

# MS Connections

INFORMATION FOR PEOPLE LIVING WITH MS

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.



Biking to the Viking  
August 27 & 28

Riding Mountain Challenge  
September 10 & 11

## Summer 2011 Volume 19, No. 2



The Manitoba Division's new MS Ambassadors. From left to right: Sabrina Costellano-Smith, Nadine Konyk (Client Services Coordinator), Lizelle Mendoza, Joanne Findlay, Debora Martinson, Denise & Rick Keep. Meet our Ambassadors starting on Page 3

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# Jennifer Moszynski, Manitoba Division Chair & Wendy O'Malley, Manitoba Division President



Jennifer Moszynski

**I first came into contact with the MS Society of Canada, Manitoba Division while working as a special advisor to Health Minister Tim Sale in 2005.**

I was personally affected by this disease and so when I was approached to join the Board I was very pleased to participate. Initially, I co-chaired the former Government Relations Committee and attended regularly, the annual National Government Relations Committee on Parliament Hill. We had the opportunity to advocate for national caregiver tax credits and benefits, CCSVI clinical trials, more flexible employment insurance and income supports, as well as the need for a national brain strategy.

I currently work as a Policy Advisor for the Aboriginal and Northern Health Office at Manitoba Health. I have worked with the department for over five years in a variety of different areas and roles ranging from policy and planning for primary care, federal/provincial relations, and regional programs and services. My educational background is in Political Studies with a focus on International Relations. I received my Masters Degree at the University of Manitoba in 2003.

I have a nine-year-old daughter who is a lot of fun and certainly keeps me active in our community from parent council to coaching soccer. I also currently sit on the government appointed board for the Taking Charge organization, which is community based and assists single parents to enter or return to the workforce.

I would like to acknowledge the leadership of Brian Lerner, who spent the last two years as the chair of the Board of Directors. Brian's professionalism helped set the tone for all of us, enabling our organization to move forward through exciting and challenging times.

And we will dearly miss Jeanette Edwards from our Board as well. Her extensive knowledge on governance issues and her corporate memory through nearly 30 years involvement with the

Manitoba Division are immeasurable and we gratefully accept Jeanette's contributions moving forward, albeit, in much different areas. Thank you Brian. And thank you Jeanette. I am very committed to the work at the MS Society and look forward to an exciting year in this new role.



Wendy O'Malley

**Welcome to our summer edition of MS Connections. It is jam packed full of articles and ideas intended to inform, support, empower and encourage.**

The front cover highlights our six new volunteer MS Ambassadors who will be out in the community providing information and bringing their smiling faces to the often invisible Multiple Sclerosis. We are tremendously grateful for their willingness to participate and their commitment to the program. You will also meet the physician who recently joined the team at the MS Clinic. A researcher, as well as clinician, Dr. Vosoughi's addition helps increase the capacity of the clinic.

A&W joined the MS family in 2009 with their first Cruisin' for a Cause. On August 25th, we encourage you to make a **connection** with a Teen Burger when A&W will donate a dollar to the MS Society from every Teen Burger sold across Canada.

And you will see highlights from our 2011 Manitoba Lotteries MS Walks, presented by Midland Appliance World Brand Source as well as information about our upcoming RONA MS Bike Tours. These events are essential to raising the funds needed to deliver the services and programs provided by the MS Society and we appreciate the tremendous support of participants and donors.

On June 29th, the Federal Government announced they would fund Phase I/II level clinical trials on chronic cerebrospinal venous insufficiency (CCSVI) and MS. We invite you to stay connected to emerging developments by visiting our CCSVI website.

Have a safe and happy summer.

# COVER STORY: The MS Ambassador Program

**The MS Ambassador Program** was developed to make connections by increasing awareness and visibility, to inform and educate people about Multiple Sclerosis as well as to increase the reach and capacity of the Multiple Sclerosis Society of Canada across Manitoba. Our MS Ambassadors will help make “the invisible – visible” by delivering presentations to community groups. On June 2nd, a group of people with a common interest attended the MS Ambassador training to become a visible face and voice of the MS Society. We are pleased to introduce some of our new MS Ambassadors!



