



CHAPTER PRESIDENTS

April 8, 2011	CC: Advocacy
	Development
	Programs & Services
Simple Ways to Cross-Market Advocacy at Walk MS	

This year at Walk MS and other events, chapters across the country are inviting legislators and encouraging event participants to become grassroots MS activists.

Check-out some of last year’s success stories:

- The Southern California Chapter recruited nearly 500 new MS activists with the campaign, “[MS Activists Spark Change](#)” during last year’s Walk MS events.
- The Minnesota Chapter took pictures at its “[Smile for the Activist Photo Booth](#),” to capture how simple being an MS Activist really is.
- The Greater Delaware Valley Chapter hosted legislators at Walk MS sites throughout the state. Senator Fred Madden chartered the [New Jersey MS Task Force](#) because of what he saw.

And, remember to tell us about this year’s Walk MS successes:

- Send your stories, examples, and photos **before July 11** to Renee.Vandlik@nmss.org
- We want to share examples with others. Tell us about how you’ve included advocacy in your Walk MS or other events this spring.
- How did you involve legislators? What creative tactics did you use to sign up new MS activists? What other ways did you engage with your local community?

Numbers of MS Activists by State

- [Total numbers of MS activists by state](#) (as of April 1) are now available on the Intranet under Advocacy / Govt Affairs. In July, we’ll report post Walk MS numbers. Stay tuned.

For more information, contact...

Renee Vandlik at Renee.Vandlik@nmss.org

Ph: 414-312-7430



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April 8, 2011	CC: All
<u>April 2011: E-communications Update</u>	

April National MS eNEWS

Send date: 4/14/11

Audience: Full List

The April National MS eNEWS will be sent on Thursday, April 14. Content includes a feature about new research projects, as well as information about the MS Coalition, Phil Keoghan's new tour to support "The Ride", and a review of the Society's 20th Public Policy Conference.

May Matching Gift E-fundraising Campaign

REVISED send dates: 5/10, 5/12, 5/17 and 5/18

Audience: ~850,000

In order to tightly integrate with the direct mail channel, the dates for our May e-fundraising campaign have been adjusted – for the four-part email series, as well as promotions running on the national website. More information about this important matching gift campaign will come soon.

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 online fundraising campaigns, please contact Katharine at katharine.grant@nmss.org or 303-698-6100 x15139.

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



CHAPTER PRESIDENTS

April 8, 2011	CC:
Resources for Healthcare Professionals Strategic Work Team	

In line with our Strategic Response, the **Resources for Healthcare Professionals Work Team** has been created to take in-depth look at how the Society can best enhance, expedite, and coordinate the provision of information and services to healthcare providers, students, and other professionals across the country and abroad. This group, with representatives from the six regions, is made up of healthcare providers with varying backgrounds and expertise, chapter program staff with particular interest in professional outreach, and Home Office staff from Clinical Programs (Professional Resource Center), Programs and Services, Marketing, Field Operations, and IT. The team will meet in New York City on May 25-26 to begin the process. Following is a list of our distinguished participants:

Lisa Custy – Associate VP, IRC, Programs & Services, Home Office. Lisa’s view of the PRC from the IRC’s perspective, as well as her extensive call center experience, will contribute enormously to the work of this team.

Debra Frankel, MS, OTR – Associate Vice President, Programs, Services and Clinical Activities, Home Office. Debra’s background as an occupational therapies and her role with the Advancing the Regions Team will support our efforts to coordinate the Society’s engagement and support of health professionals throughout the country.

Barbara Giesser, MD – MS specialist neurologist at the University of California at Los Angeles School of Medicine and Chair of the Society’s Professional Education Committee. Barbara has worn many hats in her MS career, including clinician, teacher, and researcher, all aimed at improving quality of care for people with MS. Her experience will bring an important voice to this effort. *West Region*

Shawna Golden – Director of Marketing, Marketing and Development, Home Office. Shawna’s expertise in marketing and her ongoing involvement in PRC product and Web development projects will be invaluable to the work of this team.

Mark Gorman, MD – Director of the Pediatric MS and Related Disorders Program and the Pediatric Neuro-Immunology Program at Children’s Hospital in Boston and the pediatric neurologist at the Partners Pediatric MS Center of Excellence at Massachusetts General Hospital. Mark brings the perspective of a practicing physician who specialized in MS care following a Society-funded MS Clinical Care Fellowship in 2006-7. *Northeast Region*

Yolanda Harris, RN, MSN, CPNP. Yolanda is a nurse practitioner at the Center for Pediatric Onset Demyelinating Disease at the University of Alabama. She was a John Dystel Nursing Fellow in 2007 and currently serves on the National African American Advisory Council. She will offer us an important perspective as we examine how best to reach and support current and future health care providers. *Southeast Region*

Rock Heyman, MD – MS specialist neurologist at the University of Pittsburgh School of Medicine and Chair of the Society’s National Council of Clinical Advisory Committee Chairs. Rock’s passion about quality of MS care and his involvement with CACs around the country will help guide our efforts to engage and support physicians and other health professionals. *East*

Rosalind Kalb, PhD – Vice President, Professional Resource Center, Home Office and facilitator of this project. Roz will provide information and resources to ensure that work team members have what they need to participate in this effort. She will also bring her perspective as an MS clinician.

