



CHAPTER PRESIDENTS

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| January 14, 2011 | CC: Development Programs & Services |
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| <u>New Walk MS Accessibility Standards – Required Training Call</u> | |

Walk MS is the rallying point of the MS Movement, a community coming together to raise funds and celebrate hope for the future. In order to ensure that all our community, most especially those with MS, experience an event that is welcoming and accessible, the Society has established new Walk MS Accessibility Standards.

The new standards, created by a cross departmental team of event staff, programs staff and Society volunteers, provide clearer standards for maintaining accessibility at Walk MS. The standards include a checklist for all Walk MS events plus handy tips and guides on how to solve common accessibility problems, such as curbs and accessible parking.

A training call for the Walk MS Accessibility Standards will be offered two times. Both event and programs staff are asked to attend. The call will cover the checklist, using volunteers to help with accessibility and timeline for expected compliance with standards.

Monday, January 24th at 1 pm eastern, 12 pm central, 11 am mountain, 10 am pacific.

Call in number 877-875-7554, pass code 25379800#

WebEx link

<https://nmss.webex.com/nmss/j.php?ED=145600682&UID=479328776&RT=MiM2>

Tuesday, January 25th at 4 pm eastern, 3 pm central, 2 pm mountain, 1 pm pacific

Call in number 877-875-7554, pass code 25379800#

WebEx link

<https://nmss.webex.com/nmss/j.php?ED=145600742&UID=1055440032&RT=MiMxMQ%3D%3D>

In the case that someone on staff is not able to make the call, it will be recorded and the recording will be available for a limited time.

Questions? Contact [Ellen Penrod](#) or [Kim Koch](#)



INFORMATION TECHNOLOGY (IT)

January 14, 2011

CC:

Upgrade of Webmail 12/22/10

The Information Technology team continues to upgrade and enhance our email environment including an upgrade of webmail to the most recent version on December 22, 2010.

The new webmail looks and behaves much more like the Outlook that you use every day and provides additional capability over the older version of webmail. To access webmail, you will use the same website link – <https://webmail.nmss.org>. You will be directed to the following login screen. Please note that it is a bit different:

A screenshot of the MS Webmail login interface. At the top left is the MS logo (orange letters with a black swoosh) and the word 'Webmail' in bold black text. Below the logo is a 'Security' section with a '(show explanation)' link. It contains three radio button options: 'This is a public or shared computer' (selected), 'This is a private computer', and 'Use the light version of Outlook Web App' (checkbox). Below these are two text input fields for 'User name:' and 'Password:'. A yellow 'Sign in' button is positioned to the right of the password field. At the bottom, it says 'Connected to Microsoft Exchange' and '© 2010 Microsoft Corporation. All rights reserved.' The background of the login screen has a yellow gradient at the bottom.

This version provides enhanced security so there are a couple of changes to the login procedure:

1. If you are using a public or shared computer (library, web café, or someone else's computer), select: 'This is a public or shared computer'. If you are using your Society assigned computer, select: 'This is a private computer'.
2. This version of Webmail provides an option for slow connects call the "Light Version" The light version of Outlook Web has fewer features. Use it if you're on a slow connection or using a computer with very strict internet security settings. ***In most cases, you won't need to use the light version.***

If you have any questions or problems, please open an IT support ticket and we will gladly assist you. If you're using the Society's network, to open a ticket go to: <http://support/selfservice> . If you haven't yet moved to the Society's infrastructure, open a ticket at <http://support.nmss.org/selfservice> .



MARKETING

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| January 14, 2011 | CC: All |
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| January 2011: E-communications Update | |

January National MS eNEWS

Send date: 1/20/11

Audience: Full List

The January National MS eNEWS will be sent on Thursday, January 20. Content includes a feature about the January 11 Society webcast on “Repairing the Nervous System in MS: Progress and Next Steps”, as well as information about MS research progress in 2010 and Phil Keoghan’s documentary “The Ride”.

Notes

Individuals with a ‘no email’ classification on their Altair accounts will be suppressed, along with standard Direct Marketing Program excludes/suppressions.

The FY 2011 Society Constituent Communications Calendar and Schedule is available on SharePoint at:

http://intranet.nmss.org/Topics/marketing/Documents/Society_Constituent_Communications_Calendar_and_Schedule_FY2011.xls

Contact Information

For editorial questions or suggestions regarding our National MS eNEWS, please contact Gary at gary.sullivan@nmss.org or 212-476-0538.

