



# Featured Speaker

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## Jerletha McDonald

**Jerletha McDonald** is one of the nation's leading voices in family child care business development. She has 20 years of experience in early care and education including owning and operating a family childcare center for 15 years and serving as the Chief Executive Officer and Founder of the ADFW Family Child Care Network.

Jerletha has dedicated her career to empowering family child care professionals. Her passion lies in the economic advancement of women in the field of early care and education with a strong focus on family child care. Her expertise spans event planning, consulting, and training, enabling her to develop innovative solutions and inspire transformative change. Previously serving as the Senior Manager of Membership & Volunteer Affairs for the National Association for Family Child Care (NAFCC), Jerletha has demonstrated exceptional leadership in fostering collaboration and growth within the child care community. A visionary leader and advocate, Jerletha continues to champion the importance of quality family child care while providing the tools and guidance needed for others to thrive in their professional journeys.

Jerletha presents at local, state, and national events. She served as a subject matter expert for the National Center for Quality Assurance, where she helped lead the ACF National Family Child Care Committee. Currently she is a Family Child Care Consultant for NAFCC's Leaders Shaping Leaders Fellowship and Communications Department. Jerletha has received numerous awards and recognition for business, leadership, and childcare excellence including being recognized by the Grand Prairie NAACP as one of the *Most Influential Women in Business*.



### Conference Sessions

Friday April 24

8:30 - 10:00 AM

Family Child Care: A Vehicle for Economic Mobility

3:00 - 4:30 PM

Measuring Social Media and AI for Marketing:  
Boost Enrollment & Community Engagement for  
Family Child Care