

**Inaugural CADRE Advocate Training Seminar
New York University Kimmel Center
June 26 – 28, 2013**

<u>Day One – 26 June</u>		
09:00	Welcome and Program Introduction; Charting the Course of The Prostate Net	Allen McFarlane, AVP New York University Virgil Simons, MBA, MPA
10:00	Creating the non-profit structure	Neil Stevenson, Esq. Lawyers Alliance
11:00	Community Outreach / Training: The Barbershop Initiative™ and EPICS models	Anita Linton, RN Atlantic County (NJ) Coalition Consultant
12:00	Lunch and group discussion: Political Advocacy	
13:00	Event & Gala Fundraising	Janet Arias
14:00	Mobilizing the Media; Creating an Event	James Monahan Monahan Public Relations
16:00	Using Social Media to Inform and Motivate	AnneMarie Ciccarella Founder ChemoBrain... In the Fog
17:30	Conclusion of the Day's Program	
<u>Day Two – 27 June</u>		
09:00	Grant Writing: Projects and Sustainability	Anne Tack TackWriters
10:30	Accountability and Sustainability	Joseph Lizza, MBA, CPA Lizza Associates
12:00	Lunch and Group Discussion: Research Advocacy	
13:00	Building a Community Coalition	Anita Linton
14:00	Transport to Mt. Sinai Medical Center 1425 Madison Avenue – Room L1-01F	
15:00	Critical Issues in Prostate Cancer (Field Trip)	Dr. William Oh Mt. Sinai Cancer Center
16:00	Free Time Conclusion of the Day's Program	
<u>Day Three – 28 June</u>		
09:00	Creating Your "Brand"	Nato Rosado Rosado Design
10:30	Putting It All Together Group Q&A	Virgil Simons Anita Linton
12:00	Program Conclusion & Commencement	
Lunch & Departures		