Jan 2009

INSIDE THE RIDE

The official newsletter of Bike MS

Arrrgggg.....

Avast there me hearties!

Shiver me timbers! Tanglewood has been taken over by pirates and you're invited to join the voyage! This year marks our 24th year and we are proud to announce that BB&T is returning as the title sponsor. We appreciate their continued support. This year's ride will take place September 26-27, 2009 so mark your calendars. And as you may have already guessed this year's theme is "Pirates of Bike MS." The details are still in progress, but we encourage you to prepare for a swashbuckling adventure! In order, to prepare for this year's ride, ye scallywags will want to not only be cycling, but to start ye planning for your team tents and costumes at the party. And don't forget to begin your fundraising – thar be some great treasures that await those that do! Remember, it's all hands on deck as registration opens on January 1st - the jolly roger awaits all who dare.....

bike MS

bike to create a world free of MS

BE SURE TO REGISTER FOR THE 2009 RIDE BEFORE MAY 31 TO RECEIVE A SPECIAL EARLY BIRD PRIZE!

Important Dates in 2009

January 3
Festival of Bikes

March 2 - 8
MS Awareness Week

March 31
Alumni Prize Registration Deadline

May 31
Early Bird Prize Registration Deadline

June
Beginners Clinics and Training Rides Start

August 21
VIBE Sign-up

September 10
VIBE Party/ Deadline

September 25
Friday Night Check-In Party

September 26 - 27
Ride, Ride, Ride!

WHAT'S INSIDE THIS ISSUE

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2008 Success

$1.126 Million Raised **1600 Cyclists & Skaters** **Over 500 volunteers**

The Central NC Chapter held its 23rd Bike MS: BB&T Tour to Tanglewood on September 6 & 7. Even though Hurricane Hannah came through our area that Saturday morning, we were still able to celebrate the fundraising accomplishments of each cyclist on Saturday afternoon at Tanglewood Park. On Sunday, more than 1600 cyclists made the journey through parts of Guilford, Davidson and Forsyth Counties on routes of 25, 50, or 75 miles. The cyclists raised a record $1.126 million for MS services and programs and to support national MS research. There were also more than 500 volunteers!

On November 18, the annual Bike MS Awards Party was held to honor all who rode and raised money in 2008. Everyone who rides does their part to help those with MS, but there are always a few that stand out. Among those were Frank Harris, who accepted the Suzanne Bland Hustle Award; Alex James who accepted the Charles Brockington Outstanding Achievement Award; Allan Goldfarb of the Greensboro Velo Club received the Team Captain of the Year Award; and Team in Motion lead by Mark Scheerer and Jessica Thomas for Best Rookie Team. The top fundraiser was Carolyn Myers and the top team by size and fundraising was Team Erica. Additional award winners are listed on page 4.

Special thanks to the 2008 Bike MS Committee

INTERESTED IN VOLUNTEERING?

If you are interested in helping with the 2009 ride, please contact Davishia Baldwin at 336.299.4136 or email her at Davishia.Baldwin@ncc.nmss.org.

Susan Bennett
Molly Boaz
Charlotte Bolton
Dale Brown
Dennis Campbell
Jesse Day
Ralph Degenova
Dick Drake
Suzanne Duncan
Tim Flinn
Valerie Gardner
Tom Hatley
Dave Hiller
Jen Horton
Connie Horton
John Kippe
Dick Lawrence
Jeff McGill
Steve Mehder
Law Miner
Bill Nance
Kola Ogunyemi
Bruce Rose
Bill Routh
Mendell Scales
Danny Sells
Teresa Sells

Top Fundraisers

We extend a special thank you to our top fundraisers. They continue to inspire us with their year round dedication. Bike MS: BB&T Tour to Tanglewood Ride is such a huge success every year because we have so many wonderful people raising money for our cause.

Mission Possible Club $5,000+

Carolyn Myers	**$31,605**
Ron Uptain	**$30,661**
Charles Brockington	**$21,492**
Alex James	**$17,445**
Robert Seehausen	**$12,220**
Elizabeth Wood	**$12,188**
Peter Haibach	**$11,028**
Mark Scheerer	**$8,400**
Ruskin Cooper	**$8,185**
Jim Martin	**$8,000**
Stephen Hassenfelt	**$7,672**
Frank Harris	**$7,601**
Susan Hauser	**$6,550**
Samuel Moss	**$6,096**
Allan Goldfarb	**$5,573**
Gary Williams	**$5,530**
Tim Koehler	**$5,425**
Sherry Crane	**$5,365**
Chris Gunzenhauser	**$5,350**
Jeffrey Loudermilk	**$5,070**
Richard Nault	**$5,039**
Susan Bennett	**$5,030**

