



CHAPTER PRESIDENTS

February 25, 2011	CC:
Title of News Sheet: 2012 Certification Standards Task Force	

Background

The 2012 Certification Standards Task Force has begun its work. An in depth review of the Certification Standards will occur this year to ensure standards support our regional structure. The process will include a strategic review of both business standards that are measurable and have consequences as well as mission standards that often focus on continuous improvement. The resulting standards will be aligned with the 2011-2015 Strategic Response. The Task Force will meet in person on April 6-7 and May 18-19 and continually through conference calls. An opportunity for chapter presidents to provide feedback about potential changes to the certification standards and program will be included in the timeline.

The Certification Standards Task Force is accountable to the Chapter Relations Committee (CRC) of the National Board of Directors and will present its recommendations for the 2012 standards to the CRC at its July 2011 meeting. The Task Force is chaired by Bill Monahan, who is a member of the CRC and serves both on the National Board and the Greater Delaware Valley Board, and consists of 15 individuals including representation from each region.

Task Force Members

Pat Abruzzo: Home Office, Project Manager, Field Operations Department. Pat has been with the NMSS for 18 years and provides essential “behind the scenes” support to the certification process; Pat also provides data and information for the Chapter Relations Committee.

Cindy Bean: Executive VP, West Region. Cindy has served the NMSS for over 17 years in the Colorado Chapter’s development department and with the Field Operations and Human Resources departments. She assumed her current role in the West Region October 1st.

Peter Galligan: Northeast Region. Peter has served on the Greater New England Chapter Board for 25 years including terms as Chair and Vice Chair. He has been a member of the National Board of Directors for the eight years and currently serves as Chair of the Chapter Relations Committee as well as Chair of the Blue Ribbon Panel.

Jeff Gentry: South Central. Jeff leads the finance, IT and data areas for the South Central Region. He has been with the Society since 2006. Jeff has a keen knowledge of the Society's accounting and data areas and the important areas of best practice controls and reporting. Jeff has also been active in other Society wide task forces and committees including organization of choice, review of 990 practices and the Risk Management committee.

Lisa Gerrol: Northeast Region. Lisa has served as Chapter President (CP) for the past 15 years, first of the Greater Connecticut Chapter, and then subsequent to the realignment with Western Connecticut as CP of the Connecticut Chapter. She has served on several Certification Standards Task Forces over the years.

Julie Kaufer: West Region. Julie has served on the (now) Southern California & Nevada Chapter Board for 15 years, including a term as Chair. For the past five years she has chaired the Chapter's highly successful Golden Circle Committee. In 2009 she was elected to the National Board of Directors., and is a member of the CRC and Finance Committees. She is a partner with Akin Gum Strauss Hauer & Feld, LLP.

Craig Lynch: Southeast Region. Craig has served on the Mid Atlantic Chapter Board for 18 years including terms as Chair and Vice Chair as well as terms as chair of the Fundraising, Public Relations and Great Gatsby committees. He has served on the National Board of Directors since 2003 and is a member of the CRC and is the immediate past chair of the Certification Standards Task Force. He is a partner with Parker, Poe, Adams & Bernstein LLP.

William (Bill) Monahan: East Region. Bill has been a member of the Greater Delaware Valley Chapter Board since 2005 and serves on the Major Gift Committee. Prior to moving to the Philadelphia area he served on the Minnesota Chapter Board. He joined the National Board of Directors in 2009 and serves on the CRC, Fast Forward Board of Managers and as Chair of the 2012 Certification Standards Task Force. He is the retired President & CEO of Imation Corporation and currently serves on the Boards of Solutia, The Mosaic Company and Hutchinson Technology, Inc.

Richard (Dick) Moore: East Region. Dick is the Immediate Past Chair, Northwestern Ohio Chapter and has been involved with the NMSS for 10+ years. He has served terms as Governance Committee Chair and Government Relations Committee Chair. He recently retired from his position of Director of Operations for Paramount Health Care owned by Promedica, the largest employer in the city of Toledo.

Dean Munger: Midwest Region. Dean is the Chair, Michigan Chapter and has been involved with the Society for 8+ years. He also serves as Chair, Midwest Region Volunteer Leadership Council. He retired last year from his position of Executive Director of Labor Relations for General Motors.

Phyllis Robsham: Midwest Region. Phyllis became Gateway Area Chapter President in June 2008 having served the chapter since 1993 as Director of Development, VP of Development and more recently as the chapter EVP.

John Sheller: Southeast Region. John is a partner in the law firm of Stoll Keenon Ogden PLLC and has specialized in labor and employment law for 25+ years. He has served on the Kentucky/SE Indiana Chapter Board for 6 years.

