

## An invitation to join a national discussion

by Weyman T. Johnson, Jr., chair, National Board of Directors

In January, a new federal administration will begin asking questions about how to address the national health-care crisis. Those in power may hold different views on how to fix the current system, but almost everyone in the country agrees without reservation that the status quo is unacceptable.

We at the National MS Society certainly agree. The impact of under-insurance, uninsurability, lack of coverage for maintenance or off-label therapies, disparities in quality and availability of care—especially of long-term services—and the consequences of inconsistent and expensive medical record-keeping are all harmful to those of us in the MS world.

Last May, the National Board of the National MS Society unanimously adopted a set of health-care reform principles to guide our active participation in the national discussion. Our board leads a movement that seeks a world in which we may live as powerfully and productively as possible, despite what MS may do. Based on that, we agreed on seven principles, listed in the box in the middle of this page.

The full principles are, like MS itself, complex. You can find the complete text at **[nationalMSSociety.org/healthcareprinciples](http://nationalMSSociety.org/healthcareprinciples)** or by calling us at 1-800-344-4867. I urge you to get it, read it, talk about it with family, friends, and associates, and to send copies to your elected officials.

### We believe meaningful health-care reform must involve these seven principles:

1. Accessible health-care coverage
2. Affordable health-care services and coverage
3. Standards for coverage of specific treatments
4. Elimination of disparity in health care
5. Comprehensive high-quality health care available to all
6. Increased value of health care
7. Access to high-quality long-term supports and services

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Fixing our health-care system will involve federal, state, and local action. We will need all your voices to ensure that these priorities are taken seriously when reforms are in planning stages. Times are not easy, and the economy may take time to regain momentum. People with MS can and should contribute to a renewal. But we know that productivity of all kinds hinges on enabling people with chronic illness or disabilities to live their best lives. This in turn requires having access to high-quality medical care.

To learn more about the Society's health-care reform activities and to join in, call 1-800-344-4867 or go to **[nationalMSSociety.org/advocacy](http://nationalMSSociety.org/advocacy)**.

#### **Local action**

The seven principles adopted by the Society's national board will guide the activities of local advocates right here in the North Central States Chapter. Three Government Relations Committees have been set up in North Dakota, South Dakota, and Iowa to facilitate discussions between MS activists and their state and city representatives. If you'd like to be an MS activist and join your state's Government Relations Committee, call 1-800-344-4867 or e-mail [nth@nmss.org](mailto:nth@nmss.org). ■

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 MS. Talk to your health care professional and contact the National MS Society at **[nationalMSSociety.org](http://nationalMSSociety.org)** or 1-800-344-4867 to learn about ways to help manage MS and about current research that may one day reveal a cure.

## President's Message



When I was a child, my parents and teachers would often catch me daydreaming and have to remind me to focus on my schoolwork or chores. Though they encouraged my active imagination, I had to be reminded more

than once to get my head out of the clouds.

I find as an adult I sometimes have to remind myself to do the same. I guess it's my nature to dream. Sometimes I admit it's a little far-fetched – like imagining how I would spend the million dollars I might win playing Monopoly at McDonalds.

But sometimes I think dreaming is something we need to do more of. If Thomas Edison wouldn't have dreamt of the light bulb, we might still be reading by candlelight. If Henry Ford hadn't envisioned a car in everyone's driveway, we might still be riding horses to work. Think of all the great things that have been invented just in our lifetime – they all exist because someone imagined them first.

At the National MS Society, we imagine a world free of multiple sclerosis. And we are working hard to make that dream come true. As I write this, I have just returned from our National Conference in Chicago. It was three exciting days packed with fantastic speakers and workshops.

The overall message of this year's gathering was to be bold, imaginative, and collaborative. I was particularly excited about hearing how people across the

country are imagining ways to move our cause forward. Some have created new fundraising events and techniques. Others have started meaningful programs and services for people with MS and their loved ones. We even heard from Dr. Stephen Hauser, who has been part of a team of international MS genetic experts. Only two or three years ago, they imagined understanding the genetic basis of MS – and now believe they are only months away from this major discovery.