Gold Spokes Top 100

Jerry Freeze
Marc Fedder
L. Wayne King
Teresa Cottrell
Scott Pleasants
Bill Ward
Marc Bush
Jennifer Melchor
David Stainback
Pete McKay
William Cranfill
Donna Cassell
Stuart Winikoff
Lynn Staley
Tossie McDonald
Cathy Briggs
Patrick Jenkins
Billie Routh
Randy Matthews
Mike Garibay
Dave Hunter
Susan Myers
Howard Benson
Lisa Myers
Michael Flinn
Joe Ciaccia
Geoff Snelgrove
Robert Byrd
Andrea Anderson
Edward Harrington
Alan Karpinski
Nathan Myers
James Taylor
Micah Goldstein
David Brown
Krissy Dull
Nickolay Bochilo
Caredith Gillis
Edward Bryan
Helen Brown
Mark Pastir
Ronald Booker
Gary Bowman
Richard Smith
Thomas Woller
Dinamaire Fonzone
Todd Rangel
Donald Routh
J. Wayne Brown
David Rosenstein
Donald Shaw
Janet Byerly
Randy Tysinger
Lawrence Brenowitz
Buck Cochran
Samantha Davenport
Cali Link
Scott Dillon
Kiki Shinault
Thea Fitzgerald
Tom Allen
Jay Koehler
Dorothy Cowan
Ronald Bauer
Mary Ann Waterstradt
Michael O'Beirne
Suzanne Rock
Carolyn Morazan
Bo Hawthorne
Jennifer Gregory
Clifford Surratt
Joel Bigelman
Worth Wilson
Jerry Kight
Jacob Tharpe
Adam Stumb
William Cook
William Smyrl

Awards and Teams

Suzanne Bland Hustle Award
Frank Harris

Charles Brockington Outstanding Achievement Award
Alex James

Top Rookie Fundraiser
Jerry Freeze

Oldest Cyclist
Cleaver Hillman

Team Captain of the Year
Allan Goldfarb,
Greensboro Velo Club

Top Rookie Team
Team in Motion

Valerie Gardner Volunteer of the Year
Lawrence Miner

Rest Stop of the Year
Aetna
Apex Analytix

Team Expansion Award
Team Erica
Team Canterbury
Analog is Everywhere
Mountain Magic
Team Polo
Dell - Purely You

Double the Funds Award
Team Canterbury
Mountain Magic
The Peaceniks
Team Polo

Best Friends & Family Team Jersey
Peggy's Pedalers

Best Corporate Team Jersey
Smith Phillips Hammertime

Top Fundraising Teams

PLATINUM TEAM	Team Erica	$117,815

SILVER TEAMS
($40,000 - $79,999)

Denim Riders
Winston-Salem Flyers
Team Canterbury

BRONZE TEAMS
($20,000 -$39,999)

Forsyth Medical Center
Team Aetna
Road-Worthy
Greensboro Velo Club
Team In Motion
Mountain Magic
Analog is Everywhere
Rack Pack
Team BB&T

Mission Possible Teams ($5,000 +)

Team Honda Jet
Smith Phillips Hammertime
Team Irene
Moses Cone Health Systems
Team Cowbell
Team NCSSM
Roadskater.net
Team YMCA/NWNC
KPMG Greensboro
Wells Fargo
Boone Bike & Touring Cyclemaniacs
Corn Products
Perpetual Motion
All or Nothing
Team Polo
Team Scott Strong
Dell - Purely You
Team Corning
Volvo
RFMD Signal Strength
The Peaceniks
Team Signal Zero
Team RJR
al Riders
NC Signature Magazine
Wachovia
Spinergy

2008 Best Team Tent - Wachovia

I ride for someone with MS

FAQs Answered, Myths Debunked

Since 2003, more than 150 new partnerships have been established through the Linking Lives program. We are proud of this success. We are pleased that Linking Lives also includes more than 40 percent of cyclists who ride for a friend or family member with MS. Clearly, the mission of the MS Society resides in the heart of the ride.

Q. If I ride for someone I know, am I part of Linking Lives?

YES! Everyone who rides for someone with MS is automatically in Linking Lives.

Q. If I ride for someone I know, am I able to have another partnership arranged through the chapter?

Yes. A number of cyclists are also Linking Lives partners who have been matched with someone with MS from the chapter.

