Growing Greater Together

The New Year means new beginnings. The first day of 2006 signified a fresh start for the National Multiple Sclerosis Society in Southern California. On January 1st the Southern California and Channel Islands Chapters officially joined forces to better serve people with MS and those who love and care for them. The tri-counties of Channel Islands are now an integral part of the Southern California Chapter. Our newly combined chapter serves 12,500 people with MS in Los Angeles, Riverside, San Bernardino, Kern, Inyo, Ventura, Santa Barbara and San Luis Obispo counties.

Together, our award-winning programs and services will support more people with MS.

The Southern California Chapter has long been recognized for the delivery of effective and innovative programs. Many of our best-known programs, such as the Eric Small Adaptive Iyengar Yoga Program, CogniFit and Living Well, grew from the ideas and talents of dedicated volunteers. These volunteers saw a need and had the knowledge and skills to work in tandem with our staff to develop outstanding programs and to bring these programs to the MS community.

Our core programs are available everywhere throughout the region. No matter where you live in our 8-county territory, you have access to a wide variety of programs and services, including counseling support, employment and insurance help, individual care management, financial assistance and long-term care. Many of our unique programs, such as the Book Club or the relaxation program Mini-Moves, are offered via telephone or email, allowing you to participate from the comfort of your own home.

We now have six offices staffed with caring and knowledgeable team members prepared to answer your questions and offer information and resources.

Together, our special events will be bigger and better.

The 2006 MS Walk is on track to break all records. There are now 11 scenic sites from which to choose. Whether you participate in the...
Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. National MS Society medical advisors recommend that people with MS talk with their health care professional about using one of these medications and about strategies and effective treatments to manage symptoms. If you or someone you know has MS, please contact the Society today at www.nationalmssociety.org or 1.800.FIGHT.MS to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.

The National Multiple Sclerosis Society (NMSS) does not endorse products, services or manufacturers. Such names appear here solely because they are considered valuable information. The NMSS assumes no liability for the use of contents of any product or service mentioned. Information provided by the NMSS is based upon professional advice, published, experience and expert opinion. Information provided in response to questions does not constitute therapeutic recommendations or prescriptions. The NMSS recommends that all questions and information be discussed with a personal physician.

The NMSS is dedicated to ending the devastating effects of MS.
Yes We Can. Now We Will!

At our recent National Conference in Atlanta, National President Joyce Nelson and Chair Weyman Johnson spoke prophetically and movingly of the determination of the National Multiple Sclerosis Society to do anything and everything humanly possible to meet the needs of people with MS and their loved ones and to do it “now”! Everyone knows “actions speak louder than words”—and so the immediate question becomes what exactly the MS Society will do.

Here are some of the things we know:

• We will expand direct financial aid programs (such as we’ve had at this Chapter for decades) to the entire nation.

• We will put in place the people and resources needed to effect “care management” around the country. This means staff and volunteers working to provide each person living with MS, and especially people with advanced MS, with the services they need to stay independent as possible for as long as possible.

Our substantial expansion of wellness programming beyond the Marilyn Hilton MS Achievement Center at UCLA to USC, Casa Colina and Rancho Los Amigos through the Eric Small Centers for Optimal Living with MS shows significant progress in our attempts to optimize opportunity and independence for people with multiple sclerosis. And certainly Promise 2010 with its $30 million commitment for neuro repair, pediatric MS centers, the myelin project and the Sonya Slifka Longitudinal Study is an affirmation of the “yes we can” attitude.

The challenges are enormous, but the excitement in the Society is palpable, with strong and repeated affirmation of our determination to do everything we can, absolutely as soon as we can, to end the devastating effects of multiple sclerosis.

The merger of the Channel Islands and Southern California Chapters is complete. The process was short, energetic and positive due to outstanding board leadership provided by Larry Winter of the Channel Islands Chapter and Dave Perren of the Southern California Chapter. Thanks to this great leadership and vision, thousands of people with MS will enjoy and benefit from improved programs and services and expanded research. It has been a great pleasure to get to know many terrific people in the Ventura, Santa Barbara and San Luis Obispo Counties recently and we look forward to more every day.

If you have any questions or would like to share thoughts on the future of our mission, please do not hesitate to contact me at leon.lebuffe@cal.nmss.org or 310.479.4456.
Leaps Forward

Last year was a momentous year in the fight against MS. Thanks to its generous contributors, the National MS Society (NMSS) was able to invest over $35 million in 2005 into over 350 MS research projects worldwide. Highlights of the research advances include:

- The NMSS awarded the largest grants ever made for research aimed at protecting and reversing neurological damage and restoring function in people with MS. Four teams in the U.S. and Europe will use $15.6 million to lay the groundwork for clinical trials over the next five years. These awards are part of the Society’s Promise 2010 Campaign, a nationwide effort to raise at least $30 million for targeted areas of research and patient care that hold great potential, but which have so far been underexplored.

- An international panel updated the criteria used to diagnose MS, incorporating new data which should speed the diagnosis without compromising accuracy.

- Researchers from UCSF, supported in part by the NMSS, found that, compared to Caucasian Americans, African Americans with MS were more likely to experience a more aggressive course of disease, more likely to develop mobility impairments, and more likely to develop opticospinal MS and transverse myelitis.

- Two different experimental oral therapies for MS, FTY720 (Novartis Pharmaceuticals Corp) and temsirolimus (Wyeth Pharmaceuticals), showed positive results in preliminary Phase 2 clinical trials, according to reports at the 2005 European Neurological Society meeting.

