National
Multiple Sclerosis
Society
New Jersey

CHAPTER PRESIDENTS

September 24, 2010	CC:
2010 National Conference – Registration Open	
Action Requested/Deadline: October 29	

Individually we can move, together we're a movement.
Individually we make a difference, together WE'RE UNSTOPPABLE!

The 2010 National Conference Registration is now open. Register today!

Meeting Highlights
• Meet the stars of "We Keep Moving", our 10 week video journey across the U.S. sharing unique stories about what it means to live with MS and journeys of overcoming the obstacles — how we each keep moving in our own way.
• Workshops led by peer experts in fundraising, team building and leadership.
• Dynamic research session featuring leading MS researchers.
• Special private evening concert with music superstar Clay Walker.
• Opportunity to meet and network with people who are as dedicated and UNSTOPPABLE as you!

Registration deadline — October 29
Hotel cut-off date — October 18 (Don't delay — Book your room today!)

The National Conference includes both the **Tour of Champions** and **National Team Captains Rally**! Combining our most important top fundraiser cultivation activity with the Rally provides an excellent opportunity for Champions to meet and mingle with some of the Society's top team captains providing each an excellent learning and networking experience. Plus, bringing our Champions and team captains together provides us with a great opportunity to honor and celebrate their outstanding achievements.

Who should you invite?
You should extend an invitation to all of your team captains and chapter leadership volunteers. While we understand that you can't pay for everyone to attend, it is important that everyone is invited to join us in Chicago.

A few key groups to focus on: top team captains and team captains that you think have potential to grow their teams and increase their fundraising; top fundraisers and fundraisers that you know can and want to do more.

Click here to check out the National Conference Schedule!

Don't miss out — Register today!

Questions about the National Conference? Contact Ellen Penrod.

National Multiple Sclerosis Society
News Sheets

DEVELOPMENT

September 24, 2010	CC:
Bike MS and Walk MS Broadcast PSAs Now Available	

The new video public service announcements for the Walk MS and Bike MS 2011 event season are now available. These great PSAs were filmed at 2010 events and feature real people who are involved in the movement to end MS. There are several options available for each event. All of the spots can be viewed on YouTube:

Walk MS Caroline 30 second version -http://www.youtube.com/watch?v=w1vzzuta_Xc
Walk MS Kristina 30 second version- http://www.youtube.com/watch?v=QagwVqsDjCk
Walk MS Kristina 60 second version - http://www.youtube.com/watch?v=gc7g5ylhfTY

Bike MS 30 second version - http://www.youtube.com/watch?v=arj6Ck202Eg
Bike MS 60 second version - http://www.youtube.com/watch?v=i4qHlWXB190

Downloadable versions of all of the PSAs are available on the Society's Asset Management System
http://nmss.emotion.com/login.aspx?redirect=%2fhome.aspx and on the FTP site
ftp://ftp.nmss.org <ftp://ftp.nmss.org/>

On SAMS under Video/Bike MS, and Video/Walk MS

FTP site under 2011 Event Materials>Walk MS>2011 Walk MS Broadcast PSAs and under 2011 Event Materials>Bike MS>2011 Bike MS Broadcast PSAs

If you have trouble accessing these sites, please submit a TrackIt ticket.

To Order General Versions:

E-mail your request to Chapter Supplies at chapterorders@nmss.org.

BP2011 - 2011 Bike PSA Beta $40.00 each
WA2011 - 2011 Walk PSA Beta $40.00 each

To Order a Customized Version:
Direct-Edit is pleased to offer customization of the new Bike MS and Walk MS public service announcements for individual events. To order a customized copy of both the 30 second and 60 second spots for your event, please email the pertinent information for the event (date, time, location, contact phone and website) to bryan@direct-edit.tv. You will receive an email of the new tag for approval before the actual dubs are made. Tapes will then be delivered to your chapter on BetacamSP videotape in wide screen format suitable for broadcast and cable.

Cost per tape with both 30 second and 60 second spots customized to promote your event is $155 which includes customization, approval, shipping and handling. A viewer DVD of the completed customized spots is available for an additional $15. Chapters will be billed directly. Turn around is five business days plus shipping time.

What you need to Know when Ordering Tapes:

All spots are in 16 x 9 format (Widescreen)
Walk MS Broadcast PSAs - 16 x 9 Anamorphic (Walk MS Walk MS Caroline :30, Walk MS Kristina:30, Walk MS Kristina: 60)
Order from Chapter supplies – chapterorders@nmss.org

Bike MS Broadcast PSAs - 16 x 9 Anamorphic (Bike MS:30, Bike MS:60)
Order from Chapter supplies – chapterorders@nmss.org

If you need 4x3 format or a version with no Voice Over, please contact Mark Serratoni at 303.698.6100 x.15178 or mark.serratoni@nmss.org with any questions.

