

January 15, 2010

Dear Breast Cancer Alliance of Greater Cincinnati (BCA) Member,

I hope that you all are having a great start to the New Year. This past year was a year of both success and challenge in the fight against breast cancer. Congress agreed to continue funding the Department of Defense Peer-Reviewed Breast Cancer Research Program. This year's success did not come easy, but the program will now continue to operate in the efficient manner that it has in the past.

The National Breast Cancer Coalition (NBCC) continues to be an important partner with the BCA in the fight to eradicate breast cancer. Many members of the BCA are also individual members of NBCC. The BCA is a member organization of NBCC, and is represented on the board of directors of NBCC by past BCA president, Kathy Ball. The BCA is committed as an organization to support the legislative and public policy priorities put forth by NBCC. These priorities are vital to the goal of eradicating breast cancer. Without the guidance and support of a national organization such as NBCC, our advocacy efforts would be futile.

Locally, many of our members participate in NBCC's National Action Network. This involves making calls, sending e-mails, or faxing our members of Congress and asking for their support on specific pending legislation. The contact that our members have with the Ohio legislators is vital in helping to enact breast cancer legislation. However, one of the most important advocacy efforts made by the BCA is to send a delegation of women to NBCC's Annual Advocacy Training Conference and Lobby Day in Washington, D.C. Over the past 16 years, the BCA has sent over a 140 women to this important event. Our participation in Lobby Day is an important way to show support for those legislative and public policy priorities that need to be enacted. It also helps to put a face to the BCA, which is beneficial when we are making contact with our legislators throughout the year.

On behalf of the BCA, you are invited to attend this exciting event, held May 22-25, 2010 at the Renaissance Washington, DC Hotel. During this four-day conference, you will attend several plenary sessions, as well as breakout workshops of your choice. The conference concludes with Lobby Day on Capitol Hill where you will have an opportunity to meet with your Ohio and Kentucky legislators. Last year's conference attracted hundreds of breast cancer activists from all over the world. To learn more about the NBCC and the conference, please visit www.stopbreastcancer.org.

The estimated cost of this four-day conference is \$800. This cost includes registration, airfare and lodging. As a participant you may choose to underwrite your own costs, or you may wish to fill out the enclosed application to be considered for a scholarship. The BCA has allocated a limited amount of funds for scholarship purposes. Please be sure to read the enclosed scholarship guidelines approved by the BCA Board of Directors. If you would like to join us, please return the enclosed application by February 28, 2010. I look forward to seeing you in Washington!

Sincerely,

Linda Croucher
Breast Cancer Alliance of Greater Cincinnati
NBCC Field Coordinator for Ohio