



CHAPTER PRESIDENTS

March 18, 2011	CC:
<u>Operational Audit Findings</u>	

Eighteen chapters had Operational Audit site-visits in FY2010. Nine were scheduled due to Chapter President and/or Finance Directors changes; 3 of 18 occurred in less than the normal three-year cycle due to staff changes. One was conducted due to a realignment of two chapters. While the goal is to visit all chapters at least once over a three-year period, leadership transitions and emergency situations are accommodated. Thus, due to budget limitations some chapters have not been visited for 4-5 years.

The key objectives of the Operational Audits include:

- Managing risk
- Compliance with Society policies and GAAP presentations
- Communicate and share operating practices that are succeeding
- Recommend improvements, where applicable

Typically the Operational Audit covers the following areas:

- Financial Management including Financial Statement review, Budgeting, Forecasting & Cash Management and Internal Control Procedures
- Board Governance
- Human Resources
- Risk Management

2010 Results:

Frequent findings, found in three or more chapters, and critical findings, in just one or two chapters, are posted on Share Point under Chapter Management.

Craig Weber
 Chapter Operations Vice President
 303-698-6116
 303-570-7932 (Cell)
Craig.weber@nmss.org



DEVELOPMENT

March 18, 2011	CC: Chapter Presidents
	Financial Management
	Programs & Services
FY11 Spring Helping Hands Campaign	

We will begin phone recruitment for our Spring Helping Hands Campaign this month, beginning March 24th. Our goal is to recruit 25,000 volunteers who will help us reach our gross revenue goal of over \$800,000. To make this happen, our partner at Infocision will complete approximately 130,000 calls on behalf of the Society.

Telephoning begins Thursday, March 24, 2011 and wraps up Monday, June 6, 2011 (eleven full weeks of calls). Please view a detailed timeline, a list of frequently asked questions, phoning script on the Society's intranet under Direct Marketing.

For those less familiar with the campaign, here is a brief overview of what occurs: We're calling to recruit volunteers. Once somebody agrees to volunteer, we confirm with a follow up phone call within 48 hours. This second call lets the volunteer know that a package (kit) of materials, including donation 'ask' letters for use, will be mailed within one week. The donor is confirmed and thanked again for their efforts. For those who do not wish to volunteer, we include a 'gift ask' to our call. This is a direct solicitation for a gift and has been very successful in previous Helping Hands campaigns.

On SharePoint you will find common questions and answers regarding this telemarketing volunteer recruitment effort and a full script of what is said on our calls.

If you have any questions, please call or e-mail Ceola McCaney, Database Marketing Specialist, Development at 303.698.6100 x15115 or ceola.mccaney@nmss.org.



HUMAN RESOURCES

March 18, 2011	
<input type="checkbox"/> <i>Do Not Post on NMSS.org</i>	
<u>Title of News Sheet: Position Announcement - President and CEO</u>	
Action Requested/Deadline: April 10, 2011	

President and Chief Executive Officer

The President and Chief Executive Officer is responsible for the direction and management of the National Multiple Sclerosis Society (NMSS) in support of the mission and goals established by the National Board of Directors. He or she will be a visible and active thought leader to the NMSS research, volunteer, client, donor, and chapter community. The scope of this position is both externally and internally focused. It is nuanced and complex. The President and Chief Executive Officer will travel frequently. He or she reports to the National Board of Directors (NBOD), directs a senior management team of 17 and may be based in the Society's New York or Denver office.

The full position description for the President and CEO opening can be found in the following pages. Interested candidates should submit a letter of interest and a resume no later than April 10, 2011 to:

Jane S. Howze, Managing Director,

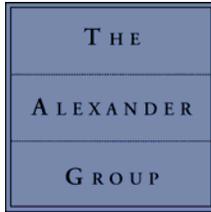
The Alexander Group, 2700 Post Oak Blvd., Suite 2400,

Houston, Texas 77056

(713) 993-7900

jhowze@thealexandergroup.com

The National Multiple Sclerosis Society is an equal opportunity employer and is committed to recruiting a diverse pool of candidates. EOE/M/F/D/V.



The Client



The National Multiple Sclerosis Society (<http://www.nationalmssociety.org>) is a dynamic, not-for-profit chapter driven, national health agency committed to the vision of a world free of MS. Through its six regions and network of 48 chapters across the US, the Society assists people affected by MS by funding cutting edge research, conducting state and federal advocacy, organizing facilitated professional education, and providing programs and services to help people with MS and their families move forward.

