



Itinerary Mini Con 2016

- I. Welcome and Intros around circle
 - A. Introduce Misty - Misty will give overview of her role
 - 1. Ordering process;
 - a. Shipping waived over \$250 (New)
 - b. Minimum of \$30 for orders to be shipped
- II. Direction of company
 - A. Professionalism - Importance of representing yourself with confidence and positive attitude. Choose your words. Smile. Watch your posture.
 - B. Word perception (see attached page)
 - C. Generation differences (see attached page)
 - D. Branding - use of hOppy, HOPportunity
 - 1. Always use logo
 - 2. What are your goals? Set goals for this year; 2- 5 years
- III. Policy Changes (see attached sheet)
- IV. Facebook - Reposting - Blog (Prek & Sharing - Twitter Chat)
 - A. If you find memes without logo, send them to me to have the logo added before posting; If you find a meme with words you like, get office approval before posting. It is important that anything under the MwM name fits with the philosophy of MwM.
 - B. Reposting daily makes our BRAND post show up in many feeds. People browsing feeds will see the name a lot and hopefully, get interested.
 - C. *Before class starts, I announce "Please take your phones out and go on Facebook. Check into class and then put your phone in airplane mode so you can still use it take pictures. Everyone who checks in will get a free song download."* This puts class announcement on all their pages, thus getting their friends to question "Where were you?"
 - D. Keep emotions out - It isn't personal, though it may feel that way.
 - E. What others are doing. Discussion on FB use
 - 1. Create a page - what category? Education? Music? Amusement?
 - 2. Bridget's Birthday Video; Melissa's videos CREATIVE
 - 3. Pam as posted how to make QRC codes for advertising; Codes link to class listings
 - 4. Remind Me - Becky talk on how to stay in contact and not be annoying Becky has put this on FB
- V. Mr. Froggy's hOppy Place - Can anyone open one? Yes.
 - A. Same deal --- \$500/year per teacher teaching there. **(NOT additional)**

- B. Must follow the guidelines established
- C. As with teaching class anywhere, all money collected is yours; all costs are yours.

VI. What do renewal fees cover?

- A. Advertising in your area correlated to number of instructors
- B. Maintenance of website and e-mail
- C. Workshop fees for extra training
- D. Receipt of all new product
- E. Continuation of all rights associated with licensing

VI. Dress for class / events

- A. T shirts are for classes, concerts and performances
 1. hOppy Birthday Shirts worn last week of Nov through first week of Dec
 2. MARry Christmas Shirts worn last 3 weeks of Dec
 3. White shirts worn any other time
- B. Polos should be worn:
 1. When representing Music with Mar. in a professional setting (conference)
 2. Parent presentation
 3. Class

VI. Sale of Product

1. Misty - Importance of sales. How it worked with Pampered Chef
2. Karen - packages - ease of sale - "Sushi" menu

VII. General Info

- A. *Dropbox has Zip Files of all CDs and artwork. It is not necessary to download from shopping cart*
- B. When an instructor is presenting a workshop at a conference, they are required to purchase \$100 for resale at the workshop
- C. *Spindle CDs are meant for two reasons :*
 1. *Replace a broken CD*
 2. *Special promotional offers made by the home office*
- D. Christine K's idea for getting information to the parents. (See letter)
 1. Highlight your specialty
 2. Tie into the work you do in the preschool
- E. Instructors share your favorite product to sell and why
- F. General letter to Community Ctrs (FYI). This is for when a CC may contact you to hold classes there. Detailed explanation as to why we do not go into CCs

Mood Control These points are for personal growth. What can you understand about yourself to be in a better 'place' too teach

Emodiversity - a variety of negative & positive emotions. Without negative, it is difficult to appreciate the positive

*Humans are predisposed to remember negative longer than positive for survival. It protects us from getting hurt again.

*Mirror Neurons - Human ability to notice and react to others actions. The neurons in the observer react as if they are the one doing the action of having the emotion

*If someone is frustrated or complaining, try saying this : "It sounds like this is very hard for you. AND, do NOT engage.

*Study from U of CA San Diego found if a nearby friend is happy, your chances of being happy are 20% higher.