Q. When I ride for someone who has MS do I receive anything?

Yes. You receive a pin-on sign to wear during the ride and a certificate of appreciation you can give to your partner. They are mailed with your registration confirmation. Also, you can pick up a Linking Lives sticker for your partner at a training ride, pre-tour check-in or HQ at the Ride.

Q. Why do voluntary partnerships work?

It's not because the partners are the same ages or live in the same place. So, what's their secret? Whether you ride for someone you know who has MS or a partner whose name you've received from the chapter, a personal connection is the best way to expand your appreciation of this event.

VIBE PROGRAM

The VIBE Clubs are the most elite fundraising programs we offer. By joining one of the three VIBE Clubs, cyclists commit to turning in at least $1000 by September 10. In exchange, we treat VIBEs like royalty before, during, and after the ride. In order to enjoy the perks, you must register to be a VIBE by August 21.

VIBE
VERY IMPORTANT BIKING ENTREPRENEUR

Here is the VIBE commitment:

VIBE members are cyclists who raised and turn in $1,000 or more by September 10, 2009.

Gold VIBE members take one more step and raise $1,500 or more by September 10, 2009.

Platinum VIBE members accept and even bigger challenge by raising and turning in $3,000 by September 10, 2009.

In exchange for your hard work,
you will be treated to free massages at the finish line on day one of the ride, exclusive VIBE prizes and a party not to be missed! Want to join the VIBE club? When you register for the 2009 ride, be sure to check the box that best fits your fundraising goals for the VIBE Club.

Want to know more about the VIBE club? Email Shannon Newman at shannon.newman@ncc.nmss.org.

MS Awareness Week: March 2-8, 2009

MS Awareness Week is fast approaching. What will YOU do to raise awareness in your community? In 2008 over 60 staff and volunteers 'hit the streets' of downtown Greensboro and Winston-Salem wearing bright orange 'Join the Movement' t-shirts and handing out stickers, water bottles and MS fact cards to anyone who would take them. They explained what MS is and how they can 'JOIN THE MOVEMENT'. We took over Center City Park on Elm street and had an 'Experience MS' tent so the general public could experience MS symptoms. 98.7 FM Simon emceed the event and Mayor Yvonne Johnson read the MS awareness week proclamation.

MOVE IT is our theme for 2009 we are using our momentum from last year to make MS Awareness Week bigger and better than ever.

Here are some awareness ideas to get you can start thinking about how you can MOVE IT!

- Make your mark against MS at nationalmssociety.org.
- Raise awareness by wearing your orange MS wristband, passing out stickers or suckers or post an MS Awareness Poster.
- Wear orange throughout the week and encourage family, friends and coworkers to do the same.
- Become an activist and sign up for the MS Action Network.
- Tell five people it's MS Awareness Week - ask them to tell five more people.

Forward the web site address nationalmssociety.org to 10 people in one hour to encourage them to join the movement.

Mark your calendars for March 6th as we will hit the streets again in Downtown Greensboro and Winston-Salem. If you would like to volunteer, please contact Davishia Baldwin at 336-299-4136. More details on MS Awareness Week will be mailed and available on our website in the coming weeks so stay tuned!

National MS Society's

4th Annual FESTIVAL OF BIKES

January 3, 2009
Tanglewood Park
Clemmons, NC

Rides begin at 6:00 p.m., with the last ride leaving at 8 p.m. Riders need to plan to spend twenty minutes registering and listening to a brief safety talk.

During the Festival of Bikes, registration for Bike MS 2009 opens. Participants can register for a special registration fee of only $25.00.

For more information, visit: bikencc.NationalMSSociety.org or call 336-299-4136.

For one night only, Tanglewood Park will be closed to cars and open to bicycles. For $3 a person, you and your family can come celebrate the New Year with a leisurely four-mile bike ride through the Tanglewood Festival of Lights.

Children are welcome, but to ride, they must be accompanied by an adult. Helmets are required. Riders are advised to remember that it will be dark. Headlights and taillights are recommended to help other cyclists see you and help you see the route.

