids@yahoo.com</a>
<b>North County VP</b> Lynn Hallas 949.858.1527 <a href="mailto:campfans@cox.net">campfans@cox.net</a>	<b>South County VP</b> Lynn Hallas 949.858.1527 <a href="mailto:campfans@cox.net">campfans@cox.net</a>	<b>Program Chair</b> Heather Bonfadini 949.582.2025 <a href="mailto:countingkisses@hotmail.com">countingkisses@hotmail.com</a>	<b>Hostess</b> Sandra Turner 562.799.3608 <a href="mailto:sandraluzturner@yahoo.com">sandraluzturner@yahoo.com</a>	<b>Newsletter/Website</b> Terri Ryder 206.351.2636 <a href="mailto:terriyder@yahoo.com">terriyder@yahoo.com</a>

**OrangeCountyChildCareAssociation.org**

## IMPORTANT NUMBERS

Community Care Licensing	714.703-2800	<a href="http://cclid.ca.gov/contact.html">http://cclid.ca.gov/contact.html</a>
Child Care Advocate Program	310.337.4335	<a href="mailto:Sharon.Greene1@dss.ca.gov">Sharon.Greene1@dss.ca.gov</a>
CHS Referral Line (M-F 9-3:30)	949.364.6605	<a href="http://www.chs-ca.org/child-care/ccrrp/">www.chs-ca.org/child-care/ccrrp/</a>
Children's Home Society	714.456-9800	<a href="http://www.chs-ca.org">www.chs-ca.org</a>
Calif Childcare Health Program	800.333.3212	<a href="http://www.ucsfchildcarehealth.org">www.ucsfchildcarehealth.org</a>
Child Guidance Center	714.953-4455	<a href="http://www.cgcoc.org">www.cgcoc.org</a>
Help Me Grow-Orange County	866.GROW-025	<a href="http://www.helmegrowoc.org">www.helmegrowoc.org</a>
OC Child Abuse Prevention	714.543.4333	<a href="http://www.brightfutures4kids.org">www.brightfutures4kids.org</a>
California Poison Action Line	800.222.1222	<a href="http://www.calpoison.org">www.calpoison.org</a>
Regional Center of Orange Co.	714.796.5100	<a href="http://www.rcocdd.com">www.rcocdd.com</a>
<b>Child Care Advocate-Aaron Ross*</b>	<b>951.782.4954</b>	<a href="mailto:AaronRoss@dss.ca.gov">AaronRoss@dss.ca.gov</a>

**\*\*Newly added resource.**

## FOREIGN LANGUAGE ASSISTANCE

Armenian	Alice Gharbjanians	(949) 833-0404
French	Alice Gharbjanians	(949) 833-0404
German	Anke Secrest	(714) 434-0834
Greek	Margarita Pagoulatos	(714) 241-7455
Pharsi	Mona Mosavat	(714) 633-4353
Spanish	Yessika Magdaleno	(714) 971-8004



## AREA CHAIRS BY CITY

### NORTH COUNTY, VICE PRESIDENT LYNN HALLAS, 949.858.1527

City	Chairperson	Phone	City	Chairperson	Phone
Anaheim	Lynda Luistro	714.521.7485	Los Alamitos	Sandra Turner	562.756.1750
Anaheim Hills	Sandra Turner	562.756.1750	Midway City	Lee Allton	714.892.7220
Brea	Lynda Luistro	714.521.7485	Orange	Sandra Turner	562.756.1750
Buena Park	Lynda Luistro	714.521.7485	Placentia, Atwood	Sandra Turner	562.756.1750
Cypress	Sandra Turner	562.756.1750	Santa Ana	Linda Zoelle	949.673.2692
Fountain Valley	Diane Palermo	714.965.3602	Seal Beach	Sandra Turner	562.756.1750
Fullerton	Lynda Luistro	714.521.7485	Stanton	Yessika Magdaleno	714.871.8004
Garden Grove	Yessika Magdaleno	714.871.8004	Sunset Beach	Tena Madrid	714.536-2351
Huntington Beach	Tena Madrid	714.536-2351	Villa Park	Sandra Turner	562.756.1750
La Habra	Lynda Luistro	714.521.7485	Westminster	Lee Allton	714.892.7220
La Palma	Lynda Luistro	714.521.7485	Yorba Linda	Sandra Turner	562.756.1750