Deborah Miller, PhD – Director of Comprehensive Care at the Mellen Center for Multiple Sclerosis Treatment and Research at the Cleveland Clinic. Deborah brings to the group her perspective as a social worker and her expertise in outcomes research. As a designated representative of the Consortium of MS Center’s Education Committee, she will help us identify ways to enhance collaborations with other MS organizations. *East Region*

Jim O’Brien – Director of Programs and Services, Mid-Florida Chapter. Jim brings extensive experience in the development of programs for people with disabilities and the medically needy, as well as recent work on the Partners in MS Care work group – a unique background that will help guide the team’s evaluation of the Society’s services for healthcare professionals who care for people with MS. *Southeast Region*

Ray Owens – Vice President, Clinical Programs, South Central Region – Ray’s prior work in hospital administration and his current focus on professional outreach across the his region, including participation in the Partners in Care Work Group, will enhance the team’s ability to reach/support healthcare professionals in varying geographic, ethnic, economic areas of the country. *South Central Region*

Nancy Reitman, RN, MA, MSCN – Professional Resource Center, Home Office. With her past experience as a nurse educator and her current role in the PRC responding to inquiries, Nancy will provide a unique perspective to this team.

Mandy Rohrig, PT – Mandy developed a special interest in MS early in her career as a physical therapist. Her recent experiences as a student and young clinician in the field will be invaluable as the team examines way to reach and support young clinicians. *Midwest Region*

Megan Murphy Sparks, MA, OTR/L – Director of Professional Outreach and Education, Minnesota Chapter. Megan’s background as an occupational therapist and her role with healthcare professionals in Minnesota will add an important perspective to the team’s look at how best to meet the needs of clinicians in a large and varied geographic area. *Midwest Region*

Lisa Taylor-Skutnik, PT – Executive Vice President, Clinical Programs Department, Home Office. Lisa’s clinical background and extensive experience in academic tertiary healthcare, skilled nursing facilities, hospital-based outpatient centers, and community healthcare systems, will bring a broad community perspective to this effort.

Janet Townsend, MD – Founding Chair of Family Medicine at The Commonwealth Medical College. Janet, a family practice physician with extensive experience in medical education, student recruitment, and the mentoring of young physician, served until recently on the Society’s Professional Education Committee. Her experience will be invaluable as we look to engage/support new MS clinicians. *East Region*

Duanyelle West – Manager, Information, Home Office. Duanyelle’s expertise in IT and her familiarity with the database software currently used in the PRC will help inform our conversation around the Society’s use of technology to support healthcare professionals.

Cyndi Zagieboylo – Chief Field Officer, Home Office: Cyndi is an expert on organizational development and is responsible for developing and implementing the Society’s regional structure. She oversees resource alignment in the areas of Advocacy, Field Operations, Programs & Services, and Clinical Programs.



DEVELOPMENT

April 8, 2011	CC:
2010 Top Fundraiser and Top Fundraising Team Lists Now Available	

We are pleased to announce that the finalized lists of 2010 Top Teams and Top Fundraisers are now available both on SharePoint (under Development, in the appropriate event section) and on the national website under the Bike MS, Walk MS and Challenge Walk event pages. These lists are a great reminder of the incredible fundraising work of our participants and teams, and will hopefully be a source of pride for those who made the list, and a source of motivation for those who didn't! Below are some suggested actions to take around the lists:

- Send a congratulatory e-mail to team captains and fundraisers on the lists with a link to the list(s)
- Ask your chapter president or board chair to send a note of thanks or call team captains and fundraisers who made the list
- Congratulate your chapter's top fundraisers and team captains on your Facebook page(s) with a link to the lists
- Talk to top fundraisers and team captains about what they would need to do to get into the top 10.

Congratulations to all of our development staff for cultivating these tremendous fundraisers!

Please contact [Ellen Penrod](#) with any questions.



DEVELOPMENT

April 8, 2011	CC: All
<input type="checkbox"/> <i>Do Not Post on NMSS.org</i>	
Phil Keoghan's 'The Ride' Update – April and May Tour!	

In March of 2009, Phil Keoghan, the host of "The Amazing Race," and our MS Ambassador, left Los Angeles on his bike for a 40 day ride across America that covered over 3,500 miles.

In February, Phil kicked off a 10-city tour of 'The Ride' – a 90 minute documentary - chronicling Phil's coast-to-coast adventure where he put his 41-year-old body to the test, raised over \$500,000 for the MS movement, and inspired thousands. We had sold out theatres across the country!

As you heard on the Society-wide call, Phil Keoghan is at it again and will be doing another film tour! Following is the list of cities and dates where 'The Ride' is premiering in April and May:

San Diego, CA - Monday, April 25
Seattle, WA - Tuesday, April 26
Atlanta, GA - Wednesday, April 27
Knoxville, TN - Thursday, April 28
Houston, TX - Friday, April 29
Cincinnati, OH - Monday, May 2
Baltimore, MD - Tuesday, May 3
Washington DC - Wednesday, May 4
Orlando, FL - Thursday, May 5
Miami, FL - Date TBD

To buy tickets, visit – www.noopportunitywasted.com.

If the tour is not coming through your local area, you still can be a part of the 'The Ride' by watching it through Amazon for \$3.99 or buying the film for \$11.99. Since being available on Amazon, 'The Ride' has consistently ranked in the top 10 movies sold, check it out, add your own positive rating, and promote to your local constituents.

If you have questions, please contact Becca.Kornfeld@nmss.org or Rachael.Nuwash@nmss.org.