

## Speakers

Sandy Berenbaum  
Pam Cocks  
Doug Fearn  
Karen Gaudian  
Bob Giguere  
Ron Hamlen  
Harvey Kliman  
Julie Merolla

Brenda Morency  
Pat Smith  
Sheila Statlender  
Anita Swayne  
Tincup  
Christa Vanderbilt  
Julia Wagner  
Marilyn Williams

# Advocates Workshop 2010

Philadelphia, PA  
October 1, 2010  
8AM - 4PM

This program would not be possible without the pioneering work of CALDA in 2008 and 2009, the contributions by our speakers, and the support of these organizations:

IGeneX, Inc. 

Lyme Disease Association educational grant



The Jacob and Minnie Kliman  
Charitable Foundation



California Lyme Disease  
Association



Time For Lyme



# PROGRAM

Grand Ballroom  
Second Floor  
Hyatt Regency Penns Landing

*Presented by:*

Lyme Disease Association of Southeastern Pennsylvania, Inc.

[www.lymepa.org](http://www.lymepa.org)



# PROGRAM

**8AM - 9AM**

**Continental Breakfast**

**9AM - 10:00AM**

**Fundamentals of Starting a Lyme Support Group**

*Determining Your Focus, Structure,  
Officers and Board of Directors, Insurance Issues*

**The Details of Starting a Lyme Support Group**

*Do You Need to Incorporate?  
Nuts and Bolts of the 501(c)(3) Process  
On-Line Resources: Web Site, e-mail list, Facebook  
Newsletter, Publicity  
Affiliation With a National Organization*

**10AM - 11:30AM**

**Educating The Public**

*Public Speaking, How to Prepare, Getting Invited  
Handling Inquiries from the Public  
The Personal Side of Lyme Support: A Guide for Lyme Leaders*

**11:30AM - 12N**

Update on Federal Lyme Disease Legislation

What Advocates Need to Know about Lyme Testing

Q&A

**NOON - 1:00PM**

**Lunch and Socializing**

*River View dining*

*4th floor (take the elevator just outside the meeting room)*

*Romaine Caesar Salad with Garlic Crostini • Pasta Salad • Honey Ham • Roasted Turkey Breast •  
Grilled Flank Steak • Roasted Salmon • Grilled Vegetables • Emmental, Cheddar and Pepperjack  
Cheese • Tortilla, Pita, Olive Rolls, Italian Rolls • Carrot Cake topped with Caramel Walnuts •  
Chocolate Cake • Coffee, Decaffeinated Coffee and Tazo Tea*

**1PM - 1:30PM**

**Fundraising**

*Tips on how to raise money to finance your mission and/or  
fund research projects*

**1:30PM - 3:00PM**

**State Lyme Legislation**

*Learn from a panel of experts who have achieved (or are working on)  
Lyme laws at the state level  
Representatives from MA, CT, RI, PA, MD, CA, and MN*

Questions and Comments

**3:00PM - 4:00PM**

**Socializing and Networking**

*Snacks and beverages in the foyer outside the meeting room*

*Get to know Lyme advocates from around the country*