*Rick (& Denise) Keep...I was born and raised in Winnipeg and have spent most of my adult life living and working in different parts of the city. Diagnosed with primary progressive M.S. in 2004, I believe I have probably been affected by it since sometime in the 1980's. Married to the love of my life, Denise, for almost 33 years, we currently live in St. Boniface and have no children. My career was with the City of Winnipeg's Water and Waste Dept, where I worked for 30 years retiring as the supervisor of the Emergency Services sub-section in 2003. My hobby was flying light aircraft and I was formerly a director of the Winnipeg Flying Club. I volunteered to be an MS Ambassador to help the Society and help people with M.S.*

*Sabrina Castellano-Smith...I am excited to be part of the MS Ambassador program. I have been living with MS for the past 14 years. I am grateful that I have a wonderful husband that supports me on a daily basis, my faith that gets me through the difficult days and my health which has allowed me to continue doing the things I enjoy like running, cycling and yoga. However, there are many people living with MS who need the assistance of others to help them with their daily activities.*

*My role as Ambassador is to bring awareness to this “invisible disease” and make more people aware of what MS is all about, how it affects us on a daily basis and how the MS Society is here to support us.*



*Joanne Findlay...In 2005, at the age of 45 I was diagnosed with Primary Progressive M.S. Initially the disease had little impact on my life. I was a Chartered Accountant with my own practice. At the same time, I was the mother of two sons, aged 13 and 16. My initial concern was that the disease not have an impact on my family. It has.*

*I continue to do the things I enjoy with incredible support from friends and family. I also appreciate the support I have received from the MS Society. It started with being matched with a peer support volunteer when I was first diagnosed. This relationship has continued and has provided me with access to a wealth of*

*knowledge that my peers share generously. I have also had the opportunity to participate in monthly Primary Progressive MS support meetings, participated in educational seminars, have used the MS Society's library and have regularly accessed the Society's website. I Chair the Finance committee and sit as a member of the Board of Directors. I look forward to being an MS Ambassador in order to raise awareness about the disease. (Continued on Page 12)*

Do you belong to a community group who would like to learn more about MS and the MS Society? Call today to have a MS Ambassador come out and present to your group by contacting Nadine Konyk, Client Services Coordinator at 988-0904 or 1-800-268-7582 or e-mail: [nadine.konyk@mssociety.ca](mailto:nadine.konyk@mssociety.ca).



# Federal & Provincial Government Relations

The Province of Manitoba could be the first province in Canada to formally recognize caregivers through an act of the legislature! Healthy Living, Youth and Seniors Minister Jim Rondeau introduced the Caregivers Recognition Act legislation in May. A news release states that the legislation “would establish a legislative framework to increase awareness and recognition of Manitoba’s informal or family caregivers, and acknowledge their valuable contribution to society.”

Manitoba Division Director of Client Services and Government Relations Darell Hominuk is ecstatic with the move. “Caregiver recognition is something we have talked to the Manitoba Government in depth over the years. We’re thrilled with the scope of the legislation and are very hopeful the Caregivers Recognition Act passes through the Manitoba Legislature soon. The fact that Manitoba would be the first province in Canada to formally entrench this recognition by way of an Act is especially gratifying.” Darell spoke to Bill 42 offering the MS Society of Canada, Manitoba Division support at the Legislature to the Government’s Human Resources Standing Committee on June 9. According to the Province of Manitoba news release, if passed, the provisions of the Caregiver Recognition Act (CRA) would include:

- Proclaiming the first Tuesday of April in each year as Caregiver Recognition Day;
- Creating general principles relating to caregivers, outlining how caregivers should be treated and considered when interacting with the public, health staff and in the workplace;
- Instituting a progress report every two years, which would evaluate caregiver needs and supports;
- Establishing a Caregiver Advisory Committee to provide the minister with information, advice and recommendations; and
- Starting consultations with the minister and caregivers, organizations that provide care, appropriate government departments, the advisory committee and others.



