



## CHAPTER PRESIDENTS

<b>May 13, 2011</b>	<b>CC: All</b>
<b><u>Arizona</u></b>	

Please join me in congratulating Jim Elflin who has been named Chapter President for the Arizona Chapter effective this June.

Many of you know Jim. He began his National MS Society career in 2001 at the home office and then moved to the Southern California Chapter five years ago where he first served as Vice President of Special events then as the Vice President of Operations.

Jim has an eighteen year career working with non-profit organizations and a Masters in Public Administration from the University of Colorado, Denver. During his career Jim has served as the Executive Director of Health S.E.T. where he doubled the organization's revenue, as a Field Organizer for the Public Interest Research Group. He has a rich and diverse background and experience in fundraising, board development, strategic planning, organizational management, community development, and administration.

Throughout his nine years with the Society, Jim has managed staff teams across each of our functional areas including: fundraising, special events, and administration, finance, HR, IT. At the home office as a Field Relations Director he served in the capacity of interim chapter president during several vacancies, led several successful chapter president searches, and helped stabilize chapter territories by building a cohesive working relationship with volunteer leadership to increase revenue and improve program delivery.

As the Vice President of Special Events at the Southern California chapter, Jim increased special event revenue in the Southern California chapter, by 69% through focused efforts on sustainable growth in mass marketed events such as Walk MS and instituting a 2-day BikeMS event in the chapter. As the Vice President of Operations Jim oversaw the Chapter's administrative departments of finance, data, IT and HR.

"We're excited to have Jim join our chapter in Arizona," Terry Johnson, Board Chair stated. "Jim knows MS and the organization. He is clearly talented and passionate about the work and

the opportunity to help us develop our staff and board, and ultimately better serve people living with MS across the state.”

We look forward to Jim’s work in the West Region as a new member of the Region Management Team. Please join me in welcoming Jim to his new role within the Chapter and the Society.

**Cindy Bean**

Executive Vice President

West Region

National Multiple Sclerosis Society

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## MARKETING

May 13, 2011

CC:

**Title of News Sheet: Society Store Offers for World MS Day**

**Action Requested/Deadline: June 15, 2011**

The theme for World MS Day is Work with MS with a focus on the role that employers can play in enabling people with MS to stay in work. The Society is expanding the theme to focus on helping people **work toward their best life with MS**. In honor of World MS Day, May 25, 2011, the Society Store is offering at 15 % discount on three items through June 25, 2011.



<http://www.msstoreipp.org/msaw-orange-long-sleeve-tshirt-with-marker-p-79.html>

MS= Long Sleeve T-Shirt

<http://www.msstoreipp.org/water-bottle-p-82.html>

MS Water Bottles

<http://www.msstoreipp.org/ms-pedometer-p-83.html>

MS Pedometer

World MS Day unites individuals, groups and organizations in the global MS movement providing them with an opportunity to participate in events and activities that will raise awareness of MS as a global issue and raise funds to support the work of the movement including MS research.

We encourage everyone to take advantage of this tremendous offer to celebrate World MS Day. To place your orders and for more information, please log onto [www.msstore.org](http://www.msstore.org). For customer service, please call 1-800-570-0358.

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## PROGRAMS & SERVICES

May 13, 2011	CC:
<b><u>Online Classes Available for People Living with MS</u></b>	

The National MS Society offers a variety of online interactive classes for people living with MS and their families. The classes cover a range of topics from working with your healthcare team to career decisions and financial planning. Online learners can take as many courses as they are interested in, at no charge to them or chapters. Learners work through the classes at their own pace and on a timetable that best meets their schedules.

The classes are accessible through a dedicated webpage on the Society's website. [The webpage](#), located under Living Well with MS>Society Programs and Services, features short descriptions of each class (seven in total), as well as links to instructions and the external website. The classes currently offered are:

- **Adapting: Financial Planning for a Life with MS...Together**

A large part of navigating MS is managing your money and planning wisely for your future. It is never too early to begin evaluating your income, assets, debts, benefits, and other resources. This course provides information and strategies to help you plan wisely for the future and meet the financial challenges that often accompany life with MS.

- **Career Decisions: Relationship Matters**

Living with MS is about transition, but with knowledge, you can find a path where you can continue to demonstrate your experience, talent, and passion.

- **Intimacy: Enriching Your Relationship**

Intimacy and sexuality are sensitive issues for most people, but when you or someone you love has MS, there may be even more challenges. It helps to know that there are ways you can manage problems and improve communication and you can do that through the interactive scenarios and worksheets included throughout the course.

*My Life, My MS, My Decisions* is a four module series that provides learners with the skills and resources to enhance their decision-making abilities on topics important to their health care.

- **Module 1: Teaming Up with Your Healthcare Providers**

This module focuses on communicating and working with your healthcare team. A good relationship with your healthcare team is the basis for all of the medical decisions you will have to make.

- **Module 2: Navigating the Medication Maze**

In this course, you will learn about some of the available medications and why doctors choose to prescribe them. You will also get a chance to practice analyzing the risks/adverse effects and benefits of medications, accounting for things such as medication side effects and costs. You will have the opportunity to use a decision map to help you objectively review information and reach some conclusions about which medications might be best for you.

- **Module 3: Considering Clinical Trials**

Many people diagnosed with multiple sclerosis are interested in participating in a clinical trial for a variety of reasons. However, before making such a big decision, it is important to be familiar with how clinical trials work, how people with MS are selected for participation, and what to expect if accepted into a clinical trial.

- **Module 4: Achieving Optimal Wellness**

As the last class in the *My Life, My MS, My Decisions series*, this module presents wellness from a holistic point of view, not just exercise and diet. Success in achieving a goal will help you go on to achieve others, taking you beyond the limitations MS may try to impose and empowering you to achieve balance in all areas of your life—physical, emotional, spiritual, intellectual, and social.

Learners new to the online system will first need to create an account at <https://gm1.geolearning.com/geonext/nmss/login.geo> and selecting “Request a new account.” Returning users can access the classes directly by logging in at this same address.

A benefit of the online program is that the classes can be promoted as educational opportunities as part of your program plan, with no program delivery costs.

Ways to promote and market the online classes include:

- Including an article or side-bar in your chapter's MSConnection newsletter with a link to the dedicated webpage
- Linking to the online classes dedicated webpage on from your chapter's website

Please direct all questions to Lara Rezzarday ([lara.rezzarday@nmss.org](mailto:lara.rezzarday@nmss.org) or 303-698-6100, ext. 15205) or Jessica Roeder ([jessica.roeder@nmss.org](mailto:jessica.roeder@nmss.org) or 303-698-6100, ext. 15217).