

**From:** KF  
**Sent:** Tuesday, August 12, 2014 1:47 PM  
**To:** Firchow, Kevin  
**Subject:** Bright Beginnings Day School review

Kevin: I'd like this review of Bright Beginnings Day School to be included on the record for the Conditional Use Permit meeting.  
Thanks for your time. -Katie

> Until she was over a year old, our daughter had only ever been at home with relatives each day. We were understandably nervous about finding quality care for her out of our home. Until Bright Beginnings. We met with Sarah thinking we'd be wait-listed and with wonderful recommendations and after she patiently answered the 9,000 questions we had, we quickly scrambled to fill the available opening for our daughter.

>

> I can't imagine our world without BBDS now. Our daughter loves being at school and is flourishing in their care. The teachers and learning environment are bustling, happy, and healthy, and we can't say enough good about Bright Beginnings Day School!

>

> -Katie Fitzmier

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**From:** Rachel C. Bouressa  
**Sent:** Tuesday, August 12, 2014 1:49 PM  
**To:** Firchow, Kevin  
**Subject:** Fwd: Review

Not sure if this is too late, but we would like to give our whole-hearted support to Sarah Tuttle and all the staff of Bright Beginnings Day School.

I continue to be impressed with BBDS from both the standpoint of how Sarah manages her business in addition to the exceptional teaching, care, and love provided to our most valuable little ones.

Sarah and BBDS are great at communication and will always remind parents of things going on in the neighborhoods, whether it's road construction or anything else. We love that BBDS operates in neighborhoods because it adds to the family-feel, and think they should be a welcome addition in any area. I wish they were my neighbors!

Rachel and Tyler Bouressa

**From:** Susanne M. Arthur  
**Sent:** Tuesday, August 12, 2014 2:50 PM  
**To:** Firchow, Kevin  
**Subject:** In support of BBDS

Dear Kevin Firchow,

Our daughter is is enrolled at Bright Beginnings Day School (BBDS) at 1109 Morraine View Drive (BBDS3). We are aware that BBDS3 has applied for a conditional use permit (CUP) and that the decision of the Planning Commission committee has been postponed until September 22.

We would like to give a brief testimonial regarding our experience with BBDS3 and request that it be put on record.

The overall environment at BBDS feels very professional and organized, more so than at other in-home providers we visited before enrolling our daughter at BBDS3 (September 2013). We like that the group is small in size and the good ratio of number of care takers to number of children. The physical environment is clean, colorful, spacious and offers an abundance of toys, books, craft materials and a sizeable outdoor play area (which our daughter loves!).

Personal communication between us and the BBDS staff has always been good. Both Sarah Tuttle and her employees at BBDS3 are quick to respond to e-mails, phone calls, and texts. They let us know how our daughter's day has been when we pick her up, inform us if anything is needed (e.g., diapers), if the school will be closed, going on day trips, and so forth. They also do an excellent job of keeping parents up-to-date through e-mail newsletters, on Facebook, or even through text messages in case of emergencies (such school closings due to severe weather). We know that Sarah is aware of and shows an interest in solving any concerns that neighbors or the neighborhood association may have. She has, for example, repeatedly asked that parents at the BBDS1 location please do Y turns instead of pulling into one of the neighbor's driveways, in order to assure that the neighbor's private property is respected. From what we have learned about her, Sarah strives to ensure a strong relationship with neighbors and the neighborhood association at each of the BBDS locations.

Probably the best thing about BBDS is that our daughter loves it there and that we can tell that the providers have a great connection with her (and the other children). We like the consistently well planned curriculum and activities at BBDS and their philosophy of modeling positive behavior by giving alternative choices rather than just saying 'no.' We have noticed that our daughter is very good at sharing, and we believe that she has learned this at BBDS. They offer well balanced nutritious food, which our daughter sometimes seems to enjoy more than the food at home :), ensure that she naps, give her one-on-one attention when she needs it. We have witnessed our daughter hugging her providers, not wanting to leave at the end of the day because she enjoys being there so much. At home she will mention BBDS, her friends' and caretakers' names, indicating that she is looking forward to seeing them again. We believe that that says a lot about the environment that BBDS offers.

We hope that the Planning Commission committee will approve the CUP for BBDS3 and will allow such an excellent place for the education of young children to continue its great work!

