

TECHNOLOGY

New app aims to protect children in the care of others

By DAVID WINZELBERG

With her prolific background in child advocacy, Rachel Kreinces Stier seemed a natural to create a new mobile application that focuses on keeping kids safe.

Stier has just launched an app called EmCard+, which allows parents or guardians to create an emergency card with vital information on their children's medical needs and other details. The app is aimed at keeping children secure while they're in the care of others, including, teachers, babysitters, friends and coaches.

The EmCard+, which facilitates the creation and sharing of critical information about a child, includes backup contacts, any allergies or other relevant health issues, and special needs like speech problems, fear of dogs, their swim abilities and more. It could also list a child's favorite songs, foods, games, books and other things that younger children can't always get across.

"In the daily rush, these are things we don't always communicate effectively," Stier says. "Sometimes these are small details that could make a smooth or more comfortable transition."

Stier stresses that the app maintains the privacy of each child and keeps its information secure. Currently available through the Apple app store, the free app is compatible with iPhones and a version



Photo by Judy Walker

RACHEL KREINCES STIER: The just-launched EmCard+ app facilitates the creation and sharing of critical information about a child.

for Android devices is expected to be released early next year.

Though the core features are free, Stier says EmCard+ will eventually add in-app purchasing and a subscription-based mod-

el for more advanced features.

Besides having three children, Stier has an extensive background in child advocacy. While attending the University of Pennsylvania, she studied cyber-surveil-

lance and the history of the internet and ran a children's literacy program in West Philadelphia.

After college, Stier worked as a special education teacher in Harlem with Teach For America.

A graduate of New York University's School of Law, Stier interned at the U.S. Attorney's office for the Southern District of New York and worked on children's rights for the Kirkland & Ellis law firm. She was also a juvenile rights attorney with the Juvenile Rights practice of the Legal Aid Society, representing children in abuse, neglect and juvenile delinquency cases.

The EmCard+ digital emergency card is Stier's first foray into entrepreneurship, though she's no stranger to the business world. The family business is Nassau Candy, where her husband Lance Stier is a principal. The Hicksville-based company, which carries more than 10,000 items and employs nearly 400 people, is one of the country's largest confectioners.

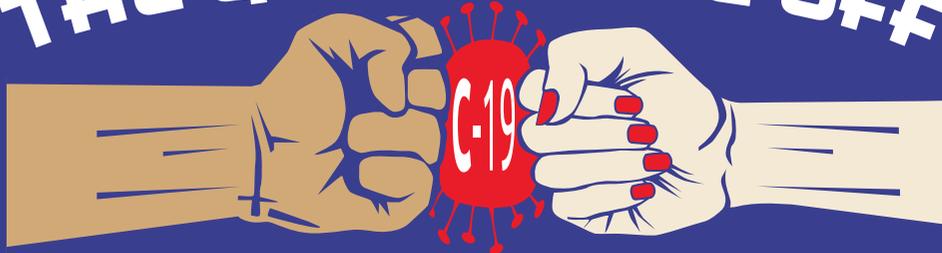
Meanwhile, Rachel Stier is working on expanding the functions of the EmCard+ app, where her experiences in technology, law, education and motherhood come together.

"I thought this was desperately needed," she said. "So far, it's been very well received."

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