

BABIES-AT-WORK SEMINAR

By Carla Moquin, President of the
Parenting in the Workplace Institute

Ms. Moquin's work on babies in the workplace has been discussed by many media outlets, including the *New York Times*, *Time Magazine*, *People Magazine*, *USA Today*, the *Boston Globe*, the *Today Show*, *NBC Nightly News*, and the *Fox Business Network*, along with a number of international radio and print outlets.

Learn Everything Necessary to Successfully
Propose and Implement a Babies-at-Work Program

PARENTS:

Save thousands of dollars on day care, bond with your baby, and make breastfeeding easier by learning how to successfully bring your baby to work for their first six to eight months of life.

EMPLOYERS:

Use our expertise and materials to easily and inexpensively implement a successful baby program that will:

- Get new parents back on the job sooner (and happier!).
- Increase morale, teamwork, productivity, and retention.
- Lower health care expenses by enabling mothers to breastfeed.
- Attract new customers and build customer loyalty.
- Result in highly-content and quiet babies.

Location of Seminar

327 Concord Road, Sudbury, MA 01776

Saturday, March 14, 2009, 10 a.m. to 3 p.m. (lunch provided)

Each seminar will feature a baby (with parent)
for firsthand illustration of concepts.

COST: \$125 PER PARTICIPANT, paid by check or PayPal.

Payment in full due by March 1, 2009

Don't Wait: Limited to first 25 paid participants

Please contact Carla Moquin at (801) 897-8702
or carla@babiesatwork.org with questions or go to
www.BabiesAtWork.org/Seminars.html to sign up.

(Ms. Moquin also offers individual telephone and email consulting for proposing and implementing a babies-at-work program for \$50/hour.)

PARTICIPANTS WILL LEARN:

- ◆ How to overcome skepticism prior to starting a program, and why so many skeptics convert to enthusiastic supporters once the first baby starts coming to work in a formal program.
- ◆ Specific methods for gaining coworker and management support for starting a babies-at-work program.
- ◆ How to set up a babies-at-work program so that morale and teamwork skyrocket and overall productivity increases (among many other benefits).
- ◆ Fascinating facts about baby intelligence and social development and why babies thrive in formal babies-at-work programs.
- ◆ Why structured babies-at-work programs result in "unusually" happy and calm babies.
- ◆ Effective methods for keeping babies happy while efficiently getting work done.
- ◆ The phenomenon—in *every* known baby-friendly company—of coworkers bonding with babies in the workplace and the "community parenting" dynamic that invariably develops.
- ◆ The dozens of benefits of babies-at-work programs for businesses, families, and society.

ALL PARTICIPANTS WILL RECEIVE:

Paperback copies of Carla Moquin's books:

How to Start a Babies-at-Work Program and
Babies at Work: Bringing New Life to the Workplace

(<http://www.babiesatwork.org/babiesatworkbook.html>)

AS WELL AS TEMPLATE DOCUMENTS INCLUDING:

- ◆ A detailed and easily customized babies-at-work policy, including legal waiver forms.
- ◆ List of issues to discuss with parents prior to their baby coming to work.
- ◆ Sample explanation of the program for the public.
- ◆ Sample explanation of the program for employees.
- ◆ Fact sheet about babies-at-work programs.
- ◆ Contact information for managers at companies with successful babies-at-work programs who are available to answer questions.
- ◆ Baby development documents and resources for parents (from nationally-recognized child development organizations such as Zero to Three) to help them keep their babies highly content and efficiently get their work done.
- ◆ Details about the babies-at-work business liability insurance that is now available in virtually every state and has been approved by Lloyd's of London (if a policy is desired, the cost could be easily covered through parent-participants contributing what they would otherwise spend for a few weeks of day care).

For references from companies that have started programs with Ms. Moquin's assistance, please contact Carla Moquin at carla@babiesatwork.org or (801) 897-8702.



Carla Moquin is the founder and president of the Parenting in the Workplace Institute, based in Framingham, Massachusetts. Ms. Moquin has spent more than three years studying successful babies-at-work programs and determining the most effective parameters from **more than 120 organizations** ranging from **2 to 3,000 employees** that have hosted **more than 1,400 babies** to date. Successful baby-friendly organizations are in **more than 35 states and more than 20 different fields**, including law firms, credit unions, government agencies, retail stores, schools, and consulting firms. Ms. Moquin has helped numerous companies to successfully propose and implement new programs and has spoken to numerous audiences about babies in the workplace.

Ms. Moquin's work on babies in the workplace has been discussed in articles in the *New York Times*, *Time Magazine*, *People Magazine*, *USA Today*, and the *Boston Globe*, among many other publications, as well as television pieces on the Today Show, NBC Nightly News, Fox Business Network, Fox News, and Fantástico, a Brazilian program with more than 30 million viewers. Her work has been referenced in articles in Australia, Canada, Taiwan, the United Kingdom, Ireland, Hungary, Denmark, and South Africa, among others.

RELEVANT WEBSITES:

Parenting in the Workplace Institute: <http://www.parentingatwork.org>

Babies in the Workplace: <http://www.babiesatwork.org> (includes listing of baby-friendly companies)

Working With Kids: <http://www.workingwithkids.org>

Sampling of Individuals and Organizations Who Are Supportive of Babies-at-Work Programs:

- ◆ **Dr. Meredith F. Small**, Professor of Anthropology at Cornell University and author of *Our Babies, Ourselves*
- ◆ **Dr. Kathy Hirsh-Pasek**, Director of the Infant Language Laboratory at Temple University
- ◆ **Dr. Roberta Golinkoff**, Founder of the Infant Language Project, University of Delaware
- ◆ **Dr. Alison Gopnik**, Principal Investigator, Cognitive Development Lab, University of California, Berkeley, co-author of *The Scientist in the Crib*
- ◆ **Rosalind Chait Barnett, Ph.D.**, Research Director of the Community, Families & Work Program, Women's Studies Research Center at Brandeis University
- ◆ **Judith Casey**, Director of the Sloan Work and Family Research Network at Boston College
- ◆ **Joan Blades**, co-founder of MomsRising and MoveOn.org, co-author of *The Mommy Manifesto*
- ◆ **Susan Seitel**, Founder and President of WFC Resources, a clearinghouse of work/life research
- ◆ **Jennifer Sabatini Fraone**, Assistant Director, Marketing and NEWFA, Boston College Center for Work & Family
- ◆ **Winning Workplaces**
- ◆ **Susan Spieker, Ph.D.**, Center on Infant Mental Health & Development, University of Washington
- ◆ **Dr. William Sears**, Fellow of the American Academy of Pediatrics (AAP) and a fellow of the Royal College of Pediatricians (RCP), medical and parenting consultant for BabyTalk and Parenting magazines, and author of numerous books on parenting and child development.