Sincerely,

Susanne and Luke Arthur

**Sent:** Tuesday, August 12, 2014 3:27 PM  
**To:** Firchow, Kevin  
**Subject:** In support of BBDS

To whom it may concern,

Bright Beginnings has been our son's daycare for the last two years. The staff is dedicated and professional while maintaining a fun, safe, and educational space for the kids. We love that our son gets the best of both worlds in terms of having a school-like atmosphere in a small home-like setting. I'm constantly impressed by what he learns and does at school, especially as he is able to tell us more and more about his days.

We love our day care!

Best,  
Gwyneth Hughes  
Instructor  
Education Outreach and Partnerships  
UW Madison

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**From:** Lynn Enter  
**Sent:** Tuesday, August 12, 2014 9:36 PM  
**To:** Firchow, Kevin  
**Subject:** re: In support of BBDS

My daughter has been attending Bright Beginnings for over 2 1/2 years, and because we've loved her care there so much, there was no question my son would begin attending when he was 4 months old (and is now 1 year old). We have never had a concern regarding their safety or health while in the care of Bright Beginnings staff, and the kids are always happy and excited at the end of the day to tell us about the fun things they did while at school. My husband and I really appreciate their focus on play, learning, and social interactions that are built into their curriculum. Bright Beginnings is a GREAT program and the caregivers there are the most caring, respectful, and passionate people that we could entrust our children to!

**From:** Veena Vaidyanathan  
**To:** Firchow, Kevin  
**Subject:** Fwd: My BBDS Review  
**Date:** Friday, September 19, 2014 1:12:16 PM

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Hello Kevin,

My daughter attends Bright Beginnings for the past 1 year and we are extremely happy with the quality of care provided. Sarah and her team do an amazing job. Here's my review of BBDS. Please feel free to get in touch for further clarifications.

My daughter is attending Bright Beginnings since fall 2013 and she loves it. Sarah and her teachers are passionate about working with children. They teachers are very friendly, caring and the environment is nurturing and positive. My daughter loves the variety of food served and feels at home. I never feel bad leaving her there as I know she's getting lots of love, activities to creatively stimulate her, play time and tasty food. Our family is extremely happy with BBDS and my only regret is that I should have sent her to BBDS since she started day care.

Thanks much,  
Veena

**From:** Jennifer Wolf  
**To:** [Firchow, Kevin](#)  
**Cc:**  
**Subject:** Fwd: Bright Beginnings: For Public Hearing  
**Date:** Friday, September 19, 2014 1:26:00 PM

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Hello Kevin,

I wanted to forward a message regarding Bright Beginnings Day School.

"I wanted to let you know how pleased we are to have found Bright Beginnings Day School for our daughter Eleanor. We appreciate the personal feel of an in-home experience with the added security/piece-of-mind that comes with providers who understand and follow accreditation standards. The Bright Beginnings team is warm, caring and professional. I am confident their respectful attitude toward their families extends to the neighbors in which they operate.

Eleanor has thrived in an environment where she can enjoy a home-like atmosphere and enjoy walks and visits to neighborhood parks."

Daycare in Madison can be difficult to secure. If you are not on a waiting list several months before your child is born, you are not likely to find a spot with an accredited provider. Even then you may not have a secure spot. We need more opportunities for high quality childcare.

Thank you for the opportunity to share my support of Bright Beginnings.

Best,  
Jennifer Wolf

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**From:** Ellie Kyser  
**Sent:** Sunday, August 17, 2014 9:07 PM  
**To:** Firchow, Kevin  
**Subject:** In support of BBDS

The staff at BBDS are great at keeping parents informed and involved. Each day that we pick up our son, we receive a personalized sheet telling about his day and the teachers also let us know about special things he did or things that stood out, including his mood for the day. I'm glad that our 8 month old son has children of other ages to play with and interact with each day, as this promotes a healthy development and learning.

