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Dr. Stevanne Auerbach, known as "Dr. Toy," is an expert in play, toys, children's products, education, parent education, child development, child advocacy, child psychology, child care and special education. She is the author of 15 books.

She is a frequent speaker and writer on toys and children's products. She selects and evaluates the newest and best toys and other products for the annual feature Dr. Toy's 100 Best Children's Products and provides other programs and resources year round.

Dr. Toy frequently appears in the media. Interviews have been on The Today Show, The Donahue Show, Hour Magazine and many other talk shows on radio and TV throughout the country including Good Morning Texas. She contributes articles, features, interviews and quotes in newspapers and magazines including The New York Times, LA Times, Washington Post, USA Today, The Boston Globe, Miami Herald, Chicago Tribune, Kiplinger Magazine, U.S. News and World Report, Working Mother, Ms., Parents, Parenting, Child, Parenting Publications of America, Money Magazine, Bottom Line Personal, and many more.

Born in New York City, Dr. Auerbach attended Queens College, and was a teacher in New York City, Maryland and the District of Columbia. In Washington, D.C., she worked as the Education Coordinator of Arena Stage's first Theatre in Education program. Later, as a staff member of the US Department of Education and the Office of Economic Opportunity, she was responsible for evaluating Title 1 programs, approved the first grant to *Sesame Street*, organized the first in-house child care center for employee's children (still operating as a model for government child care), was the government representative and planner on the Day Care Forum of the 1970 White House Conference on Children, and developed a \$2.5 million National Research and Development Program on Child Care at the Office of Economic Opportunity.

After completing an MA at George Washington University and a Ph.D. at the Union Institute, she focused on writing, consulting and speaking with emphasis on family issues. Her newest book, *Dr. Toy's Smart Play/Smart Toys: How to Raise a Child with a High PQ(Play Quotient)* now published by Educational Insights (www.educationalinsights.com) was first published by St. Martin's Press, Griffin Trade Paper, 1998. It focuses on the importance of play and the selection of the most appropriate playthings from baby to older children. Among her other published books, *F.A.O. Schwarz: Toys for a Lifetime: Enhancing Childhood Through Play* (Rizzoli/Universe on classic toys) *The Toy Chest*(Lyle Stuart) is the most comprehensive review of the history, industry and selection of toys. Her book, *Keys to Choosing Child Care* (Barron's Educational Services) the first guide of its kind for parents (1973) was recently revised. Her book, *The Whole Child: A Sourcebook for Parents* (Putnam/Perigee) provided information and resources on parenting. Two tapes, *Tips on Toys* and *Tips on Choosing Child Care* have been produced.

Dr. Auerbach was the founder/director of the innovative San Francisco International Toy Museum located from 1986-1990 in the historic Cannery in Fisherman's Wharf (the October 1989 Loma Prieta earthquake forced the museum to close). This was the first museum where children could see both the history of toys and play with and test new toys and other products. During the three years it was open, more than 100,000 visitors from all over the world came to enjoy the unique Toy Museum.



DR. TOY CONSULTS WITH A PATIENT
PHOTO CREDIT: ANTHONY PIDGEON, EAST BAY EXPRESS

Dr. Auerbach provides workshops on parenting issues in workplaces and in communities. Presentations have included Levi Strauss, Pacific Bell, UCSF, Department of Social Services, Federal Reserve Bank and in schools throughout the country. She presents resources for teachers at the National Association for the Education of the Young Children (NAEYC), and for state and local groups throughout the country. In 1992, she produced the Bay Area Education Celebration in two sites in San Francisco and Marin County. Exhibitors focused on life-time learning included SEGA, Kaiser Permanente, Industry Education Council of California, The Bay Guardian, KQED, School Districts of S.F. and Marin, Encyclopedia Britannica, Discovery Toys, Golden Gate University and others.

She is a long time member of the National Association for the Education of Young Children (NAEYC), American Society of Journalists and Authors (ASJA), Women in Toys (WIT), American Specialty Toy Retailing Association (ASTRA), American Personnel and Guidance Association (lifetime member).

