



The Parent-Child Home Program

Annual Report for Fiscal Year 2008

National Center Mission Statement:

The National Center of The Parent-Child Home Program provides training and technical assistance, oversight and quality control for sites replicating the program. The center is dedicated to advocacy and outreach in order to increase the number of Program sites and the number of children and families served by existing sites.

Program Mission Statement:

The Parent-Child Home Program, a research-proven home visiting model, prepares young children for school success by increasing language and literacy skills, enhancing social-emotional development, and strengthening the parent-child relationship.



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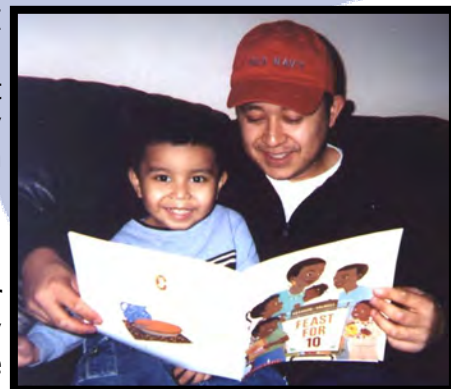


"The Parent Child Home Program is more than just a free books and toys program. It is a parent's earliest and possibly most significant opportunity to lay the foundation for a solid, longstanding, and unbreakable bond with their loved one."

-Jo Rourke, Program Participant

"That's one of the things I like about The Parent Child Home Program. It's not about telling people they are bad parents or even telling them how to parent; it's about reinforcing positive behaviors and sharing with the parent or caregiver that everyday moments can truly be learning moments."

—Marcella Taylor, Parent Participant & Home Visitor



"The toys and books weren't just toys and books, they were outlets for us, to believe that for that one hour of the day we could escape our sadness and focus on learning how to believe in ourselves just the same as you believe in our children, to believe in a

whole new world of reading and exploring. Your program shows us how to show the children something we forgot we had ourselves - believing in the joy of hope."

-Parent Participant, Suffolk County Homeless Site, New York



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Elizabeth Olsson, MST

Senior Development Associate

Melissa Blusonis

Communications and Outreach Associate

Melissa Biles, M.A.

Research Associate/Data Analyst

Michelle Newman

AmeriCorps/Volunteer Project Coordinator

Dina Shahverdi

Office Manager

Phyllis Levenstein, Ed. D. (deceased)

Founder

Letter From Our Executive Director and Board President

2007-2008 was a year of exciting change and growth for The Parent-Child Home Program. In accordance with the strategic plan adopted by the Board of Directors in June 2006, we have expanded our staff to enable us to enhance our ability to do outreach on behalf of the program and our sites across the country. We hired a senior development associate, Elizabeth Olsson, who had previously been an AmeriCorps/VISTA volunteer, a teacher with Teach for America, and worked for the Harlem Children's Zone. We also expanded our ability to provide locally-based program support and quality assurance in those states where we have large clusters of sites by hiring a full-time New York State Regional Coordinator, Andre Eaton, who had previously worked for Jumpstart and Covenant House. Carol Rubin, who had been the Coordinator of the Newton/Needham/Wellesley Parent-Child Home Program site for many years, is now our part-time Massachusetts Regional Coordinator.

This year we continued to expand the Program into new communities, opening additional sites in New York City, South Carolina, and New Jersey, and our first sites in Connecticut and North Carolina. We also expanded our international reach, opening a site in Dublin that is being overseen by a Coordinator who had previously worked at a Massachusetts Parent-Child Home Program site.

The Parent-Child Home Program was also delighted to welcome three new members to our national Board of Directors: Kristian Whalen, Principal, Vestar Capital Partners; James Molloy, Senior Vice President, Barclays Capital; and Melissa Skoog, *Co-Founder, on1ave.com*. Melissa previously worked for *Vogue*, *Marie Claire*, Banana Republic, and Prada. She was introduced to us when Prada selected The Parent-Child Home Program as one of the beneficiaries of its generous gifts to early childhood programs. We are looking forward to working with these three new board members to expand the Program to reach the many families on waiting lists in the communities we serve and the many communities with no access to the Program.