Thanks!  
Ellie and Adam Kyser

**From:** Denise Burmester  
**To:** Firchow, Kevin  
**Subject:** Bright beginnings day school review  
**Date:** Friday, September 19, 2014 2:53:38 PM

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I've been working at Bright Beginnings Day School since January this year and I've had more pleasant experiences working here than I have while working at a group childcare center. One experience I enjoy is the freedom to take walks in the neighborhood with the children. During our walks, we like to learn about and discuss people, pets, cars, nature and other objects we may see. Another reason I enjoy BBDS, is that I gain the opportunity to develop a relationship with the families. Lastly, an experience I gain working here, I get to help children socialize, develop relationships, use manners, and learn to respect others. I enjoy working at Bright Beginnings and the people I work with.

Sent from my U.S. Cellular® Smartphone

-----Original Message-----

From: Kallie Abreu-gonzalez

Sent: Friday, August 15, 2014 4:58 PM

To: Firchow, Kevin

Subject: In Support of Bright Beginnings Day School

Dear Planning Commission Committee,

I am writing to share with you my experience at Bright Beginnings Day School at Twin Flower Dr and encourage you to approve their permit.

My son began attending Bright Beginnings Day School at Twin Flower Dr almost 8 months ago when he was just 8 months old. I toured many traditional daycares in Madison in my long search for childcare before walking into Bright Beginnings. It didn't take more than a few minutes there before I knew this was the place for us. That is because as a home care with children of mixed ages and familiar and professional teachers who take a genuine interest in the children, Bright Beginnings has the feel of something more along the lines of a big Brady Bunch type family rather than an institution or business.

My son has developed close relationships with his teacher and the assistants, and even at his young age, has made friends both younger and older than himself that he loves to spend time with. I'll never forget watching one sweet toddler who took him under her wing trying to teach him to crawl when he first started, and once he was crawling and could follow her around, she would still occasionally crawl instead of walk, just so that he wouldn't get left behind. It was so sweet! The older kids learn compassion and gentleness by being around the little ones, and can be proud as the "big kids" who can show, teach or help. Likewise, the little ones learn from those older than themselves, and have constant entertainment from the toddlers who are ever on the move around them. The children all get to participate in the same activities together, with the tasks just being adjusted to their level of development. They do artwork, sing songs, play outside, go on walks and field trips. As they quit napping so much as they grown, they start participating in more structured learning time as well. My son has so much fun, in fact, that if there are ever tears at daycare from him, it is almost always when it is time to go home at the end of the day and say goodbye to everyone there.

The model of early childcare that Bright Beginnings offers is special, and I am so grateful to have found them. They are truly an asset not only to the surrounding neighborhoods, but Madison as a whole.

Sincerely,  
Kallie Abreu-Gonzalez  
S Gammon Rd  
Madison, WI 53719



**From:** Ashley Leonard  
**To:** Firchow, Kevin  
**Subject:** Review of bright beginnings day school :)  
**Date:** Friday, September 19, 2014 1:44:01 PM

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Our son attends BBDS and we couldn't be happier with care he receives! He is always happy to see his teachers and his friends when we arrive in the morning and the staff greets us with a smile and gives our son a hug upon arrival. When we pick him up, he always has a smile on his face and is having fun! They are either singing, dancing, doing puzzles, playing with toys, reading books or outside enjoying the weather!

They have a wonderful curriculum that is both informative and interactive for children of all ages. Upon pick up we are given a very detailed explanation of his day including, bottles, diapers, what and how he ate, how he napped, what activities they did, and anything he may be running low on :) He is also clean i.e. clean diaper, face and nose are wiped off, and clean clothes if his other clothes got soiled during the day.

We love the in-home setting! It's very loving, comforting, inviting and clean! We love that it's a small group and that our son receives both one on one attention as well as group experiences. The staff does a great job making our son feel safe and like he is at home.

We have developed close relationships with staff and know they truly care about our son. It's also been wonderful getting to know the other children and families as well! We plan on our son attending BBDS for the long haul as well as any future children we may have!

Sent from my iPhone

Dear Planning Commission

September 2, 2014

I am writing to you today to provide testimony supporting the Family Child Care program - Bright Beginnings owned by Sarah Tuttle. This program, which has been operating for over 8 years, is in full compliance with all applicable codes and must be able to keep their doors open.

I have know Sarah for approximately 12 years. She has been a good friend and fellow Family Child Care Provider peer. Sarah is a very energetic, humble and giving person. She cares deeply for the welfare of all children that come into her life and she is a loving mother of an awesome, confident brood of kids.