National Multiple Sclerosis Society
New York

PROGRAMS & SERVICES

September 24, 2010	**CC:** Chapter Presidents
	Development
	Marketing
2011 Scholarship Program	

Thanks to everyone who participated in the scholarship process in 2010. Everything seemed to go smoothly with our new vendor (ACT) and the new online application; and we appreciate your patience, flexibility and input to help ensure a smooth transition.

Gearing up for the 2011 program

- Include a link on your chapter website to the scholarship web page at www.nationalmssociety.org/scholarship. The 2011 application will be available on the national website starting on October 1 and will remain posted until the January 14, 2011 deadline.
- Publicize the program in MS Connection. A box for the Society scholarships is available in the MS Connection core pages.
- New brochures were shipped to chapters in August. We remind you to please use these and discard the ones from previous years as the January application deadline has changed. The new brochures are orange, blue and green. Use these brochures for:
    - Students/potential scholars – to communicate the basics of how to apply, when to apply, who is eligible, etc.
    - Potential funders/financial supporters – to communicate the basics of the program (what they would be supporting), showing faces and some hint of the impact it has, and give them info on how to learn more about supporting scholarship in their area.
    - General audience – to show this great direct assistance program as just one of the many compelling programs we offer. Not just for people with MS but for their families too.

- The Scholarship Program Manual is posted on SharePoint under Topics>Programs and Services>Scholarship Information. Please take time to read and/or refamiliarize yourself with the administrative process. The manual includes:

- Home office and chapter procedures
- Annual timeline
- Frequently Asked Questions
- Application review process and materials
- Ideas for "Developing a Local Presence"
- How to "Approach and Engage Donors"
- How to "Keep your Students Involved"

Some changes for 2011

Chapters will receive ALL applications for review. Due to cost savings we realized in 2010 and greater procedural efficiency with our new vendor, we will be able to acquire ALL scholarship applications in 2011. Prepare yourselves and your review committees, as this means more applications for review for many chapters. BUT it also means each applicant gets an equal opportunity for scholarship consideration! Applicants will still be ranked by ACT, but not eliminated from chapter review based on their rank.

Since our administrative fees from ACT are not based on a per application charge, we will be looking at ways to streamline chapter payments, too. Most chapters will see a reduction in fees. A few (those who in the past have only requested the minimum number of applications) may see a modest increase. Fees for processing renewals will remain the same.

Change in timeline. I have received some feedback from chapters that it would be nice to notify our scholars a bit sooner (before their graduation, before Society events). We want to be able to do that *without* having to change the January deadline. With new procedures in place, ACT can provide chapters with the applications nearly one month earlier than last year. Keep in mind that this means you will need to schedule their reviews sooner, secure funding sooner, and make award decisions sooner. Please review the timeline and schedule tasks accordingly.

Thank you all for your growing support of this program!

Wenda Carlson
Publications & Project Specialist
Denver TRC
303-698-6100, ext. 15152
wenda.carlson@nmss.org

National Multiple Sclerosis Society
News Sheets

PROGRAMS & SERVICES

September 24, 2010	CC:
New Teleclass Programs from *Relationship Matters: A Program for Couples Living with MS*	

The Programs and Services Department announces two new teleclass series for couples living with MS, **"8 Hours to a Lifetime of Relationship Satisfaction"** and **"Jumpstart Your Relationship: Reclaim Your Well-Being"**. Both teleclasses are being offered in FY 2011 by the federally-funded program *Relationship Matters: A Program for Couples Living with MS*.

"8 Hours to a Lifetime of Relationship Satisfaction" is adapted from the in-person workshop curriculum of the same name. While there is some discussion about MS, the focus of this series is on the development of foundational communication skills. Feedback received from couples participating in the pilot program include the preference for a more general communications class because they are already overwhelmed with too many issues related to MS, and the series is a way to do something together that does not center on MS or just the person who has it.

"Jumpstart Your Relationship: Reclaim Your Well-Being" was developed in collaboration with Can Do Multiple Sclerosis (formerly The Heuga Center for Multiple Sclerosis) and has proven very successful over the last year. Different from the *8 Hours* teleclass series, this curriculum, while teaching basic communications skills, does so within the context of living with MS. Each weekly call focuses specifically on MS symptoms, while discussing healthy ways to talk about symptoms and the emotional reactions they create. As part of the learning experience, couples will also learn practical communication strategies to deal with particular symptoms. This could be a good program recommendation for people who traditionally avoid "relationship skills"-type classes and perhaps feel more comfortable talking about something more shared and familiar, like issues with fatigue and the impact on the relationship.