The Program received some wonderful media coverage this year (outlined in the "In the News" section). We are particularly proud that our outcomes were featured in a report on Title I and Early Education by the Washington, D.C.-based Center for Law and Social Policy. The report highlighted research from the Pittsfield, MA Parent-Child Home Program demonstrating that Title I eligible children who had both The Parent-Child Home Program and pre-kindergarten entered kindergarten better prepared than those who had only participated in pre-K. The powerful combination of two years of quality home visiting followed by a quality center-based program, put children 10 months developmentally ahead of those who only had the center-based program.

We continued to promote the value of home visiting as a national initiative, working closely with a group of national home visiting programs and other national early childhood and family support advocacy groups to support The Education Begins at Home Act (EBAH), S. 667; H.R. 2343, introduced by Senators Hillary Clinton and Kit Bond and Representatives Danny Davis and Todd Platts. EBAH would provide a federal funding stream to support home visiting programs, with the funds being distributed to the states and then by the states to the home visiting programs in their communities. We did briefings for House and Senate staff in April 2008 and brought one of our MA Coordinators to DC to speak on the briefing panel. In June 2008, a hearing was held on the bill in the House of Representatives, and The Parent-Child Home Program provided testimony which was included in the record. The bill was reported out of the Education and Labor Committee, the furthest the bill has moved since it was first introduced in 2005.

We thank all our donors and supporter for their generosity this year and their commitment to ensuring that every child in need has the opportunity to enter school ready to be a successful student, not just ready to be in school, but ready to excel and to soar to success. We look forward to working with you in the coming years to achieve this goal.

Thank you,



Thea Kelly

Thea Kelly,
President of the Board



Sarah E. Walzer

Sarah E. Walzer,
Executive Director

A Year of Achievements

October 2007: Art Rolnick, noted economist, speaks at Minnesota Parent-Child Home Program Outreach Event.

October 2007: The Parent-Child Home Program is featured in a new report by the Center on Law and Social Policy on the importance of Title I support for early childhood education

January 2008: Parent-Child Home Program board members, staff and families ring the Closing Bell at The New York Stock Exchange.



May 2008: Temple University Press publishes an updated version of Messages From Home, the 1988 book by The Parent-Child Home Program founder Dr. Phyllis Levenstein that describes the development and evaluation of The Parent-Child Home Program.

May 2008: The Parent-Child Home Program's Annual Conference brings together over 250 Site Coordinators, Home Visitors and others interested in home visiting and early literacy from across the country. The Conference features keynote speakers Megan Lambert, Instructor of Children's Literature Programs at The Eric Carle Museum of Picture Book Art and Dr. Nancy K. Cauthen, Deputy Director at the National Center for Children in Poverty at Columbia University's Mailman School of Public Health.

June 2008: The Seattle Business Partnership for Early Learning (BPEL), a business-led initiative to bridge the achievement gap for the most hard-to-reach, vulnerable children, completes a very successful third year of providing families with The Parent-Child Home Program. Children from the Seattle sites are now entering preschool ready to be successful students!

A Year of Achievements

- ★ **June 2008:** The Jewish Family and Children's Service (JFCS) of Minneapolis holds its first graduation ceremony for Parent-Child Home Program participants.
- ★ **June 2008:** The Parent-Child Home Program submits testimony to Congress in support of The Education Begins at Home Act.
- ★ **June 2008:** The first two Parent-Child Home Program sites in Chicago complete a very successful first year. They serve over 50 families, and plan to serve at least 90 families in the coming year.
- ★ **June 2008:** Graham Windham, a leader in quality programs for New York City's disadvantaged



children and families since 1806, opens the first Parent-Child Home Program site in Manhattan, serving families in Harlem.

The Parent-Child Home Program Continues to Grow!

Seven new Parent-Child Home Program sites opened:

Brooklyn, NY:	Brooklyn Women's Prison Association
Charleston, SC:	Charleston County School District
Chicago, IL:	Carole Robertson Center for Learning, Gads Hill Center
Central NJ:	United Way of Central Jersey, serving Middlesex and Somerset Counties
Yakima, WA:	Highland School District
Long Island, NY:	Child Care Council of Nassau County

The following Parent-Child Home Program sites were certified as authentic replications of The Parent-Child Home Program model during the 2007-2008 program year:

Massachusetts: Barre, Clinton, E. Wareham, Lawrence, Leominster, Lowell, South Hadley, Somerville, and Taunton.
New York: SCO/Queens, Inwood House/Bronx, and Center Moriches
South Carolina: Georgetown
Washington: Atlantic Street Center, Southwest Youth and Family Services, and Neighborhood House at Rainer Vista and New Holly

A Year of Achievements

The Parent-Child Home Program in the News!