I have been a Family Child Care Provider here in Madison for 21 years. During this period I have taken on an active role in advocating on behalf of Family Child Care Providers all across Wisconsin. Many other communities across the State have similar rules to limit small businesses from operating within residential areas. However, in all other neighborhoods that I have come across Family Child Care has been excluded from these restrictions. Communities recognize the importance and benefits from having high quality care in their neighborhoods. In the past 5 years Family Child Care programs have dwindled from over 5000 to now barely 3000 regulated programs across the state. Many providers offer unregulated - less safe care that is not the best option for families. Stringent newly implemented rules and regulations along with the media rampage of child care subsidy fraud is to blame for this devastating loss.

Family Child Care has evolved so much in the past 40 years. It is no longer run by a stay at home mom - babysitting a few kids.....Its become a profession small business with the highest standards amongst any other small business I know. We have so many rules to follow that we create an asset to the community rather than a burden of any kind. The home and yards must be maintained in pristine condition. The inside of the homes have guidelines in place to limit and avoid accidents and to promote maximized child development. Teachers and staff undergo fingerprinting and strict background criteria. Traffic is limited since we have low enrollment numbers and many of our families bring multiple children to the program so that siblings can stay together - this also decreases the amount of drop offs and pick ups.

As you can clearly see by visiting the Department of Children and Families website ([www.dcfwi.org](http://www.dcfwi.org)) Sarah is one of the highest quality programs in Wisconsin. She takes her business and her career choice very serious. She provides a safe loving home to the children in your neighborhood. Please allow her to continue to give parents in our community the best possible care all of our children deserve.

Respectfully Submitted,

Silke O'Donnell  
Family Child Care Provider  
Vice President Local 373 Family Child Care Providers Together  
Treasurer AFSCME Council 40

**From:** Jessica Viesselmann Martinez  
**Sent:** Wednesday, August 20, 2014 8:13 PM  
**To:** Firchow, Kevin  
**Subject:** In support of BBDS

Dear Mr. Firchow,

Please accept the following testimonial in support of Bright Beginnings Day School:

Our daughter has been attending Bright Beginnings for a year and a half and we couldn't be happier. We started bringing her there when she was 10 months old and were amazed at how quickly she grew and blossomed after starting at BBDS. She still surprises us constantly with new words and concepts she has learned at school.

It is evident how much Sarah and all the teachers at BBDS care about the children as if they were their own. My daughter is excited to go to school every morning, even saying her teacher's names on the way to school.

Places like Bright Beginnings are rare to find! It's a true gem in the Madison childcare market and we feel so lucky to have a place for our daughter where we know she is happy, learns a lot and is nurtured.

With Kind Regards,  
Alejandro & Jessica Martinez



August 19, 2014

Kevin,

I am writing this letter in support of the Bright Beginnings Day School's request for a conditional use permit for their site at 1109 Moraine View Drive in Madison.

Through their sponsorship of various community/neighborhood events Bright Beginnings builds partnerships with the broader community of Madison. Through the high-quality child care they provide they support the businesses that employ the parents/guardians that choose Bright Beginnings Day School as their early childhood care provider.

Each site is staffed by dedicated and highly-skilled professionals. The Lead teachers at Bright Beginnings exceed the minimum education requirements established by State Licensing. Sarah closely monitors the staff to insure adherence to City Accreditation Standards, program philosophy and curriculum.

Bright Beginnings Day Schools are members of Satellite. We accredit family child care programs based on a set of quality standards established by the City of Madison. Among the other services Satellite provides to our members is accreditation and consultation. Accreditation and consultations allow providers and Satellite consultants to discuss the standards, programming and myriad other quality related issues.

Participation in the Accreditation process is voluntary. All three BBDS sites are City Accredited, signifying their desire to meet and maintain a higher level of quality beyond licensing. All three sites are members in good standing with Satellite, the City of Madison and State Licensing.

Sarah and her staff do an excellent job providing high-quality learning experiences for the children and strong support for the families in their care.

