



From Corporate to Franchise Ownership

At Ivy Kids, we believe great leadership begins with passion and grows through purpose. That's exactly the path one of our newest franchisees followed. After years on the franchisor side supporting our schools across the country, Pamela Elliott Luers made the bold decision to open an Ivy Kids of her own.

This is her story: a real, heartfelt look at how years of experience in early childhood education and working behind the scenes on the operational side of the business turned into a dream of ownership, and how Ivy Kids helped Pamela make that dream a reality.

Whether you're an educator at heart, a leader looking to make an impact, or someone exploring franchise opportunities with meaning, this story may be the encouragement you've been looking for.

A Career Built on Care

"I've been in early childhood education for a long time."

With nearly two decades of experience as a center director, Pamela knew the business inside and out—from enrollment growth and compliance to team building and parent relationships. She loved the challenge and reward of running an early learning center. But what she loved most was the why behind it all: supporting teachers, children, and families.

"I thrived in building strong teams, supporting families, and creating a school culture where both children and educators could flourish."



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A Brand That Stands Apart

What drew Pamela to Ivy Kids? It wasn't just the business model, though, that was highly appealing. It was the heart behind the model. When she joined Ivy Kids as Director of Operations, she worked side by side with franchisees across the country, helping them build strong schools from the ground up. And along the way, something inspired her.

★ *"Ivy Kids drew me in with its heart—the mission, the culture, and how the model blends high standards with genuine care for children and educators. From the very beginning, I saw that Ivy Kids was committed not only to the children and families we serve but also to the people who make it all happen: our teachers and leaders. That balance of quality, heart, and purpose made me want to be part of it."*

She also saw something rare in franchising: a balance between structure and flexibility. She recognized that Ivy Kids provided franchisees with tools, systems, and support, but also gave them space to lead in a way that reflected their unique strengths.

Taking the Leap

For years, Pamela supported others in their Ivy Kids journeys, and she saw the difference being a franchisee made in their lives and their communities.

"Watching our franchisees thrive, lead incredible teams, and make a difference in the lives of children and families left a lasting impression on me. Every visit to a center, every success story, every proud owner moment added fuel to the fire."



This first-hand experience of the impact the business has on all involved drove Pamela to make a career change of her own.

"I realized I wanted to build something meaningful, something of my own, and Ivy Kids was the only place I could imagine doing it."

A New Perspective on Leadership



Becoming an Ivy Kids owner changed how she viewed leadership and entrepreneurship.

"Entrepreneurship has always felt like a big dream, but now I see that it's not just possible, it's achievable. This journey has shown me that I can do it. With the right support and the right mindset, building something of my own is within reach."

Every decision became more personal — every classroom, every team member, every family mattered in a new way.

"It's further deepened my appreciation for what our franchisees do. Now that I'm beginning to walk in those shoes, I feel the responsibility in a different way, not just to the children and families, but also to my future team. Every decision feels more personal. I think more about the ripple effect of each choice and how those choices will impact the center's culture, the experience families have each day, and the support my team will need to thrive."

That deep sense of responsibility didn't feel overwhelming — it felt right. Because she wasn't alone. The Ivy Kids support system, from site selection to daily operations, stood by her with proven tools and compassionate guidance.

The Power of the Ivy Kids Model

As someone who had helped shape the Ivy Kids systems from the inside, she knew exactly what made this franchise different:

★ *“One of the biggest advantages is the proven success of the Ivy Kids model. You’re stepping into a franchise system that’s been thoughtfully designed, tested, and refined to deliver high-quality early education and strong business performance. Ivy Kids offers comprehensive, hands-on support from day one, whether it’s selecting your site, training your team, or navigating daily operations. Our systems are robust, the resources are practical, and the leadership team is deeply committed to your success.”*

Advice for Aspiring Owners

If you’re thinking about becoming a franchisee, here’s her advice:



Start with your “why.” Know what drives you.



Talk to people. Visit centers, speak with owners.



Visualize the life you want to build.



Know that you’ll be supported. Ivy Kids is with you every step of the way.



Closing Thoughts: The Most Rewarding Part

This story isn't just about one person's leap — it's about what's possible when you choose to lead with purpose, supported by a franchise that's built on care, quality, and community.

"The most rewarding part has been helping other entrepreneurs get their centers up and running, then watching them grow successful businesses that truly make a difference in the lives of children and families. Being part of their journey from opening day to long-term growth has been incredibly fulfilling. Now I look forward to joining them on the other side and continuing this journey as a fellow franchisee."