So what do you imagine? I imagine all the ways our chapter can educate, engage, and serve the thousands of people affected by this disease. I imagine being able to contact every person with MS in our large territory at least once a year to see how they are doing and if there is anything we can do to help. I imagine our walks, bikes, luncheons, and wine events being the biggest events in their communities. I imagine every person with MS in our chapter having access to an MS specialized clinic within a short driving distance. I imagine our state and local legislators passing laws to improve services available to people with MS because we successfully lobbied them to do so. And, of course, I ultimately imagine funding enough research that we will soon live in a world free of MS.

Some of you might just say I'm dreaming.... but I hope most of you ask yourself how you can help these dreams come true. Or better yet, share your dreams with me. Together, we no doubt can achieve them!

With my appreciation and commitment,

A handwritten signature in cursive script that reads "Jennifer".

Jennifer Kline, Chapter President

# Chapter calendar

You can be involved with the North Central States Chapter in any number of ways: attend an educational program, apply for a grant or scholarship, or show your support at a fundraising event. For more details on these events, please call 1-800-344-4867 or visit [myMSsociety.org](http://myMSsociety.org).

## December

Date	Event	Location
Dec. 3	Young Professionals Lunch and Learn	Des Moines, IA
Join the Young Professionals Connection and North Central States Chapter President, Jennifer Kline at this panel discussion of health organizations in central Iowa. E-mail <a href="mailto:nth@nmss.org">nth@nmss.org</a> for details.		
Dec. 5	Makes Sense! Lunch and Learn	Des Moines, IA
Register for this free luncheon and discussion with local neurologist Dr. Janus by calling 1-800-344-4867.		
Dec. 7	May City Lanes bowling	Cedar Rapids, IA
May City Lanes is hosting its annual bowling fundraiser from 12:00-2:00 p.m. To sign up, call Elizabeth at 319-857-5404.		
Dec. 15	Guy Talk	Teleconference
At 7:00 p.m. CST, call 1-800-514-2821 and enter code 565525# to join the guys for a conversation about life with MS.		
Dec. 21	Ten Thousand Villages community shopping	Sioux Falls, SD
From 1:00-4:00 p.m., Ten Thousand Villages, a fair-trade store in downtown Sioux Falls, will donate 15% of all sales to the North Central States Chapter.		
Dec. 24 - 25	Society offices closed	Chapter-wide
Society offices will be closed in observance of Christmas.		

## January

Jan. 1	Society offices closed	Chapter-wide
Society offices will be closed in observance of the new year.		
Jan. 6	CogniFitness: Attention	Fargo, ND
Register for this free class by calling 1-800-344-4867. CogniFitness is a seven-week program to help you learn fun tools to keep your mind moving. Attend just one or all seven!		
Jan. 12-16	Team Captain Week	Chapter-wide
Visit <a href="http://myMSwalk.org">myMSwalk.org</a> or <a href="http://myMSbike.org">myMSbike.org</a> to sign up as a team captain and encourage your team to move forward with you toward a world free of MS.		
Jan. 13	Women, Money, and Power	Des Moines, IA
Join one of the chapter's volunteers in the Aska Financial Advisor program for this free financial planning seminar for women. The workshop will be held from 5:45-7:00 p.m. and will include hors d'oeuvres. Call Brad Brown for details at 515-440-7663.		



## Chapter grew in 2008, more expected in 2009

The National MS Society's financial year ended September 30, 2008. Fiscal year 2008 was extremely successful for the North Central States Chapter; the budget rose over 20% from fiscal year 2007 to \$2.4 million. This was due largely to the growth of fundraising events such as Walk MS, Bike MS, and other leadership events.

As the chapter begins 2009, the goals continue to be high in terms of raising more money and continuing the momentum of the MS movement. As more resources are brought in the chapter, a world free of MS becomes a closer reality. These increased funds are used for promising research projects that will find a cause and cure for multiple sclerosis. They are also used to provide the programs and services that people with MS need **today**. You can read more about just a few of the programs and services offered by the chapter on page 13, but for a full list, visit [myMSsociety.org](http://myMSsociety.org).

To really push the MS movement forward in 2009, the chapter needs your input, talent, and dedication. Visit [jointhemovement.org](http://jointhemovement.org) for ideas on ways to get involved!