Dr. Stevanne Auerbach is the Director of the Institute for Childhood Resources, in San Francisco, founded in 1975. Dr. Auerbach produced a syndicated column, Dr. Toy, for *King Features* for five years. Her monthly on-line magazine, Dr. Toy's Guide, presents Dr. Toy's awards for the best educational, developmentally appropriate toys and children's products and other features. She writes now for Fotopress International (in 40 countries). You can find it on-line at: <http://www.drtoy.com>

Summary of Dr. Stevanne Auerbach's Child Care Activities

1960

- o Trained as a teacher of elementary grades. Taught in New York City, Montgomery County and District of Columbia. Experience in youth groups, camping, swimming instruction, and care of children.

1966

- o Became the mother of a daughter and soon afterwards became a single mother.

1966-70

- o Organized the first child care center for the children of federal employees in the Office of Education. The Center located at the Department of Education headquarters has continued as a model for all of these years.
- o Testified on the need for child care for federal employees (U.S. House of Representatives). Education and Labor Committee in conjunction with Hearings on "Comprehensive Child Care Legislation." Testimony in the Hearings document.
- o Government Consultant to the White House Conference on Children (1970) Child Care selected as number one priority among 5000 delegates.
- o Program Specialist on Child Care, at the Office of Economic Opportunity, Program Development, for a national \$2.5 million Research and Development Program on Child Care services. Responsible for developing plans, strategies, publications, conferences. Licensing Standards, Windows on Day Care Publication, Airlie House Conference on curriculum and reviewing hundreds of proposals. Traveled extensively throughout the country to visit child care programs of all kinds. The presidential veto of the legislation (passed both houses of Congress) stopped the program.

1971-73

- o Enrolled in Union Graduate School for Ph.D. studies. Conducted the first "Cross Cultural Study of Parental Expectations for Child Care in San Francisco." Interviewed mothers, often with translators, and visited dozens of programs throughout the city. The report published by the Far West Laboratory for Educational Research and Development, and sold over 500 copies. The study was replicated on a national level by a large consulting firm under a government grant (ABT Associates)

1973-76

- o Coordinated the first San Francisco city-wide professional conference for "The Week of the Young Child." Developed the program combining workshops, exhibits, and speakers. The very successful event took place at the Marina Junior High School.
- o Produced a special for KQED "The Children are Waiting," which showed the issues of child care from many perspectives. On the program were single mothers, many high school students who after having baby were trying to complete school, views of programs, plus discussions with Senator Milton Marks, Trina Robbins, and other mothers.
- o Met with Supervisor Dianne Feinstein to discuss the importance of child care. When she later became Mayor she established an office for child care, a first in a Mayor's office.
- o Produced a four volume series on the how to's of child care Child Care: A Comprehensive Guide. Senator Walter Mondale, Congressman John Brademas, Ed Zigler (the first director of the Agency for Children, Youth and Families) and Jeanette Watson (Director of Early Childhood for the state of Texas) each wrote a foreword for one of the editions.
- o Wrote and published a guide to help parents locate good child care, Choosing Child Care, the first book its kind. The book was published later by E.P. Dutton and then Barrons Educational Series as the first book in the Family Series.

1979-1989

- o Wrote *Confronting the Child Care Crisis* for Beacon Press. A book that reports on the political and social issues involved in providing quality child care programs.

- Continued writing articles on the subject of child care for national, state and local publications.
- Reviewed books for professionals in the child care/early childhood field for Day Care and Early Education Magazine.
- Revised Choosing Child Care (1981) for E.P. Dutton.
- Speaker and consultant on child care for professionals, parents, architects and other groups.
- Active member of Day Care and Child Development Council, National Association for the Education of Young Children (speaker at every conference for 25 years), Family Resource Coalition, Children's Defense Fund, and many other groups.

1991

- Revised Keys to Choosing Child Care for Barron's Educational Series.