Healthy Living, Youth and Seniors Minister Jim Rondeau, with MS Society of Canada, Manitoba Division Director of Client Services & Government Relations Darell Hominuk and Client Services Coordinator Nadine Konyk

Its official! Family Caregiver Tax Credit passed in June Federal Budget

The Manitoba Division of the MS Society of Canada has worked diligently to improve income support programs for persons living with MS. For some time, we had been urging the federal government to allow spouses to claim the federal caregiver tax credit.

We were pleased when former Winnipeg New Democrat M.P. Judy Wasylycia-Leis introduced the Family Caregiver Tax credit as a Private Member’s Bill in the Spring of 2010. We are delighted that this past June’s Federal Budget included the Family Caregiver Tax to apply starting in 2012.

It will provide new support to caregivers of dependants with a mental or physical infirmity, including spouses, common-law partners and minor children. This 15% non-refundable credit will be based on an amount of \$2,000.

# Client and Caregiver Program Evaluation Questionnaire Development

By: Alison Daily and Alana Hosegood, Occupational Therapy Students

In the Fall of 2010, the MS Society of Canada, Manitoba Division and the Department of Occupational Therapy at the University of Manitoba joined together to develop two program evaluation tools to evaluate the Client and Caregiver Special Assistance Fund programs at the MS Society. As part of our coursework for the Occupational Therapy program, we were interested in what would be the best way for the MS Society to evaluate their Client and Caregiver Special Assistance Fund Programs to determine if the programs were meeting the needs of their users.

Different methods of collecting feedback from users were examined, such as focus groups, interviews, and questionnaires. Focus groups and interviews were determined to be time consuming, not always held at the convenience of the participant and generally required transportation by the individual to a specific site. Both of these evaluation processes can be difficult to coordinate and are not always convenient for all participants.



Over 60 people came to Fort Whyte Alive May 30th for the Members Spring Bar-B-Q. Attendees were treated to comedian Dan Licoppe. Thanks to Novartis for sponsoring a wonderful evening for members of the MS Society of Canada, Manitoba Division.

Based upon the symptoms experienced by individuals with MS and caregiver time restrictions, we decided to develop and test a Web-based questionnaire that would allow individuals to conveniently complete it at home, eliminating travel requirements and coordination of participant schedules.

We tested the Web-based questionnaire with ten individuals from the MS Society who were past users of the Client and Caregiver Special Assistance Fund Programs. We then conducted follow-up telephone interviews to ask these individuals what they thought about the questionnaire as well as the process of completing it online.

The use of a questionnaire was shown to be useful and efficient in gathering feedback about the Client and Caregiver Special Assistance Fund programs. In addition, all individuals who participated in the study said that completing the questionnaire online was easy and quick. The majority of participants in our study supported the use of a Web-based questionnaire in the future.

The MS Society of Canada, Manitoba Division will use these newly developed questionnaires over the next few years to help them evaluate and improve the funding programs to meet the needs of their users.

We would like to thank the participants for participating in this study and providing us with their thoughts and suggestions. We would also like to thank Ellen Karr and Nadine Konyk for their support.



## Did you know?

Driving, while leaving this hanging on your rear view mirror can result in a fine and/or the loss of merits on your Driver's License?

The offences falls under the The Manitoba Highway Traffic Act under '**Obstruction of View**', Section 182, subsection 4.

## From the MS Clinic

Meet Dr. Reza Vosoughi. He is relatively new to the MS Clinic in Winnipeg, having arrived in Winnipeg last year. But he has already experienced his first winter. "Long and exhausting" is the way the physician, who began his medical career in Iran, described his first blast of Winnipeg cold.

Of course it's the work at the MS Clinic in Winnipeg that brought Dr. Vosoughi (pictured) from Ottawa to Manitoba. He did his fellowship in MS clinic of Ottawa General Hospital with Mark Freedman. He says his medical interest in Multiple Sclerosis lies especially in research, with particular emphasis in the cognitive and fatigue aspects of disease. He says those are the aspects which can have some of the most profound impacts on a patient's quality of life and productivity.

While it's well known the impact fatigue can have on someone affected by MS Dr. Vosoughi says it's "Much more of a burden than we can imagine." Fatigue is one of the most common symptoms of MS, occurring in about 80% of people. "It often interferes with the ability to function at home and at work, and may be the most prominent symptom in a person who otherwise has minimal activity limitations." Fatigue is one of the primary causes of early departure from the workforce.