### SOUTH COUNTY VICE-PRESIDENT, LYNN HALLAS, 949.858.1527

City	Chairperson	Phone	City	Chairperson	Phone
Aliso Viejo	Diane Spiesterbach	949.495.6439	Laguna Niguel	Diane Spiesterbach	949.495.6439
Balboa Island	Linda Zoelle	949.673.2692	Laguna Woods	Diane Spiesterbach	949.495.6439
Capistrano Beach	Diane Spiesterbach	949.495.6439	Lake Forest	Lynn Hallas	949.858.1527
Corona Del Mar	Linda Zoelle	949.673.2692	Las Flores	Diane Spiesterbach	949.495.6439
Costa Mesa	Linda Zoelle	949.673.2692	Mission Viejo	Diane Spiesterbach	949.495.6439
Coto De Caza	Lynn Hallas	949.858.1527	Newport Beach	Linda Zoelle	949.673.2692
Dana Point	Diane Spiesterbach	949.495.6439	Newport Coast	Linda Zoelle	949.673.2692
Dove Canyon	Lynn Hallas	949.858.1527	Portola Hills	Lynn Hallas	949.858.1527
East Irvine	Victoria Rossiter	949.857.6003	Rancho Sta Mrgta	Diane Spiesterbach	949.495.6439
El Toro	Lynn Hallas	949.858.1527	San Clemente	Diane Spiesterbach	949.495.6439
Foothill Ranch	Lynn Hallas	949.858.1527	SJ Capistrano	Diane Spiesterbach	949.495.6439
Irvine	Victoria Rossiter	949.857.6003	Silverado	Lynn Hallas	949.858.1527
Ladera Ranch	Diane Spiesterbach	949.495.6439	Tustin	Linda Zoelle	949.673.2692
Laguna Beach	Diane Spiesterbach	949.495.6439	Trabuco Canyon	Lynn Hallas	949.858.1527
Laguna Hills	Diane Spiesterbach	949.495.6439			



### MEMBERSHIP RENEWAL

Please enclose a self-addressed, stamped envelope (SASE) with your renewal to have a membership card mailed to you. Otherwise you may pick up your card at the next General Meeting

Questions?: Michelle Spoor (714) 222-4922



## ORANGE COUNTY CHILD CARE ASSOCIATION

The Orange County Child Care Association would like to invite you to join (or rejoin) our professional organization for licensed Family Child Care Providers. General membership is for licensed family child care providers providing services in Orange County. With your paid membership you will receive, many benefits including child care referrals, a bi-monthly newsletter, general meetings and workshops. Please take this opportunity to become "Part of the Solution" as we all work together to deliver quality child care. For more details on what is included in your membership contact our Membership Chairperson.

### GENERAL MEMBERSHIP APPLICATION

*Please type or print information*

License: Small Family Child Care Home  New Member  Renewing Member  Returning Member   
Large Family Child Care Home  Membership Expired

Name \_\_\_\_\_ License Number \_\_\_\_\_  
First Last

Address \_\_\_\_\_  
Street Address City Zip

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_ --- \_\_\_\_\_

Would you like your first name & phone number listed on the website under your city that is listed on your license?  
YES--- \_\_\_\_\_ NO \_\_\_\_\_

Website \_\_\_\_\_

Please enclose all of the following items:

- Photocopy of your DSS License (not required for renewing members with active license on file with OCCCA)
- \$45.00 check payable to **OCCCA** for one year's membership
- A legal size, self addressed **stamped** envelope

Mail completed application and required documents to:

**Orange County Child Care Association**  
**P.O. Box 26769**  
**Santa Ana, CA 92799**

Please allow 4 to 6 weeks for membership processing. There will be a \$30.00 charge on all returned checks. There is a \$1.00 replacement fee for lost membership cards. If you have any questions about OCCCA membership or the application, please contact Michelle Spoor, Membership Chairperson at (714) 222-4922 for membership information or e-mail us at [Contactus@OrangeCountyChildCareAssociation.org](mailto:Contactus@OrangeCountyChildCareAssociation.org)

Interoffice: Forward to Membership Chairperson

01/16

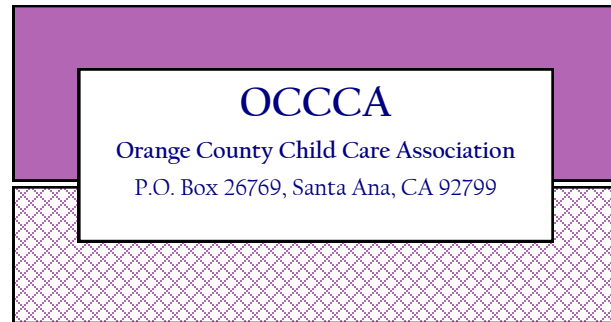
**SAVE THE DATE**  
**OCCCA Spring Conference**

**“KEEPING SAFE”**  
**Personal Safety Food Safety**  
**Protecting Children**

Saturday, April 22, 2017  
Irvine Lakewood Senior Center  
20 Lake Road, Irvine

More information to follow

**MARCH-APRIL 2017**  
**Newsletter Deadline**  
**February 18, 2016**



[www.OrangeCountyChildCareAssociation.org](http://www.OrangeCountyChildCareAssociation.org)

*Next General Meeting*

Monday, January 9, 2017

**DAYCARE FINANCES & TAXES**  
**DESSERT PROVIDED**

Please RSVP to Linda Zoelle, lz3.occca@yahoo.com

Space is limited

6:50 Social, 7:20 pm Meeting  
Big Brothers, Big Sisters of Orange County  
1801 E. Edinger, #101, Santa Ana, CA 92705

Wear **PURPLE** for a door prize ticket.

Please, no children at the meeting.