



CHAPTER PRESIDENTS

February 19, 2010

CC: Development

National Research Call on Fast Forward to be Held Feb. 23rd at 1-2 PM Eastern

Have you been curious about the new research initiative at the National MS Society called Fast Forward? *What is it? How does it work? How does it fit in with the Society's other funded research? How does the organization partner with for-profit corporations?*

We will address these and many more questions in a 60-minute interview and lively discussion with Dr. Tim Coetzee, President of Fast Forward and Mr. Michael Richman, President and CEO, Amplimmune, Inc. Leadership volunteer for the Fast Forward fundraising campaign, Mr. Jamey Power, will interview these two partners in the mission of Fast Forward, raising questions and soliciting answers. The last 20-25 minutes of the call will be reserved for your questions and those of other participants.

Dr. Timothy Coetzee is President of Fast Forward, LLC. He is responsible for the Society's strategic funding of biotechnology and pharmaceutical companies as well as partnerships with the financial and business communities. Prior to assuming his current position, Dr. Coetzee led the Society's translational research initiatives on nervous system repair and protection in MS as well as the Society's programs to recruit and train physicians and scientists in MS research.

Mr. Michael Richman is President & Chief Executive Officer of Amplimmune, Inc. and has over 24 years of experience working in research, intellectual property and business development capacities in companies such as Chiron Corporation (now Novartis) and MedImmune, Inc. (now Astra Zeneca), where he was Senior Vice President Corporate Development.

Jamey Power is the former Senior Vice President and Strategic Advisor at J.D. Power and Associates. Since overseeing the transition of the private business to the McGraw Hill Companies, he has been working on a number of new business activities and philanthropic interests for the Power family. He was recently elected to the Board of Trustees of the Southern California Chapter of the National Multiple Sclerosis Society and serves as Campaign Co-Chair for the Fast Forward Campaign.

National research calls are a great way for donors, donor prospects – including Golden Circle prospects – staff and volunteer leaders to remain abreast of the many avenues by which the

Society is advancing discovery into the cause and cure of MS and to hear directly from some of the world's leading MS researchers about the most progressive science.

Participation in national research calls is growing, as staff has embraced spreading research knowledge to various Society supporters who are critical to increasing awareness and funding of MS research. **We hope you will identify and invite participants in each of the following groups:** major donors or prospects, major gift officers, chapter presidents, additional Society staff members, board members, significant event check writers, top event fundraisers, research advocates and Golden Circle members or prospects. The number of donors/prospects/volunteers that you invite should be consistent with your ability to make personal contact with participants after the call as suggested below.

****ADVANCE REGISTRATION IS NO LONGER REQUIRED: Dial-in directly at 877.860.4996, Conference ID 53582858. Please share these numbers with donors, staff and volunteers who intend to participate.** If there are multiple participants dialing-in from your chapter offices, please help us manage the costs associated with the calls by calling in from one phone line.

How You Can Cultivate Supporters through National Research Calls:

Identify constituents in the groups outlined above, especially those who have expressed an interest in MS research. Anyone who can get to a phone, whether in an office, home, city or rural area is able to participate. Also consider inviting prospects to join you and others for the call at the chapter office to provide greater participation and cultivation opportunities.

We suggest extending invitations via a conversation over the phone or in person, or via email. **The dial-in information may be provided directly to the participant, as registration for the call is no longer necessary.** If you would like a template email or letter invitation, please contact Carrie Radant.

After the call, maximize this cultivation opportunity by speaking with participants about their call experience and exploring their interest in supporting research. The call will be recorded and one CD will be available to each chapter for duplication. Chapters may give the CDs to call participants, donors/prospects unable to participate and future prospects/donors and/or staff. Calls are also now available under the Research section of the national website at <http://www.nationalmssociety.org/research/research-news/ConversationswithMSResearchers/index.aspx>. The CDs and weblink will be available approximately two weeks after the call; CDs must be requested.

