



POPPINS EDU-CARE NEWS

Issue 5 | January 2012



President/CEO
Poppins Corporation, Japan

MISSION STATEMENT

Poppins Corporation will celebrate its 25th Anniversary on March 9 2012. I feel strongly that 2012 will be a very important year for Poppins as the Corporation makes organizational adjustments to take it beyond its 25th Anniversary. However, to make organizational change successful, staff have also to make individual adjustments that include changes in awareness and mindset to connect to Poppins Corporation's objectives now, and in the next generations. Even as we go forward, we remember the many victims of last year's Tohoku Earthquake and Tsunami and I extend my heartfelt sympathy to all those who continue to be affected by this disaster. I am proud of the citizens of Japan who have been lauded world-wide for their order, dignity, tenderness and patience in the face of such calamity. I believe that it is crucial that these qualities be inherited by our children - the next generation of Japanese.

中村 紀子 *Noriko Nakamura*

Noriko Nakamura, President and CEO

1. New Corporate Divisions at Poppins Corporation

In September 2011, Poppins re-organised the corporate divisions to meet the developing fields of work in which Poppins specialises. At the same time Poppins Corporation changed the Japanese name of the company to - Kabushikigaisha Poppins - and introduced a new Japanese logo. By August 2011, Poppins Corporation had moved Head Office to the fifth floor open-plan office within the larger Hiroo Plaza Building, a landmark building in a cosmopolitan area of central Tokyo. These changes have been made in preparation for the celebrations of Poppins Corporation 25 Years of Achievement, which has been delayed until March 2013.



President Nakamura with staff in The Poppins Hall

株式会社 ポピンズ

New Japanese Logo



Hiroo Plaza Building, Tokyo

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FROM THE EDITOR

As Poppins Corporation enters its 24th year, new projects develop not only in the provision of diverse Edu-Care Services for young children but also in the VIP Care Services for the increasing number of elderly people in Japan. To enable Poppins Plan Perfection, for which they are known, the Corporate Divisions have recently been re-organised and the Head Office moved to larger premises to accommodate the increasing number of staff, including bilingual-English staff to manage new domestic and international projects.

Poppins is proud to be recognised as a Corporation continually adapting to the changing needs of Japanese society.

榎 麻子 *Maiko Todoroki*

Maiko Todoroki, MBA (Insead)
Director Corporate Planning Division

2. Poppins VIP Care Services

For many years, Poppins Corporation has been training staff to work with the elderly as Professional Companions supporting daily activities and improving the quality of life of those who live with their extended family or alone. Poppins VIP Carers may be residential or daily, fitting into the needs of each individual family. For example, Poppins VIP Carers can accompany family members to celebrations like Weddings, Concerts or even Exhibition according to their hopes and dreams so making the final stages of their lives more enjoyable and meaningful.
www.poppins.co.jp/english/vipcare/index.html



A walk along the beach

3. Poppins - Japan Life Saving Association Joint - Event

In October the 37th All Japan Life Saving Championship was held on Katasenishihama Beach (Fujisawa City) organised by Japan Life Saving Association (A non-profit Organization). Poppins Corporation co-sponsored this Event, setting up a booth for children and arranging Beach Flags Races supported by professional Life Guards. This event was a great opportunity to provide children with new experiences and Poppins Corporation plans to co-sponsor the Event again in 2012.



Poppins staff with Life Guards

4. Poppins Nurseries Perform at Tokyo Disney Land

Tokyo Disney Land holds an annual singing performance every November. Last year, Poppins Nurseries participated in 'Tokyo Disney Resort Performers Dream Festival - Little Angel Carolers' singing both Japanese and English songs. Their performance was greatly appreciated by the audience and will be a lasting memory for the Poppins families and children who participated in this Christmas event.



Poppins children on stage

5. Norland College, UK, Summer Course

During Summer 2011, Poppins held their annual Summer Course at the prestigious Norland College in the historic English city of Bath. The Norland Summer Course introduces the various approaches and current trends of UK early childhood education. The Course provides unique educational and cultural experiences through guided educational visits and the first-hand observations of UK parenting methods in home-stays with selected families with young children. Registration for Poppins Norland Summer Course 2012 (July 25 to August 10) is now open.
 Details from +81-(0)3-3447-5826 or ml_kyoiku@poppins.co.jp.