For questions about our national e-communications strategy, please contact Rich at rich.sarko@nmss.org or 303-698-6100 x15171.



MARKETING

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| January 14, 2011 | CC: All |
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| Reminder – Please Help to Protect the Society’s Assets | |

Over the years, the Society has established a variety of important assets (brands, trade names, designs, etc.), many of them protected as trademarks. However, this protection is **only** enforceable if we use them properly. Please review the following information and help us ensure that our assets are fully protected through our collective, diligent usage.

Society Logo

The Society logo has carried a registered trademark or “®” since early 2010. This means that logos containing the original TM designation should no longer be used. Since our organizational logo is used almost everywhere, you should check everything from your email signature to printed materials you utilize. For printed materials it is acceptable to use up your current supply – just make sure to update the logo prior to your next print run. If you have any questions, or need additional information, please reference the brand guidelines on the ‘materials’ FTP site and The Society Asset Management System (<http://nmss.emotion.com>).

- Download the Society logo on the ‘materials’ FTP site in a folder called ‘Society Logos’ or via the Society Asset Management System under Logos/National MS Society.
- Also, please download the latest PowerPoint and Word Document templates. They are located in the ‘materials’ FTP site in a folder called ‘PowerPoint and Word Templates’ or on the Society Asset Management System under Materials/Stationery and PPT.

Join The Movement[®]

Over the past few months, many have asked about the Society’s statement: Join The Movement[®]. The Society does have protective ownership of this mark, and any uses of it as a tag line or independent statement should carry the same “®” registration symbol as the Society logo. However, our ownership of this mark is limited to a category designation known as ‘Charitable Services/Fundraising’. What this means is that an organization who might potentially be recognized as a ‘Charitable Service/Fundraising’ organization attempting to use Join The Movement as a tagline or independent statement, may be infringing on our ownership. However, if it is an organization that does not likely fall into that category, such as recent campaigns generated

by Toyota, and the NFL, it is likely NOT an infringement on our rights. Trademark protection is sometimes challenging, but we actively monitor and manage potential infringements, and encourage you to always contact us if you see anything concerning.

In the meantime, please take the same precautions regarding usage as those outlined above with respect to the Society logo, and review your use of Join The Movement in everything from email signatures to print materials. If the usage doesn't contain the "®", please make the update after downloading the correct file. Again, for existing print materials, finish using them up and make the change prior to your next print order.

- Download the Join The Movement file on the 'materials' FTP site in a folder called 'Society Logos' or via the Society Asset Management System (<http://nmss.emotion.com>) under Logos/National MS Society.

If you have any questions related to logo files, please contact Mark Serratoni at mark.serratoni@nmss.org or 303.698.6100 x.15178.

To report potential infringements on Society marks, or questions related to trademark protection, please contact either Sherri Giger or Carolyn Hayes-Gulston.



MARKETING

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| January 14, 2011 | CC: All |
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| <u>New Society Brand Photos Available</u> | |

Since the launch of the new Society brand in 2007, we have been focused on establishing a powerful and relevant brand with core attributes such as optimism, power/energy, movement, and authenticity. As the brand grows in recognition, and adoption by our constituents and the general public increases, we have shifted our focus and been working this year to build on the brand and ensure that we can continue to increase awareness and engagement. At the core of this work are our visual assets, including our brand photography.

We are happy to share a suite of new brand photographs, which were developed to not only expand the photography assets available, but to also expand and broaden the visual experience of what it means to live with MS.

We encourage you to review and utilize these photographs, which you will also see highlighted during MS Awareness Week/Year-Round Awareness campaign, and throughout 2011 materials.

Over 150 new photographs are available on **The Society Asset Management System (SAMS)** under Photos>Brand. You can access the system via: <http://nmss.emotion.com>. Through the system, you can download them in a variety of formats, including TIF, JPG, PDF, and PNG.

When using these photos, please ensure authenticity by accurately captioning them as follows:
For example: **Susan, diagnosed in 1995**

If you have any questions regarding photography assets, please contact Mark Serratoni at mark.serratoni@nmss.org or 303.698.6100 x.15178. For questions related to the Society brand or MS Awareness Week, please contact Shawna Golden at Shawna.golden@nmss.org at 303.698.6100 x15168.