Corrina Steiger: Southeast Region. Corrina became North Florida Chapter President in December 2010 having served the chapter since 2001 as Programs VP and more recently as the chapter EVP.

Craig Weber: Home Office, VP, Chapter Relations. Craig has served the Society for 21 years, first as Executive Director of the Southern California Chapter (2 years) and subsequently in a variety of positions in the Field Operations Department.

Cyndi Zagieboylo: Home Office, Chief Field Services Officer (CFSO). Cyndi has served the NMSS for 25 years, initially with the Massachusetts (now Greater New England) Chapter in the client programs department, and then in a variety of capacities until she became CFSO, overseeing Field Operations, Programs & Services, Advocacy and Clinical Programs departments.

Consultant:

John Paul, Association Works, Inc. John has been a consultant for the MS Society for over 10 years in a wide variety of capacities starting with the Organizational Effectiveness Task Force and most recently with the Strategic Response development and implementation process.



CHAPTER PRESIDENTS

February 25, 2011	CC:
<u>Northern California</u>	

Please join me in congratulating Janelle Del Carlo who has been named Chapter President for the Northern California Chapter effective immediately.

Many of you know Janelle. She began her National MS Society career in 1995 with the Southern California Chapter and then moved to the Northern California Chapter two years ago where she has served as the Executive Vice President. For the past year, Janelle has worked with Leon LeBuffe and the leadership team in the Southern California Chapter to manage the chapter during its leadership transition. The result has been the best overall performance in the last 8 years.

Throughout her 16 years with the Society, Janelle has managed staff teams across each of our functional areas including: programs and services fundraising, special event and direct giving, and administration/finance/HR/IT. While in the Southern California chapter, revenue increased from \$4 million to over \$10 million through focused efforts on the largest Dinner of Champions in the country, sustainable growth in mass marketed events and the investment in direct giving through both foundations and annual and major gifts via the Golden Circle campaign.

During her tenure in Northern California the chapter has demonstrated strength in special events growing Walk MS registrations by 17% and revenue by 13% and Bike MS to a \$2M campaign. They have renewed financial strength, have built a strong professional staff, have continued to develop a highly engaged Board, and have expanded delivery of strong services and programs across their vast Northern California territory.

The Board of Directors and staff in Northern California are very enthusiastic about this outcome. Tom Galizia, Board Chair, stated that during the transition they had the unique opportunity to conduct a “10-month ‘CP interview’ with Janelle. The board and search committee came to the clear realization that the best candidate was sitting right in front of us in Janelle.” The Board noted that throughout her career Janelle has demonstrated a real and authentic passion for connecting with and serving people with MS, who has also shown the

ability to develop staff, invest in strategic partnerships and ensure ongoing collaborative relationships to maintain and further develop key chapter services and events.

We look forward to Janelle's work in the West Region as a new member of the Region Management Team. She is a great team builder, team member, strategic thinker and successful leader.

Please join me in welcoming Janelle to her new role within the Chapter and the Society.

Cindy Bean

Executive Vice President

West Region

National Multiple Sclerosis Society

Tel +970-988-1811



CHAPTER PRESIDENTS

February 25, 2011	CC: All
<u>National MS Society House Community</u>	
Action Requested/Deadline: March 4, 2011	

As part of our commitment to connect with our constituents how, where and when *they* want to connect, and to increase opportunities for people to come together in a secure online environment to learn, share, meet and move their lives forward, the Society is developing a “house community.” This house community will include several exciting new features and services to help ensure that we are the best possible online resource and community for those we serve – and to make our valuable website (national and chapter pages) a better-utilized, interactive resource to which people will return again and again.

This NewsSheet provides an overview of our house community. We feel it is important that all staff is informed of this initiative; the only recommended action at this time is to attend the following information session if you were unable to attend previous sessions:

Friday, March 4, 2:00 PM Mountain. Call: 1-866 417 3327, Conf Code: 862 801 9268

WebEx:

<http://nmss.webex.com/nmss/j.php?ED=147556377&UID=483195797&RT=MiM2>

If you are unable to attend this session, you can listen to a recorded version of a previous session and review the Power Point deck:

Recording:

<http://www2.eintercall.com/moderator/presentation/Playback?id=21d29090-c3c6-4d74-9b06-4965ba13ba0e.rpm>

Power Point:

<http://intranet.nmss.org/Topics/marketing/Documents/House%20Community%20PPT.ppt>

Key next steps are outlined in the Frequently Asked Questions document available on SharePoint and will be reviewed in the information sessions:

<http://intranet.nmss.org/Topics/marketing/Documents/Society Online House Community FAQ.pdf>

What is a house community?

