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GEN XERS

"Newborn cry all night? Hire a sleep nanny"

April 2008

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GEN XERS

OBSERVATION

Newborn cry all night? Hire a sleep nanny

WHAT'S HAPPENING

WHAT THIS MEANS TO BUSINESS

- Hush, worried parents, don't you cry. The sleep nanny's gonna sing your child a lullaby. Chicago's Hush-a-Bye Baby Nanny Service specializes in helping infants snooze through the night so Mom and Dad can get a little rest.
- Nannies stay cribside with the child, using consoling techniques that help babies learn to self-soothe. The goal? 10 to 12 hours of uninterrupted slumber with no crying, no feedings or pacifiers and no rocking back to sleep.
- Sleep training takes about three months (four months for twins). During that time, nannies coach parents to take over when they leave.



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Values

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control

convenience

comfort

vitality

Macrotrend

Health MonitorSM

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Contact us for more information on Iconoculture services.

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Media Sheet

Daily Candy Kids Chicago

"Sleep of Faith"

March 10, 2008

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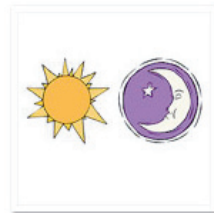
[DAILYCANDY](#)



March 10, 2008

Sleep of Faith

Hush-a-Bye Baby Day & Night Nanny Service



Your newborn doesn't care if mama buys her a mockingbird.

She'll scream bloody murder until she gets a bottle, a boob, or the Hush-a-Bye Baby Day & Night Nanny Service. Run by "Sleep Nanny" Rose Calderone, it specializes in getting babies to snooze through the night. Nannies stay cribside, using

consoling techniques to help little ones self-soothe.

Sleep training (twelve full hours of downtime with no crying or pacifiers) usually takes three months for singles and four months for twins. During that period, nannies coach parents and even find time to do household tasks like baby's laundry.

And that's worth all the diamond rings in the world.

Hush-a-Bye Baby Day & Night Nanny Service (773-772-8846 or hushabyebaby.biz).

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Media Sheet

Chicago Tribune, Tempo
"When midnight is high noon"

April 25, 2007

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When midnight is high noon
[Chicago Final Edition]
Chicago Tribune - Chicago, Ill.
Author: Beth Finke
Date: Apr 25, 2007
Start Page: 4
Section: Tempo
Text Word Count: 424

Abstract (Document Summary)

[Carol Reinheimer], of Elmhurst, started working nights at FedEx because it was the only shift available at the time. Esther Vandergrift, a veterinary technician in Crestwood, wanted to be home, in Midlothian, with her kids during the day. Rose Calderone, a night nanny specializing in sleep training for infants, including twins, was looking for a way to do her work with few distractions. "I'd been working as a day nanny, but I was frustrated with the level of contribution I felt I was making," says Calderone, whose Chicago company is called Hush-a-bye Baby. "The night shift is peaceful; there are no distractions with people or phone calls. It gives me a chance to have a deeper and more long-lasting effect with the children."

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