For additional information, an invitation template, or to request a CD recording of the call, please contact me at the number or email listed below:

Carrie Radant

National Director, Donor Development
303.698.6100 x 15165, carrie.radant@nmss.org



MARKETING

February 19, 2009	CC: Development
<input type="checkbox"/> <u>Do Not Post on NMSS.org</u>	
Title of News Sheet: Update on MSAW Special Merchandise Offers from Society Store	
Deadline Extended to Feb 22 for pre-ordered MS Awareness kits	

In honor of MS Awareness Week, March 8-14th, the Society Store is lowering prices 20% on every single item through March 31. As an extra incentive to chapters, enter the code name CURE at checkout to receive an additional 15% discount on purchases now through May 2010.

We encourage everyone to take advantage of this tremendous offer and "gear up" with custom branded MS clothing and accessories for MS Awareness week. The store is offering a special MSAW package that will include Society branded items including a custom LED keychain, Frisbee, lenticular clip, post-it pad, and MS pen all for \$9.99 per set. **The deadline for chapters to pre-order kits (minimum 2) has been extended to Feb 22—includes free shipping.** To pre-order kits contact sales@internationalprint.com

We encourage you to also think ahead to the Walk MS and Bike MS events and purchase items now for sale at your events. All of the Society Store items are custom branded and high quality.

To place your orders and for more information, please log onto www.msstore.org. For customer service, please call 1-800-570-0358.

To receive merchandise in time for your MS Awareness events order merchandise by Feb 22.

Or Sandra.Genova@nmss.org
303 698-6100 Ext 15172



PROGRAMS AND SERVICES

February 19, 2010	CC:
April All Self - Help Group Leader Teletraining	
Action Requested by April 1, 2010	

The second of four teletrainings planned for fiscal year 2010 for all self-help group leaders is scheduled for April 21, 2010. The topic is ***Mood and Cognition Issues in MS***. Areas of interest to be covered during the 90-minute call include:

- An overview and discussion of what is known about mood changes in MS
- An overview and discussion of what is known about cognitive changes in MS
- Strategies for managing these issues in the self-help group setting
- Q & A

This training is targeted towards all self-help group leaders, regardless of how long the person has been a leader.

The presenter for this teletraining is Rosalind Kalb, PhD. Dr. Kalb is Vice President of the Society's Professional Resource Center, developing and providing educational materials and consultation services for healthcare professionals. As a clinical psychologist in private practice, Dr. Kalb has provided individual and family therapy for people living with MS for more than 25 years.

SCHEDULE

Two teletraining calls have been scheduled. Group leaders choose one of the two calls. It is the same agenda offered at two different times.

- Call 1 is Wednesday, April 21, 2010 from 1-2:30 pm ET (12 pm CT, 11 am MT, 10 am PT)
- Call 2 is Wednesday, April 21, 2010 from 7-8:30 pm ET (6 pm CT, 5 pm MT, 4 pm PT)

Note – because of the complexity of the content being presented this teletraining is scheduled for 90 minutes, versus the typical 60 minutes.

The teletraining will be recorded and CDs will be made available to chapters upon request.

COST

There is no cost for this call. This teletraining is made possible through an unrestricted educational grant from Teva Neuroscience.

REGISTRATION AND CANCELLATION INFORMATION

Due to numerous factors, including the need to reserve lines with the conference call company, charges for unused lines, and the distribution of call information and handouts, registration and cancellation deadlines have been established. The **registration deadline** for this teletraining is **Thursday, April 1st**.

Chapters needing to **cancel** a registration must do so no later than three business days before the call (**on or before Friday, April 16, 2010.**) Please send all change notifications to Julie Gibson (contact information below).

The registration form and promotional handout are available here: SharePoint/Programs and Services/Social Connections and Support Resources/Self Help Group Materials.

Approximately 7-10 days prior to the teletraining, the Programs and Services Department will e-mail the training handouts to chapters to distribute to their leaders registered for the training.

Please address questions to Julie Gibson, who manages this program as a project consultant for the Programs and Services Department. Julie can be reached at (253) 921-2027 (Pacific Time) or at Julie.Gibson@nmss.org.