The Society has approximately 1,400 employees in the United States plus nearly 500,000 volunteers who give generously of their time and talents to implement the Society's programs. The Society's annual budget is in excess of \$200 million (75 percent generated by chapters and 25 percent generated by home office activities), which is funded through individual, corporate and foundation donors, generated primarily through special events, direct marketing and major gifts. Approximately 75 percent of the Society's annual expense budget is used to support biomedical research and to provide programs and services for people with MS and their families. Since its founding in 1946, the Society has invested nearly \$700 million in multiple sclerosis research initiatives.

The Society's national offices are in New York, Denver, and Washington, DC. The New York office houses most of the human resources, finance, research and clinical programs functions and certain marketing, IT and PR functions. Client programs, development and portions of the marketing and IT departments are based in Denver, as is the call center. The public policy office that supports local, state, and federal initiatives and advocacy is in Washington, DC.

The Society is presently governed by a 35-member Board of Directors, 50 percent of whom must be chapter nominated. In turn, each chapter and region has trustees who actively lead their geographic areas.

In 2007, the National Multiple Sclerosis Society created Fast Forward, a research initiative that is attempting to close the gap between knowledge and commercially available MS treatments.

In 2010, based on an outreach effort to nearly 10,000 individuals, the Society unanimously endorsed a five-year “Strategic Response” to the challenges of MS which includes goals to be a driving force of MS research, provide programs and services, advocate for people with MS, and attract the human and financial resources necessary to bring about a world free of MS. Clear priorities for 2011-2015 include more support for research, more support for those who have progressed forms of MS, and more support to attract clinicians and researchers to the MS arena.

The Position

President and Chief Executive Officer

The President and Chief Executive Officer is responsible for the direction and management of the National Multiple Sclerosis Society (NMSS) in support of the mission and goals established by the National Board of Directors. He or she will be a visible and active thought leader to the NMSS research, volunteer, client, donor, and chapter community. The scope of this position is both externally and internally focused. It is nuanced and complex. The President and Chief Executive Officer will travel frequently. He or she reports to the National Board of Directors (NBOD), directs a senior management team of 17 and may be based in the Society’s New York or Denver office.

The President and Chief Executive Officer will be a visionary leader who will:

- Work closely with the NBOD to sharpen the strategic direction of the Society and develop short- and long-term strategic business plans to facilitate implementation of agreed upon strategic goals.
- Cultivate strong working relationships and partnerships with other US and international health and disease related organizations (both within and outside the MS community) to identify and pursue common research and advocacy objectives.
- Identify and develop ways to more fully appreciate the roles of volunteers while utilizing their expertise to the benefit of the Society’s mission and objectives.
- Collaboratively interface with chapter boards and regional leadership councils to ensure their views are included in the national discussion about the MS mission and implementation of the Strategic Response.
- Serve as a passionate and effective public advocate for research, quality of care and the rights of people with and those affected by MS.
- Increase the visibility and awareness of MS.



- Represent the organization to potential major donors, including corporate sponsors, foundation leaders, and individuals to develop and solidify revenue streams.
- Identify and engage in opportunities to speak on behalf of the Society to educate legislators and the public about the Society and its mission and to strengthen the organization's reputation and brand.
- Engage in ongoing communication to the NBOD about all financial and strategic issues and report regularly regarding progress toward achieving the Society's strategic goals.
- Proactively seek to develop external relationships and build alliances with other non-profit organizations, the medical and research community, government organizations, political influencers, and the corporate sector.
- Provide strategic fundraising leadership to ensure growth in funding sufficient to meet the Society's fundraising objectives, and actively participate in cultivating relationships with significant corporate and individual donors.
- Advance the Society's reach and work through media and branding.
- Work to strengthen the financial condition of the Society by increasing revenues, and achieving cost and operational efficiencies and sound financial management.
- Ensure effective and efficient operations throughout the organization and the use of best practices in all aspects of human resources management, program and service delivery, community and public relations, research funding and fundraising.
- Regularly review and revise as necessary appropriate systems and controls to identify and mitigate business, financial, compliance, reputational, and other risks facing the Society.
- Promote and facilitate transparency, collaboration and open communication across the Society (including home office operations, field operations, regions and chapters) necessary to build strong cooperative relationships and to ensure the use of best practices.
- Provide mentoring and leadership to the national staff, including providing growth and professional development opportunities; monitor and evaluate their progress toward achieving professional goals.

