



CHAPTER PRESIDENTS

July 9, 2010	CC: Advocacy
	Development
	Human Resources
	Marketing
	Programs and Services
<u>Save the Date November Leadership Conference</u>	

Get ready to be inspired at the November Leadership Conference! The 2010 conference will deliver an experience that motivates, inspires, recognizes and celebrates those who are at the center of the movement. As always, the conference will provide unique opportunities to recognize your volunteer leaders, and inspire you and your colleagues to bring fresh ideas and energy back to your chapter, region and your constituents.

- Honor fundraising champions and teams by bringing the Team Captains Rally, Tour of Champions and leadership meetings into one powerful program
- Enhanced, inspiring workshops and other educational opportunities for volunteer leaders
- Special evening concert with music superstar Clay Walker

SAVE THE DATE	Sheraton Chicago Hotel and Towers
November Leadership Meeting	Chicago, Illinois
November 10-12, 2010	

More information will be coming your way very soon, including registration information in September. For more information, please contact Ellen.Penrod@nmss.org.



DEVELOPMENT

July 9, 2010	CC: Chapter Presidents
	Marketing
IEG Corporate Relations Summer Summit Pre-Session Survey	
Action Requested/Deadline: July 14, 2010	

We are excited to bring IEG – the industry leaders in sponsorship strategy and training – to the Summer Summit for two corporate relations sessions on Thursday, August 12th.

With IEG headquartered in Chicago, these sessions present a tremendous opportunity for chapter staff involved in corporate partnership development to gain insights into high level sponsorship strategy, trends in cause and event marketing, competitive intelligence, innovative partnership ideas and more!

To help our IEG experts prepare for the conference and ensure chapter staff walk away with valuable insights and actionable partnership strategies, we ask that you complete a brief corporate relations survey by **COB Wednesday, 7/14/2010**. To access the IEG pre-workshop survey, please click on the following link:
<http://www.surveymonkey.com/s/P9DR7ZV>

If you have not registered for the Summer Summit, you can do so at
<https://meetings.nmss.org/attendee/event/summersummit.wv>

For questions regarding the IEG corporate relations sessions, please contact Julie Stone Hurley at julie.stone.hurley@nmss.org or (303) 698-6100 x15259.



MARKETING

July 9, 2010

CC: All

Google Search: New Society Website Search Engine

On Wednesday, July 14, 2010, we will upgrade the Society website to Google Site Search. This new search engine will allow us to take advantage of the power of Google search and provide our constituents more relevant and current content results for their Society website searches.

Key benefits:

1. Users will be presented with search results that are more relevant, because Google algorithms for indexing and displaying pages make it easier to find content on our site.
Note: Indexing is when a search engine sees and then stores information about a content page for accessing via a search.
2. Users will be clearly presented with results that match their specification for local or organization-wide content, because they will explicitly be able to search local content (specific chapter content) **or** search the entire website (all chapters and national content). Local content is identified in the search results as belonging to a particular chapter.
3. Users searching for information in other public search engines will find Society content easier, because by making our content friendlier for internal search results, we also make it friendly for external search engine results.

What you can expect/What you should know:

1. During testing, Google Site Search consistently returned the most relevant content – in either the first or second position on the results page. The top 40 most-used keywords from the previous 6 months were tested.
2. Search results will appear in the order Google determines is most relevant. Similar to their public search, Google has an algorithm for how content is displayed. Although we cannot change that algorithm; we can make sure our pages are optimized to take advantage of it. Please review the updated [Web Design and Content Guidelines](#) to optimizing content.
3. Because we are using Google, we are bound by their indexing schedule. If you create new content, it may take a day or two for the content to be indexed. **Note:** Indexing is when a search engine sees and then stores information about a content page for accessing via a search.