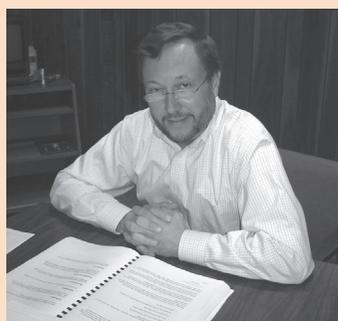
### Meet the newest Board of Trustees members

In the fall of 2008, two new Board of Trustees members were voted in by you – members of the National MS Society. The Board of Trustees leads the chapter in making strategic and budgetary decisions.

Shelly Richard is the senior interior designer at Foss Architecture and Interiors and she is also part owner of the Dick Beardsley Running Company in Fargo. After being diagnosed with multiple sclerosis in 2001, she joined the movement to end MS by riding in Bike MS and she knew she wanted to do more to create a world free of MS. Shelly is married to Tim, an attorney, and they have an adult daughter who lives in New York.



Shelly Richard



Ralph Hansen

Ralph Hansen lives in Moorhead, Minnesota with his wife, DeeAnne. They have three grown children and four grandchildren. He has an accounting degree from the University of North Dakota and is a CPA with over 30 years of experience in public accounting. Ralph is currently the managing partner of Fiebiger, Swanson, West & Co., PLLP, a CPS firm in Fargo-Moorhead. He was previously on the Dakota Chapter board of the National MS Society and served three years as chair. He is proud to now serve on the board of the North Central States Chapter and looks forward to continued growth and increased awareness.

### North Dakota charitable gaming law reminder

In accordance with the North Dakota charitable gaming law, the National MS Society – North Central States Chapter reminds its members that the quarterly gaming tax return is available for review at the Fargo office from 8:30 a.m. to 5:00 p.m., Monday through Friday. The office is located at 5990 14th St. South, Suite B, Fargo, North Dakota 58104.

## \$5 million awarded to new MS research program thanks to activists

From the National MS Society's Research and Clinical Programs department, online at [nationalMSSociety.org/research](http://nationalMSSociety.org/research).

The National MS Society is pleased to announce that \$5 million was awarded for an historic MS research project within the Congressionally Directed Medical Research Programs (CDMRP) thanks in large part to the tireless work of MS activists across the country who helped to secure the funding.

This is a tremendous victory for the MS movement as it is the first time that multiple sclerosis has ever received its own line item allocation under CDMRP, a program funded through the Defense Department. The new program is listed in a multi-functional funding package that Congress approved, which includes the defense and homeland security appropriation bills as well as a continuing resolution that will keep the government operating until March of 2009.

The establishment of this new avenue of research funding for MS is a vivid example of the power of advocacy and the influence of a grassroots campaign. This movement began in the fall of 2006 when MS activists went door to door and engaged online tools to collect more than 100,000 signatures supporting a research program for MS within the CDMRP.

Building on this impetus, local MS activists and the Federal Advocacy team in Washington, D.C. participated in hundreds of congressional meetings on the Hill and in home states. They took the case to the media, to town hall forums, and testified before Congress. They also enlisted the support of other individuals and organizations to help in this effort.

One such individual was Democratic Congressman Russ Carnahan of Missouri who put the request forward when he was apparently moved by disturbing accounts that suggest U.S. veterans who served in the Gulf War have an increased risk of developing MS. He led a multi-member letter of support for the request which garnered the signatures of 63 members of Congress.

"Funding for this research has the promise to help identify the potential link between MS and military service – such findings could help unlock keys to the disease and eventually lead us to a cure, helping people affected by MS around the entire world," advised Congressman Carnahan.

Other allies who helped petition Congress for this new MS research funding included the American Academy of Neurology, the Paralyzed Veterans of America, United Spinal, AMVETS, the Vietnam Veterans of America, and the Disabled American Veterans.

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## Disclaimer

The North Central States Chapter of the National Multiple Sclerosis Society is proud to be a source of information about multiple sclerosis. Comments are based on professional advice, published experience, and expert opinion, but do not represent therapeutic recommendations or prescriptions. For specific information and advice, consult a qualified physician. The North Central States Chapter of the National Multiple Sclerosis Society does not endorse products, services, or manufacturers. Such names appear here solely because they are considered valuable information. The chapter assumes no liability whatsoever for the contents or use of any product or service mentioned.