Facts about sleep and electronics -

1. 68% of tablet owners use them in the bedroom
2. The light reduces production of melatonin - needed for sleep
3. Lack of sleep means a more active amygdala - part of brain for emotion, survival and memory. It is why your memory gets faulty with lack of sleep
4. Higher levels of texting related to less sleep

Suggestions:

1. Should power down an hour before bed
2. Cover or shut off anything that emits light
3. Wear socks to help body stay warm; helps with melatonin
4. Lie flat on back, hands behind your head and place thumbs in your ears. This closes the ear canal and you will hear sound similar to womb sounds.

General letter to Community Centers

Music with Mar. does not offer classes in Community Centers because we go into Preschools (where we teach a class in exchange for space) or Churches that offer us spaces in exchange for a yearly concert. Our prices are kept very low for families and paying rent cuts too deeply into the instructor's income.

When offering music programs, keep in mind that you must be in compliance with copyright laws which state that if you are using copyrighted music and charging admission, you must pay a fee to the copyright office or you can be fined. The fee is minimal; I think it is about \$175/year. I tell you this because most Centers are not aware of this and many musicians are starting to ask that this policy be enforced causing some centers to get fined or pay the fee. If you do bring a program in, be sure they are in compliance or that they are using their own copyrighted materials.

I love what Community Centers offer. They are good places for families to have for activities. If you wish to hire Music with Mar. to come and do a special event - family night, morning concert, we would be hOppy to discuss that with you. ☺ Best of luck. You are an important part of our community.

Generation Differences -- Generic American (regional differences too)

There are 6 living Generations in the US today:

| | |
|--------------------|-------------|
| GI | 1901 - 1926 |
| Silent | 1927 - 1945 |
| Baby Boomers | 1946 - 1964 |
| Generation X | 1965 - 1980 |
| Gen Y / Millenials | 1981 - 2000 |
| Gen Z / Boomlets | 2001 - |

GI - The World Wars/Great Depression. Team players, community minded, no divorce, retirement meant swing on the porch, fix everything or do without, no debt, pay for it. Grew up without TV, computers, modern conveniences, airplanes. Sometime called Greatest Generation

Silent - Went through suffocating conformity; job for life; first for civil rights, feminism; biggest school problem was gum & passing notes; they are disciplined, self sacrificing; children out of wedlock not acceptable

Baby Boomers - two groups - Save the world (Hippies - revolution) 60-70s & Party hardy, career climbers (Yuppies) 70-80s; Buy now, use credit-now in debt; First gen of women going into workplace, TV, accept homosexuals & divorce; optimistic; team-driven; 77mil, one of largest gens; regard retirement as chance to live

Generation X - latch key, entrepreneurial, individualistic, govt/bs mean little to them; don't feel like a gen; want to be there for their children (felt their parents weren't); Commit to self rather than org; people/society is disposable; biggest school problem was drugs; late to marry; into brand names and labels; self absorbed, survivors, suspicious of others, skeptical, unimpressed with authority, self reliant; computers were introduced.
For MwM use - these are many of the grandparents or women who had children later.
They want to control and will complain to teacher; You should listen; include them in ideas- put them to work and set limits-work with

Gen Y/ Millenials - 9/11 gen; respect authority; omnipresent parents; crime rate & teen pregnancy fallen; live with world not a safe place; schedulers; pressure themselves academically; prefer digital; prefer work in teams; world is 24/7 with immediate processing; told special and expect to be treated as such; do not prefer work, more relaxed; hand holding & accolades needed
For MwM use - 90% of new parents are millenials! Brands are important (MwM vs MT); more family units will attend ie dads. Like to hear their child did well and will benefit from encouragement about their parenting

Gen Z / Boomlets - largest ever, surpass Boomers and large percentage Latino; Most common name was Smith - now Rodrigues; tired of hearing about environment (Eco fatigue) Leave behind toys earlier; Savvy consumers; know what they want; over saturated w brand

Word Perception Leave the POSITIVE STATEMENT in their brain

How do you shift from negative? Replace *can't* with *won't*.

- *"I just won't make myself eat healthy foods consistently."*
- *"I won't leave this relationship, even though I know it is unhealthy."*
- *"I won't take the time to meditate every day."*

This will feel uncomfortable, but that's kind of the point. It forces you to take full ownership of your actions. It puts the power back in your hands. *Won't* creates the possibility that you can make a different choice.

How do you feel when you read a message worded like this? How would you reword it? Oh, well, I won't be showing up to a class that is not going to happen. 4:15 is just too late since you are 20 minutes from me. I don't want to be in 5pm traffic. The other days my child is in preschool until 12pm. Most 4-5 year olds are in VPK until 12 (2pm if they do aftercare program) five days a week. An early afternoon class might be better since this class is for 3 and up. Just some things to consider for this age group. Thank you.

