



The Birth of Rainbow StationSM

The Idea

While on the faculty of the Medical College of Virginia/Virginia Commonwealth University School of Nursing, Gail W. Johnson and her students discovered multiple families in crisis because of their children's acute or chronic health conditions lasting either a day or a lifetime. A major component of these crises was the lack of services for these children when the parents had to return to work. In an effort to meet this need, Rainbow StationSM/Get Well PlaceSM was born. Because of her commitment to wellness and maximizing each child's developmental potential, Ms. Johnson designed Rainbow StationSM to provide professional nursing services for ALL children in a preschool setting which emphasizes wellness and quality early childhood education.

Yet Another Idea . . .

Conceived in 1996, The Village concept in afterschool care is based on the realization that in years past children could come home from school, run through their neighborhood, and safely exercise various recreational options. Rainbow StationSM's Village is much the same -- children go to the village green for town meetings, the café for snack, the library to study, or the theatre for dramatic play. A village within a building, **The VillageTM** creates an after school atmosphere which is free yet safe, complete with teacher directed/child directed age appropriate activities in a supervised village like setting. An exciting, leading-edge breakthrough that provides the all-encompassing, child-care alternative parents have been searching for!

The **Key** to the success of the unique services provided by Rainbow StationSM is the blending of the services of nursing and education. The professional approach, the comprehensive programming and the emphasis on individuals *and* families **JUST WORKS!**

Rainbow StationSM

GROWTH AND DEVELOPMENT

- 1989:
 - First facility (Three Chopt Location) opened on December 18 with 18 children enrolled and 1 child admitted to the Get Well PlaceSM. 100 children enrolled within 5 months. Location currently has a maximum enrollment of 295 children with no openings and an extensive waiting list. NOTE: Facility currently operates in three leased buildings. Preschool serves 146 children and afterschool recreation program serves 149 children.
 - Received invitation to locate in Boulders OfficePark.
- 1991:
 - Second facility in Boulders Office Park opened with SBA loan guarantee on November 26 with 18 children enrolled. Achieved 90% occupancy in 11 months. Continues to operate above 90% occupancy of

maximum 120 enrollment. Waiting list in place.

- 1992: ○ Received invitation to locate in Hanover Medical Park
- 1993: ○ Three Chopt location achieved national accreditation from the National Academy of Early Childhood Programs (a 3 year certificate) in April.
○ Boulders location achieved national accreditation in October
- 1994: ○ Third facility in Hanover Medical Park opened on August 1 with 65 children enrolled. Opened "in the black" and achieved 100% occupancy in 3.5 months
- 1996: ○ "Rising 25" (Award 1/96), Virginia Entrepreneur of the Year Finalist (Award 6/26)
○ Boulders opened Private Kindergarten
○ Greater Richmond Chamber of Commerce Small Business Person of the Year (Award 9/96)
○ Established official Corporate Office
- 1997: ○ Virginia State Small Business of the Year (Award 6/97)
○ Three Chopt Opened Private Kindergarten
○ First afterschool recreation program, The Village at Rainbow StationSM opened on June 1 in conjunction with the Boulders Preschool facility
○ Hanover Medical Park location achieved national accreditation in August
○ Middle School and half day preschool program established
- 1998: ○ Second afterschool recreation program, The Village at Rainbow StationSM, opened December 1 in conjunction with the Hanover Medical Park Preschool
- 1999: **10 Year Anniversary!!!**
○ Prism, LLC, franchising company for Rainbow StationSM, Inc. founded. Obtained license to franchise Rainbow StationSM in 30 states and launched nationwide marketing campaign
○ Get Well PlaceSM continues to provide care for over 3500 children/year resulting in 3500 productive work days provided for the Richmond workplace. Over 15 local corporations have contracts with Rainbow StationSM to subsidize employee children's Get Well PlaceSM care.

THE NEW MILLENIUM

- 2000:
 - Begin construction of new Three Chopt Location--two newly designed buildings
 - Held First Annual Fall Convocation
 - Received first Franchise Fee for San Antonio, Texas franchise

- 2001:
 - Relocate Three Chopt Location into two newly designed buildings for Preschool and Village operations.
 - Groundbreaking for our San Antonio franchise held on November 5
 - Boulders celebrates their *tenth anniversary*
 - Rainbow Station Appoints First Vice President—Susan K. Bishop

- 2003:
 - San Antonio Franchise Opening Day: June 16, 2004
 - San Antonio Grand Opening: August 9, 2004
 - Prism, LLC, received the First Royalty payment, October 31, 2004
 - Rainbow Station Appoints Second Vice President—Laurie Acree
 - Rainbow Station revised Mission, Vision, Values and wrote/launched first ever Strategic Plan
 - Franchise #3 sold: Virginia Beach, Virginia

- 2004:
 - Franchise #3 & #4 sold: Richmond, Virginia (Wyndham & Charter Colony)
 - Hanover celebrates 10 Year Anniversary!!!

- 2005:
 - Franchise #5, #6, #7, #8, #9, #10, #11 sold: Haymarket/Northern Virginia (3), Austin (2), San Antonio (2)
 - Franchise #12, #13, #14, #15 committed: Hull Street, Charlotte (3)
 - Corporate Office moved to Innsbrook Centre
 - Joint Prism/NASCD Conference held (First PRISM Conference)