# How we joined the

Every member of the North Central States Chapter is committed to a world free of MS. At the Annual Meetings of the chapter this fall, members of the MS movement were recognized in several categories. From caring for a loved one to supporting an employee, the people on these pages are erasing the negative impact of MS on their daily lives.

## CAREGIVERS OF THE YEAR

### Donald Spade, Sioux Falls, South Dakota

Donald's daughter, Jennifer Childrey, nominated him for the amazing devotion and positive spirit Donald has shown in caring for her mother. Jennifer said, "He loves her like crazy and treats her like a 'normal' person in a world where many think sick or handicapped people aren't. He is patient, loving, caring, truly loyal, and devoted to my mom." Since her diagnosis in 1987, Donald has been caring for his wife and has been "like sunshine in a bottle" despite the many challenges of being a caregiver.



Donald, shown here with Chapter President, Jennifer Kline, and Board Chair, Dr. Scott Munsinger, was nominated by his daughter for being so devoted to his wife.

### LaTysha Hill, Waterloo, Iowa

Despite being only 18 years old, LaTysha has been an amazing caregiver for her mother, Lisa Futrell, who nominated her for this award. LaTysha is a senior in high school and has given her childhood to taking care of mother, ensuring her mother gets her medication on time, eats properly, gets help when she needs it, keeps her doctors informed, and maintains a positive attitude. LaTysha schedules all her activities so that her mother is never home alone, and even helps care for her 16-year-old special needs brother so that her mother has one less thing to worry about. This past year, LaTysha's best friend's mother was also diagnosed with MS, so LaTysha provided her support and information so she would not be so afraid. Lisa says, "My daughter is incredible. She is my hero."



Brian's wife Deanne nominated him for standing by her side through the ups and downs of life with MS.

### Brian Pilon, Grafton, North Dakota

Brian's wife, Deanne, nominated him for being constantly by her side as she lives with MS. Deanne was diagnosed with MS at the age of 24. When she later met her husband, she told him immediately and made sure he could handle it. Through the years, Deanne's MS has progressed to where she now uses a wheelchair, and she depends on husband for giving her a bath, helping with personal care, performing household chores, and taking her to doctors' appointments. Brian has been by her side during the hard times, giving her encouragement that they would get through it. Deanne stated, "I always believe that God wouldn't give me any more than I could handle, but he gave me more than I can handle without my wonderful husband."

## PARENTS OF THE YEAR

### Janet McCarthy, Worthing, South Dakota

Janet was nominated by her daughter, Wendy Landfried, who wanted to thank her mother for her support in dealing

with MS. Even though Janet has recently had a bout with cancer herself, she is always there to help her daughter. Janet's presence has been a blessing as she helps to administer her daughter's medication, cook her meals, and drive her around. On top of that, she has volunteered at the local Society office alongside her daughter. Wendy says, "I volunteered to make 'Hope' pillows and she was right there to help."

## EMPLOYERS OF THE YEAR

### BankWest of Pierre, Pierre, South Dakota

BankWest was recognized for their support of several employees with MS, as well as their contributions to the MS movement. BankWest has made accommodations to help an employee with MS perform her job easily, including moving her to a different location within the bank where she can sit down to wait on customers. While another employee with MS has not needed assistance yet, if the need arises, they will be willing to accommodate those needs as well.

BankWest of Pierre has also been a supporter of Walk MS. Employees volunteered at the event and donated bottled water for the walkers. Janet Haraldson stated, "As the walk coordinator, knowing I can count on them year after year has been a big relief. BankWest is a great community supporter overall."



Janet's daughter nominated her saying, "You name it—she will help me out. I love her dearly."



New board member Shelly Richard presented Principal John Nelson from Ben Franklin Middle School with the Employer of the Year award.

very upset to miss out on the event, but still raised money and his team turned in his pledges for him. Since then, Steve has had both hips replaced and is excited to be able to participate once again. Mary added, "I asked him if he was going to ride again. With firm determination in his voice, he exclaimed, 'You bet I am! I'm already raising my money for it!' I can't thank him enough for his hard work in ending MS."

