

Tasheba Berry

954-464-3134

E-mail: info@tashebaberry.com

Highly motivated and performance driven entrepreneur with a proven track record of success and expertise in public speaking, delivering childcare ownership business coaching and presentation of workshop sessions at various events.

Dynamic speaker who communicates effectively with target audiences through comprehensive brand management workshops with proven years of owning and managing an early childhood learning center.

HIGHLIGHTS

- Engaging/knowledgeable public speaker of childcare business ownerships
 - Established childcare owner and operator.
 - Business Development
 - Child Care Certifications
 - Founder of Non-Profit- Space 2 Launch Inc
 - Certified Speaker Eric Thomas & Associate
 - Toastmasters International Certified
 - Published Author-Space Station Elementary
 - First Aid/CPR Instructor and BLS Instructor
-

PROFESSIONAL WORK EXPERIENCE

Next2Mom Learning Center, Miami Dade, FL

2012-2023

Owner/Director (Previously FCCH in Hollywood)

Oversee talent and operations of center in Hollywood and Miami. Directly accountable for multi-unit operations through driving revenue, enrollment, and stability at the center location. Assess the center and territory performance via company reports and P&L's. Analyze statistics and trends for enrollment, revenue, and payroll. Implement plans for growth and budget controls. Ensure centers operate within state ratio and payroll guidelines. Document relevant business discussions and franchise information. Identify, create, and implement training opportunities. Hire, mentor, coach, and train direct reports. Ensure training is effective at the center level. Collaborate with corporate departments to create, roll-out and implement new programs and sales promotions. Be well versed and enforce standard operating procedures, franchise agreement and childcare licensing regulations. Lead the licensing, furnishing, advertising, opening, hiring, and training of new, startup locations. Design and deliver weekly, regional meetings. Train and assist at quarterly and annual conferences/conventions.

Space 2 Launch Inc, Davie, FL

2017-2023

Founder

Space 2 Launch Inc., a nonprofit 501(c)3 organization, young authors, children's book authors and book club organization specifically for individuals who write and illustrate for children and young adults. Our mission is to have the blueprint for authors to be creative with their imagination and write without limits.

- Grading level reading for children kindergarten to fifth and prepare the child for the next grade level.
- Publishing company to children's book and adult novels.
- Traveling book club with independent/self-published authors.

Business Leadership Institute for Early Learning, Hollywood, FL

2015-2023

Lead Alumni Mentor

BLI mentor has a leadership opportunity to make a noteworthy contribution. Responsible for bridging the gaps and engaging early learning professionals to network with other child care professionals, legislators and community collaborators who work in concert to define determinants of pathways for success, required resources and aspirational outcomes for children in the communities they serve.

- Early Learning Business Plan Development (SCORE)
- Enrollment Marketing
- Branding
- Understanding Financial Statements

SPEAKING ENGAGEMENTS

- Evolving as a Woman 2023
- The Parent Trap Experience 2022
- One Goal Conference; Speaker/Presenter 2019
- Florida Association for the Education of Young Children; Presenter 2018
- Florida Family Child Care Home Association; Presenter 2018
- Early Learning Coalition of Broward; Presenter 2017
- National Family Care Institute Panel; Panel Speaker 2016
- Green Apple Accreditation of Children's Services; Keynote Speaker 2016

PRESENTATION TOPICS

- “Stress Free Marketing Techniques”- We explore avenues about creating an atmosphere where business owners can develop new ways to market their business, share marketing tips you can do at little to no cost, and learn strategies on how social media and apps can help to market your business.
- “Dare You to Lead”- This training is designed toward helping professional childcare practitioners that work in childcare facilities and family childcare homes understand the fundamental principles of leadership and identify strategies that support four components of leadership: Planning, Practice, Learning, and Improvement and the role it plays in childcare programs and the field of early education. This Design will create a roadmap for professionals to be reflective, adding equity, and enhance collaborative efforts to influence share vision for quality in early childhood.
- “Managing a Child Care Business in the 21st Century”- Childcare in the 21st century are programs that have a system of care and education that is accessible in cost and location to all families.
 - Strong Parental Support and Involvement
 - Professional training and advancement opportunities for childcare providers
 - Focus on the Overall Development of the Child(Whole Child Approach)
 - High-Quality Programming (acquiring the right skills)
- “Family Child Care Homes-You are Your Own Team”- Understanding that you are your own business, and you make your own rules.
- “African American Read Aloud”- The purpose of the Read-A-Loud is two-fold. We intend to expose our students to the rich culture of African Americans through the reading of fictional and non-fictional literary stories. The Read-A-Loud involves many participants from the community and surrounding communities who engage in a reading and post-discussion activity as it relates to their reading passage.
- “Set the Tone for your Business (with a Parent Handbook Template)”

DEVELOPED TRAINING TOPICS

- Changing the World of Child Care (Series)
 - Stress Free Marketing Techniques
 - Set the Tone for your Business with a Parent Handbook
 - Who Are You Branding?
 - Creating your Vision for your Business
 - Get Involved! Parent Involvement
- Making your Association Work for You (Local, State & National)

PROFESSIONAL AFFILIATIONS/CONTRIBUTER

- National Family Child Care Association
- Florida Family Child Care Home Association
- Broward County Family Care Association
- Early Learning Coalition of Broward County

Florida Family Child Care Home Association; (AWARDS)

- Volunteer of the Year, 2019
- Advocate of the Year, 2016 & 2018
- Outstanding Teamwork, 2017
- Service Awarded Public Relations, 2016

EDUCATION

University of North Florida (Few Credits)

Bachelor of Arts, Early Childhood Development

Everest Institute, Miami, FL

Associates of Science in Business Management

Lindsey Hopkins, Miami, FL

Early Childhood Education CDA

Rasmussen College, Ocala, FL

Associates of Science in Early Childhood Development