Professional Qualifications and Experience

- A minimum of 20 years experience in positions of increasing authority in operations, finance or marketing and management roles in an organization of comparable size and complexity, preferably with geographically dispersed operations and personnel.
- Substantive experience working successfully with a Board of Directors.
- Exceptional experience as a strategic, visionary leader with a proven track record for building teams and leading ambitious strategic initiatives in multi-layered organizations.
- Proven ability to provide clear direction and instill a culture of accountability.
- A solid understanding of the non-profit management model, including the role of volunteers.
- Superior written and verbal communication skills – – with the ability to communicate in a compelling and effective manner one-on-one or with large audiences across a wide range of social, economic, cultural, geographic and professional backgrounds.
- Familiarity with marketing communications including building relationships with relevant media outlets and utilizing traditional and social marketing media outlets.
- An executive presence and a personal demeanor that will quickly engender confidence and respect by the NBOD as well as the executives and staff at the national, regional, and chapter levels and the larger MS community.
- A bachelor's degree is required with a strong preference for an MBA or related advanced degree.

Leadership and Management Competencies

- Dynamic and energetic with the ability to inspire enthusiasm, commitment, and a sense of mission that encourages others to embrace that same sense of mission.
- A creative leader who is open to new ideas and approaches to partnerships and relationships that might advance the Society's mission.



- Solid business judgment and the ability to thoughtfully consider all available information, draw sound conclusions, and make calculated decisions.
- Ability to speak and convey a compelling message sufficient to inspire both staff and volunteers alike.
- A collaborative consensus builder who can take a strong stand when necessary while being open to thoughtful counsel and advice, and flexible enough to change their mind when reason calls for such change.
- An understanding of the process and policy involved in facilitating medical research and the ability to successfully negotiate joint objectives in the face of competing demands and a variety of constituencies.
- A proven record of success in managing a geographically dispersed team.
- Outstanding people assessment skills and the ability to vet and evaluate fit and complementary personalities and professional skills.
- A high comfort level working in challenging work environments with competing demands. Ability to maintain grace under pressure.

Personal Characteristics

- Unwavering integrity coupled with the highest level of personal and professional ethics.
- A clear passion for and dedication to the mission of finding a cure for MS.
- Able to convey compassion, empathy and respect while empowering those impacted by multiple sclerosis.
- Goal oriented and mission minded with an interest in and capacity to commit extensive time to furthering the mission of the Society; extensive travel will be required.
- A strong intellect and ability to communicate and work effectively with the medical and research community.
- An active listener who is open to new concepts and ideas, able to synthesize complex issues, and provide clarity and illumination to others.

- The ability to adapt to various personalities, influence and persuade others, and demonstrate resilience after debate.

Contacts

Jane S. Howze
Managing Director

The Alexander Group
2700 Post Oak Blvd, Suite 2400
Houston, Texas 77056
(713) 993-7900
jhowze@thealexandergroup.com

Amanda K. Brady
Associate Director

The Alexander Group
2700 Post Oak Blvd, Suite 2400
Houston, Texas 77056
(713) 993-7900
abrady@thealexandergroup.com

Alison M. Finlay
Executive Assistant

The Alexander Group
2700 Post Oak Blvd, Suite 2400
Houston, Texas 77056
(713) 337-6918
afinlay@thealexandergroup.com





INFORMATION TECHNOLOGY (IT)

March 18, 2011

CC:

Data Management Team Update 3/18/11

The Data Management team, a Strategic Work team of the Society, is operating in two week sprints with planning sessions and project demos for each sprint.

Team Delivery – Sprint 2, 2011:

During our second sprint of 2011, the team created a data management protocol document for event check entry. The document contains the check entry standard followed by step by step instructions on two methods for entering checks into Convio - how to enter event checks manually into Convio and how to use the Convio upload tool.

We are currently in Sprint 3 – the document is being reviewed by stakeholders and will be posted to our data management area on SharePoint after our team demo on March 23, 2011.

Thank you to everyone on the data management team who contributed to this document.

If you have any questions about the work of the data management team please contact Jo Hennessy James, product owner at Jolene.hennessy@nmss.org or (303) 698-6100, x 15127.



