



CHAPTER PRESIDENTS

August 12, 2011	CC: All
<u>2011 Lifetime Achievement Award</u>	

The Lifetime Achievement Award is presented to volunteers with thirty-five (35) or more years of service who have steadfastly given of themselves in the movement to a world free of MS.

In 2011 we honor one individual for his outstanding commitment!

George H. Kraft, MD, MS is a graduate of Harvard and received his MD and MS from Ohio State University. At the University of Washington, he is currently the director of the Western Multiple Sclerosis Center, the principal investigator of the Multiple Sclerosis Rehabilitation Research and Training Center, Alvord professor of Multiple Sclerosis Research, professor of Rehabilitation Medicine, and adjunct professor of Neurology.

Dr. Kraft began his volunteer service to the Society in 1970. He has been a leader in the MS movement and his contributions include serving as a Trustee on the Western Washington Chapter board from 1970 – 1983, including the Chapter Chair position from 1975 – 1982. He has been a member of the Professional Advisory Committee, the Clinical Care Committee, and the Medical Advisory Board. In 1982 Dr. Kraft received the Puget Sound Chapter Service Award.

He has served as Chair, Peer Review Committee-Committee C, and he served as co- chair of the rehabilitation research conference in New York in 2005.

Dr. Kraft has been an informal advisor to the Society’s publication staff for over twelve years and is the author of a regular column entitled “Rehab News” in the Society’s *Momentum* magazine.

We honor Dr. George H. Kraft, for his numerous contributions and lifetime dedication to the MS movement!

Sid Wittenberg
Associate Vice President, Volunteer Leadership Development
Advancing the Regions Team
Sidney.wittenberg@nmss.org
513-561-6616

Michele Groden
Manager, Volunteer Leadership Development
Advancing the Regions Team
Michele.groden@nmss.org
585-394-8001



CHAPTER PRESIDENTS

August 12, 2011	CC: All
<u>2011 Volunteer Hall of Fame</u>	

Congratulations to the following volunteers inducted into the Volunteer Hall of Fame for 2011!

Advocacy:

- Dr. Edmund J. Nightingale nominated by Holly Anderson and Anna Kucera of the Minnesota Chapter
- Kim Campbell nominated by Debbie Pope and Linnea Nasman of the South Central Region
- Rachel Stacom nominated by Carolyn Cronin and Gene Veigl of the New York City-Southern New York Chapter
- Joel Kahn nominated by Kim Deaton of the Ohio Valley Chapter
- Pam Trosino nominated by Tami Caesar and Karen Mariner of the Greater Delaware Valley Chapter
- Ken Jones nominated by Arlyn White and Michelle Dickson of the Greater New England Chapter
- Sarah Mayfield nominated by Jeff Furst and Abby Carter-Emanuelson of the Eastern North Carolina Chapter
- Karen Knable Jackson nominated by Chris Broullire and Emily Rouse of the National Capital Chapter

Funding the Mission:

- Mike Schrock nominated by Holly Anderson and Anna Kucera of the Minnesota Chapter
- Captain M. Thomas Kroon nominated by Patty Shepherd-Barnes and Sarah Kaiser of the Greater Northwest Chapter
- Cathy Onufrychuk nominated by Chris Broullire and Emily Rouse of the National Capital Chapter
- Chuck Scherwinski nominated by Colleen Kalt and Mary Hartwig of the Wisconsin Chapter
- Barbara Green nominated by Arlyn White and Lori Espino of the Greater New England Chapter
- Rene Webb nominated by Leon LeBuffe and Marni Deckter of the Southern California-Nevada Chapter

Fern Seizer nominated by Leon LeBuffe and Marni Deckter of the Southern California-Nevada Chapter

Health Professionals:

Dr. Kathleen Fuchs nominated by ay Painter and Christina Conley of the Blue Ridge Chapter

Dr. George Hutton nominated by Debbie Pope and Ray Owens of the South Central Region

Theresa LaRocca nominated by Carolyn Cronin and Andrea Arzt of the New York City-Southern New York Chapter

Joan Ohayon nominated by Chris Broullire and Emily Rouse of the National Capital Chapter

Dr. Peter Riskind nominated by Arlyn White and Linda Guiod of the Greater New England Chapter

Programs and Services:

Andrea Glenn nominated by Carolyn Cronin and Debby Bennett of the New York City-Southern New York Chapter

Jack Engle nominated by Debbie Pope and Elaine Liserio of the South Central Region

Jean Rose nominated by Robert Hansen of the Inland Northwest Chapter

Jeanne Dibbert nominated by Jeff Furst and Kaye Gooch of the Eastern North Carolina Chapter

Brett Maxwell nominated by Debbie Pope and Susan LaCombe of the South Central Region

Scientific Researchers:

Dr. Robert Fox nominated by Janet Kramer and Guyla Wehman of the Ohio Buckeye Chapter

Dr. Thomas Forsthuber nominated by Debbie Pope and Elaine Liserio of the South Central Region

Dr. Glenn Matsushima nominated by Jeff Furst and Kaye Gooch of the Eastern North Carolina Chapter

Dr. Leslie Weiner nominated by Leon LeBuffe of the Southern California-Nevada Chapter

Thank you to the selection committees led by Volunteer Hall of Fame liaisons Renee Vandlik: Advocacy, Carrie Radant: Funding the Mission, Kristin Summers: Health Professionals, Kim Koch: Programs and Services and Cathy Carlson: Scientific Researchers.