- ★ **November 2007:** League of Women Voters praises Charter School/Parent-Child Home Program partnership in Buffalo.
- ★ **November 2007:** Easton PA's Parent-Child Home Program is featured on local PBS station.
- ★ **December 2007:** Boston's WBZ-TV features The Parent-Child Home Program's Newton, MA site.
- ★ **December 2007:** *The Seattle Times* features an article on the Seattle Parent-Child Home Program site.
- ★ **December 2007:** *Long Island Newsday* columnist Ellis Henican applauds The Parent-Child Home Program's successes.
- ★ **January 2008:** *Washington CEO* magazine features John Stanton, leader of the Seattle business group that is supporting The Parent-Child Home Program.
- ★ **February 2008:** The Parent-Child Home Program is featured in *The New York Times*
- ★ **March 2008:** WABC-NY features SCO's Parent-Child Home Program site in Brooklyn on the evening news, focusing on the importance of early education and parents being their children's first and best teachers.
- ★ **March 2008:** The Parent-Child Home Program's Executive Director, Sarah Walzer, is featured in the *Princeton Alumni Weekly* magazine.
- ★ **March 2008:** Local Long Island, NY newspapers, *Port Washington News* and *Garden City Life*, feature The Parent-Child Home Program ringing the New York Stock Exchange's Closing Bell.
- ★ **April 2008:** A cocktail reception held at Prada in honor of The Parent-Child Home Program is featured in *House Magazine*

The Parent-Child Home Program's National Center staff presented at conferences across the country in 2007-2008:

- ★ **September 2007:** Grantmakers for Children Youth and Families conference, Atlanta, GA
- ★ **October 2007:** National Even Start conference, San Diego, CA
- ★ **November 2007:** Title I Parents conference, Rochester, NY
- ★ **November 2007:** Council of Great City Schools conference, Nashville, TN
- ★ **February 2008:** Child Welfare League of America conference, Washington, DC
- ★ **March 2008:** National Center for Family Literacy conference, Louisville, KY
- ★ **April 2008:** Head Start Research conference, Philadelphia, PA
- ★ **April 2008:** Healthy Families New York, Albany, NY
- ★ **April 2008:** Thrive by 5 conference, Seattle, WA
- ★ **May 2008:** Prevent Child Abuse America conference, Milwaukee, WI

The Parent-Child Home Program Site Locations

CALIFORNIA: Fresno/FIRM, Los Angeles, Modesto, Santa Ana, Stockton/Charterhouse, Stockton/Lincoln USD, Stockton USD/EI Concilio

CONNECTICUT: Greenwich

DISTRICT OF COLUMBIA: Ward 5/ Georgetown University

FLORIDA: Monticello, Wauchula

ILLINOIS: Chicago/Carole Robertson Center, Chicago/Gads Hill Center

INDIANA: Franklin

MASSACHUSETTS: Barre/Quabbin, Boston Homeless Project, Boston, Brookline, Cambridge, Clinton, Dorchester, Fitchburg, Framingham, Greenfield, Lawrence, Leominster, Lowell, Lynn, Marlboro, Medford, New Bedford, Newton/Needham/ Wellesley, North Adams, North Adams/Child Care of the Berkshires, Northampton, Pittsfield, Plymouth, Quincy, Salem, Shirley, Somerville, South Hadley, Springfield, Taunton/Bridgewater, Waltham, Ware, Wareham, Watertown, Worcester

MICHIGAN: Ferndale, Pontiac

MINNESOTA: Minnetonka

NEW JERSEY: Central New Jersey United Way

NEW YORK: Brentwood, Bridgehampton, Bronx/Inwood House, Bronx/Graham Windham, Brooklyn/Excellence Early Learning Academy, Brooklyn/SCO, Brooklyn/ Women's Prison Association, Brownsville/ SCO, Buffalo, Centereach, Center Moriches, Central Islip, Child Care Council of Nassau County, East Ramapo, Freeport, Great Neck/ Manhasset, Harlem/Graham Windham, Mastic Beach, Nanuet, Nassau BOCES Homeless Project, North Rockland, Oyster Bay, Port Washington/Library, Port Washington/USD, Queens/SCO, Ramapo Central, Roslyn, Shirley, Suffolk BOCES Homeless Project, Westbury, White Plains

