

AWARDS & RECOGNITIONS

It is a great honor to be recognized for our daily efforts to create an environment for children to learn and thrive and for our team members to continue to build strong careers and lasting relationships with our families.

Since starting Kiddie Academy in the St. Louis market in 2014, we have been honored with the following awards from the Kiddie Academy Franchisor:

- **Educator of the Year (2016, 2019 and 2025)**
 - *This award is given to an educator at a franchised location who has exceeded standard performance in all areas associated with classroom instruction as well as child interactions, professional behavior and overall program quality.*
 - *From the very first moment a family walks through the doors, these educators are a source of trust, comfort, and inspiration. Their deep commitment to nurturing young minds is matched by their ability to connect with families, fostering a sense of community and belonging. They see each child as an individual, tailoring their approach to meet diverse needs while consistently upholding the highest standards in early childhood education.*
- **Director of the Year (2016)**
 - *This award is given to the highest performing Director who leads and maintains a Kiddie Academy location that is recognized within its community as a leader in early education and care.*
 - *This individual leads with passion, purpose, and an unwavering commitment to excellence. They consistently seek out opportunities for improvement, both within their Academy and in the broader early childhood education community. Their leadership fosters a culture of continuous growth, professional development, and meaningful impact.*
- **Brand Champion (2017)**
 - *This award goes to those leaders in our community who go above and beyond to help build and elevate the Kiddie Academy brand. These folks aren't just passionate – they're ambassadors who generously share their time by talking with prospective Franchise Owners, mentoring new ones, and stepping into leadership roles on the Franchise Advisory Council and Brand Building Committee.*
 - *Tom and Laura both served time on the Brand Building Committee.*
- **Franchisee of the Year (2024)**
 - *The Franchisee of the Year Award recognizes individuals who demonstrate attention to detail in all areas of operations, marketing and educational programming. The recipient is recognized for a commitment to excellence not only within the walls of the Academy, but in their entire community.*

- *These Franchise Owners go beyond business success. They embody the values of integrity, relationships, responsibility, curiosity, passion, and impact. They lead with purpose, mentor others, and champion initiatives that support children, families, and fellow entrepreneurs. Their Academies consistently earn recognition for quality, innovation, and excellence in early childhood education, setting the standard for others in the network. This award celebrates the leaders who serve as role models across the Kiddie Academy system, inspiring others through their dedication, leadership, and lasting contributions.*

- **President's Circle (2025)**

- *Induction into the President's Circle is one of the highest honors a Kiddie Academy Franchise Owner can achieve. This recognition is reserved for those who have demonstrated exceptional leadership, commitment, and influence within the Kiddie Academy system. It is not only a reflection of individual achievement, but also of a deep and lasting impact on the brand as a whole.*
- *To earn a place in the President's Circle, a franchisee must be named a Brand Champion, receive the prestigious Franchisee of the Year award, and actively contribute through service on the Franchise Advisory Council or Brand Building Committee. This rare combination of accolades represents excellence in Academy operations, brand stewardship, and collaborative leadership. President's Circle Inductees are leaders who elevate the Kiddie Academy experience for families, support fellow franchisees, and contribute meaningfully to the future direction of the brand. Their insight, dedication, and service exemplify Kiddie Academy's core values and set the standard for others to follow.*

- **Numerous Life Essentials awards**

This award recognizes the Academy that goes above and beyond in implementing Life Essentials® with creativity and passion. From classroom instruction to family engagement, every aspect of the Academy reflects the core principles of the curriculum: developmentally appropriate practices, character education, health and fitness, and a strong focus on cognitive and social-emotional growth. The Life Essentials Award celebrates the meaningful, everyday work of making learning come alive, and honors those who create environments where children thrive, educators are empowered, and families feel confident in the foundation being laid for lifelong learning.

- **International Franchise Association: Franchisee of the Year (2024)**

- *After receiving Kiddie Academy's prestigious Franchisee of the Year award, we were nominated and received the same recognition with the International Franchise Association. The awards recognize franchisees among IFA's member brands for achieving in business, giving back, creating opportunities for others, and supporting the franchise business model.*

These accolades truly belong to the team members who have committed and dedicated themselves to our organization each and every day-- sharing their talents and expertise to serve children and families by delivering on our Life Essentials® and Character Essentials curricula. We have been honored by those individuals who gave their very best to make us look our very best.

With gratitude and pride we share these achievements!

Tom Keller & Laura Eads