A house community is an online community that lives within an organization's website (e.g. the Society's website) – where people can gather and connect in a trusted environment and interact with the organization and its resources. Examples:

- Christopher and Dana Reeve Foundation (<http://www.spinalcordinjury-paralysis.org>)
- American Diabetes Association (<http://connect.diabetes.org>)
- Sierra Club (<http://connect.sierraclub.org/ActivistNetwork/home>)
- Image for visualization purposes only – not indicative of final community design:

[Community](#) | [My Profile](#) | [Find Others](#) | [Groups](#) | [Chapters](#) | [Discussions](#) | [Photos](#) | [Invite Others](#) Search

Hear Beverly's Story & Share your Story

[Share your Story](#)

How Do I Get Started?

Register and then click on 'My Profile' to fill in your profile. Add a screen name, upload your photo, and check your account settings.

[Register](#) | [Groups](#) | [Blog](#) | [Forums](#) | [More](#)

[Sign Up Now](#) [Login Now](#)

Member Blogs

Feeling The Feeling

January 02, 2011 22:42:00 Z
By Sassy

It's the day after New Year's Day and need to nap soon. On the three hour...

[More](#)

Time, Your Faithful Friend

December 22, 2010 16:40:00 Z
By Allen Rucker

A strange thing happened on the just-passed fourteenth anniversary of the onset of my particular...

[More](#)

News

Researchers Report MS-Related Gene in More Women than Men

January 06, 2011

New York Times Article - Wanted: A National Respite System

January 03, 2011

MS Trial Alert: Investigators Recruiting for Study of Less Frequent Dosing of Glatiramer Acetate

December 21, 2010

Community Discussions

Ask an MS Navigator

January 04, 2011

Are there any organizations that financially assist with accessible cars or vans?

[More](#)

Research Complementary and Alternative Therapies

January 03, 2011

Though it isn't new, I recently came across a video of Sylvia Lawry on one of...

[More](#)

Featured in the Community

[Members](#) | [Blogs](#) | [Groups](#) | [Photos](#)

Newly Diagnosed

For anyone new to life with MS or symptoms — meet others like you and share!

[Members: 26](#) | [Join this Group](#)

Care Partners

Caring for someone with MS? Meet others like you and discuss the challenges and rewards of caregiving.

[Members: 2](#) | [Join this Group](#)

Why build a house community?

Many people affected by MS use the Internet as a way of accessing information and connecting with one another. In order to provide a safe and reliable online environment – a hub for the MS movement – and to ensure that people have access to accurate information and support – the Society needs to enable constituents to more easily navigate the online /social media realm. The Society house community will provide an opportunity to connect people involved in the MS movement with one another, with the Society's web content (in an interactive way), with Society activities (fundraising events, advocacy, etc.), and with Society resources such as peer support volunteers, MS Navigators, MS experts and personalities.

- Over 77% of Americans (US) use the internet – nearly 240 million users (internetworldstats.com Jun 2010)

- Facebook has over 500 million users worldwide, about 30% of which are in the US – or nearly 48% of the US population (Facebook Dec 2010)
- Neurology patients are most likely to search the web and visit online support groups – patients with MS are among the most active neurology patients online (Neurology Today Dec 2003)
- MS patients are five times as likely to participate in forums or chat sessions as other patients with chronic disease (Neurology Today Dec 2003)
- According to a Society web survey, people with MS are nearly 50% more likely as the general population to engage in social media (Dec 2009)

A survey conducted on the Society's national Facebook page indicated that 97% of 1,832 respondents would participate in a private community hosted by the Society (Aug 2010). Members won't have to navigate multiple online resources in order to find support, access accurate information and interact. In contrast to users of Facebook and other external communities, Society house community members will have the assurance of safety – user-friendly privacy settings, secure data storage, no selling of personal information – and easy connection with others who care about the MS movement in one place. The community will also provide constituents with connectivity to more easily consume and share resources, information and support through existing online communities and conversation channels such as Facebook, Twitter, YouTube, LinkedIn, Flickr and more.

How will the Society house community work?

Members will create a personal profile in which they may store and share posts/updates, blogs, photos, videos and links. Members may view profiles and community-related activities of other members and search for other members by demographics, shared interests and more. Members can “friend” other members, comment on and “bookmark” the Society's web pages (including chapter pages), online publications and other content, as well as read and contribute to general or targeted (topic, geography, etc.) discussions and join member groups.

When and how will I learn more?

1. Answers to [Frequently Asked Questions](#) are available on SharePoint
2. Join an information session (see page 1 of this NewsSheet)
3. Upcoming NewsSheets will highlight the progress of the Society house community

If you have questions or would like to get involved, please contact Maura Dunn, Online Information Specialist at maura.dunn@nmss.org or 303-698-6100 x15185.