Sid Wittenberg

Associate Vice President, Volunteer Leadership Development

Advancing the Regions Team

Sidney.wittenberg@nmss.org

Michele Groden

Manager, Volunteer Leadership Development

Advancing the Regions Team

Michele.groden@nmss.org



CHAPTER PRESIDENTS

August 12, 2011	CC: All
2011 Volunteer of the Year	

The National MS Society is proud to announce that Ryan Asdourian has been selected to receive the Society's most prestigious award, Volunteer of the Year! Ryan was nominated by Patty Shepherd-Barnes and Sarah Kaiser of the Greater Northwest Chapter.

Ryan understands the power of leveraging his personal and professional contacts. He makes sure that when he shares his story he also includes a call to action - a call to join the movement!

In his role as "Blitz", the beloved mascot of the Seattle Seahawks, he has become the face of MS in spite of his beak and feathered costume! His outreach to football fans in Seattle and across the country has spread awareness and raised significant dollars toward our mission. He has brought over 500 people into the MS Movement in a very short period of time, including Seahawks, Seattle Gator Club members (from his alma mater University of Florida), and three additional Team Blitz teams in Gainesville, Orlando and San Francisco.

Ryan has inspired his fellow NFL mascots to support not only his efforts in the Greater Northwest, but to make public appearances to promote Walk MS in their own communities across the country!

His ability to inspire and motivate others reaches beyond his nationwide network of NFL mascots and their fans. Through his leadership as an accomplished professional at Microsoft, he launched MS@MS, an internal online community for employees of Microsoft to anonymously connect with each other, promote fundraising opportunities for the Society and share information. MS@MS has contributed to the growth of the Microsoft Bike MS Team.

Ryan's commitment is an inspiration. His positive attitude, his ability to motivate others and his passion for our mission are qualities we recognize as we name Ryan the 2011 Volunteer of the Year.

We are sincerely grateful for Ryan's unwavering commitment to the Society and the movement toward a world free of MS.

Sid Wittenberg
Associate Vice President, Volunteer Leadership Development
Advancing the Regions Team
Sidney.wittenberg@nmss.org
513-561-6616

Michele Groden
Manager, Volunteer Leadership Development
Advancing the Regions Team
Michele.groden@nmss.org
585-394-8001



CHAPTER PRESIDENTS

August 12, 2011

CC: All

MS Navigator Survey Report and Project Update

MS Navigator Survey Purpose

Earlier this spring you were asked to complete a survey to identify what resources (both human and financial) in our organization are currently being utilized to support MS Navigator. This information was sought as an integral component in identifying the experiential, educational and social value of MS Navigator for all of our internal and external audiences, as well as a better understanding of the Society's resource investment. The second purpose of this survey was to assess the accessibility of Society resources and our ability to manage questions and issues in five critical content areas: employment, health insurance, mental health, housing and long-term care. Chapter and IRC staffs were asked to rate whether they possessed basic, intermediate or expert knowledge in each of these areas in order to obtain an aggregate picture of Society-wide strengths and gaps in critical areas.

We are pleased to report there was a 100% response rate throughout the Society. We thank everyone who took time to help us gather this information, and now are able to report back on what we have learned. The full survey results can be located on SharePoint at: http://intranet.nmss.org/Topics/programs_services/Documents/MS_Navigator_Survey_Results_and_Analysis.pdf

The material collected from the survey will inform the efforts of the MS Navigator work team as we move forward with articulating a vision of what the experience of people affected by MS should be as they reach out to the Society for services and other needs. The survey provides solid groundwork for expressing the value of MS Navigator and identifying best practices across the Society in the provision of information and resources to help people navigate the challenges that MS creates. We are still working on the analysis of the financial data, to be shared at a later time.

The results of this survey are extremely validating and speak to the depth and breadth of services that are offered throughout the Society to people living with MS. The commitment and excellence indicated by the survey data and information should be celebrated by us all.

Please contact Lisa Custy, lisa.custy@nmss.org or Kim Deaton, kim.deaton@nmss.org with questions or comments about the survey or the MS Navigator work team.



MARKETING

August 12, 2011	CC: All
August 2011: E-communications Update	

August National MS eNEWS

Send date: 8/18/11

Audience: Full List

The August National MS eNEWS will be sent on Thursday, August 18. The feature is about Phase III trial results for two new MS drugs (alemtuzumab and laquinimod). Additional content includes an invitation to become an MS Research Champion, as well as rapper Drake's North American tour (with a portion of ticket sales going to the U.S. and Canadian MS Societies).

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](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.