- The Society announced the establishment of support for the first six Pediatric MS Centers of Excellence (see page 6).

- The National MS Society convened an international workshop to identify major obstacles to the growth of MS rehabilitation research and recommended specific strategies to move MS rehabilitation research forward.

- Researchers at Dana-Farber Cancer Institute, Boston, and Albert Einstein College of Medicine, Bronx, NY linked a gene known as Olig1 to repairing damage that occurs to nerve fiber-insulating myelin in MS. The results may help to develop therapeutic strategies for MS that enhance Olig1 capabilities to reverse tissue damage in MS.

- An international team of investigators involved in the NMSS-funded MS Lesion Project published findings indicating that individuals with a specific pattern of tissue damage responded to plasma exchange therapy, a treatment used occasionally to treat...
individuals experiencing severe MS attacks that do not respond to standard steroid therapy.

- An international team led by Mayo Clinic researchers, funded by the NMSS and NIH, uncovered a genetic clue which, if confirmed, may help explain why women develop MS about twice as often as men. The team identified a variation in a gene that controls a powerful immune messenger chemical called interferon (IFN) gamma. IFN gamma has been linked to immune attacks in MS, and these findings suggest that men have the gene variant that causes high levels of interferon gamma less often than women.

- NMSS-funded researchers at Harvard reported that smoking was associated with a moderate increase in the risk of developing MS; they also found an association between smoking and risk of MS progression.

- In a separate study, Harvard researchers reported that women who used oral contraceptives had a 40% reduction in the risk of developing MS compared to nonusers during the previous three years. This study further supports the concept of hormonal influences in MS, but does not provide direct evidence that oral contraceptives can prevent the onset of this disease.

- In a small, controlled clinical trial, funded in part by the NMSS, Oregon Health & Science University investigators found that participants with MS and cognitive impairment who used ginkgo biloba showed improvement in a test measuring learning and memory. The investigators suggest further study of ginkgo biloba for improving attention in multiple sclerosis.

- With seed funding from the NMSS, a group of leading MS researchers established MS-CORE (Multiple Sclerosis Cooperative Research Group), a collaborative group of clinical centers poised to conduct major clinical studies to improve care and enhance therapy options for people with MS.

- In partnership with International MS Genetics Consortium (IMSGC), the NMSS committed $1.1 million to jump-start an international effort to map the genome (all of the genetic material within humans) of MS. These genetic experts use a new technological advance, a DNA chip that enables investigators to test 500,000 individual genetic locations at one time for possible involvement in MS, potentially speeding the genetic analysis to less than one year’s time.

- Researchers at the San Raffaele Hospital (Milan, Italy), funded in part by the NMSS, published unexpected results of studies in which immature nerve cells (adult mouse neural stem cells) injected into the blood of mice with MS-like disease were able to suppress the immune attacks that damage the brain and spinal cord tissues.
Treating the Youngest with MS

Better diagnostic tools now reveal that approximately 8,000-10,000 children have MS, and another 10,000-15,000 have experienced what may be symptoms of MS. This disease is more difficult to diagnose in children and information about MS in children is scarce. MS treatments have only been tested for adults and many pediatricians are not familiar with MS.

Because of the critical need to better understand childhood MS, the Society awarded $13.5 million for the first-of-its kind network of Pediatric MS Centers of Excellence. Pediatric and adult MS experts who lead the field in MS diagnosis and treatment will provide comprehensive care for pediatric MS at these locations:

- The Center for Pediatric-Onset Demyelinating Disease at the Children's Hospital of Alabama, University of Alabama at Birmingham
- The Pediatric MS Center of the Jacobs Neurological Institute, State University of New York at Buffalo
- The Mayo Clinic, Rochester, MN
- The National Pediatric MS Center at Stony Brook University Hospital, Long Island
- The Partners Pediatric MS Center at the Massachusetts General Hospital for Children in Boston
- The University of California, San Francisco Regional Pediatric MS Center

“We chose these sites to be our first Pediatric MS Centers of Excellence because we believe they will offer the greatest number of families access to essential resources. What stands out at each of these centers is the caliber of the project directors and their staffs. They are all top notch and will treat each child with the individualized approach needed to best deal with this complicated disease so we can learn why these children are getting MS and stop it in its tracks,” explained Dr. John Richert, VP, Research & Clinical Programs for the Society.

The centers will also create the framework to conduct critical research—both to understand childhood MS and to unlock the mysteries of MS in adults. Experts consider research into childhood MS as a way of gaining more insight into the basic causes of MS, which are believed to be a combination of genetic factors and environmental triggers.

The centers have committed to sharing critical resources, collecting standardized data and meeting in person two-to-four times annually to discuss advancements and share best practices.

The establishment of the nation's first network of Pediatric MS Centers of Excellence is one of the four key goals of the Society’s Promise 2010 campaign, aimed at encouraging innovative research into highly promising areas and to improving MS medical care.

To support the Promise 2010 initiatives or for more information please call Kate McIntosh at 310.479.4456 x124, or visit www.nationalmssociety.org/promise2010.

To learn more about pediatric MS, visit: www.nationalmssociety.org/PediatricMS.
On October 24, 2005, The Golden Circle hosted a reception for the launch of the Promise 2010 campaign at The Regency Club’s Penthouse Suite. Select donors and Chapter Trustees gathered for a reception and presentation about the new campaign with Dr. John Richert, National Vice President of Research and Medical Programs.