TANGLEWOOD Park

Team KPMG Greensboro shines in it's first year

Kourtney Swan
Team Captain -KPMG

Q: How long have you been a cyclist?
A: This is my first year participating in Bike MS: BB&T Tour to Tanglewood. This is also my first year as a team captain. Almost everyone who joined our team was a new cyclist and needed to buy a bike.
Q: What motivated you to be a cyclist?
A: It started as a way to get our office involved in something together; this was a great opportunity for team building. It was also a way for us to exercise and raise money for the MS Society. I didn't think I personally knew anyone who had MS when I got started but since then I became aware of how many people I knew who MS had affected their lives. I had no idea that MS affects people so differently. I gained more knowledge about MS through this experience. The people who have MS became the motivation for me. It was also an inspiration to see our office get so excited about Bike MS.
Q; How do you fundraise? What creative ways have you come up with to ask for money?
A: We sent a letter out to local restaurants and businesses to have them donate gift certificates. We put together gift packages to raffle. It was really successful. We asked friends and family and KPMG had a company barbeque to raise money for the team. Our Linking Lives partner sent out letters to her church and was able to raise a lot of money. We really just ran out of time since we got involved late in the year, we have many ideas for next year. We have also been recruiting new riders; my dentist and his daughter are riding on the team next year!
Q: What is the biggest challenge to raising a lot of money?
A: You can't be afraid to ask people for money. Sometimes I would feel bad and I didn't want to pressure anyone, but it never hurts to ask with friendly persistence. My first donation was from the UPS man!
Q: What words of wisdom would you share with other cyclists or with someone riding for the first time?
A: For those considering whether they want to get involved, don't be afraid of the event. The more you challenge yourself with miles and your fundraising goal the more rewarding the experience is. I am not the most athletic person and I did it. I actually bought my first bike for $40 at Wal-Mart, however I quickly realized that I needed a big upgrade. There is no reason to feel out of place because everyone is so welcoming and supportive. It was a great first year experience.

Donna Cassell
Virtual Cyclist Team Member—KPMG

Q: How long have you been a virtual cyclist?
A: 2008 was my first year
Q: What motivated you to be a virtual cyclist?
A: I have MS and this year I was blessed to meet a lady and her daughter at church who got me involved as a virtual cyclist. They normally sat upstairs and I attended the 8:30 worship service. One day I went to a different service and they sat next to me instead of in their normal seat. I feel that God brought us together for a greater purpose. I told her I had MS. A few months later when her company was making a decision on a charity to support she thought of me. They formed a Bike MS team and asked me if they could ride in my honor. I was so excited.
Q; How do you fundraise? What creative ways have you come up with to ask for money?
A: I got off to a late start fundraising, but I was able to send out 400 letters asking the congregation for donations. Everyone tried to give a little in spite of a bad economy. The team that rode in my honor had a raffle and a few other fundraisers. Team KPMG & I have big plans for 2009. We are including another person in my congregation who has had MS for years and someone who was newly diagnosed.
Q: What is the biggest challenge to raising money?
A: The bad economy is the biggest challenge. People just don't have the extra money to give.
Q: Has the chapter impacted your life in any significant way? If so, how?
A: Yes, the last experience at the chapter really impacted me. My MS was going down hill really fast because I had switched medications in March of this year due to the high out-of-pocket cost for the medicine I had been on for 10 years . I visited Mark Sheerer who at the MS Society. He knew when I walked in his office before I said a word that I needed help. He has been a blessing to me. It is nice to have someone to talk to who has been with the chapter for so long. That personal connection has really helped me.

SPECIAL THANKS!

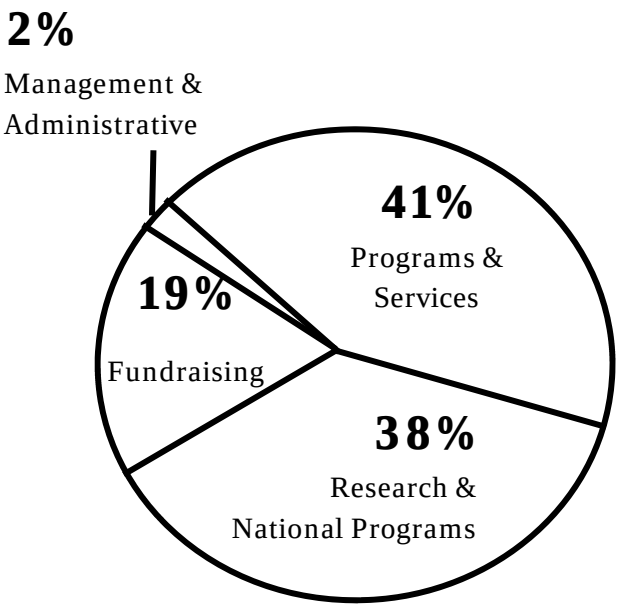
Thank you to all who participated in the Bike MS: BB&T Tour to Tanglewood 2008. Cyclists and skaters traveled many miles and raised a lot of money. Team captains inspired those around them to do all they could. Volunteers gave of their time. Linking Lives partners and family members cheered on those they love. Sponsors gave money and supplies so everyone could enjoy themselves along the route and at the finish line. Donors supported cyclists efforts by donating generously. All played a role in accomplishing our goals; to raise awareness of MS and to raise money to fight it! Without each of you, we wouldn't have raised over $1 million for the fourth straight year.