4. Chapter pages will have a set of radio buttons underneath the search box at the top of the pages. Users will have the ability to search “This Chapter” or “All Society Pages”. Clicking “This Chapter” provides search results for the chapter where the search began.
5. All PDFs will be searched and displayed in results. If you find a document in the search results that you do not want displayed (for example, it is old or out dated), you must remove it from the File Manager in the Content Management System, or update it. Again, it will take a day or two for Google to remove the document from the search results page (both on our search results and public search sites).
6. Currently, many of our PDFs and other document files have titles that are not intuitive. Along with HTML pages, PDF documents should be optimized for searchability. Please review the updated [Web Design and Content Guidelines](#) for tips on optimizing PDFs for the Web.

Important Tip: Open the PDF and go into the document properties to add or change a document title. This is the title that will display on the search results page (both on our search results and public search sites).

7. If you do not want content to appear in the search results, you must uncheck the “Appears in Search” checkbox on pages and documents within the CMS. The next time Google indexes the site, it will remove the unchecked items from the results.

For questions about this enhancement or the [Website Design and Content Guidelines](#), please contact Todd Culter at Todd.Culter@nmss.org



MARKETING

July 9, 2010	CC: All
MS Awareness Week & World MS Day 2011	

As we continue to build a global MS movement and work to achieve the goals driving our strategic response, MS awareness opportunities remain critical for engaging the millions of people around the world who want to do something about MS now and have a shared vision for a world free of MS. Following are the dates for MS Awareness Week and World MS Day 2011.

MS Awareness Week 2011: March 14 – 20, 2011

2011 will mark the Society's sixth annual MS Awareness Week. Society-wide, and beyond, MS Awareness Week has fueled myriad creative opportunities to engage, connect, inspire and raise awareness. MS Awareness Week 2011 follows the Society's annual public policy conference in DC (March 7-9, 2011) and will provide opportunities for both national and community-based awareness activities, which the MS Awareness Week plan and toolkit will reflect.

World MS Day: Wednesday, May 25, 2010

As committed partners with the MSIF, the Society is again banding together with the international MS community to support this day of global MS awareness.

The Society will play a role in supporting the development of World MS Day and will also provide a simple framework for Society-wide participation. Our goal is to develop a concept and call to action that will allow for minimal preparation with maximum impact and symbolize a connection to the global MS community.

MS Awareness Theme, Plans and Toolkits in Development

A group of national and chapter marketing representatives recently met to discuss strategy and initial plans for 2011 awareness opportunities. This committee is working to develop themes and plans for 2011 that will support both MS Awareness Week and World MS Day.

The first phase of the toolkit will be delivered in early August, including topline plans, themes, as well as initial templates and toolkit materials for MS Awareness Week. Additional templates and creative materials will be provided for use in the months for both MS

Awareness Week and World MS Day. Thank you for your ongoing commitment to raising MS awareness and to building a truly global MS movement.

Please feel free to contact: Shawna Golden on the marketing team at Shawna.golden@nmss.org or 303-698-6100 x.15168 with any questions.



PROGRAMS & SERVICES

July 9, 2010	CC: Chapter Presidents
<u>ACTRIMS Proceedings and Follow-up Ideas</u>	

Under separate cover, each chapter will be receiving one copy of the proceedings from the 15th annual meeting of the Americas Committee for Treatment and Research in Multiple Sclerosis (ACTRIMS), held Saturday, June 5, 2010 in San Antonio. This day-long educational program—targeted to MS clinicians, basic scientists and clinical researchers—included sessions on stem cell replacement and neural repair, risk management, and complications of potent immunosuppressive agents. These proceedings are also available on the web at http://main.nationalmssociety.org/site/PageNavigator/HOM_ACTRIMS_2010

As you many know, the Society has a collaborative partnership with ACTRIMS. Many members of ACTRIMS are prominent, active volunteers with the Society, and ACTRIMS and the Society share a common goal to reach neurologists, researchers and others who are interested in basic and clinical issues in MS research. Both organizations are interested in recruiting more people to the MS field—particularly young clinicians and researchers.