Dr. Richert discussed the future and direction of Promise 2010’s four research initiatives: Nervous System Repair and Protection, MS Pediatric Centers, the MS Lesion Project and the Sonya Slifka MS Longitudinal Study. Dr. Richert shared that the cure for MS will not be a “magic bullet.” Rather, the extensively varied characteristics and complications of MS will probably require “three cures”—one to stop the disease cold; another to halt progression, repair damage and restore function; and a third to prevent the disease from beginning.

The Promise 2010 campaign, particularly the Nervous System Repair and Protection initiative, inspired all of the guests. Twenty families pledged $348,000 in support of Promise 2010—joining a handful of others who had previously committed their support.

The National Multiple Sclerosis Society and The Golden Circle wish to thank the following pioneers for Promise 2010:

Anonymous [4] • Pearl Anne & Melvin Brooks • Steffanie & Geoffrey Gee • Roy & Judy Glickman • Ann & David Gooding • S. Lawrence & Charlotte B. Jacobs • Caroline & Stephen Kaufer • Julie Kaufer & Frank Reddick • Iris Mahoney • Jacquie & Paul Mahoney • Sue & Ed Meltzer • Haim & Gail Pekelis • Claudette Nevins & Benjamin L. Pick • Pam & Mark Rubin • Sheri & Steven Safan • Charles & Dorothy Samuel • Joan & Arnold Seidel • Fern & Bob Seizer • Sherak Family Foundation • Ruth Lynn & Hank Sobel • Dina Tecimer & Masood Sohaili • Jane & Lester Trachman Family • Tuffli Family Foundation

The Golden Circle also wishes to thank Steffanie and Geoffrey Gee for underwriting the cost of the reception. It’s special donors like the Gee’s who help to keep The Golden Circle’s expenses less than 1%!
The 2005 Golden Circle

Thanks to the generosity of the following donors, The Golden Circle raised over $935,000.

**Angel ($50,000 +):**
Caroline & Stephen L. Kaufer • Sherak Family Foundation • Tuffli Family Foundation

**Benefactor ($25,000 TO $49,999):**
Anonymous (2) • Helen Bolsky • UBS Foundation USA

**Patron ($10,000 TO $24,999):**
Anonymous • Donna M. & Dr. Walter F. Bauer • John Brenner, Cutting Edge Supply Co. • Steffanie & Geoffrey Gee • Judy & Roy Glickman • Melanie Grisanti & Gordon McLeod • Lisa & Ray Karpe • Julie Kaufer & Frank Reddick • Michael J. Lichner • Sue & Ed Meltzer • Claudette Nevins & Benjamin L. Pick • Edward H. Taran • Frederick R. Weisman Philanthropic Foundation

**Sponsor ($5,000 TO $9,999):**
Anonymous • Dr. Joan Otomo-Corgel & Richard Corgel • Mari-Jo & Gary M. Deutschman • Frankie A. & John A. Duran • Linda Ellman & Gary Mandinach • Donna Garber • Ann & David Gooding • Bruce Hecker • Kathleen & Dr. Delmer Henninger • Charlotte B. & S. Lawrence Jacobs • Tatiyan & Todd James • Leon Lowenstein Foundation • Louise Laraway Teal Foundation • Iris B. Mahoney • Gail & Haim Pekelis • Phi Alpha Kappa • Pam & Mark Rubin • Dorothy & Charles B. Samuel • Joan & Arnold Seidel • Fern & Bob Seizer • Ruth Lynn & Hank Sobel • Dina Tecimer & Masood Sohaili • Jane & Lester Trachman Family • Linda & Dennis H. Vaughn • Florence M. Victor • Diana & Chet A. Widom

**Friend ($2,500 TO $4,999):**
Anonymous • Pamela & Paul H. Apel • Joanne K. Beckwith • Elaine & Jack Bock, Jr. • Barbara & Morton Bowman • Camilla J. & Arnold W. Bramlett • Pearl Anne & Melvin Brooks • Sandra & Bernard Fischbach • Julie K. Friedman • Phyllis & Bill Gibson • Danny Goldman, Danny Goldman Casting • Mary Ann Good • Arlene & Richard Havel • Charlotte Hughes & Christopher Cats • Cathrine Ireland • Pat & Jake Jacobs • Tracy & Michael Kerkorian • Sieny & Dr. Alex Krammer • Juliana Lind & Leon LeBuffe • Louis L. Borick, Louis L. Borick Foundation • Gloria Meeker • Senn V. Moses • Faith Pearlman, Jerome & Faith Pearlman Foundation • Eugenia A. Riordan • Eva Rose & Eugene Safan • Alison & Lawrence A. Rosenthal • Dr. Philip S. Ryan • Sheri & Steven Safan • Sandra J. & Vincent E. Scully • Mace Siegel • Irene V. Steinman • Thelma Stewart • James S. Tyre • Sylvia Weisz • Pamela M. Woods & Kirk A. Pasich