Complete Listing of Publications by Stevanne Auerbach, Ph.D./Dr. Toy

Books:

- Dr. Toy's Smart Play/Smart Toys: How to Raise a Child with a High PQ (Play Quotient). Rancho Dominguez, CA: Educational Insights, 2004. 245 pp. \$13.95. ISBN 1-56767-652-9.
- Dr. Toys Smart Play Smart Toys. New Delhi, India: Sterling Publishers, 2006. 256 pp. rs 275 ISBN 812073073X.
www.sterlingpublishers.com
- Dr. Toy's Smart Play: How to Raise a Child With a High P.Q. (Play Quotient). Happy Family Publisher/Plan for Kids 83/29 Moo 6 Ngamwongwan Rd. Toongsonghong, Laksi, Bangkok 10210 Thailand. 2004. 292 pp. \$13.00. ISBN 1-56767-652-9. www.planforkids.com
- Juego Inteligente Juguete Apropiado. Barcelona, Spain: Essential Minds.2005 ISBN 84- 96260-65-8 www.essentialminds.com
- Dr. Toy's Smart Play: How to Raise a Child With a High PQ (Play Quotient). Shanghai: Shanghai Bookstore Publishing House. 2002. 244 pp. \$18.00 ISBN 7-80622-440-8 G 67-652-9 (out of print).
- Spielerische Intelligenz mit welchem Spielzeug. Beustverlag GmbH, Postfach 140149, 80451 München Germany 2001. 336 pp. Photos and illustrations. (cloth). ISBN 3-89530-066-7 (out of print).
- Toys For a Lifetime: Enhancing Childhood Through Play. Universe/Rizzoli Publishing/ FAO Schwarz, 1999. 144 pp. \$25.00; (cloth) 50 color photos. ISBN 0- 7893-0355-8.
- Dr. Toy's Smart Play: How to Raise a Child With a High PQ (Play Quotient). New York: St. Martin's Press. Griffin Edition. 1998. 288 pp. \$13.95 ISBN. 0-312-18089-6.
- Keys to Choosing Child Care. New York: Barron's Educational Series, 1991. 152 pp., \$5.95 (paper) ISBN 0-8120-4527-0.
- The Toy Chest: A Sourcebook. New York: Lyle Stuart, 1986.226 pp.; \$19.95 (cloth)ISBN 0-8184-0410-8. \$12.95 (paper)ISBN 0-8184-0405-1
- The Alphabet Tree. [children's book] Mt. Desert, ME: Windswept House, 1985
- 59 pp., \$ 5.95 (paper) ISBN 0-932433-25-4.
- Choosing Child Care. New York: E. P. Dutton, 1981. 116 pp., \$12.9S (cloth) ISBN 0- 525- 93217-8. \$5.95 (paper) ISBN 0-525- 93201.
- The Whole Child: A Sourcebook for Parents. New York: G. P. Putnam and Sons, 1980, IISBN 0-399-12364-4. 256 pp. \$22.90 (cloth) \$19.95 (paper) Perigee, 1981. ISBN 0-399-50554-7. 1981.
- Confronting the Child Care Crisis. Boston: Beacon Press, 1979. 127 pp., \$9.95 (cloth) ISBN 0-8070-412.
- Child Care: A Comprehensive Guide. 4 Vols. New York: Human Sciences Press,
○ (cloth)
○ Vol. I—Rationale for Child Care Services Programs vs. Politics. 1975. Foreword, Senator Walter M. Mondale, Vice President, Ambassador to Japan. \$13.95. ISBN-87705-218-2.
- Vol. II—Model Programs and Components. 1976. Foreword, Congressman John Brademas, President N.Y.U. \$14.95. ISBN 0-87705-256-5.
- Vol. III— Creative Centers and Homes. 1978. Foreword, Edward Zigler, Ph.D., Professor Emeritus, Yale University, Dir. OCD. \$14.95. ISBN-0-87705-275-1.
- Vol. IV—Special Needs and Services. 1979. Foreword, Jeanette Watson, Head, Early Childhood, Texas. \$15.95. ISBN 0-8775-349-9.
- Choosing Child Care. San Francisco: Parents and Child Care Resources. Illustrations by Trina Robbins. 1976. 80 pp. \$3.00. LC- 7523842.
- Parents and Child Care: A Report on Child Care Consumers in San Francisco.: A Study of Parental Expectations for Child Care from a Cross Cultural Perspective. San Francisco: Far West Laboratory for Educational Research and Development. 1974. 195 pp. (Reprinted in Dissertation Abstracts Vols. X-XII. Order from University Microfilms International Dissertations,