Both teleclass series are scheduled to begin in October, 2011 and continue throughout the fiscal year. Each teleclass series class takes place over a period of six weeks, with each call in the series lasting an hour and 30 minutes per week.

A benefit to chapters of the teleclass programs is that they can be promoted within the chapter program plan as educational opportunities, with no program delivery costs incurred by the chapter. **All costs are covered by the federal grant**. Class schedules and chapter-based marketing materials are available on SharePoint: Programs and Services>Family and Youth Resources>Relationship Matters. The calendars and information are constantly updated and can be used as links on your website (housed on your server), inserted in email blasts, MS Connections or any chapter programs brochure.

Pre-registration is required. This allows for the development and nurturing of the small group experience. The closed group format ensures that participants receive a good foundation for their learning and that new skills build upon others learned previously.

Couples interested in registering for a teleclass may either call 1-800 FIGHT MS (1-800-344-4867) or email couplesprogram@nmss.org. You may also tickle Jessica Roeder through Altair or email the couple's information to couplesprogram@nmss.org and we will follow up with the client.

A current course calendar and marketing materials have been provided to chapter staff on the *Relationship Matters* contact list. Please direct all questions and requests to be added to the contact list to Lara Rezzarday at lara.rezzarday@nmss.org.

Lara Rezzarday, MPA
Director, *Relationship Matters Program*
303-698-6100, ex. 15205
Lara.rezzarday@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

September 24, 2010

Small Clinical Trial Suggests that Asthma Drug Albuterol Added to Copaxone Delays MS Relapses and Alters Immune Profile

-- Larger trials needed to determine its use as an add-on to other MS therapies

A daily oral dose of the asthma drug albuterol, combined with daily subcutaneous injections of Copaxone® (glatiramer acetate, Teva Pharmaceutical Industries, Ltd. http://www.nationalmssociety.org/about-multiple-sclerosisas/what-we-know-about-ms/treatments/medications/glatiramer-acetate/index.aspx) caused clinical improvement during the first year of a two-year study in 44 people with relapsing-remitting MS (http://www.nationalmssociety.org/about-multiple-sclerosisas/relapsing-ms/index.aspx). It also caused more sustained benefit including delays in MS relapses and altered immune profiles. Larger clinical trials are needed to verify the value of albuterol as an add-on to other MS therapies. The study, by Samia Khoury, MD (Harvard's Brigham and Women's Hospital in Boston) and colleagues, is published in the September issue of Archives of Neurology (2010;67 (9):1055-1061 http://archneur.ama-assn.org/cgi/content/abstract/67/9/1055). The study was supported by the National Institutes of Health.

Background: MS involves immune attacks against brain and spinal cord tissues. Because the asthma drug albuterol has an impact on specific immune messenger chemicals that are active in MS, the investigators developed a clinical trial to test its ability to enhance the benefits of Copaxone, a standard disease-modifying therapy for MS.

The Study: Forty-four people with relapsing-remitting MS were randomly assigned to receive either Copaxone with daily oral inactive placebo, or Copaxone with daily oral albuterol. The primary endpoint established was changes in the Multiple Sclerosis Functional Composite (MSFC - a series of measurements of disability) at six-month intervals during the two-year trial. They also measured immune messenger chemicals secreted by specific immune T cells taken

The National MS Society is proud to be a source of information about MS. Our comments are based on professional advice, published experience and expert opinion, but do not represent individual therapeutic recommendation or prescription. For specific information and advice, consult your personal physician.

from participants at 3, 6 and 12 months, and other endpoints such as time to first relapse and results of MRI scans.

Results: Thirty-nine participants who completed the study were included in the analysis. The group with albuterol added had significantly higher scores on the MSFC at 6 and 12 months (primarily due to increased walking speed), suggesting clinical benefit, but there was no significant difference between the groups on the MSFC at 24 months. Those on placebo experienced relapses faster than those on the combination therapy. Although both groups had beneficial impacts on their immune profiles, those in the albuterol group had significantly greater reductions of the immune messenger interleukin-13 at 12 months, suggesting benefit. No significant differences were seen in suppression of interferon gamma and no significant differences were seen in two different measures of disease activity on brain MRI. The add-on therapy was considered to be well tolerated.

Conclusion: The authors suggest that Copaxone plus albuterol seems to enhance clinical response during the first year of combination therapy. Further studies are needed to determine the value of albuterol as an add-on to other MS therapies.

Read more (http://www.nationalmssociety.org/news/news-detail/index.aspx?nid=3248) about studies of combination therapy in MS, and other novel therapeutic strategies.

Copaxone is a registered trademark of Teva Pharmaceutical Industries Ltd

The National MS Society is proud to be a source of information about MS. Our comments are based on professional advice, published experience and expert opinion, but do not represent individual therapeutic recommendation or prescription. For specific information and advice, consult your personal physician.