



*Insisting and  
Persisting*

## **Early Childhood Development: Making Progress in a Challenging Environment**

Advocates for young children - please join us for a free webinar to learn how to apply **Nobel Laureate Economist Professor James Heckman's** research in your advocacy efforts.

The webinar will be hosted by Rich Niemand, President/Creative Director of Niemand Collaborative, who is responsible for managing and maintaining the Heckman Equation ([www.HeckmanEquation.org](http://www.HeckmanEquation.org)).

Rich Niemand will talk about how to use Nobel Prize Laureate Professor James Heckman's work to argue that greater investment in early childhood education is both fiscally responsible and a budgetary imperative. He'll offer insights in how to connect with both progressives and conservatives at a time when all Americans are concerned about rising debt and our nation's economic future.

His recommendations can help California advocates develop common messaging to support investment in early childhood.

**WHO:** Advocates for Young Children throughout California  
**WHEN:** Wednesday March 14<sup>th</sup>, 11:30 am – 12:30 pm (PST)  
**HOW:** Reserve your space at [www.EarlyChildhoodMonterey.org](http://www.EarlyChildhoodMonterey.org)

Prior to the webinar, registrants will be sent instructions and resources for participation. (Webinars are a convenient and cost effective way to participate in learning activities. While the technology is very intuitive, it is important that you feel comfortable using a computer, the internet and a telephone.)

### **OTHERS OPPORTUNITIES:**

We highly recommend familiarizing yourself with Professor James Heckman's work by watching his videos at [www.HeckmanEquation.org](http://www.HeckmanEquation.org).

Also Professor Heckman will be speaking to business and civic leaders in Monterey County on March 8<sup>th</sup>. A webcast (a web-based video you can watch on demand) of that event will be available at [www.first5monterey.org](http://www.first5monterey.org) by Tuesday, March 13<sup>th</sup>.