Sincerely,

Susan Engels

Consultant

Satellite

*"Supporting quality in family child care"*

**Firchow, Kevin**

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**From:** Courtney Wochos [REDACTED]  
**Sent:** Sunday, September 21, 2014 11:07 AM  
**To:** Firchow, Kevin  
**Subject:** Bright Beginnings Day School

**RE: Bright Beginnings Day School**  
1109 Morraine View Drive, Madison, WI

As a new member of Bright Beginnings Day School (BBDS), we could not be more pleased with the exceptional care and service they provide. We recently completed the day care search process in Madison and are currently enrolled at BBDS location 3 at 1109 Morraine View Drive in Madison. One of many reasons for selecting BBDS, and an important factor in our decision, was the location. The BBDS staff and experience they provide is certainly an asset to the local community. We are grateful to have the opportunity for our child to grow and learn with such a high quality provider in this location. It is concerning to hear there is any hesitation by the neighborhood to support this organization, and the changes it could mean for the providers and children that value it so much. We hope we do not have to worry about it. Thank you for your time and consideration.

Sincerely,

Courtney & Nick Wochos



# Satellite

Supporting Quality in Family Child Care

August 21, 2014

To whom it may concern:

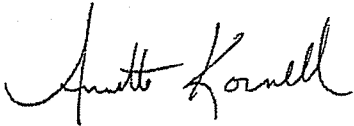
Sarah Tuttle has been a member of Satellite Family Child Care since 2003. In that time, she has worked to establish her Bright Beginnings Day School programs. Currently, all 3 of her BBDS programs have achieved City of Madison Accreditation through Satellite. Accreditation is a higher standard of quality in early care and education.

Sarah works to insure that BBDS1, BBDS2 and BBDS3 consistently offer high quality care for children and families in our community. She has developed a program model that works and she offers strong support to insure that her staff maintain the quality of the programming.

Family child care is a benefit to any neighborhood. It offers optimal care to families in areas where they live or work. The presence of a family child care program in a neighborhood also contributes to the safety and security of that neighborhood.

Please feel free to contact me for more information about accreditation or family child care. Thank you.

Sincerely,



Annette Kornell  
Director

**Firchow, Kevin**

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**From:** [REDACTED] on behalf of Melissa LeGrand [REDACTED]  
**Sent:** Saturday, September 20, 2014 6:17 AM  
**To:** Firchow, Kevin  
**Subject:** In Support of BBDS

Good Morning,

I have been a resident of the High Point estates neighborhood since 2004. BBDS has also cared for and taught my son a great deal. I can not say enough about the excellence of the program. They are doing great things to help children. They are working hard to improve lives and I do not understand how after this many years of serving the community their location might be in jeopardy. Please, please support BBDS so they can continue supporting the children and families they serve!

***Melissa LeGrand***

direct. 608.438.2130

**Firchow, Kevin**

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**From:** Becky Ploeger [REDACTED]  
**Sent:** Saturday, September 20, 2014 8:31 AM  
**To:** Firchow, Kevin  
**Subject:** In support of BBDS

Good morning,

Bright Beginnings Day School has made a difference for hundreds of children, many families and in the community. In a day where healthy learning for infants and preschoolers in a loving, home style environment is hard to come by, Sarah has been able to achieve great results. It's tough to see the opposition from afar. After 8 years of providing a safe haven and world class learning center, please consider this when hearing the parties deliver their sides on September 22.

Thank you in advance for your consideration.

Best regards,  
Becky

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## **Firchow, Kevin**

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**From:** Mindy Sorenson [REDACTED]  
**Sent:** Saturday, September 20, 2014 8:56 AM  
**To:** Firchow, Kevin  
**Subject:** In support of BBDS

Bright Beginnings is an amazing asset to the community. It offers families a home away from home for their children, where community, education, and caring is valued above all. They give back to the community by supporting other small businesses, and are involved in many community events. We absolutely love Bright Beginnings and don't know what we would do without them!

Mindy Sorenson

## Firchow, Kevin

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**From:** Gianna Catanzaro [REDACTED]  
**Sent:** Saturday, September 20, 2014 11:18 AM  
**To:** Firchow, Kevin  
**Subject:** Bright Beginnings Day School

Good morning,

I would just like to reach out to you and provide my experience with Bright Beginnings. It has come to my attention that there is a lack of support from neighbors surrounding the day care. To say that this is disappointing would be an understatement. The care and attention that is showered on my daughter from her providers there allows my husband and I to get through our workday. It allows us to know that our daughter Bianca is in the care of creative and articulate teachers. There is no greater gift to a working parent than the knowledge that there are people working with your child who truly have their best interest at heart.

