How to Grow your business in 2016!

Make this year the best year for your business. Below are some tips to help grow your day care and create a steady stream of clients while maintaining current ones.

Create a marketing plan

- Encouraging word-of-mouth recommendations are a great way to gain the trust of new clients.
- Host an information session and invite potential clients to visit and ask questions about your day care.

Mark and distribute marketing materials

- Tips for creating eye-catching marketing materials for your day care:
  - Find a message that is specific and special to your day-care.
  - Know what parents are looking for in day care.
  - Include information on your flyer such as your hours of operation, ages of children served and contact information.

Maintain a professional setting and relationship with your clients

- Keep your day care clean and organized so parents know their children are in a safe and healthy place.
- Ask your current clients for feedback so you can continue to improve your business.

Program Reminders/ Updates

Meal Times:

- Please remember to keep your meal times up to date. If any changes need to be made, contact your program consultant.

Saturday Care:

- Claiming Saturdays? If you plan to claim Saturdays send us a note with the Saturdays you plan to work. This will help avoid visits being conducted when you are not working/home.
  
  **Remember**, if you regularly claim Saturdays and we come to visit you and find you are closed without notifying us in advance, you will no longer be able to claim Saturdays.

Child Nutrition Labels:

- Foods such as fish sticks, chicken nuggets, and corn dogs need to have the CN label on the box or bag in order to be reimbursable. If you have not yet provided one to your consultant make sure you do so. Also, if a product that had a CN label no longer has it, then it is no longer reimbursable. CN labels will be verified during home visits.
### Menu Ideas – Meatless Mondays

#### Breakfast

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>WG Waffles</td>
<td>Millet w. cinnamon</td>
</tr>
<tr>
<td>Pears</td>
<td>Apples</td>
</tr>
<tr>
<td>Milk 1 %</td>
<td>Milk 1 %</td>
</tr>
</tbody>
</table>

#### Lunch or Dinner

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Bean Soup</td>
<td>*Jambalaya Chicken</td>
</tr>
<tr>
<td>WG Roll</td>
<td>Brown rice</td>
</tr>
<tr>
<td>Mixed salad</td>
<td>Tomatoes &amp; celery</td>
</tr>
<tr>
<td>Green beans</td>
<td>Persimmons</td>
</tr>
<tr>
<td>Milk 1 %</td>
<td>Milk 1 %</td>
</tr>
</tbody>
</table>

#### Snack Am or Pm

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almonds</td>
<td>Cottage Cheese</td>
</tr>
<tr>
<td>Mandarin</td>
<td>Pears</td>
</tr>
</tbody>
</table>

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### Jammin' Jambalaya **

**Ingredients:**
- 1 lb. chicken breast
- ½ small bunch green onions
- 1 med. Green bell pepper
- ½ of 14.5 oz. can of diced tomatoes
- 1 cube chicken bouillon
- 1¼ tsp. Cayenne pepper
- 1 Celery Stalk
- ½ Chopped Onion
- 1 Cup brown rice
- 3 Cups Water
- ½ Bay leaf
- Cooking Spray

**Instructions:**
1. Wash and pat dry chicken. Cut into 1” chunks.
3. Add celery, onion, green onion, pepper and tomatoes to same pot and cook over medium heat for 10 minutes.
4. Return chicken to the pan. Add rice, water, bouillon, bay leaf and cayenne pepper. Bring to a boil
5. Cover, reduce heat, and let simmer for about 50 minutes. (Instant brown rice will require a different cook time.) Stir in parsley and serve warm.

**Yield:** 7 servings for 3-5 year olds
Meets requirement: grain, fruit/vegetable, and meat/meat alternate at lunch or dinner

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### Activity Corner

---**Color Walk**---

Have your children gather sheets of construction paper or a stack of mismatched hand towels and lay them down in a path all through the house. (To keep them from slipping, tape them down with painter's or masking tape, which won't ruin your floors.) They must keep the colors separate, so there won't be sheets of the same color in a row. Once they are done, the challenge is on! They take turns picking the color they can step on and see who is able to make it across the house or room. ([http://www.parenting.com/gallery/18-fun-active-indoor-activities?page=3](http://www.parenting.com/gallery/18-fun-active-indoor-activities?page=3))

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