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Anonymous • Eric K. Adair • LaVilla S. & Dean H. Adamson, Wilbur C. Grosse Trust • Betsy & Harold Applebaum • Rhona Bader • Claudia Barski & Peter J. Carien • John W. Bartlett • Mickey Bearman • Hilda & Dan Bergher • Tracy Bechtold & Robert J. Gach • Frieda & Alan E. Berlin • Bialis Family Foundation • Kay & J. Alan Bloore • Les Bohem • Vicki & Robert Bond • Martha J. & Leonard J. Brutocao • Mari S. & Ward M. Bukofsky • Katherine Burrows • Alexandra Carien • Judith A. Carroll • Stephen C. Carroll • Mr. & Mrs. Aaron C. Clark • Ronnye Cohen • Toni & Bruce Corwin • Diana R. Davidow • Shirley Lu & Norman Davidson • Janelle Del Carlo & Keith Brant • Saudra & Ron De Crescent • Anita L. DeFrantz • Janet C. Dirks • Kerry A. Dolan • Dorothy & Sidney Factor • Gloria & Stanley Fishfader • Pat & Robert Fleming, Paveco Construction • Edith & Arthur Furst • Sharlene & Sol F. Galper • Candy & Gavin Gervis • Elvie & Yale Gieszli • Julie Gilbert & Aaron Sones • Rosemary & Jeffrey S. Glikman • Judy & David M. Goldstein • Edith M. Grady • Jody Graham & Mitchell J. Dunitz • Susan A. & Ronald G. Graves • Diane & David H. Greenberg • Sheri & Gary Haber • Fred N. Hellmann • Naomi A. & Craig N. Hentschel • Rosalind Hewsenian • Johnny Holiday • Susan M. Howard • Elaine Smith Irel • Charlotte & Stanley Kandel • Annie Wilson-Karges & Terry Karges • Karen G. & Donald E. Karl • Nicole G. & Bill Keck • Mr. & Mrs. Steven Keefer • Susan Keith & Jeannne Perry • Morton Kirshner • Arline M. & Seymour Kreshek • Sylvia Krug • Sara & Jon Kutler • Elizabeth & Bradley La Cour • Sharon A. & Herbert A. Lambert • Frances F. & Jerry G. Leigh • Ann & Don Levin, Lenore S. Levin Family Foundation • Ernest Lieblich • Vivien Lowy • Joanne & Bruce MacCallum • Jacguie & Paul Mahoney • Mahoney & Soll, LLP • Rusty & Elliott Malzmann • Rose Marie Martel • Bernice G. McMahon • Pamela A. Miller • Sheryl Miller & Robert Schilling • Lee & Stanley Mills • Ruth & Robert Mirvis • Ann Moorefield, Moorefield Construction, Inc. • William Toll-Free Number: 1 800 FIGHT MS
Let Us Write You A Check!

Did you know that in exchange for a gift of stock or any other appreciated asset, we can offer you an opportunity to set up a Charitable Gift Annuity with the National Multiple Sclerosis Society?

Benefits:
• An immediate tax deduction
• Guaranteed income for life
• Savings on Capital Gain taxes
• Membership in Pillars of Society

Requirements:
• Minimum must be $10,000
• Donor must be 50 years of age when annuity payments begin (payments can be deferred)

Please feel free to call me at 310.479.4456, ext. 109 for more information or to set up a confidential meeting to assist you with your gift planning.

A. David Scholder,
Senior Director for Estate and Gift Planning

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The Golden Circle Committee also wishes to acknowledge all the donors who contributed to The Golden Circle 2005 Campaign with gifts up to $999—Thank you!
Since 2001, as part of a national Hispanic/Latino Outreach Project, the Chapter has been reaching into the Latino MS communities of Los Angeles, San Bernardino, Riverside and Kern counties to identify issues that impact the knowledge and treatment of Hispanics living with MS. The results of a number of focus groups showed:

• A lack of culturally and linguistically appropriate materials and services made it more difficult for them to learn about MS and its symptoms.

• The lack of knowledge about MS by doctors makes it difficult to obtain a diagnosis.

• Well-informed families are better able to cope with MS and help their loved one.

The Society has been working diligently to expand the amount of information available in Spanish, both in print and online. The Spanish-language pages on the Society's Website are consistently ranked in the top 100 most visited pages each week.

In addition, the Chapter was just awarded a $7,500 grant from The Jewish Community Foundation to support the creation and distribution of Conexión Hispana, our bilingual newsletter. Conexión provides MS news, treatment information and resources. Its bilingual format serves English-speaking individuals with MS, as well as Spanish-speaking family members.

A new literature CD will be released soon, featuring the Society’s most popular MS informational brochures recorded in Spanish. The free CD will be available through physician’s offices, the MS care centers, community agencies, and the Chapter office.

**Interpreter Pilot Gives Patients a Voice**

In order to enhance communications between medical professionals and Spanish-speaking patients and to improve MS care, the Chapter is launching a new MS interpreter program at the LAC+USC Medical Center MS Clinic, which serves a large Latino population. Beginning in February, a trained medical interpreter knowledgeable in MS will be available to each neurologist at the clinic on the second and fourth Friday of the month.

Additionally, the Chapter has been working with doctors and other health care professionals with trainings and resources that focus on the importance of working with Latino clients in a culturally competent manner and strategies on how to do so effectively.

**Focus on the Family**

This year’s educational emphasis has been to expand knowledge of MS to the family. In January, Dr. Victor Rivera, president of the Latin-American Committee for Treatment and Research in MS, was the featured speaker at two sold-out Family Programs in LA and Bakersfield. This spring the Chapter will offer its first Couples Retreat in Spanish. Health professionals who specialize in MS will discuss communication, sexuality, and other symptoms that may pose challenges and affect a relationship.
For the second time in three years, the Southern California Chapter earned the esteemed Cavallo Award at the Society’s 2005 National Conference. The award recognizes that our Chapter has the “best of the best” in programs for people with MS, professional education, and advocacy.