NORTH CAROLINA: Raleigh

PENNSYLVANIA: Altoona, Armstrong County, Beaver County, Bedford County, Cambria County, Columbia County, Easton, Erie, Fulton/Juniata/Mifflin Counties, Greene County, Hanover, Huntingdon, Indiana County, Lancaster, Luzerne County-East, Luzerne County-West/Tunkhannock, Luzerne County-South, Lycoming-Clinton, McKees Rocks, Monessen, Nanticoke, Northumberland County, Scranton, Philadelphia, Phillipsburg, Washington County

SOUTH CAROLINA: Camden, Charleston County SD, Clarendon SD #3, Columbia, Dillon SD#1, Dillon SD#2, Dillon SD#3, Dorchester SD#2, Dorchester SD#4, Florence SD#1, Florence SD#2, Florence SD#3, Florence SD#4, Florence SD#5, Fort Mill SD, Georgetown, Horry County Schools, Lancaster, Lexington SD#1, Marion SD #2, Richland SD #1, Williamsburg County Schools

WASHINGTON: Seattle-Southwest, Seattle-Neighborhood House/Rainier Vista, Seattle-Neighborhood House/Kent, Seattle-Atlantic Street, Yakima-Cottonwood, Yakima-Highland

BERMUDA: Hamilton

CANADA: Brandon-Manitoba

IRELAND: Dublin



Site and Program Data

The Parent-Child Home Program completed over 280,000 home visits in 2007-2008!

LANGUAGES SPOKEN IN THE HOME

There are over 70 languages spoken in the homes of Parent-Child Home Program participants

62% are English-speaking
28% are Spanish-speaking

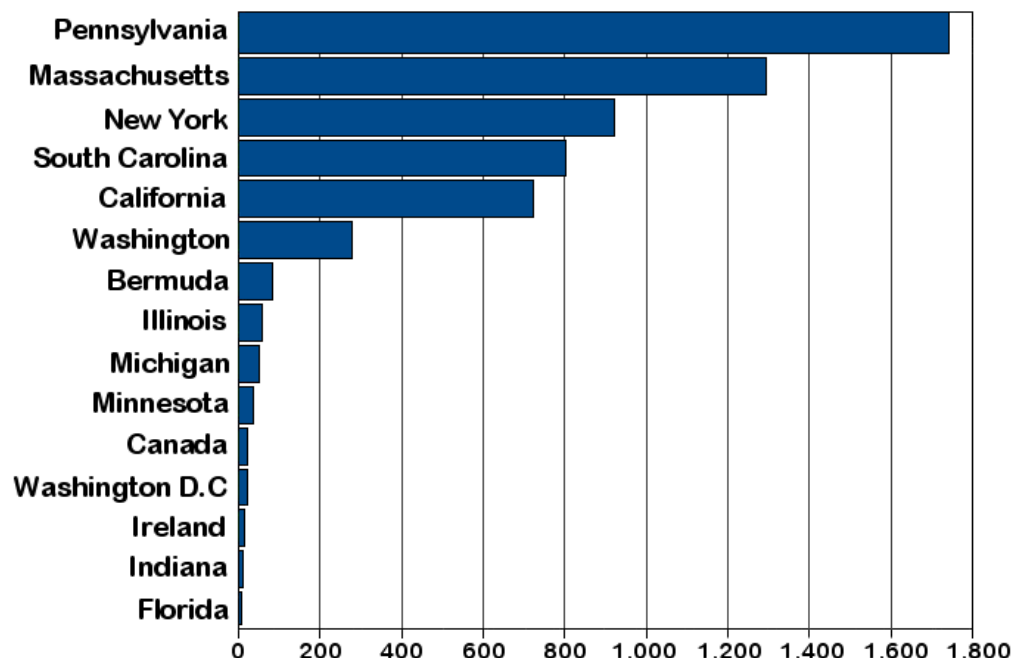
The next most frequently spoken 25 languages are:

- ★ Portuguese
- ★ Haitian-Creole
- ★ Somali
- ★ Vietnamese
- ★ Arabic
- ★ Cambodian
- ★ Cantonese
- ★ Mandarin
- ★ French
- ★ Tagalog
- ★ Urdu
- ★ Farsi
- ★ Hindi
- ★ Russian
- ★ Cham
- ★ Nepali
- ★ Twi
- ★ Amharic
- ★ Bengali
- ★ Punjabi/Hindi
- ★ Albanian
- ★ Gujarati
- ★ Italian
- ★ Oromo
- ★ Pushtu

INCOME RANGE

- ★ 81.6% of the Program families make under \$30,000/year
- ★ 59.9% of families earn under \$15,000
- ★ 41% of families earn under \$10,000

NUMBER OF FAMILIES SERVED BY LOCATION



The Parent-Child Home Program, Inc.

Financial Summary

Statement of Revenue and Expense for the Fiscal Years ending June 30, 2007 and June 30, 2008

REVENUE	2007	2008
Foundation Grants	\$586,946	\$695,860
Training & Technical Assistance Fee	238,805	216,218
Corporate/Individual	91,222	163,252
Special Events	89,713	110,724
Interest & Miscellaneous	55,041	46,316
Total Revenue	\$1,061,727	\$1,232,370

EXPENSES

Program Services	\$597,966	\$630,576
New Site Development	243,803	337,767
Admin	147,566	177,047
Fundraising	6,391	8,165
Total Expense	\$995,726	\$1,153,555

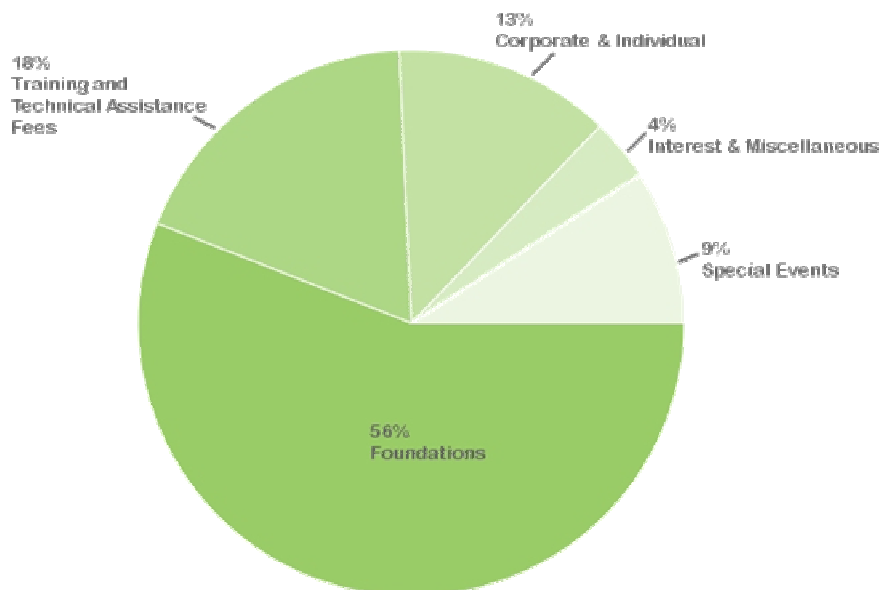
CHANGE IN NET ASSETS	\$66,001	\$78,815
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Net Assets – Beginning of Year	\$1,111,796	\$1,177,797
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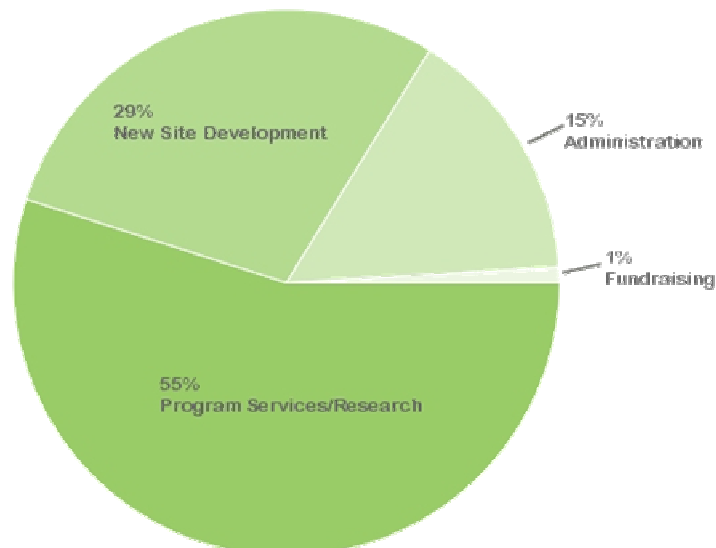
Net Assets – End of year	\$1,177,797	\$1,256,612
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Complete Audited Financial Statements for the fiscal years ending June 30, 2007 and June 30, 2008 are available from The Parent-Child Home Program, Inc. upon request.