When we come to and leave from Bright Beginnings we are very conscious of the neighbors space and property. Quite frankly given the times of pick up and drop off ( 7:30 and 4:30 ) most neighbors are also in transit, themselves on their way to work. I cannot for the life of me imagine why someone would not want beautiful, happy children in their area. As you may or may not know, finding someone you trust wholeheartedly to be with your child is quite difficult. Please consider my family in any discussions or evaluations of this wonderful day care. We hope to be with them for years to come!

Best wishes,  
Gianna Catanzaro  
Best Practice Professionals  
Phone: 608-240-0182  
Fax: 608-240-0185  
[gcatanzaro@onesourcedocs.com](mailto:gcatanzaro@onesourcedocs.com)

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## Firchow, Kevin

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**From:** vanessa martinez [REDACTED]  
**Sent:** Saturday, September 20, 2014 1:19 PM  
**To:** Firchow, Kevin  
**Subject:** In support of BBDS

Bright Beginnings Day School was a part of our family for 2 years prior to relocating out of Madison. I have consistently said that if I could transport the BBDS family with us to continue care for our son, I absolutely would! Sarah & the BBDS staff provided by far, the best care we ever received for our son, my only regret is that I wish we would have found them sooner. In terms of educational value, they go above & beyond what would typically be expected through a daycare program, my son consistently came home with new concepts he learned at daycare. He recently began 4k, and we quickly realized that he was beyond prepared for a kindergarten program and I absolutely credit a lot of that preparedness to Sarah & the BBDS staff. Along with the typical concepts they teach, they also cover sign language & Spanish, which is a great start for future languages. Sarah & the staff not only provided great educational content, but you can easily tell that they have a genuine love & care for the kids they care for. On days that my son was home sick, or otherwise absent, she continuously checked in with us to ask about his status, it was nice to know that her care didn't end as soon as he walked out the door. Overall, they offer an above & beyond daycare experience that I will continue to recommend to other families for as long as they are operating.

## Firchow, Kevin

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**From:** Heidi Kellihan [REDACTED]  
**Sent:** Saturday, September 20, 2014 2:02 PM  
**To:** Firchow, Kevin  
**Subject:** BB

I am a parent of a child at Bright Beginnings Day School. My daughter has been going to BBDS for 18 months and I can't say enough good things about their childcare. I have had my children in the Preschool Lab at UW and BBDS is the only place I would have my kids. There environment is so comforting and safe. My daughter is happy every day she goes to BBDS and I wouldn't trust my child with anyone else.

Thank you  
Heidi Kellihan  
608-217-7802

## **Firchow, Kevin**

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**From:** Cristy Krueger [REDACTED]  
**Sent:** Saturday, September 20, 2014 2:38 PM  
**To:** Firchow, Kevin  
**Subject:** support for BBDS

To Whom it may concern:

How will Miss Sarah ever run her daycare without me next year?" Quote from Jasmine, age 4.

Bright Beginnings has been

**Firchow, Kevin**

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**From:** Caroline Heberling [REDACTED]  
**Sent:** Sunday, September 21, 2014 8:21 PM  
**To:** Firchow, Kevin  
**Subject:** Planning commission meeting 9/22/14

I have been a day care teacher for Bright Beginnings Day School for 2 years. It is a great program for preschool age children. BBDS is a great asset to the community. They provide high quality in-home care for families that live in the area and also for those families that work on the city of Madison's west side. BBDS is a great 5 star program for children with such wonderful teachers and families and it would be so sad to see it close it's doors. BBDS wants to keep creating Bright Beginnings and futures for generations to come!

Thank you for your time,  
Caroline Heberling

**Firchow, Kevin**

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**From:** Amy Armstrong [REDACTED]  
**Sent:** Sunday, September 21, 2014 8:29 PM  
**To:** Firchow, Kevin  
**Subject:** Bright Beginnings Day School

To Whom it May Concern,

I understand that the Moraine View Drive location of the Bright Beginnings Day School is under review by the Planning Commission. I am writing to express my gratitude for the excellent care that my child receives at Bright Beginnings Day School. The school provides a safe and caring environment for my daughter, that is not institutionalized. In addition, they focus on activities within the community and neighborhood to model appropriate behavior for my daughter to become an active citizen of Madison. The location is always well kept and I am not aware of any noise concerns.