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, Development

March 18, 2011

MS Trial Alert: **Sites in 18 States Recruiting for a Trial of Abatacept for People with Relapsing-Remitting MS**

Summary: Investigators in 18 states are conducting a trial to test the safety and effectiveness of abatacept, an experimental drug administered intravenously, in 123 people with relapsing-remitting MS, versus inactive placebo. The trial also is known as the ACCLAIM trial, and is being conducted by the Immune Tolerance Network and sponsored by the National Institute for Allergy and Infectious Disease.

Rationale: Multiple sclerosis involves an immune system attack that results in damage to the brain and spinal cord. Abatacept has been shown to suppress the MS-like disease EAE in mice by blocking a vital immune system interaction early in the development of the disease. The hypothesis is that treatment with abatacept may arrest the disease if administered early in the course of relapsing-remitting MS. In a phase I study, the drug was well tolerated. (*Neurology* 2008;71:917-24, <http://www.neurology.org/content/71/12/917.abstract>) Abatacept has been approved by the U.S. Food and Drug Administration to treat rheumatoid arthritis, an autoimmune disease. Because it has not been tested in MS, it is considered investigational for MS.

Eligibility and Details: Participants should be between the ages of 18 and 65, and have been diagnosed with relapsing-remitting MS (<http://nationalmssociety.org/about-multiple-sclerosis/relapsing-ms/relapsing-remitting-ms-rrms/index.aspx>). Participants will be informed of all available approved MS treatments, and have expressed willingness to forego them for the duration of the trial.

At the beginning of the trial, participants will undergo a number of screening and baseline procedures, including a physical exam, blood and urine collection, questionnaires, and MRI

scans. Participants who remain eligible will receive eight infusions of abatacept followed by eight infusions of inactive placebo, or eight infusions of inactive placebo followed by eight infusions of abatacept over a 16-month period. Participants who remain eligible will receive up to 11 MRI scans as well as continuing physical exams, blood and urine collections, and questionnaires. The investigators will consider participants who are not patients in their treatment centers. All trial-related care and treatments are provided at no cost.

Contact: To learn more about the enrollment criteria for this trial, and to find out if you are eligible to participate, please contact the trial site nearest you (see the study listing on the National MS Society Web site, <http://www.nationalmssociety.org/research/clinical-trials/participate-in-clinical-trials/clinical-trial-details/index.aspx?eid=2077>) or visit www.acclaimstudy.org.

Sites are to be enrolling in the following cities:

Ann Arbor, MI
Aurora, CO
Baltimore, MD
Berkeley, CA
Boston, MA
Buffalo, NY
Chapel Hill, NC
Flossmoor, IL
Franklin, TN
Lebanon, NH
Lenexa, KS
Los Angeles, CA
Minneapolis, MN
New York, NY
Phoenix, AZ
Philadelphia, PA
Portland, OR
Providence, RI
Rochester, NY
Seattle, WA
Shreveport, LA

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

-- Research Programs Department



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, Development

March 18, 2011

Early Clinical Trial Results and Observational Study Support Further Research of “Probiotic” Parasitic Worm Treatment Approach in MS -- Results Lend Support to “Hygiene Hypothesis” but More Research Necessary

Two recently published studies are reporting results related to parasitic worms, called helminths, and their possible implications for treating multiple sclerosis. Further study, including the second phase of the reported clinical trial supported by the National MS Society, should determine whether a “probiotic” treatment approach using relatively harmless parasitic worms to alter immune activity will benefit people with MS.

Background: Scientists have noted that autoimmune diseases and allergies are less common in underdeveloped regions. Some researchers have noted that early exposure to common infectious agents – such as that which occurs to people in regions with poor sanitation – may stimulate immune regulation in a positive way and aid healthy immune responses. Because MS is more prevalent in regions with high standards of hygiene, researchers have been testing the “hygiene hypothesis” – the idea that lack of exposure to common innocuous agents at an early age may cause the immune system to over-react and trigger MS.

Studies in MS-like disease in lab rodents and preliminary clinical trials in Crohn’s disease, an autoimmune disease of the bowel, suggest that drinking a concoction containing eggs from parasitic worms might alter immune attacks and improve these conditions.

Read the complete news sheet on SharePoint, at [http://intranet.nmss.org/Topics/cr/Pages/Helminth Study Results.pdf](http://intranet.nmss.org/Topics/cr/Pages/Helminth_Study_Results.pdf).