Instructors came up with better phrasing:

Instead of:

Speaking to

No class today

Don't forget

No talking

No toys

It is cheaper

I always smile **when** I hear from you

Say This:

Speaking with

Class is closed and will resume next week

Please remember

Refrain from speaking

Keep toys out of the music area

It is less expensive (eliminates the memory of 'cheap')

It's always good to hear from you

How to phrase class expectations:

*After you check in on Facebook, turn phone on airplane mode; you can still take pictures.

*Save snacks until class is over

*Posting for a solemn day, post without any mention of classes. Be respectful of the day.

As women, we are uncomfortable - labels - bitch, bossy - Ex Dir NY Times - fired

1. Trust your gut; follow your vision
2. Perfect is the enemy of good; set it out there; others can help develop
3. Take the first step. Mistakes are OK
4. Talk slowly; Pause, it makes people wait for what you will say next
5. Stand up straight; speak loud and proud
6. Power up your words - I KNOW, rather than I think
7. Avoid ending sentences asking for permission - OK? Right?
8. Play with pitch
9. Want to get into a convo? Say "That's a great point." Pivot to what you want to say
10. The way you hold yourself sends signals
 - a. The more space you take, the more important you look
 - b. Be in the power spot - the middle
 - c. Head straight and steady shows authority
 - *tilting head left - intelligent; right - attractive
11. Standing with feet slightly apart gives better balance and shows strength

Saturday

Discussion of the new CDs and their purpose, as well as the new class descriptions

I. New CDs

- A. My Mindful Music
- B. Mr. Froggy's Fitness Fun
- C. Show Me How You Move to the Music
- D. Mama Moves (digital only)
- E. Science with a Song (digital only)

II. New Classes - List of songs for all classes will be supplied

- A. Mr. Froggy's Fitness Fun
 - 1. Ages 3 - 7
 - 2. Adult participates
- B. Tadpole Tunes
 - 1. 0 - 8 months
 - 2. Older siblings may participate
- C. Mama Moves - pregnant people
 - 1. Alone or with a partner
- D. unFROGettable Learning*
 - 1. Ages 6 - 9
 - 2. Ages 4 - 5

*Instructors have not been fully trained for these two classes as of yet

My Mindful Music

This age is egocentric. Songs should be focused on being egocentric

Must have purpose - Add touch

When beginning to walk, the frontal lobe is not there yet

Use of a tissue / scarf for breath

Gentle Hands - moving up arm, squeezing - calms and brings energy to heart

Moving down and away brings alertness

Mr. Froggy's Fitness Fun / Show Me

Exercise is :

- 1. A Mood enhancer
- 2. Helpful in the production of BDNF - Brain derived neurotrophic factor - which is important for long-term memory. Plays an important part in neural development. Mice born without it do not live long
- 3. Walking, which, in a natural setting, reduces stress

Use songs with different intensities.

Green, Yellow, Red (diff intensity); Heart Rate - high / low alternate

Outside - Jumping, pulling, climbing

Inside - Movement chart - locomotor moves

Walking, jumping, skipping, hopping

Non loco - swaying, shaking, bending/straightening

Force - Sudden, interruptive,

Must understand relationship to body to understand words - on, off

No elimination games; Never on the spot because they can't achieve something

Understand games with rules around age 5/6

Mr. Froggy's Fitness Fun is a good place to introduce these games. Parents presence help

All Around the Circle

In and Out the Windows

A Child in a Circle

Mats are great for personal space. Classroom management; Skip, jump, walk around

Not good for when children are just sitting in a spot. Can cause disruption; can trip over them and cause argument over who gets which color

Important things to remember:

It's all about the "Joy of Moving!"

*Activities should last no longer than 10 - 15 minutes;

*Activity changes every 2 minutes

*Not exercise like adults; Not small adults

*Can't go running

*Developmentally inappropriate to do sit ups, pushups etc. ; Heads too big

Heads are too big; It is the heaviest part of the body. Hard for body to carry the weight and balance,

Mama Moves

*Followed research on exercise and pregnancy

*Modified exercises according to guidelines

unFROGettable Learning (two levels)

Science with a Song

These songs are for: unFROGettable Learning (ages 6-9) & Learning with a Song (ages 4-5)

More to come.

Force

Sounds All Around (Listening Walk)

If time, I can show more