### Ben Franklin Middle School, Fargo, North Dakota

Ms. Amanda Thornton, a French and world language survey teacher at Ben Franklin Middle School, nominated her school for their support of both the National MS Society and for her as she lives and works with MS. The efforts of the school, led by Principal John Nelson, started with educating the staff and distributing information during MS Awareness Week. Mr. Nelson then asked the staff to participate in Walk MS as a fitness activity, where they won the largest team award and raised over \$4,000. Ms. Thornton added, "Knowing I am supported not only professionally, but personally makes working at Ben Franklin rewarding and gratifying."

## VOLUNTEER OF THE YEAR

### Steve Kauffmann, Sioux Falls, South Dakota

Mary Askew nominated Steve for his enthusiastic participation in MS events. Steve had been participating in Bike MS long before Mary, who has MS, knew him. Last year, Steve was unable to participate in Bike MS because his hips could not take it. He was

## Programs update

To learn about all of the resources the North Central States Chapter has to offer, visit [myMSSociety.org](http://myMSSociety.org).

### Mind, Body and Soul Symposium

There is emerging evidence that Gulf War veterans could be at increased risk of developing MS. A study in the **Annals of Neurology** identified 5,345 cases of MS among veterans that were deemed "service-connected," which represents a significant increase from previous studies. A separate epidemiologic study found an unexpected, two-fold increase in MS between 1993 and 2000 in Kuwait, which suggests a potential environmental trigger for MS. Based on those studies and the possible link between MS and veterans, the North Central States Chapter is partnering with the Paralyzed Veterans of America, Avera McKennan Health Systems, Sanford Health Systems, and Prairie Freedom Center for Independent Living in southeastern South Dakota to provide an educational opportunity that will focus on the mind, body, and soul of all people with disabilities, particularly with MS or spinal cord injuries.

Topics will include:

- Saving it for later (preserving energy)
- The art of transfers (for those who use mobility devices)
- Managing spasticity
- The latest in research
- Save your skin
- Staying fit
- Nutrition
- Bowel and bladder care
- Making your voice heard through activism
- Recreational opportunities

### National MS Society scholarships

Each year the North Central States Chapter provides scholarship opportunities to high school seniors who have MS or who have a parent living with MS. Applications are being accepted now until January 15, 2009. For more information, please visit [nationalMSSociety.org/scholarships](http://nationalMSSociety.org/scholarships).

In 2008, one student who was awarded a Society scholarship was Amber Miller from Story City, Iowa. Amber's father was diagnosed with MS when she was eight years old. At first, she had trouble understanding why her father was suddenly forgetting things, behaving differently, and having trouble walking. As she got older and learned more about MS, she learned that these things were results of his central nervous

Mind, Body, and Soul  
Symposium: Choices for  
Healthy Living

June 19 and 20, 2009

Washington Senior High  
School in Sioux Falls, South  
Dakota 57106

Call 1-800-344-4867  
to learn more.



Amber Miller was awarded a scholarship from the North Central States Chapter in 2008.

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# Building a world free of MS

This is the story of Amanda, a young woman in Iowa City, Iowa. Her story is all too familiar to anyone whose life has been affected by MS. Her mother's progressive MS robbed them of a typical mother-daughter relationship. When Amanda was just four years old, her mother was using two canes, and by the time she was twelve, her mother was using a wheelchair. Because of her increasing needs, at age 45, Amanda's mother needed the 24-hour care of a long-term care facility.



Amanda's mother

It was a difficult decision for Amanda and her family because her mother had always been a caring and compassionate woman; she focused her energy on helping other people feel better. After 17 years as a registered nurse, MS symptoms forced her to retire. "MS had stolen her control, her independence, and even her ability to speak," Amanda said. "She couldn't tell us what she needed or what she was thinking in that intelligent mind of hers. I lost the ability to communicate and really get to know my mom when I was just a teenager."



Amanda's family

Just two years after moving into a long-term care facility, Amanda's mother passed away at the age of 46. She had developed septicemia from aspiration pneumonia, something that a person with a healthy immune system would have been able to fight off. Today, Amanda honors her mother's memory by studying to be a nurse at the University of Iowa and working to create a world free of MS.