P. O. Box 1347, 300 N. Zeeb Road, Ann Arbor, MI 48106-1346. (800) 521-3042.

Articles:

- Bottom Line Personal (one million subscribers) Articles on play and products from baby to adults.
- "Dr. Toy", weekly column feature for King Features Syndicate, October 1995 to September 2000. Report on the Issues of Play and Products featuring the Best Toys and Children's Products from "Dr. Toy's 100 Best Product" Awards and other programs—"Best Vacation Products" and "Best Classic Toys".
- Recent writing on different aspects of play and toys for web sites—Trailblazer, KB Kids, Family Wonder, and etoys.
- Various monthly articles and holiday gift guide features for Creative Child Magazine. 1998-99.
- "Smart Play: Toys: Your Child's First Learning Tools". Parent Guide. November 1997.
- "100 Best Products" Awards - Evaluations written for Dr. Toy's Guide: A Magazine, Report on the Internet's World Wide Web. Plus "Best Vacation Products," "Best Classic Toys," and other features; Dr. Toy's Rx-weekly articles based on the King Features Syndicate.
- "How to Choose the Best Products for Children" EdPlay Magazine-Winter 1996. 1-2.
- "What Price Success? Pointers on Packaging and Promotion." Toy Business. February 1995. 12-15.
- "Around the World With Dolls: Giving the World a Hug with Multicultural Dolls" Play Magazine Winter 1995. 33,34,66.
- "Selecting the Best Products for School and Home." Proceedings Families and Schools, A Global Perspective for a Multicultural Society Conference, Oakland, CA, October 1994.
- "Fun and Games. The Right Stuff: An Overview of Age-Appropriate Toys." Long Island Parenting Magazine. August 1994.
- "Choosing Toys for Outdoor Play." Atlanta Parent. April 1994.
- "Tips on Toys" (Special Report)." Whittle Communications. November–December 1993: 42, 44.
- "100 Best Product Picks for 1993." Early Childhood News. November - December 1993 [full color feature insert].
- "Toy Packaging Can Help Guarantee Safety" (Final Word). Toy & Hobby World, July–August 1993: 62.
- "Outdoor Play." Parents & Kids Magazine. July 1993: 4.
- "Sheen Has Worn Off." [first person feature in "City Life, City Problems" section] San Francisco Examiner. 25 January 1993.
- "100 Best Product Picks for 1992." Early Childhood News. September–October 1992; November–December 1992 (full color feature insert).
- "The Children Are Waiting." [guest column, editorial page] San Francisco Independent 11 December 1992.
- "One Neat City, One Big Joke." [guest column, editorial page] San Francisco Independent 14 April 1992.
- "How to Choose Toys for Boys and Girls of All Ages for Tricks of the Trade: A Collection of Experts. (Ed.) Jerry Dunn. Houghton Mifflin, 1991. 37~40.
- "Child Care in America is in a Sorry State of Affairs." [Open Forum, editorial page] San Francisco Chronicle. 23 July 1992.
- "Children Who Kill." [guest column, editorial page] San Francisco Examiner. 20 May 1991.
- "Dangers of War Toys is Kids' Serious Business." [Open Forum, editorial page] San Francisco Chronicle. 29 April 1991.
- "Best Toys in the East Bay." Diablo Magazine. December 1990.
- "Treasures of Childhood—Toy Collecting." Four Seasons Magazine. December 1990: 10, 100.
- "A Place for Play." Play Magazine, Vol. 1 No.2. November 1990: 9–12.
- "Traveling with Children." Four Seasons Magazine. March 1990: 10, 32.
- Toy Times (Newsletter) San Francisco International Toy Museum. The Museum: Spring 1990: 4pp. Features included Mayor Dianne Feinstein at opening of the Museum. Dedication of the Museum to the memory of Danny Kaye, special exhibits of dolls from Japan, other special collections and exhibits.
- "Toys R For Fun." Image Magazine, San Francisco Examiner. 20 August 1989: 20-23.
- "The Right to Choose." [guest column, editorial page] San Francisco Chronicle. 6 July 1989.
- "Toys that Last." First Magazine. December 1989: 96.
- "Joy of Toys." Family Magazine (Stateside Edition) November 1989: 20-24, 50.
- "Children's Museums in America." Working Woman. August 1989.
- "Toy Times" (Newsletter) San Francisco International Toy. The Museum: Spring, 1988, 4 pp.
- "Back to Basics: Toys that Have Stood The Test of Time." The Children's News. December 1988: 10.
- "Dangers of War Toys." War Child Monitor International. December 1988: 4.
- "War Toys Can Harm Your Kids." Insight Features. [national distribution] 30 November 1988.
- "Choose Good Toys, Not Toy Guns." All About Kids. Cincinnati, Ohio. August 1988: 2.
- "Toys, Toys, Toys! A Holiday Buying Guide." Parenting Magazine. November 1987: 74–80, 162–163.
- "How to Buy Toys—Even for Children Who Aren't Your Own." Working Woman Weekend. Winter 1987: 60.
- "Toys That Last." First Magazine. December 1987: 96.
- "City Kids/Suburban Kids—Toys for Everyone." Parent Guide. [New York] 1987: 6–7.
- "Back to Basics." San Francisco Chronicle, People Section, 20 December 1986.
- "What's Hot In Toys and Good for Kids Too." Family Circle. December 1986: 62–64, 82–86.
- "Guide to Toys for the Holidays and All Year Round." North Beach Now. (Newspaper) December 1986: 3–4.
- "Tips on Buying Toys." Parent's Guide. November 1986: 14.
- "Weaknesses Still Exists in Quality Toys." Playthings Magazine. November 1986: 82.
- "NO War Toys!" [The Way We Live section] Detroit Free Press. 23 November 1986: 1, 3.
- "Electronic Toys May Inhibit Child's Imagination." [Small Talk section] Children's Business. September 1986: 88. (with Nolan Bushnell).
- Series of Features for Parent's Press. Colorado, 1984-1985.
 - Raising the Whole Child
 - Fun While Traveling
 - Gifted Children
 - Growing Up with Play
 - Helping Your Child Learn.

