



You Better Watch Out...

From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Happy festive Friday to you!

Our Community Counselors *sleigh* all year long. But now that the most wonderful time of the year is here? Hang on for (rein) deer life! 'Tis the season for marketing magic in action.

As it Just Snow Happens...



This month, Boston counselors Heike Kriszun, Ute Smith, and Stephanie Harris were on hand for *Donuts with Santa*, a much-anticipated annual event hosted by a large mom blog in the area. Our APIA crew sponsored a life-size snow globe...*snow* much fun for kids and the perfect backdrop for festive family

photos. The event was well attended, providing a flurry of visibility, and helping with brand awareness for APIA throughout New England. Big thanks to this Boston crew for making it happen!

### Light Bright



Florida's Monique Larson hosted a table at her local Chamber of Commerce's Tree Lighting Fest, and her booth was a shining example of great marketing. While the event started a bit slow, Monique brightened things up by using her prize wheel to spark interest and draw attention. Soon, there was a steady glow of visitors stopping by to grab flyers and business cards, proof that a little creativity can really light the way. Way to shine!

### New Year, New Marketing




Ready to be a marketing magician in 2026? Check out the recording of our last Marketing Magic of the year, covering 10 essential skills CCs and staff need to stay relevant, focused, and effective in the year ahead, including:

- How to use the Big Problem/Big Promise framework
- A sneak peek at the Rule of One
- How to use craft an *irresistible offer* to market the APIA program

Watch the video [here](#) and walk away with a better understanding of how to grab (and keep!) the attention of your audience.

### **Snip Happens**

 A group of people standing next to a yellow tape AI-generated content may be incorrect.

Earlier this year, the Killeen, Texas Chamber of Commerce hosted an A+ ribbon cutting to welcome Kasie Markek and Au Pair in America to town. The Chamber marked the occasion by gifting Kasie a beautiful bouquet of flowers and framing a ceremonial “first dollar earned” for APIA in Killeen. What a warm welcome for this start-up cluster! We can’t wait to watch Au Pair in America continue to grow and thrive in central Texas.

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### **Host Family Round Up**

Everyone knows that an annual Host Family Day is required for your cluster. Why not have your HF Day do double duty, by making it a marketing opportunity? With the right planning, your special event can bring in new interest while strengthening existing connections. Read on for HF Day inspo from our creative colleagues.



Recently, Jennifer and Giorgia hosted their Host Family Day at Houston's Sam Houston Park. With a dozen host families gathered in such a well-known public venue, the event not only brought families together but also helped increase visibility and spread awareness of our program throughout the community.



Meanwhile in Connecticut, Marli and Marie hosted a Host Family Meet & Greet cocktail party, welcoming special guests from the office: Jeanne Feore, Shanna Ponchick, and Nicole Collins. Eight families attended, including one TBM. This same TBM family completed all their paperwork the very next day and scheduled an interview within 24 hours. Event magic in action!



Annie Stauffer hosted her Host Family/Marketing event at a local orchard and truly knocked it out of the park. Through strategic online outreach, she effectively promoted the event within her local community! Annie shared an invitation across half a dozen local Facebook groups, generating strong interest and engagement. Kudos!



Sandra Washington and Inga Brown teamed up in Virginia to host a playground-centric Host Family Day. In addition to welcoming current host families, a TBM family attended - and the experience made them even more excited about the program. Their enthusiasm carried over immediately, as they scheduled their host family interview the very next day.

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### Warning: Bumps Ahead



Check out the amazing "Prego Expo" booth décor created by Kate Finlay Zimmerman. She *delivered* a gorgeous flag banner out of felt, glue and string, and then crafted an APIA flag for the table (using home printer iron-ons). This inviting table drew in bundles of joy and leads from *\*four\** different clusters. Oh baby!

### Girl Power



APIA and our new CC, Andrea Moak, love partnering with the Emerald Coast Science Center. We were proud to sponsor this year's Women in Science Conference, supporting curiosity, education, and community connection.

***Tip for CCs:*** During the chillier months, explore what events and programs your local museums offer for children. APIA loves opportunities to collaborate and create meaningful partnerships while helping YOU grow your cluster.

As we deck the halls and count down the days, it's clear our Community Counselors have been busy making spirits bright and marketing merry. This year, your creativity has truly been the gift that keeps on giving. We can't speak for anyone else, but YOU are definitely on *our* nice list! 🧑‍🎄 🧑‍🎄

See you next year!

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**Important Marketing Links:**

- Get info on all things marketing: [Marketing Microsite](#)
- I need videos, articles, and photos for sharing: [CC Toolkit](#)
- See what swag we have: [Swag Options](#)
- Order swag (please list quantities): [Swag Order Form](#)

**Big thanks to Amanda Wagner for making these marketing e-newsletters possible!**