MS is unpredictable and not everyone's story sounds the same, but stories like Amanda's are far too common. Due to the unpredictable nature and sometimes progressive state of MS, too many families must put a young person, like Amanda's mother, into a long-term care facility. These facilities are not made for people in their 40s or 50s and the staff is rarely trained to deal with the symptoms of MS.

Everyone deserves knowledgeable care providers and a home that is suited to their needs. Ensuring that all people with MS who need 24/7 assistance have access to appropriate care is a large task, but the North Central States Chapter is taking it on.

MS wings at existing long-term care facilities are underway in Sioux Falls and Cedar Rapids. In time, the chapter hopes to partner with other communities and have more MS wings available.

To make these MS wings a reality, the chapter needs your help. Funds are needed to construct the wings, train staff on MS, provide suitable activities for residents with MS, and educate the public about multiple sclerosis.

**Making a contribution today will not only help the chapter build a world free of MS, you will also see tax benefits if you give before the end of 2008.** For more information on tax benefits, please call us at 1-800-344-4967. Please use the form on the back cover of this newsletter to make your contribution and build a world free of MS.

Another way the North Central States Chapter is reaching out to those living in long-term care facilities is through the gift basket program. Donations of magazines, lotion, and other small gifts are currently being accepted at all local offices.

# You make a difference

## Music for MS

The self-help group in Watertown, South Dakota participates in Walk MS. For the past two years, the group has hosted a concert to raise money for their Walk MS team. This past spring, Music for MS raised \$2,675 by selling raffle tickets to win donated prizes.

## All Occasions Bridal Showcase

The Bridal Showcase was held on September 21, 2008 at the Ramkota Exhibit Hall in Sioux Falls. All Occasions and Professional Image by Rosemary, Inc. produced this event for brides and grooms to shop for their wedding, honeymoon, and life together. Guests were informed and entertained as they browsed vendors' booths. A money booth gave brides-to-be a chance to grab a ticket that could win them \$5,000. Proceeds from the money booth went to support the National MS Society.

# Save the dates!

## Bowling event in Cedar Rapids

Bring your family, friends, and co-workers to May City Lanes' bowling event in Cedar Rapids, Iowa on December 7, 2008 from 12:00-2:00 p.m. Tickets are \$10 each or \$60 for a lane, which includes shoe rental, bowling, bumpers, and prizes. Please contact Elizabeth Trcka at 319-857-5404 or e-mail [etrcka@msn.com](mailto:etrcka@msn.com) to get your tickets. Remember, lanes fill up fast, so get your tickets today! All the funds raised go directly to the North Central States Chapter.

## Community shopping event in Sioux Falls

On Sunday, December 21, 2008, Ten Thousand Villages will donate 15% of all sales to the North Central States Chapter. Ten Thousand Villages is a nonprofit fair-trade store in downtown Sioux Falls. Shop, enjoy refreshments, and support your chapter from 1:00-4:00 p.m.

# Wine tastings and auctions raise money in Iowa

## Gateway to Generosity

The first Gateway to Generosity wine tasting was held September, 29, 2008 at Gateway Market in West Des Moines, Iowa. More than 50 guests came and helped raised \$1,300 to create a world free of MS.

## A Taste of Generosity in the Quad Cities

A Taste of Generosity, presented by EMD Serono, was held November 14, 2008 at the Davenport Country Club in Pleasant Valley, Iowa. This premier wine event had a silent and live auction, wine tasting, great food, and education.



Presenting sponsor EMD Serono

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system being attacked by MS. Knowing that didn't make living with the unpredictable nature of MS easier for Amber and her family, but it did make them stronger, she says.

This fall, Amber began studying elementary education at Des Moines Area Community College. She was incredibly active during her years at Roland-Story High School, working several part-time jobs, coaching softball, running track, and playing volleyball, softball, and basketball. ■

The evening began with a presentation by local doctors. Then, the silent auction and wine tasting began, featuring wines from around the world paired with exotic foods. Following the silent auction was a live auction of collectable wines from legendary wineries, such as Chateau d'Yquem and Diamond Creek.