- Keeping in Touch with Our Children
- On Child Care
- Some Discipline Guidelines
- "Helping Your Child at Home—Some Discipline Guidelines." Children's Entertainment. Los Angeles 1984.
- Getting Together with Board Games (Booklet). Springfield, MA: Milton Bradley Co., November 1983.
- Baby Things Catalog. Dakin Co., Dec. 1982.
- [Wrote copy, evaluated products, and endorsed new products
- "Books for the Professional." Day Care and Early Education Magazine. 1974-1979.
- [Regular column of reviews of new books for each bi-monthly issue].
- "A Brief Look at Day Care—Past and Present." Staff Employee Council Publication, University of California, San Francisco, Vol. 2, No. 2. February 1978.
- "Mother's Expectations of Child Care." Young Children May 1977: 25-35.
- "Day Care: The Forgotten Priority." National Elementary Principals. Arlington, VA. Vol. 55, No. 6, July–August 1976.
- "From Stepparent to Real Parent." Parent's Magazine. NY. Vol. 51, No. 6, June 1976
- "Choosing Child Care [Excerpt] Parent's Magazine. NY Vol. 51, No. 5, May 1976. [special insert, front cover]
- "Child Care Services: Should the Public Provide Them?" Phi Delta Kappa. Bloomington, IN. Vol. 57, No. 8, April 1976.
- "Child Care in The Public Schools: An Interview with Albert Shanker." Day Care and Early Education Magazine. NY Vol. 3, No. 1, September–October 1975.
- "Child Care in The Workplace." Humanizing the Workplace. (Ed). Dr. Roy Fairfield. Buffalo: Prometheus Press, 1974: 215-222. (Cloth)
- "What Mothers Want From Child Care." Day Care and Early Education. NY Vol. 1, No 4, April 1974.
- "Child Care from a Parent's Perspective." Children's House. Caldwell, NJ Vol. 11, No. 2, Summer 1974.
- "Child Care: A Cruel Hoax." The Humanist Magazine. Buffalo, NY Vol. 32, No. 6 December 1972: 19–29.
- "Child Care in The Workplace Chapter." Humanizing the Workplace. (Ed). Dr. Roy Fairfield (cloth) Prometheus Press, Buffalo, NY., 1974, pp215-222.
- "What Mothers Want From Child Care." Day Care and Early Education. NY. Vol. 1 No 4, April 1974
- "Child Care From a Parent's Perspective." Children's House. Caldwell, NJ Vol. 11, No 2, Summer 1974.
- "Child Care, A Cruel Hoax." The List Magazine. Buffalo, NY Vol. 32, No. 6 pp. 19-20, Dec. 1972
- "Unmet Needs in Child Care." [Perspective] San Francisco Magazine. November 1972.
- "Federally Sponsored Child Care." [An in-depth analysis of federal programs] Chapter 6 in Child Care: Who Cares? Foreign and Domestic Infant and Early Childhood Development Policies. (Ed.) Pam Roby. New York: Basic Books: 172–190.(Cloth)
- "The Need for Day Care for the Children of Federal Employees." Testimony to the Select Subcommittee on Education and Labor, in Hearings on Child Care, HR 13520, Comprehensive Preschool Education and Child Care Act of 1969, Congressman John Brademas, presiding. U. S. Government Printing Office, 10 pp.
- Miscellaneous Writing, Editing and Other Products