PROGRAMS & SERVICES

August 12, 2011		CC:
<u>New School Resource for Pediatric MS Families</u>		

The Society announces the availability of a new resource for families with a child or teen with MS: *Managing School-Related Issues: A Guide for Parents Living with a Child or Teen with MS*. The handbook provides parents with the tools and resources to be their child's best advocate in the school system, and includes a discussion on the potential impact of MS in the school setting, recommended accommodations and modifications, transition issues, and sample 504 plans and request for academic accommodations.

The handbook is a collaborative project of the Network of Pediatric MS Centers of Excellence, led by the team at the Regional Pediatric MS Center at University of California-San Francisco. The handbook is available in hard copy and on the Society's website (www.nationalMSSociety.org and go to About MS>Who Gets MS>Pediatric MS>Pediatric MS Support Group.)

Five copies of the handbook will be mailed to chapters in early to mid-September. At that time the Programs and Services Department also will be mailing the handbook, along with the publication, *Student with MS & the Academic Setting: A Handbook for School Personnel*, to families registered with the Network for Children and Teens with MS and their Families. Copies will also be provided to the six Pediatric MS Centers of Excellence. If you are planning to do a mailing to families in your area, please contact Kim Koch (contact information below) to confirm if your families were part of the centralized mailing.

Requests for additional copies of either handbook can be directed to Kay Stewart (kay.stewart@nmss.org). There is no charge for the handbooks.

For more information, please contact Kim Koch at Kimberly.koch@nmss.org or 303-698-6100, ext. 15158.



PROGRAMS & SERVICES

August 12, 2011	CC:
<u>New Self-Help Group Leader Training and Registration Process</u>	

In January, 2011 the Society moved to a coach-based approach to training new self-help group leaders beginning in January 2011. This approach provides for more personal attention, in-depth discussions, customization of the curriculum to the volunteers' needs, small group activities and time for skills-based practice. A National MS Society staff member or consultant, and a veteran self-help group leader (when available) will facilitate the training calls. The teletrainings are offered at no charge.

Please note: This training is for new self-help group leaders only. Additional telelearnings for all Connection Programs volunteers are offered throughout the year.

Registrations are managed on a rolling basis, with classes beginning when a minimum number is met. Class size is limited to 5-7 volunteers, and the group will meet for 1 ½ hours/week for four weeks.

The registration form is available on SharePoint at Programs and Services>Social Connections and Support Resources>Self Help Group Materials. Please direct any new leader training questions to Julie Gibson at (253) 921-2027 or Julie.Gibson@nmss.org. Julie is a project consultant for the Programs and Services Department and is providing support to this effort. She will work with you and your volunteers on scheduling and related training issues.

Additional questions can be directed to Kim Koch at (303) 698-6100, ext. 15158 or kimberly.koch@nmss.org.



PROGRAMS & SERVICES

August 12, 2011	CC:
<u>FY 2012 Self-Help Group Meeting in a Box Tool Kits Shipping Information</u>	
Action Requested/Deadline: August 22, 2011	

As announced in the July 8, 2011 news sheet, due to unprecedented funding in fiscal year 2012 all self-help groups will be provided with four different “meeting in a box” tool kits. The tool kits cover a range of MS-related topics, and will allow group leaders and members the flexibility to schedule meetings throughout the year, focusing on topics that are of most interest to them.

The tool kits and estimated shipment dates are:

- North American Education Program (Research – Progressive MS) (September 1, 2011)
- Life Fully, Live Well: A Program for People with MS and Their Support Partners (October 17, 2011)
- Free From Falls: Fall Prevention Program for People Living with MS (January 5, 2012)
- Mood Changes and MS (February 15, 2012)

Each meeting kit will include a cover letter, facilitator’s discussion guide, one DVD, and program booklets or associated handouts for 15 group members. Also included will be a handout with the distribution schedule for the four tool kits, with guidance on using the materials throughout the year. In those instances where a group has 25 or more members in regular attendance, please contact Heather Webb Jones for special instructions (heather.webb.jones@nmss.org or 303-698-6100, et. 15176).

Meeting kits will be mailed directly to self-help group leaders and shipping will be coordinated through a mailing house. Names and addresses for self-help group leaders will be pulled from data entered in the Altair Volunteer Module. In order to make the first shipping deadline (September 1, 2011), it is important that those self-help group leaders designated to receive the tool kit be coded on or before Monday, August 22nd.

Please note: In general only one meeting kit will be provided per group. For purposes of these types of centralized mailings it is important to identify one leader as the recipient. Prior to submitting the final mailing list to the mailing house you will have the opportunity to review the list for accuracy and make changes as needed.

To code self-help group leaders in the Volunteer Module please use the following position title: Self-Help Group Leader Primary 2011. This designation is in addition to their current self-help group leader job title in the Volunteer Module. The term Primary does not reflect the person's responsibility in managing, leading or facilitating the group. This is simply a designation for receiving centralized mailings and shipping. For more information please go to Share Point>Volunteer Engagement>Altair Volunteer Module>Business Practices Document.

These tools kits are made possible through the support of Acorda Therapeutics, Avanir Pharmaceuticals, Biogen Idec, Genentech, Genzyme, Novartis Pharmaceuticals and Teva Neuroscience.

For more information please contact Kim Koch at 303-698-6100 ext. 15158 or kimberly.koch@nmss.org.