Outside Norland College

6. Harvard University, USA, Training Programme

Poppins Corporation hosted the 5th Harvard University Training Programme in Early Childhood Education at Harvard Graduate School of Education August 2011. The main features of the Harvard Programme are to introduce the latest research through Sessions with prominent researchers in the fields of Neurology/Brain Sciences, Developmental Psychology, and the Italian Reggio Emilia Educational Approach. Poppins Corporation collaborates with Dr. Mardell, in research on "Documentation" and participants discussed the research theme under the guidance of Dr. Mardell and Poppins Advisor, Prof. Kiyomi Akita of Tokyo University. In 2011, President Nakamura invited Mrs. Liz Hunt, Principal of Norland College, UK, to join the Harvard Training Programme. President Nakamura, who led the visit, organized future collaboration in International Child Sciences between Poppins Corporation, Japan, Norland College, UK Harvard Graduate School of Education, USA. Enquiries 81-(0)3-3447-5826 or ml_kyoiku@poppins.co.jp.



Principal Hunt, President Nakamura, Professor McCartney



Visit to local Care Centre

7. Stanford University, USA, Training programme

Poppins Corporation hosted the 6th Training Programme for Infant Education at the University of Stanford November 2011. The programme consisted of visiting Google Inc Child Care Centres, the famous Nueva School for gifted children, internships and lectures by Stanford University Professors including Professor Stipek, Dean of Education and Professor Dweck, Psychology Department. Enquiries 81-(0)3-3447-5826 or ml_kyoiku@poppins.co.jp.



Poppins Staff with Dr. Carol Dweck at Stanford University



A one-day internship Programme at Bing Nursery

8. Additional New Nursery Openings

Poppins Nursery Planning Consultants spent 1 year planning the 2 Corporate Nurseries advising on interiors and exteriors based on 22 years experience. Although Poppins were allocated only 3 months to plan Yayoi Public Nursery, authorised by the Japanese Government, Poppins managed to open Yayoi Nursery on time in November.

Merries Garden (Kao Corporation/Tokyo), September 1

Kids Garden (Daiichi Sankyo Nihonbashi Tokyo), October 14

Yayoi Public Nursery, Nadeshiko Branch (Nakano, Tokyo), November 1



Merries Garden (Kao Corporation/Tokyo)



Kids Garden Daiichi Sankyo Nihonbashi (Daiichi Sankyo Co., Ltd. / Nihonbashi, Tokyo)

9. Poppins Keiki Hawaii updates

The Summer Programme 2011 at Poppins Keiki Hawaii (PKH) has become so popular that the Centre had to turn away many families. This Summer a new programme was introduced, which included popular Hula lessons. From December 2011, the PHK Outdoor Activity Programme was up-graded to include an exclusive Bishop Museum Kids Tour to find out about Hawaii run in collaboration with JALPAK (Japan Airlines).

Enquiries +81-(0)3-3447-2119 or hawaii@poppins.co.jp.



PKH Hula Instructor, professional dancer



Families enjoy Hula experience!

10. Poppins Interenational Pre-School Tokyo (PIPS)

Poppins International Pre-School (PIPS), founded 7 years ago, continues to leave a mark of distinction amongst Tokyo English-speaking International Schools by offering British early childhood education for very young children aged 1 to 3 years. During the Autumn Term, PIPS staged several different school events where families were given the opportunity to become more involved in their child's school life. These included celebrating Halloween, Thanksgiving and Christmas.

Admissions at pips@poppins.co.jp

Further information in English www.poppins.co.jp/pips/index



PIPS singing outside



Making Jack-O-Lanterns for Halloween

11. Poppins Active Learning School (Poppins ALS), Tokyo Events

Student numbers increased to over 50 children from 6 months to 4 years as the reputation of the ALS's discovery based methods of education, led by specialist subject teachers become more widely acclaimed. ALS's unique learning-friendly environment soon make very young children 'feel-good' which is essential if learning is to take place naturally. ALS's most popular programme this term was the Art and Sensory Programme in which professional artists led children to discover their own styles of expression through exposure to a variety of techniques and materials. Other popular programmes included the Music programme overseen by internationally renowned pianist, Yukio Yokoyama, and the bilingual English programme taught by native English speakers.

Admissions at activelearning@poppins.co.jp.

Further information in English www.poppins.co.jp/english/activelearning/index.html



Art Programme in Tokyo Mid-Town Park



Sensory Programme