

The updated, unauthorized history of Exchange

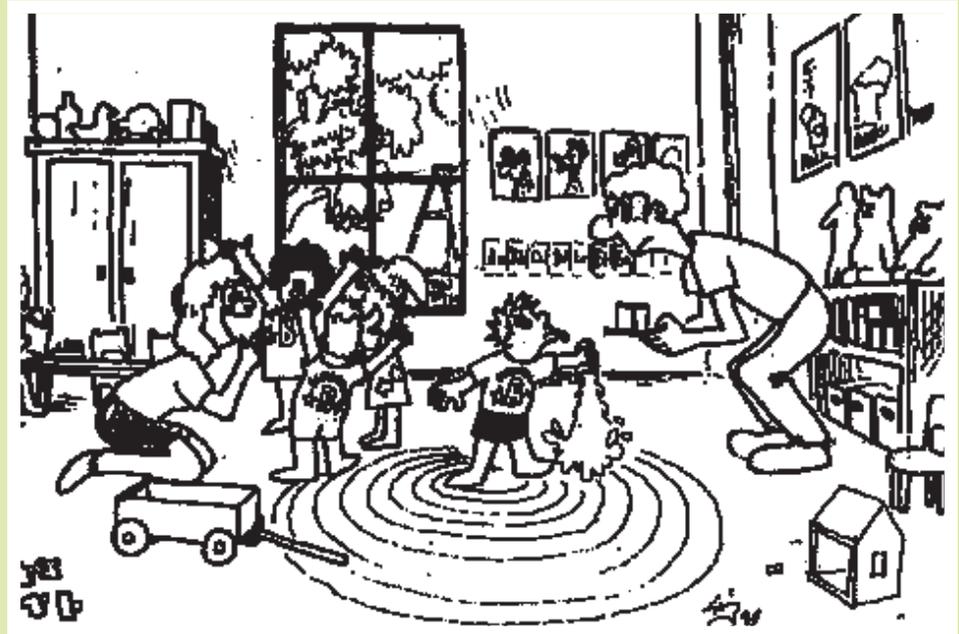
Pomp and Circumstance

by Fred Piaget

illustrations by Charlie Loving and Scott Bilstad

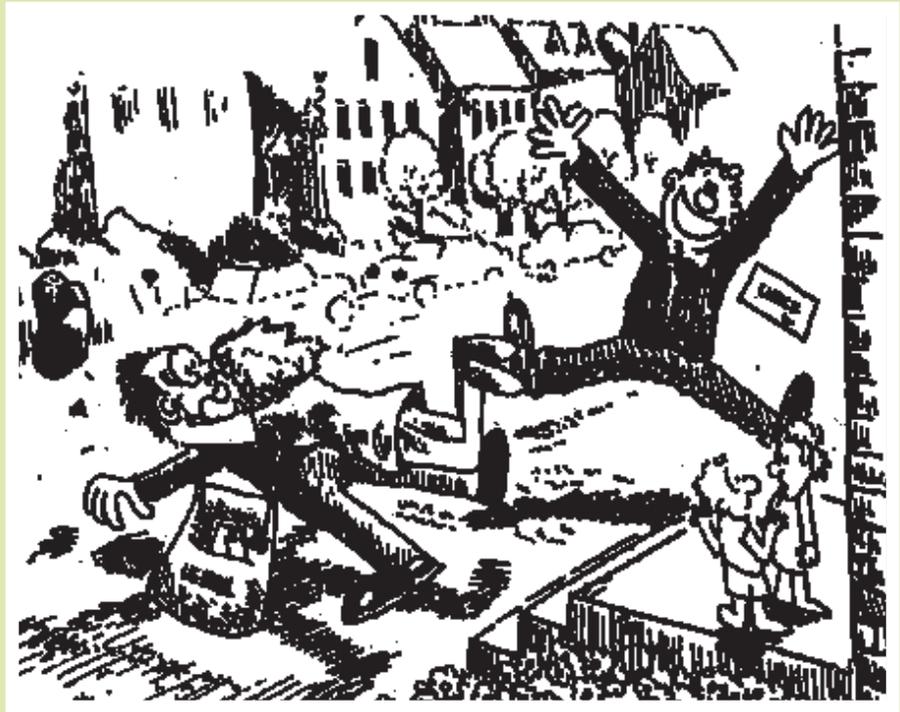
I have had the great privilege of working with *Child Care Information Exchange* since issue #1. I'd like to share with you my first hand observations of its history:

It was a dark and stormy night and all over Boston, parents were scurrying to find mittens and socks, preparing to send their children off to Beginnings in the morning. Bonnie and Roger were scurrying as well, to rearrange their apartment once more into Beginnings Nursery School. Bonnie had been a high school teacher and Roger a federal bureaucrat when they decided to ditch their careers and open a child care center. Bonnie got the ball rolling by starting a family day care home and hiring Roger as her part time approved assistant.



Having never worked as a center director, Roger decided he was qualified to teach a community college course in child care administration. He soon discovered that there were no materials on how to run a center. So he recruited a group of 100 of the most respected center directors around the country, which has now evolved into the Exchange Panel of 300, and encouraged them to exchange management ideas in a free interactive newsletter, *Child Care Information Exchange*. The ideas he collected formed the basis for his distinguished class lectures.

In 1977, a neighbor startled Bonnie and Roger with the obvious when he asked, "Why don't you sell subscriptions to *Exchange*?" To see if the early childhood world was ready for *Exchange*, they developed the now famous "What Has 14 Hands?" flyer. They mailed 3,000 of these flyers to centers in seven states and placed 2,000 of them on the seats in administrative workshops at the NAEYC Conference in Chicago. Then they calmly analyzed the response they received through the mail.