**Save the date: January 31, 2009**

A Taste of Generosity in Des Moines, Iowa will celebrate its fifteenth year with more unique auction items, more exotic wine tastings, and a larger guest list than ever before! The evening will begin with the exclusive Chairman's Tasting (tickets \$50), hosted by Dr. Bruce Hughes, local neurologist and Chairman of A Taste of Generosity. Then, enjoy appetizers and bid on fantastic silent auction packages until dinner is served and the excitement of the live auction begins.



Visit [tasteofgenerosity.org](http://tasteofgenerosity.org) today to buy your tickets for \$100 or a whole table for \$750 - \$1,250.

## Little Black Dress for MS Luncheons

### Women celebrate the MS movement in Iowa

The Little Black Dress for MS Luncheon and Fashion Show was held on Friday, October 17, 2008 in West Des Moines, Iowa. Three hundred guests passionate about ending the unpredictable disease gathered to celebrate the strength of those affected and to make their mark against MS by donning their favorite little black dresses.

Guests enjoyed an elegant lunch and champagne provided by Ingersoll Wine and Spirits. Ellen Sue Stern, lecturer, author, and founder of Expecting Change Workshops, shared her story of living with MS. As an added element, this year featured a fashion show presented by Aimée, a charming boutique in the heart of Des Moines' historic East Village with jewelry provided by Josephs.

### Mark your calendars for luncheons this winter in the Dakotas

In Fargo and Sioux Falls, the guest speaker will be Maureen Manley, a world-class cyclist, who will share her story of living with multiple sclerosis. As a member of the US Cycling Team, Maureen medaled in the National Championships three times, set a national record, competed in three World Championships, and won a silver medal at the World Championships in 1990. Her cycling career came to an abrupt halt at the sudden onset of MS. Since then she has turned her determination and focus to a new journey, exploring ways to integrate her mind, body, and spirit in order to create optimal health and peace of mind. Maureen designed and now manages the MS Wellness Center at Swedish Hospital in Seattle, Washington.



Champion cyclist, Maureen Manley, will share her story at the Little Black Dress for MS Luncheons in Fargo and Sioux Falls this winter.

# Big year for bike MS

Over the summer, hundreds of cyclists took to the road and challenged themselves to ride 150 miles in two days. The North Central States Chapter hosted five successful rides this year thanks to the cyclists, volunteers, and sponsors who joined the MS movement.



Riders in North Dakota enjoyed a scenic route that included a stop at Fort Abercrombie.

## bike MS: Ride the Wind

Riders in North Dakota enjoyed gorgeous weather as they made their way from Horace to Wahpeton and back. Traveling along the Red River Valley, riders enjoyed great rest stops along the way. In Wahpeton, riders were greeted with a festive finish line. While it was a great personal challenge and an enjoyable experience, riders accomplished something even greater: they raised over \$146,000 to create a world free of MS. Thank you to the sponsors that made this event such a success: Valley News Live, FM105.1, Dakota Supply Group, Serono, Ulteig Engineers, West Acres, Moen Portable Toilets, Premium Waters, Famous Dave's, Extreme Pita, Subway, and Navteq.

### bike MS: Ride the Wind

240 riders  
110 volunteers  
36,000 miles closer to a world free of MS



Team Forward Motion crossed the finish line all together at Pedal the Plains.

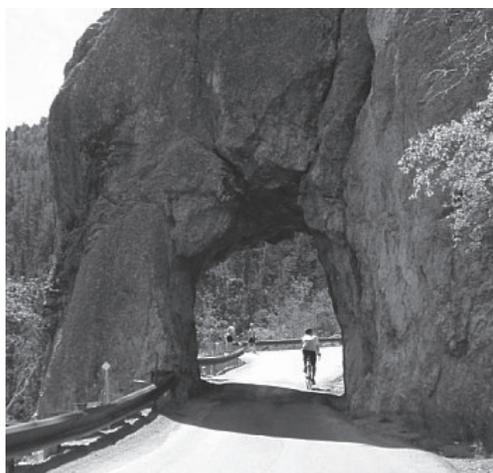
## bike MS: Pedal the Plains

Bike MS: Pedal the Plains was held the first weekend in August, in extremely hot and windy weather. Despite that, riders were cheery as they rode from Sioux Falls to Vermillion, South Dakota.