Audio Tapes:

- "Tips on Toys." MaxSound. Seattle: 1989. (Information on toy selection from babies to older children.) \$9.95.
- "Tips on Choosing Child Care." MaxSound. Seattle: 1992. (Information on how to locate the best child care.) \$9.95.
- "Art of the Toy." Feature Presentation at the Minneapolis College of Art–Design.
- November 1987.
- "Getting Together with Board Games". [A brochure for parents] Prepared for spokesperson role for the Milton Bradley Company 1984: 8 pp.
- The Children Are Waiting. [Writer and producer] 30 minute original TV documentary for KQED (Channel 9); April 1974 for "The Week of the Child" Celebration (NAEYC). Filmed on location and in the studio. [Included single parents, high school students, latch key children, and politics of child care with Senator Milton Marks.]
- "Proceedings of Seminars on Physical Education and Recreation for the Mentally Retarded." (Ed.) Spring 1967, Joseph P. Kennedy, Jr. Foundation and Southern Regional Education Board, Washington, D. C.
- NVGA Bibliography of Current Occupational Literature. (Ed.) American Personnel and Guidance Association, 1963: 120 pp.
- Counselor Education: A Progress Report. (Ed.) American Personnel and Guidance Association, 1962.
- News and Views. (Writer/editor). Branch Newsletter—American Personnel and Guidance Association: 1962–1963.
- Career Opportunities in the Peace Corps. (Writer/editor). Peace Corps [First booklet about selecting the program.] 1963
- Film Festival Program. (Coordinator, Evaluator and writer). The American Personnel and Guidance Association and the American Psychological Association: 1962-1963.

Interviews and Presentations

Interviews include national and local publications, magazines, newspapers; books; TV; radio.

Presentations include professional, student and parent groups throughout the US.

For more information, please contact

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