And so *Child Care Information Exchange* was reborn as a magazine. Questionnaires were fired off to Panel of 100 members; writers were recruited; gurus were interviewed; *How to Start a Magazine* books were devoured; postal regulations were researched; a record keeping system was invented; and a printer was found. And, finally, in April 1978, issue #1 was put to bed in *Exchange's* luxuriously appointed corporate headquarters.

Bonnie and Roger were committed to keeping their fingers on the pulse of the early childhood world. They continued to rely heavily on Panel of 100 members for ideas on key issues such as fundraising, staff motivation, and director burnout. They set up focus groups at early childhood conferences. And they participated in formal tours of child care centers.



From the start, *Exchange* grew rapidly. Directors, long in need of management support, subscribed in droves. Early childhood product suppliers discovered *Exchange* to be an excellent vehicle for getting the message out to directors. Through the adroit financial management of Bonnie and Roger, *Exchange* prospered.

In 1981, Bonnie, Roger, and their three (soon to be four) children decided it was time for a change of pace. They loaded all their files, fonts, computers, clothes, Legos®, light tables, books, and bedding onto a rental truck and headed across country to Seattle. Planned with the same precision as all other aspects of the business, the trip went off without a hitch.



In 1982, Bonnie and Roger took the big leap and hired their first employee. This worked out so well that they soon surrounded themselves with a full team of specialists. For years this caring crew has worked together in quiet and harmonious efficiency to produce *Exchange*.



The first *Exchange* cover director was featured on the November 1983 issue. Taken in the serene quietude of the center, these cover photos reflect the ordered and tranquil work lives of directors.



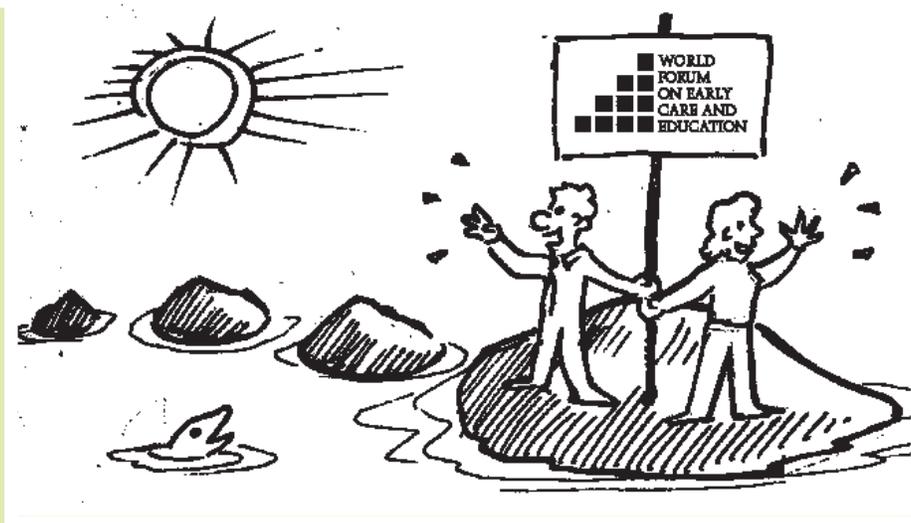
In 1988, with the publication of *Caring Spaces, Learning Places* by Jim Greenman, *Exchange* vaults into the book publishing business, pumping out up to two books a year. Only in the last year has *Caring Spaces* been replaced by *The Art of Leadership* as *Exchange's* best selling guidebook.





Having solved all the problems of early childhood directors in North America, *Exchange* goes international! In 1994 agreements are signed with partners in Australia, Malaysia, and Singapore to sell subscriptions in those nations.

Exchange announces a small international gathering and the world shows up. In 1999, *Exchange* nervously announces its first World Forum on Early Care and Education in Honolulu and, amazingly, 500 early childhood leaders from 35 nations attend.



Not to be out-dot-commed, *Exchange* enters cyberspace; www.ChildCareExchange.com goes live in mid-2000. In the fall, *Exchange* launches its electronic newsbrief, *ExchangeEveryDay*. Later, its electronic advice column for parents, *Parenting Exchange*, joins the cyber parade.



Exchange by the Numbers

1

editor in *Exchange's* first 25 years.

12

Exchange staff.

47

states where Bonnie and Roger have given presentations.

87

nations with subscribers to *ExchangeEveryDay*.

105

nations where World Forum is represented by an official representative.

131

directors who have been featured on the cover of *Exchange*.

427

early childhood specialists who have authored articles in *Exchange*.

612

different companies that have placed ads in *Exchange*.

1,250

early childhood leaders who have attended at least one World Forum.

1,980

subscribers for issue #1 of *Exchange*.

3,120

centers whose ideas have been featured in *Exchange*.

27,230

subscribers for issue #150 of *Exchange*.

725,000

dollars *Exchange* has contributed to the US Postal Service for delivering magazines.

1,875,000

miles Bonnie and Roger have flown since 1978.

3,265,000

Exchange magazines that have been printed in our first 25 years.

The 25 years have brought the usual assortment of bumps and joys, but what has kept Bonnie, Roger, and the *Exchange* team going is all the wonderful people around the world who have helped us along the journey and continue to sustain us with their support and friendship. Thank you!

Fred Piaget is founder of Techy-Tech Enterprises and Skate Board Repair Shop in Laguna Beach, California, and author of numerous articles for Child Care Information Exchange, including "Play, Dreams, and Imitation in Administration," "How to Attract Yuppies to Your Center," and "Piaget's Theory of Director Development."