Our Chapter also received nine other awards recognizing our outstanding programs: We earned Overall Excellence in Client Programs; three Excellence in Client Programs awards in the categories of Knowledge, Physical Health and Long-Term Care; National Excellence in Professional Education for Programming to Healthcare and Wellness Professionals; and two Excellence in Professional Education in the Healthcare and Wellness categories. Many of these award-winning programs are the brainchild of our talented volunteers and staff, including:

- **Knowledge:** One of our newest programs, **CogniFit**, was recognized in this category. The Chapter is fortunate to have licensed speech language pathologist, Britta Schramm, on the Board. Britta not only knows how to help individuals develop strategies to improve cognitive function, but she also understands the challenges MS can create for the mind, as she herself has MS. Britta and her colleague, Licia Coceani Paskay, developed and delivered an 8-week cognitive training program to help introduce participants to cognitive management practices that could be integrated into everyday living to help regularly exercise the mind.

- **Physical Health:** Around the Chapter, people are laughing, giggling, chuckling and even cackling at our new therapeutic laughter workshops. The idea for **Laugh Out Loud** came from Field Manager, Cindy Langwell, who is trained and certified in the practice of therapeutic laughter. The **Laugh Out Loud** workshops are patterned after the Laughter Club movement that started in India, and help people with MS, their families, children, caregivers and health care providers explore the benefits of therapeutic humor in managing the challenges of daily life with MS.

MS-CAN, the MS California Action Network, accepted an Excellence in Advocacy award for the volunteer group’s efforts in lobbying at the state level for the interests of the MS community.

We could not deliver all of these excellent programs and services without the help and support of our volunteer fund-raisers. And what a fantastic job they did in 2005! In recognition of their dedication, our Chapter was recognized for Excellence in Campaign Performance in the areas of Outright Giving, the Dinner of Champions and the MS Challenge Walk.
Eight years ago, Jose “Cachito” Chavez was diagnosed with multiple sclerosis when he was only 19 years old. As his family struggled to come to terms with his diagnosis, Cachito’s aunt Janet found that the MS Walk presented them with an opportunity to be proactive. She explained that the event offered “hope that through the money we raise, we could make a difference for Cachito.

“Cachito’s father and I started asking our family to join our MS Walk team, Cachito’s Angels. Phone calls and emails seemed to work the best. We created a flyer that explained how amazing Cachito is. When I would take my children to sports at the park, I would ask all of the parents to be a team member. Many people made donations. The Walk is important to us because it is a yearly reminder that there is support. I am always astounded by the number of people who come out to walk!”

Cachito’s grandfather also participates in the Walk. He says, “I am 76 years old. I am one of the first people to start and one of the last to finish! This Walk is good because there are many difficulties with this disease and it is very nice to have one day where everyone is happy.”

**Change Lives.**

The funds you raise support vital services for people with MS, as well as cutting-edge research. The thought of asking friends for donations can be daunting, but it’s worth the time and energy. Just ask MS Walk fund-raiser Sharon Garrett. She has come up with a plan to make fund raising not only fun, but easy. She explains, “Three extremely important aspects of my fund raising efforts are TIMING, PERSISTENCE and APPROACH.”

- **TIMING:** Any time is a good time to ask. Tape pledge sheets on sturdy pieces of cardboard, put your solicitation letter on the back, punch a hole and attach a pen with a ribbon or string. Create one or more of these for your workplace, exercise class, club meeting and any other place you go. Tote one around as you go to the bank, cleaners, or do other errands.
- **PERSISTENCE:** Don’t give up if you do not get a response from a person this year. Keep sending a letter or email each year. Last year I considered dropping a name I had not had a response from in four years. I thought the 37 cents for a stamp was worth another try. I got a check for $200.
- **BE BOLD:** Approach new people you meet, but don’t be pushy. Carry stamped, self-addressed envelopes, with a short note inside, asking for support. Hand these out whenever you can.
Walk with Us.

“Seize the day and live life to the fullest.” This is the motto that Adriane Thiessen lives by. When Adriane was diagnosed with MS in 2001 she decided that if she could no longer play sports, she was at least going to do the MS Walk in San Luis Obispo. That same year Adriane rallied her family together and created her MS Walk Team, Carpe Diem. In 2005 Team Carpe Diem raised over $8,000!

Adriane was overwhelmed by the support she received when she first started. She describes, “I called all of my family and friends and told them what I was doing. Everyone was really supportive. It was great to know that when I needed them they would be there. We had shirts made and raised a lot of money, it sort of shocked me.” Adriane is not the only person in her family to be diagnosed with MS; her aunt is also living with the disease. Adriane explains, “I walk for her and for me because I can! And my teammates fund raise for us and for everyone who has been diagnosed with MS.”

People with MS depend on us. This is why we depend on you! Register today for the 2006 MS Walk. Visit www.msevents.com or call 1.800.FIGHT.MS to get started.
The 2006 MS Walk is Generously Sponsored by...

Bogies and Birdies

Whether you’re a novice or veteran, you can turn one round of golf into a day to support people with MS.

On October 10th, 123 golfers played 18 holes at Robinson Ranch Golf Club in Santa Clarita during the 12th Annual MS Golf Classic. They took part in challenging contests and games, including three hole-in-one-car opportunities sponsored by Lexus of Valencia and a $15,000 cash prize hole-in-one chance from Financial Title Company.