Source of Funds 2008



Use of Funds 2008



From Program participant to Home Visitor: Marcella Taylor continues the cycle of success

Marcella Taylor first heard about The Parent-Child Home Program through a friend who worked at The Atlantic Street Center Parent-Child Home Program site in Seattle, Washington.

She and her daughter's father thought the Program was a wonderful idea, not only because it emphasized the things that they were already doing with one-year old Taylor-Corrine – like reading – but also because there was evidence that supported the Program. "We wanted to make her world bigger and give her every opportunity to succeed in life." The Parent-Child Home Program was the perfect opportunity! The benefits of having a home visitor were priceless and brought light and warmth to an otherwise dreary and rainy Seattle atmosphere. Marcella didn't have to take her daughter out in bad weather and in turn, Taylor-Corrine got to learn where she was most comfortable: her home!



Marcella Taylor (right) with Emily and Karla Grauzo, a family she works with at the Atlantic Street Center in Seattle, WA.

Marcella and Taylor-Corrine's father were thrilled that The Parent-Child Home Program reinforced their roles as their daughter's first and most important teachers. "In our case, it wasn't a matter of being bad parents and in most cases that's not the case. That's one of the things I like about The Parent-Child Home Program. It's not about telling people they are bad parents or even telling them how to parent, it's about reinforcing positive behaviors and sharing with the parent or caregiver that everyday moments can truly be learning moments."

Marcella and Taylor-Corrine had what Marcella calls "a wonderful experience". Taylor-Corrine looked forward to the visits from the Home Visitor, Salalah, and Marcella had fun learning about new ways to engage her daughter in learning. Every day errands like supermarket runs became an opportunity to ask Taylor-Corrine to find certain letters of the alphabet. By the end of the outing Taylor-Corrine was pointing out colors, numbers and letters for her mother to find! "Her vocabulary increased," says Marcella of her daughter. "We noticed that she preferred to look at books instead of watching TV. We developed a stronger bond and enjoyed being around each other even more than before."

After completing the Program, the same friend who originally introduced Marcella to the Program mentioned that the Atlantic Street Center site would love to employ Marcella as a home visitor. Since Marcella did not want to miss a second of Taylor-Corrine's earliest years, she waited until her daughter entered kindergarten to begin working. She has now been a Home Visitor for a year and a half and she absolutely loves it.

Marcella says that the best part about being a Home Visitor is that she gets to share in the successes of a variety of families from diverse ethnic and socio-economic backgrounds. "Despite the differences, there is one thing I have found as a parent and Home Visitor and that is that every parent wants the best for their child."

As for Taylor-Corrine, she is now in first grade and is doing wonderfully. Her mother absolutely attributes part of her success in school and love of learning to her involvement with The Parent-Child Home Program. "She loves to read and does so at an advanced level. She also loves to write and illustrate her own books. She plans to be President of the United States one day."

Thank You to Our 2007-2008 Supporters

Thank you to all those who have supported The Parent-Child Home Program's national center in 2007-2008. Your support enables the Program to reach out to new families in new communities, as we strive to ensure that all children have the opportunity to enter school ready to learn.

FOUNDATION SUPPORT

Citigroup Foundation
Clipper Ship Foundation
The Gal Foundation
The Stella & Charles Guttman Foundation, Inc.
Linden Foundation
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A.L. Mailman Family Foundation
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Pamela & Richard Rubinstein Foundation
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The State Street Foundation
Frederick Weber Charitable Corporation

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Dale Ponikvar
Morris Rowlett
Tai Chang Terry & F. Davis Terry, Jr.
Lee Townsend
Judith and Michael Walzer