HOW YOU CAN LEVERAGE THE ACTRIMS MEETING

- Share your copy of the ACTRIMS proceedings with your CAC – if someone on your CAC attended the ACTRIMS program, ask them to provide an overview of the meeting at your next CAC session.
- Contact Kristin.Summers@nmss.org to receive additional copies of the ACTRIMS proceedings to share with your CAC or to distribute at upcoming meetings that include physicians.
- Review the list of ACTRIMS presenters (ACTRIMS_2010_USA_Presenters) available on the Intranet: Research and Clinical>Collaborative Partnerships>Organizational Partners. Look for names that may be new to you from your area and reach out to them through a phone call or e-mail. Explore ways they might become more engaged with the Society, whether as an addition to your referral

lists, participating on a volunteer committee such as your CAC, serving as a speaker for client or professional programs, or partnering in advocacy efforts for more research funding

For further information and additional ACTRIMS proceedings, please contact:

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RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs

July 9, 2010

Two Medical Meetings (ACTRIMS and CMSC) Focus on Research Progress and Issues in MS Clinical Care

“Basic and Clinical Research Issues” was the topic of the 15th annual meeting of ACTRIMS (Americas Committee for Treatment and Research in MS) on June 5 in San Antonio. This year, ACTRIMS was held in conjunction with the annual meeting of the Consortium of MS Centers, as well as the National MS Society’s Tykeson Fellowship Conference (<http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=3440>). ACTRIMS was chaired by Jerry S. Wolinsky, MD (The University of Texas Health Sciences Center at Houston) and jointly sponsored by the National MS Society and the University of Maryland School of Medicine, in collaboration with the MS Society of Canada.

In all, 7 invited lectures and 68 platform and poster presentations were made at the ACTRIMS meeting; 20 cited funding from the National MS Society’s research programs. The complete program is soon to be posted to the ACTRIMS Web site at www.actrims.org. Here are some highlights of select invited lectures and platform presentations at ACTRIMS, followed by a summary of the CMSC conference:

- **Stem cell strategies:** The joint CMSC-ACTRIMS Donald Paty Memorial Lecture was delivered by Neil Scolding, MD (University of Bristol, UK), who discussed the pros and cons of stem cell therapy for MS. Dr. Scolding recently reported positive results from a Phase I safety/feasibility clinical trial of six people with long-standing MS, who were given intravenous injections of their own adult bone marrow cells containing a mix of stem cells. (Read more (<http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=3215>) about this study.)

Dr. Scolding commented that our increased understanding of MS has placed greater demands on potential cell therapies. We now know that therapeutic strategies need to address nerve fiber damage, which contributes to the development of disability, as well as areas of the brain

that do not have obvious damage to nerve fiber-insulating myelin. However, findings in stem cell biology are keeping pace, giving hope that this strategy will bear out in an MS treatment. “We now know that bone marrow stem cells are able to leave the circulating blood stream and enter the brain and spinal cord, and that they do so in increased numbers when the nervous system is damaged or disease, as in MS,” he said. (Abstract #1)

Stefano Pluchino, MD, PhD (San Raffaele Scientific Institute, Milan) added to the discussion of stem cells, focusing on neural (nerve) stem cells. Dr. Pluchino’s team has shown that these cells can reverse the MS-like disease EAE in mice and stimulate repair of damaged tissues. Dr. Pluchino noted that stem cells probably do not work just by replacing other cells, but by orchestrating the activation of several mechanisms, including the release of immune-modulatory and tissue-supportive molecules. (Abstract #2)

Tanja Kuhlmann, MD (University Medical Hospital, Münster, Germany) talked about opportunities to stimulate “endogenous” repair – the repair capabilities that exist in people with MS, but that somehow fail to keep up with the damage. She noted several possibilities for why repair fails: inhibitors, such as the molecule Lingo-1; the lack of repair-promoting molecules, such as growth factors; or disturbed signaling pathways. Strategies for altering these obstructions are under study in MS models. (Abstract #3)

Read more (<http://www.nationalmssociety.org/multimedia-library/momentum-magazine/momentum-summer-2010/download.aspx?id=22120>) about cell therapy research in MS (PDF).

Read the full roundup of the ACTRIMS and CMSC meetings on SharePoint at: http://intranet.nmss.org/Topics/cr/Pages/ACTRIMS_and_CMSC_Roundup.pdf.