Participants also enjoyed terrific meals and bid on silent & live auction items, including a trip to Cabo San Lucas, sports packages, Mohammed Ali signed boxing gloves, and VIP suites at the LA Kings or Clippers game.

By the end of the evening, this group raised nearly $75,000 to support MS research and programs.

Many thanks to Tony Potts from Access Hollywood for emceeing the evening program, to PM Press for underwriting all printing costs, and to Charmaine's Florist for donating centerpieces.

Save the date now for the 13th Annual MS Golf Classic on October 9, 2006. Or to get golfing sooner, call 1.800.FIGHT.MS to learn more about the Flaherty Memorial MS ProAm Golf Tournament on April 10, 2006 at the prestigious Desert Island Golf & Country Club in Rancho Mirage.
SPECIAL EVENTS

Bring it On

You believe in pushing your limits to make a difference in the fight against MS. You are searching for a practical way to get in shape. You want to try a new experience and meet new friends. Whatever your motivation...join the MS Challenge Walk on June 23-25, 2006. In three days you’ll walk 50 miles along scenic routes from Carlsbad to San Diego. The MS Challenge Walk is a fully supported event with rest stops, safety and gear vehicles, terrific hotel accommodations and massage therapists! Make this year YOUR year! Register today at www.msevents.com or call Ragan Reviere at 310.479.4456 or 1.800.FIGHT.MS.

Make your way to the finish line:

“Through the MS Challenge I really feel like I can make a difference and for that opportunity I am so grateful. Every year I attempt to share with my contributors what the experience is like when you cross the finish line but it is truly an indescribable moment that lasts a lifetime.”
— Barbara Wyric

“I was very close to crying when we crossed the finish line yesterday and all those people were cheering for us. I have been on this earth 38 years and 4 months and it took me all this time to learn the lesson that helping others succeed is much more fulfilling than helping yourself.”
— Marc Radi
mountains at Big Bear, stroll by the beach in Santa Barbara or take in the historic architecture at the LA Memorial Coliseum, you will find enthusiastic crowds, terrific food and entertainment, and exciting finish festivals.

With additional marketing, recruitment and outreach efforts in the tri-county area, the MS Challenge Walk this June and the Dinner of Champions in the fall are set to grow. Plus, with the ability to market to the Greater LA and Inland Empire areas, the Santa Barbara MS Bike Tour & Fest will draw more cyclists committed to raising funds to support the fight against MS.

Together, we can raise more funds for both programs and MS research.

History has proven that enhanced program and service delivery in our growing communities has resulted in greater fund-raising return. Whether you participate in an event or prefer to make a direct gift, you can be confident that your contribution will truly benefit MS research and programs. By consolidating administrative functions and leveraging our resources, we will keep our fund-raising costs to the absolute minimum.

Together, our advocacy voices are stronger.

The Chapter’s Government Relations Committee (GRC) advocates on local, state and federal levels for issues important to the MS community, including accessibility, access to medication, healthcare, insurance, housing, transportation and employment. Dedicated volunteers from each of our eight counties represent all of our local constituencies with one loud, steady voice.

Together, we will make a difference.
CHAPTER NEWS

After Sylvia Lawry's brother, Bernard, was diagnosed with MS, she realized how little information was available about this disease. She placed a classified ad in the New York Times: "Multiple Sclerosis: Will anyone recovered from it please contact patient." The replies compelled her to organize a meeting on March 11, 1946, with 20 of the nation's most prominent research scientists: the birth of the National Multiple Sclerosis Society. One person's determination to find answers soon became a worldwide movement committed to ending the devastating effects of MS.

For 60 years the National MS Society has been here to help people live with multiple sclerosis today and without MS tomorrow. In the last six decades, the National MS Society has grown into a nationwide organization that funds more MS research, offers more services to people with MS, provides more professional education programs and advances more MS advocacy efforts than any other MS organization in the world.

In celebration of our 60th anniversary, MS Awareness Week will kick-off on March 13–17, 2006, and become an annual event when people across the country will unite to raise MS awareness and show their support in the fight against MS.

Show Solidarity in the Fight Against MS

- “Wear your hope on your sleeve” on the National MS Day of Hope. On Tuesday, March 14, show MS “aWEARness” by displaying the MS Band of Hope and other MS identifiers and pass them on to others. To order a pack of wristbands, please call 1.800.FIGHT.MS or 310.479.4456, or visit www.msevents.com.
- On each day of the week of March 13th, wear one of the MS Walk or MS Bike Tour shirts you’ve earned in the last several years.
- Purchase 10 Bands of Hope and give one to the first 10 people you come into contact with on March 14th.
- It is only by putting a face on the disease will we begin to understand what it means to live with MS. This is why the Society is reaching out to the MS community nationwide to build The Face of MS—an online, interactive art project. As more people contribute their stories through video and written testimonials, the face will continue to grow into a kaleidoscopic collaborative work of art. The Face of MS launches March 13. You can tell your story and hear others at www.faceofms.org.

Visit our Web site at: www.nationalmssociety.org/cal
We Fondly Remember

On December 17, 2005 the National MS Society lost a very dear friend. Al Kaufer was an active trustee for the Southern California Chapter for the last 30 years. When asked why he volunteered, he explained, “I witnessed the devastating effects of multiple sclerosis on my wife before she died. Since then, I learned that my nephew, one of my law partners and a member of our staff were diagnosed with MS. MS strikes anyone, anywhere and I want to stop that.”

