

🏆 GO for the gold...

Robin Leon <rleon@aupairinamerica.com>

Fri 09/08/2024 09:57

🏆 Anyone else catch a case of Olympics fever? Such a special time to watch the world come together to celebrate hard work and dedication.

Just as these athletes from around the globe wake up early, train hard, and push themselves intensely, our dream team of community counselors are also achieving great heights...in marketing!

Read on to see gold medal efforts from across the US. On your mark... get set... GO!!! 🏆

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### 🏆 Ultimate Cultural Celebration



Amanda Wagner, the community counselor in Kansas City, recently hosted “Au Pair in America Olympics!” Attendees had the chance to craft their own Olympic torch for carrying during the Parade of Athletes, and then it was time to let the games begin! To up her difficulty score, Amanda reached out to her local news station, KSHB 41 (NBC affiliate and official Olympic partner) and invited them to join in the celebration. [Click here](#) to watch the newsclip.

We encourage **you** to share the above video with your leads, TBMs, and cluster, and why not reach out to your local media outlets to pitch how your au pairs and host families are experiencing cultural exchange while enjoying the Olympics together.

### 🏆 An Open and Shut Case



In Chicago, community counselors Ulrike Kieffaber and Lana Hamman attended the National Association of Women Lawyers conference with additional support from fellow CC Alyssa McComas. After setting up a show-stopping APIA booth, the team reported having “many good and long conversations with past, current and hopefully future host families.” These counselors also shared that “the feedback regarding our service is extremely complimentary. On numerous occasions, people shared that they have been promoting the au pair program and our agency, not only with colleagues at their local firms, but also here during the conference.” Great job Team Chicago - case closed!

### 🏆 Teamwork Makes the Dream Work



Our CCs in Michigan, Jennifer Rosasco, Shanith Johnston, Eszter Wolk-Szirmai, and Diane Meyers, teamed up on the ultimate “relay” event – hosting a Host Family Day/Marketing Event hybrid! The first leg was selecting a family-friendly location, Music in the Park. The next lap was focusing on marketing. In addition to all their au pairs and host families, this crew invited all their leads and TBMs to the event. Next up was ordering the [swag](#) and materials and planning great activities. And the final anchor leg? The actual event! The team wore their APIA t-shirts and talked to every attendee. In addition to over 30 au pairs in the park, these CCs interacted with dozens of community members, a “host grandma”, and a former au pair from Sweden. Way to dedicate yourselves to the race ladies!

Planning your HF Day and thinking of “making it marketing”?

 Learn more here: [video1704153682.mp4](#)

### When In France



You must eat the pastries! And Tallahassee counselor Lauren Schuler understood the assignment. She passed out petits fours and read “Everybody Bonjours” for Bastille Day story time at her local bookstore, Midtown Reader. Families loved learning a bit more about another country, and the kids loved sampling the sweet treats. Tres délicateuse!

### APIA Rocks!



Stephanie Carper continues her reign as marketing champ of West Virginia. Au Pair in America recently sponsored the “Martinsburg Rocks” Kid Concert, and Stephanie hosted a table on site. Not only did the event give her the opportunity to talk to prospective host parents, it also allowed her to connect with a local librarian about hosting a pinata party full of au pairs and cultural exchange! How’s that for a sticking the landing!

## 🏆 Making a Splash



Wilmington, NC's Cameron Art Museum hosts a "Kids@CAM" event each month. This children's program allows families to explore the museum's exhibits and create their own works of art. Last month, Wilmington's community counselor, Marisa Marzilli, used her gold medal tabling powers to host a fantastic booth, offering face painting to children in attendance. Fun for the kids and a great way to start conversations with parents. Well done, Marissa!

## 🏆 Closing Ceremony



Jodi Dominguez is sprinting toward marketing greatness! She recently created a "Flower Power" basket for a local fundraising auction. Just perfect! With back-to-school season approaching, be on the lookout for autumn auctions and charity fundraisers. These are great ways to get the Au Pair in America name visible in your community.

As we cross the finish line of another week, may your marketing torch stay lit, and may you always have that "top of the podium" feeling.

Thanks for being a gold medal team!

**Robin Leon** (she, her, hers)

Au Pair in America

Field Support and Training

203.399.5036

[rleon@aupairinamerica.com](mailto:rleon@aupairinamerica.com)

[www.aupairinamerica.com](http://www.aupairinamerica.com)

Emergencies-->1-800-9AU-PAIR

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