

**“Community Messaging to Build Awareness About Early Childhood Programs”  
A Crucible of Practice Salon  
December 12, 2023 / 12:30 – 2 pm EST**

**CONVERSATION LEADS**



**Samantha Emerine**

Director of Literacy Initiatives  
FAMILY, Inc.

Samantha Emerine is the Director of Literacy Initiatives for FAMILY, Inc. where she leads the Southwest Iowa Raise Me to Read Initiative. Southwest Iowa Raise Me to Read is the local chapter of the Campaign for Grade-Level Reading which

focuses on ending generational poverty through literacy. She has a Bachelor of Science degree in Communications from the University of Nebraska Omaha and a career background in public library work. When she isn't reading for work or fun, Sam can be found playing tabletop games, trying to learn to roller-skate, or hanging out with her two 90 lb. lap dogs.



**Barbara Lito**

Virginia Beach GrowSmart  
Coordinator  
City of Virginia Beach, VA

Barb Lito is the GrowSmart Coordinator with the City of Virginia Beach. In her role she leads the city's early childhood collaborative work and Virginia Beach READS, which is the local chapter for the Campaign for Grade-Level Reading. Barb has a bachelor's degree in

Social Work from the University of North Dakota and a career focused on community-wide youth development initiatives. Illuminating partnerships especially relating to early childhood development and kindergarten readiness is a key focus area. In her spare time she enjoys walks in nature, riding bikes, and time with her family and dogs.