Al participated on just about every committee the Chapter had and gave generously of his time and funds. He served as Chairman of the Chapter Board for two years and spent 18 years on the National Board of Directors.

Al had a very accomplished legal career as a 45-year veteran of Nossaman, Guthner, Knox & Elliott, LLP. His partners and colleagues remember him for his integrity, professionalism, generosity and commitment to the community. His devotion to his family was unwavering. Our thoughts are with his wife Marca, children Steve, Julie and Fran, his three stepchildren Charles, Miles and Cameron Helrich and six grandchildren. Al will be greatly missed by all who crossed his path.

The world was also saddened by the loss of ground-breaking comedian Richard Pryor on December 10th. Richard was a familiar face in the fight against MS. In 1993 he acted as an MS Walk ambassador and the Southern California Chapter was proud to honor him at the Dinner of Champions in 1995. "Mr. Pryor struggled with the devastating effects of multiple sclerosis for many years and he will be remembered for his courage and dignity," said Joyce Nelson, President and CEO of the National MS Society. "The Society was honored to work directly with Richard Pryor and is pleased to currently have his daughter Rain as an ambassador for the MS cause."

Tribute & Memorial Gifts
Are you looking for a meaningful way to celebrate a birthday, wedding or holiday or honor a loved one who has passed? In lieu of gifts or flowers, you can make a donation to the National MS Society and help to end the devastating effects of multiple sclerosis. The Society will send a beautiful card, designed by an artist who has MS, with your personalized message to the honoree or family you specify, informing them that a gift has been made in their honor.

Please visit www.nationalmssociety.org/cal/donation and click the Tribute & Memorial link on the left to view the cards and the most recent list of recent tribute and memorial gifts. If you have any questions about how to make a tribute or memorial gift, please call Elicia Lopez at 310.479.4456 ext. 111.
A Warm Welcome

The Southern California Chapter Board of Trustees is very proud to introduce its two newest members. **Arturo Barquet** is Senior Vice President of Production Finance at Universal Pictures. Arturo has a family member and friends with MS. For this reason, he has been a leading contributor to our MS Walk for years. **Stacy Wilder** is Director of Studley’s Project Management Services, overseeing some of their biggest tenant improvement projects. Stacy is eager to fund raise for our programs and MS research. We look forward to working with these talented and enthusiastic volunteers.

Working Wonders

Like Chapter Trustees, you, too, can WORK WONDERS for the National MS Society by acting as an MS ambassador at your place of business.

Your commitment can be as simple as…

- Letting us know if your company…
  - holds health fairs or educational "lunch and learn" programs
  - has a matching gift program
  - makes grants to nonprofit groups
  - sponsors events

Or as big as…

- Contributing to the National MS Society through your company’s employee giving campaign
- Starting an MS Walk or MS Challenge Walk corporate team
- Encouraging a barrier-free work environment

To become a WORKING WONDER or to get more information about this opportunity, please contact Sheryl Miller at 310.479.4456 or sheryl.miller@cal.nmss.org.

Please be assured that we maintain strict confidentiality for those who have not disclosed their relationship to MS and/or for those who wish to remain anonymous.
Revered Volunteers

The Chapter was proud to acknowledge the contributions of the year’s many valued volunteers and organizations at the 2005 Annual Meeting.

Roland Mesa earned the Grisanti Most Valuable Trustee Award for his fund-raising and PR contributions in the last decade. Roland annually develops and produces videos that recognize Dinner of Champions honorees, as well as videos that showcase our programs, services and research efforts. These pieces are not only used in fund raising, but also raise great awareness, appearing on TV, at our National Conferences and the Dinners. Plus, for the last two years Roland has served as Chair of the Dinner.

Bette Schmalhausen received the Volunteer of the Year award for her dedication to The Marilyn Hilton MS Achievement Center at UCLA. Bette has been graciously volunteering on a weekly basis since the Center’s opening in 2001. She helps wherever needed, including by assisting members during yoga and lunch and by sponsoring the monthly birthday club. And always with a smile! Bette Schmalhausen & Leon LeBuffe

The Sylvia Lawry Founder Award is presented to volunteers who develop an outstanding new idea that benefits people with MS. CogniFit, a program that stretches and exercises, refreshes, and re-oxygenates the brain—is just that type of program and is the invention of talented speech-language therapists Britta Schramm and Licia Coceani Paskay.

Across the country over sixty Westfield Shoppingtowns helped to increase awareness about MS, the Society, and the MS Walk in 2005. During an exciting, 3-month, promotional period, millions of shoppers were introduced to the MS cause. Plus, Westfield raised hundreds of thousands of dollars for the Society from coast to coast. Todd Putman, Executive Vice President of Marketing and Customer Services, accepted the Public Awareness Award on behalf of Westfield, from trustee Arthur Schramm.
**VOLUNTEERS**

Annis Kishner received the Development Key Award for her steadfast support of the Dinner of Champions in the last 13 years. Annis has raised $450,000, in the last six years alone.

**Pamela Thompson &
Annis Kishner**

Mike Mullich accepted the Special Event Key Award for being instrumental in the success of the MS Walk at the Lancaster Walk site for over six years. Mike has devoted many hours to the MS Walk, in planning and coordinating activities and promoting the event to the public.