\$500 and Above

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Dr. Barbara H. Baskin
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Eva Daily
-In memory of Isabel Nightingale Daily
Tom DeMarco
Stephanie Dietz
Rosemary and Daniel Fuss
John Gatsos
Aileen Grumbach
Helen and Peter Haje
Kenwyn and Andrew Kindfuller
-In honor of Monica Medina
Clare and Christopher Marx
Amy McIntosh and Jeffrey Toobin
Connie Miller
Robert Munroe
Stephanie Nickerson

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\$500 and Above (continued)

Euan Rocha
-In memory of Isabel Nightingale Daily
Linda Schreiber
Louisa and Daniel Tarullo
Jill and Francis Troise
Scott Willoughby
Alyssa Zeller and Adam Sheer

\$250 and Above

Anonymous
Judith Ammerman
Bunny and Fred Avril
John Capperella
Jennifer Geismar
Sandra Harris
Elena Kagan
Angie Karna
Doris and Stan Kertzner
-In memory of Robert Sunley
Robert Kuchner
Alice and Richard Kulka
-In memory of Phyllis Levenstein
Sandra Lazo and Donald Layton
Janice McNair
Everett Miles
Douglas Penick
Patricia and John Peters
-In memory of Rose Fleury
Nancy Phlegar
Joseph Porrino
Jeannette Price
Elinor Sachse
Pietrina Scaraglino and Joseph Varvaro
Michael Urciuoli
Simona Vassilev
Rebecca Walzer and Keith Goldfeld
Sarah Walzer and John Barrett
-In memory of Rose Fleury
Pamela Wilton and Scott Ulm
Kyle Wissel
Jeff Zorek

To \$249

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Dara and Bruce Baird
-In honor of Barbara Baskin
Ashley Berk
Phyllis and Sanford Bolton
Charlie Butts
Lisa and James Cerny
-In memory of Isabel Nightingale Daily
Rosalie and Leon Charney

-In honor of Doris Kertzner
Jane and Mortimer Chute
Bradley Clements and Jonathan Moore
Sara Jane Corwin
Laura Daily
-In memory of Isabel Nightingale Daily
Janine Daniell
Brett Donelan
Marilyn and Eli Dzen
Peter Edelman
Barbara and Sandy Elias
Mark Farley
Naomi Feldheim
-In memory of Rachel Feldheim
-In memory of Phyllis Levenstein
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Lucy Kennedy
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Karyn and Kenneth Marks
Doris Master
- In memory of Mark Master
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-In memory of Dr. Samuel Meer
Sabrina Mitchell
Michele and Alan Morrison
John Moss

Thank You to Our 2007-2008 Supporters

Thank you to all those who have supported The Parent-Child Home Program's national center in 2007-2008. Your support enables the Program to reach out to new families in new communities, as we strive to ensure that all children have the opportunity to enter school ready to learn.

To \$249 (continued)

Ellen and Donald Parker
Lila Pelton
Andrea and Mark Podolsky

To \$249 (continued)

Norma Rettek
-In honor of Doris Kertzner
Carmelle Robillard
Phyllis and Elliott Rosen
Alice Rosenfeld
-In memory of Phyllis Levenstein
Mary A. and Albert J. Santini
Ann Savit
Judith and William Schulte
-In memory of Isabel Nightingale Daily
Laurie and Bernard Spear
Gregory Spilberg
Penelope Strockbine
Robert Sunley
-In honor of Barbara Baskin

Marietta Telis
-In memory of Isabel Nightingale Daily
The Templeton Family
-In memory of Isabel Nightingale Daily
Betty Waxenberg
-In honor of Tina Levine
-In honor of Linda Rubano
Lindsey Wilkins
Carolynn and Michael Wiplich
-In memory of Phyllis Levenstein
Dr. Judith Wishnia and Arnold Wishnia
-In honor of Barbara Baskin
Terry Wolff
Ellen Wulforth
-In memory of Isabel Nightingale Daily
Adrian Zeffert
-In memory of Rose Fleury
Adele and Melvin Zuckerman
-In memory of Phyllis Levenstein

Thank You to the 2008 participants in the Putt-ing Families First Golf Outing.

Allstate
Capital One Bank
Citibank, N.A.
Law Firm of John Dietz
Frendel, Brown & Weissman, CPA
Fujitsu Consulting, Inc.
GEICO, O'Connor McGuiness and
Montfort Healy
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Tsunis & Gasparis
Visualize-Inc.
VVA Project Managers and Consulting, LLC
Vestar Capital Partners