I hope each of you enjoyed the ride and will join us again in 2009!

EARLY BIRD PRIZE

Register before May 31 to receive This Bike MS Car Magnet! (The real one is VERY colorful)

Where does the money go?



Chapter Contact Info

Logistics
Derrick.Huff@nmss.org

Teams and VIBE Program
Shannon.Newman@nmss.org

Rookie Program
Derek.Hill@nmss.org

Volunteer Opportunities
Davishia.Baldwin@nmss.org

Media and Sponsorship Opportunities
Emily.Conner@nmss.org
Stephanie.Phipps@nmss.org

Bike MS 2009
REGISTRATION FORM

All cyclists are required to wear a helmet. Registration fees are non-refundable. To participate, you must raise a minimum of $200.

PERSONAL INFORMATION

Name: _____

Email: _____

Address:

City, State, Zip:

Preferred Phone: _____

Employer: _____

Occupation: _____

Gender: M F Date of Birth:

TEAM INFORMATION

Will you be riding on a team ___Yes ___No*

Team Name: _____

Team Captain: _____

__Corporate __friends/family __place of worship __organization __school

*Help me find a team to join.

FUNDRAISING GOAL

What is your personal fundraising goal? _____

EMERGENCY CONTACT INFORMATION

Emergency Contact Name:

Emergency Contact Number (please include area code):

_____

GUARDIAN INFORMATION

Cyclists must be at least 12 years old on or before September 25 (This rule does not apply to Virtual Cyclists or to those who have ridden in the Tour to Tanglewood before 2008.)
Cyclists under 18 years of age must turn in a notarized waiver (provided in the Registration Packet) and ride with an adult. Please provide this person's information:

Name: _____

Phone:

Relationship: _____

TOUR HISTORY

How many years have you ridden in this Tour?
(0 if this is your first).

LINK TO MS

__ I have MS.
__ I ride in honor of a friend or relative with MS.
(name optional)___ _____
__ I'm in Linking Lives. I partner with _____.
__ I would like to get to know someone with MS; please give me a Linking Lives partner.
__ I enjoy the event and support the cause.

Return Form to:

National MS Society
2211 W. Meadowview Road, Suite 30
Greensboro, NC 24707
336.855.3039 FAX

Register online at http://bikencc.nationalmssociety.org

VIBE: VERY IMPORTANT BIKING ENTREPRENEURS

To be a VIBE, check here and turn in your contributions before or on Sept. 10. (VIBE sign-up deadline is Aug. 21)

__ $1000 VIBE
__ $1500 Gold VIBE
__$3000 Platinum VIBE

PRIZE INFORMATION

T-shirt: size:	YL	S	M	L	XL	XXL
Jersey size						
Men's		S	M	L	XL	XXL
Women's	XS	S	M	L	XL	
Shorts size:						
Men's		S	M	L	XL	
Women's		S	M	L	XL	

ROUTE OPTIONS

Please choose one:

__ 20-mile route *(Saturday only)*
__ Traditional 90-mile, two-day route *(including a 100-mile option on Saturday)*
__ Virtual Cyclist, raise money only (enjoy the event but do not ride)

MATERIALS

After we receive your registration, we will send you a packet with details about the tour. Select additional materials below.

__ Fundraising kit
__ Cycling information for beginners
__ Additional brochures, a poster and a press release

NON-REFUNDABLE FEES AND DEADLINES

Register January 1-4 for $25

Register by May 31 for $35

Register June 1 – September 11 for $40

Virtual Cyclist $20

If you register after September 11 at 5:00 pm, you will be required to pay $240 when you register ($40 registration fee plus $200 minimum contribution).

No advance registrations will be taken after September 18 at 5pm. However, walk-on registrations will be accepted at check-in the morning of the Tour. Participants will be required to pay $240 ($40 registration fee plus $200 minimum contribution).

Check (no cash or COD)

__ Visa __ American Express __MasterCard

expiration date ___ /___

Central North Carolina Chapter
2211 W. Meadow view Rd. Suite 30
Greensboro, NC 27407

NON PROFIT ORG
PAID
PERMIT NO. 2
GREENSBORO, NC

2009 Festival of Bikes

Details on Page 8

MS STOPS PEOPLE FROM MOVING. WE EXIST TO MAKE SURE IT DOESN'T.

Thank you 2008 Sponsors

There's opportunity here BB&T

VOLVO Volvo Trucks North America

CARRABBA'S ITALIAN GRILL

vf

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