In its first year, the MS Walk in Big Bear had 300 walkers and raised nearly $50,000. More than 20% of that money came from the top team—Moose Lodge. Team captains Wayne & Emily Parker and Dave & Loni Emig, enlisted their community’s support and kept their 58 team members focused on the goal. Dave and Loni accepted the Rookie of the Year Award on behalf of the Big Bear Moose Lodge.

The Disney VoluntEARS merited the Volunteer Group of the Year award for their invaluable support at the annual MS Walk for over a decade. They help with everything from beginning to end, from registration to serving lunch, to cheerleading and awarding medals at the finish line. This summer the VoluntEARS also assisted at the Chapter’s July 4th event at the Hollywood Bowl. Group leader Luanna Huber accepted the award from David Lander and Denise Nowack.

We’d also like to recognize the awardees who were unable to attend the meeting. Yolanda Sanchez received the Peer of the Year Award and Jeanette Knecht accepted the Self Help Group Leader of the Year Award. Congratulations, also, to Janice Garber who received the Programs Key Award in honor of her work in creating the Chapter’s phone book club.
The Southern California Chapter extends its sincere gratitude to the following list of contributors for a total of $196,898 received in foundation, corporate and program grants October 1–December 31, 2005.

- $50,000 from The Lincy Foundation for the Chapter’s Continuum of Care Initiative
- $41,750 from Teva Neuroscience for educational programs
- $25,000 from Serono for The Marilyn Hilton MS Achievement Center at UCLA
- $15,400 from the Ludwick Family Foundation for needed equipment at The Marilyn Hilton MS Achievement Center at UCLA—Many thanks to Jack Bock for introducing us to this foundation.
- $15,000 from the George Hoag Family Foundation for Partners In Care
- $10,680 from Serono ($3,000 for the Chapter’s Annual Meeting; $3,680 for Newly Diagnosed programs; $4,000 restricted to Chapter programs)
- $10,000 from the Kenneth T. and Eileen L. Norris Foundation for Partners in Care
- $9,768 from Change a Life Foundation for the special needs of an individual with MS
- $7,500 from the Jewish Community Foundation for the Chapter’s bilingual newsletter, Conexión Hispana
- $4,000 from the Lockheed Martin AERO Club for Camp Paivika
- $3,000 from the Deluxe Corporation Foundation for Better Living programming in the Antelope Valley
- $2,800 from Biogen Idec—$2,000 for Cognifit, a cognitive skills training program; $800 for the Caring for the Caregiver program
- $2,000 from Berlex Laboratories—$1,500 for the Chapter’s Annual Meeting; $500 for a professional education program in Bakersfield

In addition to Southern California Chapter grant award highlights noted above and prior to the merger of the Southern California and Channel Islands Chapters, Channel Islands experienced a very successful quarter with the receipt of $70,000 in grants designated for specific programming in its tri-county area. Thanks to the following supporters:

- Ann Jackson Family Foundation—$5,000 for the quarterly Chapter newsletter
- Medtronic Foundation—$5,000 for the Wellness Center Without Walls
- San Luis Sports Therapy Community Fund—$5,000 for the annual MS Bike Tour & Fest
- Santa Ynez Band of Chumash Indians—$5,000 for the Wellness Center Without Walls
- Smidt Family Foundation—$25,000 for local programs and services
- Wood-Claeyssens Foundation—$25,000 for the Wellness Center Without Walls
Legislator of the Year

The Southern California Chapter, on behalf of all of the California Chapters, proudly recognized State Senator Sheila Kuehl as our 2005 Multiple Sclerosis California Action Network (MS-CAN) Legislator of the Year.

In her youth, Sheila was known for her portrayal of Zelda Gilroy in the TV series, “The Many Loves of Dobie Gillis.” But today she is well-known for her pioneering work in the California state legislature.

After six years in the State Assembly, Sheila Kuehl was elected to the State Senate in 2000, serving the 23rd Senate District in Los Angeles and Ventura Counties. Her dedication to improving our healthcare system is evident in her leadership positions on key committees. She sits on the Health committee, including subcommittees on aging and long-term care, as well as on stem cell research. She also participates in the Judiciary and Labor Committees and Chairs the Select Committee on the Health Insurance Crisis in California.

In her eleven years she has authored 141 bills that have been signed into law. She has been an outspoken advocate for civil rights and disability rights and has shepherded laws that include establishing nurse to patient ratios in every hospital in California. She authored California’s landmark 2002 legislation, an MS-CAN priority bill, the Family Medical Leave Act, which provides up to six weeks of partially paid leave to care for a seriously ill family member. She has also supported all of these 2005 MS-CAN priority bills:

- AB 10—Inappropriate Placement of Disabled People
- SB 418—Assistive Technology Loan Program
- SB 770—Medi-Cal Provider Enrollment

Most importantly, right now she is working tirelessly to provide a health care system that provides access to decent healthcare for all Californians by establishing universal health coverage through a single payer system.

We salute Senator Sheila Kuehl for her commitment to healthcare and the MS community.

Representing Our Community

The Southern California Government Relations Committee is thrilled to introduce our newest committee member Shawn Herz, MFT, MSG. Shawn is the Director of Program Development for the Los Angeles Caregiver Resource Center where she has worked for the last 15 years. She is well versed in all aspects of public policy focusing on the caregiver and brings unique knowledge and expertise to the caregiving side of life with a disability.
**Electronic Newsletter**

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