



GESELL INSTITUTE OF CHILD DEVELOPMENT

Annual Report 2014 - 2015

The Year in Review Message from the Board

Gesell Institute has had a productive year in which efforts were made to both consolidate our efforts on behalf of young children and plan for the future. Based on our marketing research, four focus areas emerged and provided a compass for our work: thought leadership, product marketing, infra-structure development and institute fulfillment. We learned more about our market niches and fine-tuned our efforts in markets where we are having the greatest success such as California, Texas and Florida. Our national sales director and national lecture staff aligned their work with that in mind. In addition to our GDO-R training workshops and webinars, Gesell continued to exhibit at national and state conferences such as CAEYC in California, National Institute of Early Childhood Professional Development in New Orleans, the National SDE Conference in Orlando, and the NAEYC Annual Conference in Orlando.

Our webinar offerings were expanded to include two new topics: *Let Them Play!* and *Common Core State Standards are Here...Now What?* Marcy Guddemi presented to the New York State Conference on Higher Education and also locally to the *In Bloom in New Haven Conference*. Erin Akers, the director of our national lecture staff, kept up an active social media presence for Gesell Institute and Marcy continued to put out her blog and monthly newsletters.

Towards the end of the year Marcy, her staff, and Board members worked to plan events for the 2015-2016 65th anniversary year, which we agreed would be our "year of advocacy". The kick-off event will be a one day symposium in New Haven at the Yale School of Management titled: "Investing in Childhood: Paying it Forward". The target audience will be business and city leaders and the focus will be the economic benefits to society through investing in high quality preschool education. The hope is that the attendees will be empowered to go back to their Connecticut communities armed with more knowledge and enthusiasm for the importance of making this investment in young children.

As I look ahead I am confident that the voice of the Gesell Institute continues to be relevant and much needed as our society grapples with how best to nurture and develop our youngest citizens so they may be full participants someday. The legacy of Arnold Gesell lives on and our advocacy in his name continues to inspire and drive our work as an organization.

Barbara Stern, President



GESELL INSTITUTE
OF CHILD DEVELOPMENT

Board of Directors

Barbara Stern:
President
Carole Weisberg:
Vice President
Adele P. Edgerton:
Treasurer
Gladys Deutsch:
Secretary
Judy August
Linda Calarco:
Director Emeritus
Nancy Blackwell-Todd
Kathleen Higgins
Charlie Slaughter
Dr. Robert D. Windom

Staff

Dr. Marcia Guddemi –
Executive
Director

Erin Akers, MEd –
Director, NLS

Don Karecki –
National Sales Rep.

Camar Graves –
Administrative Assistant
July - December

Marina Cella –
Administrative Assistant
January - August

National Lecture Staff

Kiki Ammons
Bailey Bunch
Suzy Ferree
Michelle Golus
Norman Heimgartner
Sally Coleman-Keller
Cecilia Locke
Marilyn Mansberry
Karlen Senseny
Sallie Wells
Cheryl Wolfe

Financial Information for Year 2014-15

Email us at
office@gesellinstitute.org
for a copy of our
Federal Form 990

National Lecture Staff

Gesell Institute is represented throughout the United States by our National Lecture Staff (NLS), a carefully selected, highly educated, and intensively trained group of professionals.

Over the years, their backgrounds have included school superintendents, principals and other administrators, preschool, elementary, and secondary teachers, resource and special education professionals as well as university professors. The NLS are accomplished in their knowledge and understanding of Gesell's ages and stages of development and Gesell child assessment tools.

The NLS conduct half and/or full day staff in-services for schools and Parent Information meetings. Professional development covers a variety of subjects about child development, especially as it relates to the classroom. Only trained and approved Gesell Institute NLS are able to provide training on the administration of the Gesell Developmental Observation – Revised (GDO-R) training.

Advisory Council

Joan Almon
Stanley C. Finkle
Kathleen E. Fite
Joe Frost
Martha Garcia-Sellers
Walter S. Gilliam
Jim Grant
Carla Horwitz
Sharon Lynn
Kagan
Ming Li
Tina Mannarino
Dorothea Marsden
Linda Mayes
Rae Pica
Rima Shore
Dorothy Singer
Jerome Singer
Fred Volkmar
Mary Lee Weber

Pledge your support today!

Even a small donation will aid our efforts to expand programs and publications.

If you would like to join others in contributing to our important work, please visit us online to make a donation. Or mail your tax deductible contribution to:

Gesell Institute
310 Prospect
Street, New
Haven CT 06511
1-800-369-7709
gesellinstitute.org