

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

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