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RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

January 14, 2010

MS Trial Alert:

Investigators Recruiting for Study of Results of Switching Therapies in MS

Summary: Investigators nationwide are recruiting 1800 people with relapsing-remitting MS (<http://nationalmssociety.org/about-multiple-sclerosis/relapsing-ms/relapsing-remitting-ms-rms/index.aspx>) for a study to evaluate the benefits of remaining on Copaxone[®] (glatiramer acetate, Teva Pharmaceutical Industries Ltd) or Rebif[®] (Interferon β -1a, EMD Serono Inc) or switching to Tysabri[®] (natalizumab, Biogen Idec and Elan Pharmaceuticals), in people with relapsing-remitting MS who experience “breakthrough” disease activity. The study – also called the SURPASS study – is funded by Biogen Idec in partnership with Elan Pharmaceuticals Inc.

Rationale: While there are now a variety of treatment options available to people with MS, ongoing disease activity may occur, leaving a patient several options regarding their future treatment including: stopping, continuing, or switching treatments. There are currently few data from well-controlled clinical trials to provide guidance on these choices. In this study, some participants will remain on Copaxone or Rebif, switch from one of these therapies to the other, or switch to Tysabri.

Eligibility and Details: Participants should be between 18 and 60 years old, with a diagnosis of relapsing-remitting MS. Participants must have been treated with either Copaxone or Rebif as their first therapy for MS for six to 18 months before the study. Participants must have had disease activity within 12 months before the study while on therapy, and disease activity must be observed after at least 6 months on therapy. Further details about enrollment criteria are available from the contact below.

The primary endpoint in this study is to compare the effectiveness of these treatment courses on reducing the relapse rate. Of 900 people taking Copaxone, and 900 taking Rebif, 450 of each will be randomly assigned to take Tysabri, and the other 450 will be randomly assigned to

either stay on their current therapy or switch to Copaxone or Rebif. The comparison is between those switched from Copaxone or Rebif to Tysabri versus those remaining on Copaxone or Rebif; switches between Copaxone and Rebif are not being compared for effectiveness.

Secondary outcomes being measured include changes in MS disease activity as shown on MRI scans, and changes in the MSIS-29 (an instrument that measures the physical and psychological impact of MS).

Contact: To learn more about the enrollment criteria for this study, and to find out if you are eligible to participate, please email surpass.study@biogenidec.com, or call 1-800-456-2255.

Sites are recruiting in the following cities:

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| Akron, OH | Golden Valley, MN | Patchogue, NY |
| Albuquerque, NM | Green Bay, WI | Peoria, IL |
| Allentown, PA | Guaynabo, PR | Philadelphia, PA |
| Atlanta, GA | Hickory, NC | Phoenix, AZ |
| Augusta, GA | Hollywood, FL | Pompano Beach, FL |
| Aurora, CO | Indianapolis, IN | Ponte Vedra, FL |
| Baltimore, MD | Jacksonville, FL | Providence, RI |
| Boston, MA | Kansas City, KS | Richmond, VA |
| Carmichael, CA | Kansas City, MO | Round Rock, TX |
| Charlotte, NC | Kirkland, WA | Saint Louis, MO |
| Cincinnati, OH | Knoxville, TN | Saint Petersburg, FL |
| Cleveland, OH | Lexington, KY | San Antonio, TX |
| Cullman, AL | Lincoln, NE | Sarasota, FL |
| Dayton, OH | Maitland, FL | Shreveport, LA |
| Des Moines, IA | Miami, FL | Springfield, MA |
| Detroit, MI | Morgantown, WV | Staten Island, NY |
| Dover, DE | Nashville, TN | Stony Brook, NY |
| Erie, PA | New Orleans, LA | Sunrise, FL |
| Evanston, IL | New York, NY | Tacoma, WA |
| Fort Collins, CO | Newark, NJ | Tallahassee, FL |
| Fort Wayne, IN | Newport Beach, CA | Tampa, FL |
| Franklin, TN | Norfolk, VA | Worcester, MA |
| Freehold, NJ | Oceanside, CA | |

[Download a brochure that discusses issues to think about when considering enrolling in an MS clinical trial \(PDF\).](#)

Copaxone is a registered trademark of Teva Pharmaceutical Industries Ltd

Rebif is a registered trademark of EMD Serono, Inc.

Tysabri is a registered trademark of Biogen Idec and Elan