In addition to being respectful to the neighborhood, BBS continues to maintain a 5 Youngstar rating, a very desirable rating, indicating continual education and dedication to providing high quality education. It is hard for me to be away from my daughter on a daily basis, but it helps me to know that she thriving and receiving excellent care while I must work.

Thank you for considering this note as a letter for my support for Bright Beginnings Day School.

Sincerely,

Amy Armstrong

## Firchow, Kevin

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**From:** Ellie Kyser [REDACTED]  
**Sent:** Sunday, September 21, 2014 6:56 PM  
**To:** Firchow, Kevin  
**Subject:** Bright Beginnings Day School

Please accept this attached review for your meeting, thank you!

The staff at BBDS are great at keeping parents informed and involved. Each day that we pick up our son, we receive a personalized sheet telling about his day and the teachers also let us know about special things he did or things that stood out, including his mood for the day. I'm glad that our 10 month old son has children of his age and other ages to play with and interact with each day, as this promotes a healthy development and learning.

Thanks!  
Ellie and Adam Kyser



## Why I love and support BBDS

BBDS is a great, fun, and adventurous place to work. It's a place where you can drop off your child knowing that they will have the best day ever. Every day at BBDS the children gets to learn new things, get to do lots of fun activities, and go on fun field trips. I have worked at many daycare center, and I may have to say that BBDS is the only place I've seen the teacher treat the children with respect. The only place out all the daycare center, this place provide love and care for the children. You can tell that the children love it here and love spending time with the teachers. The bond between the teacher and child is beyond what you could wish for. They love each individual child with respect and care. BBDS is a place where they respect the parents and try to do what the parents ask for. BBDS always put the parents and children first. Not once in the last year that I've work here, I have never hear the teacher yell or mistreat the children. They always look after them and make sure they get what they need. BBDS does a lot of family get together, which bring everyone closer and all the parents and children get to meet and know everyone. BBDS is a place that I would strongly recommend to anyone is looking for a daycare. BBDS isn't just a good place for children, but also a wonderful place to work. I wouldn't change a thing about. Sarah Tuttle is a great, fun, honest, respectful, and responsible boss to work for. She respect her employees and always give a hand to help everyone. Not just the employee but all of her parents and children that she care for. It was a pleasure to have worked for her and be a part of bright beginning day school. You will never find a place like this, where everyone is treated equally. BBDS has the best care ever for the children. This place is one of the best, trusted, loving, caring, wonderful, and magnificent daycare. I wouldn't change anything about it. There's so much more about BBDS that make it an awesome daycare. But I hope you understand that even though, it's a home day care and neighbors may be complaining. Think about the children and the parents that love it there, not just them but the employees. Wouldn't you want your child to go to a daycare that you know you can trust and a place where the child love going to everyday? I know I would. As an ex-employee I support BBDS with all my heart to keep it stay open.

Sincerer,

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Candra Xiong

**Firchow, Kevin**

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**From:** Tony L. [REDACTED]  
**Sent:** Monday, September 22, 2014 1:36 AM  
**To:** Firchow, Kevin  
**Subject:** In support for BBDS

Although I do not directly affiliate with Bright Beginnings, my significant other has spent an extraordinary amount of time avidly working for Sarah Tuttle. Foremost, my significant other has had 5+ years in the field of childcare and has regarded Bright Beginnings as the best childcare service she has been employed at. The fact that this "in-home daycare", none lesser in quality than childcare centers, provides one of the best educational, nutritional and hygienic environment to best promote a healthy cognitive and motor development while establishing positive social behaviors for infants and toddlers. One out of the many reasons why I completely support Bright Beginnings is due to the fact that, not only does Sarah provide a high quality childcare service, but because of her great efforts in providing recreational/social activities for the parents and their children outside the hours of operation which exceeds the expectations of regular daycare.

