

Nannies Found and Placed with Loving Care *By Tracy Moran*

When Windy Pierce competed on the pro bodyboarding circuit, opponents tended to underestimate her. "People would trip out when they saw me," says the 30-year-old Cardiff native, "because I look kind of frail, so they expected me not to be able to duck dive under the waves."

Not only could she duck dive, she could execute difficult maneuvers such as 360s and el-rollos with such expertise that she won the Bodyboarding International Association championship three years running and won a spot on the U.S. team.

But Pierce didn't spend all her time in the water competing. During this same period, she was working toward two degrees – English and sociology – at the University of California San Diego. And in her spare time? She launched a nanny referral business, lovingnannies.com.

You underestimate this woman's tenacity and passion at your peril. Her mother, Sara Pierce, says her daughter has always been a multitasker.

"She's never idle," Pierce says. "I could tell even when she was young, just starting kindergarten, she was really motivated."

This type of focus carried her through the first years of running Loving Nannies. She took out loans and worked all hours.

"If the phone rang at 6 a.m.," Pierce says, "I picked it up. I worked like a maniac for the first few years."

She was inspired to start her own agency after signing up with a few nanny referral agencies that she found in the phone book.

"I didn't know the process," Pierce says. "But within just a few minutes of interviewing me on the phone, (the agencies) sent me out on these jobs. They did nothing to find out about my background."

Even more appalling, Pierce discovered that the agencies had deceived the families seeking nannies by claiming to have met with her.

Pierce realized there was a better



Windy Pierce went from being a champion on the bodyboarding circuit to owner of a nanny referral agency.

way. One morning she woke up with the idea for Loving Nannies crystal clear in her mind.

One hallmark of her service is the extensive background checks she requires, in addition to a face-to-face interview. She relies on Nancy Fastenau's Employment Background Information and Angel of Guardian nanny background checks.

Fastenau says she "values (Pierce's) expertise and business sense."

"There are not many people in her field who make sure the backgrounds of her potential nannies are cleared and safe before she places them in a home with children," Fastenau says, adding that she considers Pierce's emphasis on children's safety to be her most important attribute. It's a characteristic both women share.

"I am in it for the children," Fastenau says, "and I only feel comfortable doing business with the same. Not

many other companies hold children's safety as their highest priority – above making a profit."

This business philosophy is also behind Nanny Care, Inc., a 2-year-old offshoot of Loving Nannies. This newer venture is billed as "an elite nanny service," and caters to "high-profile families and individuals within the financial, entertainment and sports industries," according to information from Pierce. Ultimately, Pierce wants all her nannies and families to be happy with their placement.

"My heart and soul are in it because it's a reflection of who I am," Pierce says. "I love kids. I've been a nanny and I've worked so hard to create my company. I will bend over backward for my clients and for my nannies." ☺

For more information, visit lovingnannies.com or e-mail info@lovingnannies.com