Festivities at the finish line on Saturday included music, hot tubs, massages, a pool, and lots of food and drinks. Family and friends cheered in the riders as they crossed the finish line where Texas Roadhouse provided lunch. Over 350 riders participated in Bike MS, raising over \$162,000. A special thank you to some of Bike MS sponsors who help make this event possible: Results Radio, Cumulus Media, and Midcontinent Communications.

### bike MS: Pedal the Plains

350 riders  
100 volunteers  
52,500 miles closer to a world free of MS



The unique route for the Weekend Ride Around the Hills drew riders from all over North America.

## bike MS: Weekend Ride Around the Hills

A beautiful weekend, wonderful volunteers, and a challenging route set the stage for a great Weekend Ride Around The Hills. Over 130 cyclists from South Dakota, Arizona, Illinois, Maryland, and Canada have already raised over \$65,482 to help end MS.

### bike MS: WRATH

132 riders  
68 volunteers  
19,800 miles closer to a world free of MS

**CONTINUED ON PG 15 >**



**Bike MS: Cycle Cedar Valley** was a family affair for some. Riders and volunteers all enjoyed the weekend's festivities.

On September 13, 2008, cyclists chose from four route options in the southern Black Hills. Some endured 100 miles and over 9,500 feet of climbing on just the first day! After a strenuous day of riding, cyclists gathered at the Journey Museum for the banquet with dinner from Outback Steakhouse, a bike give-away, and bluegrass music from Six Mile Road.

On Sunday morning, cyclists were greeted with hot Starbuck's coffee and Sonic breakfast burritos. Many riders chose the shorter of two routes in the northern Black Hills, enjoying a more leisurely pace than on the previous day. Everyone gathered back at the finish line for a meal from Ruby Tuesday before saying goodbye to newfound friends until next year.



**Cruise the Cornfields** lived up to its name as riders pedaled past mile after mile of Iowa farmland.

**bike MS: Cycle Cedar Valley** 67 riders and more than 30 volunteers participated in the first annual Bike MS: Cycle Cedar Valley on August 23-24, 2008. It was a great day for the riders to go through the quaint towns between Cedar Rapids and Marshalltown, where they met cyclists coming from Des Moines. The route was fully supported with vehicles and mechanical bike support from World of Bikes, Halls Bikes, Northtowne Fitness, and Sugar Bottom Bikes. Riders raised \$42,000. The following sponsors helped ensure this ride was a great one: Yellowbook, TEVA, Xquisite Limo, Vibration DJ, Pat McGrath Chevyland, Ruziicka Catering, and KCRG.

**bike MS: Cycle Cedar Valley**  
67 riders  
38 volunteers  
10,050 miles closer to a world free of MS

**bike MS: Cruise the Cornfields**

One hundred riders challenged themselves to ride from Ankeny to Marshalltown and back in late August. After the first day, cyclists were rewarded with a BBQ and celebration with riders from Cedar Rapids. Former Iowa governor, Robert Ray, attended the Saturday banquet to personally thank riders and volunteers for their dedication to the cause; together, this group raised over \$61,000. This ride wouldn't have been possible without support from WOW FM, Mediacom, the Marshalltown Convention and Visitors Bureau, EMD Serono, and TEVA.

**bike MS: Cruise the Cornfields**  
111 riders  
30 volunteers  
16,650 miles closer to a world free of MS





National  
Multiple Sclerosis  
Society

**North Central  
States Chapter**  
2508 S. Carolyn Avenue  
Sioux Falls, SD 57106

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Help the chapter expand the care given to people with MS in long-term care facilities. To ensure your gift is tax-deductible, please give before December 31, 2008.

### Giving the gift of good care

- Please accept my gift of \$\_\_\_\_\_ to address the challenges of people affected by MS.
- I want to learn more about giving options with the North Central States Chapter.

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Thank you! Please make your tax-deductible check payable to the Society and return it to:  
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2508 S. Carolyn Ave.  
Sioux Falls, SD 57106

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