Topics and dates for future teletrainings will be announced in upcoming news sheets.

Kimberly Koch, MPA
Associate Vice President, Family and Support Programs
Programs and Services Department
(303) 698-6100, ext. 15158
kimberly.koch@nmss.org



National Multiple Sclerosis Society
733 Third Avenue
New York, New York 10017-3288
Tel +1 212.986.3240
Fax +1 212.986.7981
E-mail nat@nmss.org
Nationalmssociety.org

RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs

February 19, 2010

Results of Phase II “CHOICE” Study Published, Showing that Daclizumab Reduced Disease Activity in Relapsing MS, and Revealing Novel Immune Mechanism

Results of the CHOICE study – in which 230 people with relapsing MS taking interferon beta and having disease activity were administered one of two doses of daclizumab (Biogen Idec and Facet Biotech Corp.) or placebo – show that the higher dose reduced disease activity on MRI scans by 72% and the lower dose by 25%. Immune analyses show that this reduction was associated with a dramatic increase in CD56^{bright} NK cells – an unexpected finding. These study results were reported at the American Academy of Neurology’s Annual Meeting in 2008, and now, Daniel Wynn, MD, John Rose, MD, and colleagues have published them in [Lancet Neurology](#) (Early Online Publication, February 16, 2010). Study sponsors Biogen Idec and Facet Biotech Corp. are recruiting participants for another [phase II study of daclizumab](#) in 600 people with relapsing-remitting MS.

Background: Multiple sclerosis occurs when the immune system attacks the brain and spinal cord. Daclizumab is a laboratory-created monoclonal antibody that blocks the activity of interleukin-2 receptor-alpha, a key immune activator in MS. The drug is approved for use in organ transplant rejection.

The Study: In this study, among people taking interferon beta and having disease activity, 78 people received 1 mg daclizumab injection under the skin every 4 weeks, 75 received 2 mg every 2 weeks, and 77 received placebo, for 24 weeks and were observed for 48 weeks afterward. The primary endpoint was total number of new or enlarged gadolinium contrast-enhancing lesions (active areas of tissue damage) measured on brain MRI scans every 4 weeks between weeks 8 and 24. Other outcomes included clinical scales of disease severity such as the EDSS and MS Functional Composite. In addition, the effects of daclizumab on subsets of immune cells were analyzed.

After 24 weeks, compared to interferon and placebo, there was a 25% reduction in the number of new or enlarged areas of active damage on MRI in the 1-mg daclizumab group and a 72% reduction in the 2-mg group. No significant improvement in clinical scales was seen in the daclizumab groups compared to the interferon/placebo group.

Daclizumab was not associated with significant changes in T cells or B cells – known players in the MS attack. However, the number of CD56^{bright} natural killer cells was seven to eight times higher in both daclizumab groups than in the interferon beta/ placebo group.

Severe adverse events occurred 20 of 165 (13%) patients in the daclizumab groups versus four of 77 (5%) in the interferon beta/placebo group, most frequently infections. All infections were treated successfully with standard therapies. Skin-related events, such as rash, occurred more frequently in the daclizumab groups than in the interferon/placebo group during weeks 25 to 44, but the difference declined in weeks 45 to 72. Two patients treated with daclizumab developed malignancies that appeared to be unrelated to study treatment.

Comment: In an accompanying editorial, Olaf Stüve, MD and Benjamin M Greenberg, MD (University of Texas Southwestern Medical Center, Dallas) comment on the surprising immunological findings. “The true effects of this trial and previous observations on daclizumab might be more far-reaching than they seem at first glance,” they write, noting these natural “killer” cells may actually play a **protective** role in MS. “These cells might actively suppress pathogenic encephalitogenic T lymphocytes [disease-causing T cells] that participate in CNS inflammation.”

Biogen Idec and Facet are conducting another phase II study of daclizumab that is recruiting 600 people with relapsing-remitting MS. [Read more](#) about this study on clinicaltrials.gov.

-- Research and Clinical Programs Department