

# 2004 Fall TB Controllers Meeting and Advocacy Training

Monday, October 18, 2004

**Holiday Inn Bay Bridge**  
1800 Powell Street, Emeryville, CA 94608  
Room: Top of the Bay – East

Teleconference: (800) 743-5850, passcode 5858

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## Agenda:

- 8:00 - 9:00 Registration – Coffee, Tea, Whole Fruit (Breakfast on your own.)
- 9:00 - 12:30 TB Controllers Meeting
- 12:30 - 1:15 Box Lunch
- 1:15 - 2:15 Developing Advocacy Partnerships – Margo Leathers Sidener, MS, CHES, Executive Director, American Lung Association of Santa Clara-San Benito Counties  
*Identify ideal partners. Learn how to develop effective relationships with them.*
- 2:15 - 2:30 Break
- 2:30 - 4:30 Speaking with the Media – Dan Wohlfeiler, Chief, Policy and Communications Office, California STD Control  
*Learn how to craft message points and stay with these points during conversations with the media. Practice these skills through role-playing exercises as observer, interviewer and interviewee.*

Continuing Education Accreditation is not available for this meeting.