Sincerely,

Tony Lor

## **Firchow, Kevin**

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**From:** Jessica Seay [REDACTED]  
**Sent:** Sunday, September 21, 2014 10:40 PM  
**To:** Firchow, Kevin  
**Subject:** In support of Bright Beginnings Day School

To whom it may concern,

Our two and half year old son has been under the care of Bright Beginnings Day School since he was 12 weeks old. Finding a daycare provider for him was one of the most stressful parts of becoming a new parent. However, on our first visit to Bright Beginnings, we knew we had found a special place. It was important to us that our son have the benefits of structured educational opportunities in an in-home setting. Sarah Tuttle and her staff provide a wonderfully loving and supportive environment, where our son is able to grow and learn about the world around him. Her staff handles the kids with an exceptional mix of professionalism and nurturing care. We value our son's ability to go on regular outings in the neighborhood and visit Elver Park for picnics and playtime. Bright Beginnings is a tremendous asset to the community by helping to grow kind and caring kids, Madison's most valuable resource.

Please feel free to contact me if you would like any additional information about our experience with Bright Beginnings.

Sincerely,

Jessica Seay

## **Firchow, Kevin**

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**From:** Kendra Donaldson [REDACTED]  
**Sent:** Sunday, September 21, 2014 11:16 PM  
**To:** Firchow, Kevin  
**Subject:** In support for BBDS

Hello my name is Kendra Donaldson and my daughter use to attend BBDS for 3 years until she started kindergarten last fall. This daycare mean so much to me and my family because of the care they gave her while she attended. I was having a hard time finding quality care for my daughter until I found BBDS that's when I knew that it was the right place for my family. My daughter and I had a long day going from daycare to daycare. BBDS was the last daycare I didn't know what I was going to do if my daughter didn't like the teachers. She instantly fell in love with Mindy her teacher, later that's all I will hear about was Mindy. As a single mother it's hard to find caretakers that you are comfortable leaving your children alone with. Right away I knew Bright Beginnings would become family. Please let other families get to experience the care I've gotten from them all these years.

## **Firchow, Kevin**

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**From:** Paul Vash [REDACTED]  
**Sent:** Monday, September 22, 2014 9:42 AM  
**To:** Firchow, Kevin  
**Subject:** Bright Beginnings Day School

To whom it may concern:

My wife and I currently send our two children, ages 4 years and 17 months, to Bright Beginnings Day School twice a week. When we were initially looking for childcare for our oldest son (then age 2) we stumbled upon the BBDS website (which is updated frequently and easy to navigate) and wrote to them about schedule, rates, and their curriculum. Sarah quickly wrote back and my wife and I were very pleased to find how flexible BBDS could be. The rates were comparable to other childcare centers nearby and it was easy to see how much individual attention our child would receive.

Each day every child is greeted warmly at the door, and when parents pick them up in the afternoon there are always updates on their behavior, activities, sleep, and curriculum. The amount of projects and art the children make is just wonderful and the amount of prep involved must be extreme! We've been recommending BBDS to other parents and at our respective employers because it is clear that the childcare providers really care about the children and go above and beyond expectations.

-Paul Vash

## **Firchow, Kevin**

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**From:** Ila Cipriano [grace42@gmail.com]  
**Sent:** Monday, September 22, 2014 3:45 PM  
**To:** Firchow, Kevin  
**Subject:** Bright Beginnings Day School

To Whom It May Concern:

I'm writing to provide my wholehearted endorsement of Bright Beginnings Day School.

My daughter has been attending for a year and a half. In that time I have been impressed again and again by not only the level of care, but the commitment of Sarah Tuttle and her staff to ensuring that the time the children spend at BBDS is time well spent.

My husband and I initially considered BBDS because of its setting--we wanted our daughter to be in an environment that's as close to home as possible. We chose BBDS because of the exceptional effort Sarah and her team put into making sure the children are learning while they play, and are getting the individual attention not available in larger daycare centers.

They have a strong curriculum, excellent planned activities outside of the center, and plenty of safe and fun toys to keep the kids engaged and happy to be there. On occasion, I've had difficulty pulling my daughter away at the end of the day because she's having so much fun. Most days, once we arrive she's immediately off and running, and not at all concerned with me leaving her there. I think this, more than anything, is testament to the quality of care BBDS provides. She feels extremely comfortable there without me, even now that she's in a "Mama phase" when no one else will do for hugs.

Thank you for your consideration,  
Ila Cipriano