Dr. Vosoughi says the cognitive impacts of the disease "can happen much sooner than the effects of loss of mobility." That too, says Dr. Vosoughi, can cause challenges or an inability to function effectively in a work setting and it's what helps motivate him. "It's gratifying when you see the improvements in someone affected by Multiple Sclerosis, whether it is an improvement with their fatigue or an improvement in their mobility."

Dr. Vosoughi believes that fast pace of advances in MS treatment will change the outlook for this disease soon.

**MS Clinic - Health Sciences Centre  
GE173-820 Sherbrook St.  
Winnipeg, Manitoba R3A 1R9  
Ph: 204.787.5111**

### Stress Management Program

Stress is the body's reaction to a change that requires a physical, mental or emotional adjustment or response. It is a condition or feeling experienced when a person perceives that demands exceed the personal and social resources the individual is able to mobilize. It is common for people living with a chronic disease like multiple sclerosis to experience situations resulting in fear, frustration, anger, anxiety, loss of control and other stress related responses.

A three-session Stress Management Program will be offered on Mondays, October 3, 17 and 24 in the Program Room, 1465 Buffalo Place. Participants will:

- Identify sources of stress
- Investigate ways of managing stress in their lives
- Practice some coping strategies
- Learn about adopting a healthy lifestyle
- Identify personal goals to managing stress

The program will accommodate up to twelve participants who will be expected to attend all three sessions. The program will be repeated for additional participants as needed.

**If you are interested in participating in this pilot program, please contact Ellen Karr at (204) 988-0917 or 1-800-268-7582 or at [ellen.karr@mssociety.ca](mailto:ellen.karr@mssociety.ca)**

## Be in the know!

Every year, the MS Society offers several new and unique programs designed to enhance quality of life for persons living with MS. Using a healthy active living philosophy, our programs are designed to reduce the impact of MS and positively enhance the physical, personal and financial well-being of people with MS. The MS Society is planning its very first web conferencing education session in the fall. **You** will be able to participate in a live educational conference in front of **your** computer in the comfort of **your** own home!

Web conferencing is just one of many programs being offered at the MS Society. With so many programs, it can be a challenge to stay updated. Imagine, for a moment, receiving current information when you need it. That's the beauty of technology. Information can be at your fingertips in the blink of an eye! E-mails are a great way to communicate quickly. We would like to provide up-to-date e-mails to members on new programs as they roll out. Be the first to know when new programs are offered and register in advance to ensure you have your seat secured.

**Contact our office at [info.manitoba@mssociety.ca](mailto:info.manitoba@mssociety.ca) and ensure we have your e-mail address.**

### Education Session

Are you one of the many people with urinary incontinence who suffer in silence and are unaware that help is available? Have you struggled with incontinence issues without success?

Kelli Berzuk is a Canadian physiotherapist and the director of IPPC—Incontinence & Pelvic Pain Clinic (division of Nova Physiotherapy & Sports Fitness Clinic) and an expert in the treatment of incontinence and pelvic floor muscle dysfunction. On Monday, November 7, 6:30-8:30 p.m. we have the opportunity to hear Kelli present on The Role of the Pelvic Floor Muscle in Bladder, Bowel and Sexual Health.

You can attend in person at 1465 Buffalo Place or you can participate in the comfort of your own home on your own computer.

### Two Special Education Programs for Primary & Secondary-Progressive MS

Are you living with either primary or secondary-progressive MS? Would you be interested in meeting together with others facing similar challenges in their lives? These 4-session programs offer people living with primary or secondary-progressive multiple sclerosis and their caregivers current information about the disease, symptom management, treatment, wellness, resources and coping strategies. Repeat participants welcome!

For more information on these two education programs, **please contact Ellen Karr at 988-0917/1-800-268-7582 or [ellen.karr@mssociety.ca](mailto:ellen.karr@mssociety.ca).**

**Visit our discussion forum online and talk to others about MS at  
[www.msdiscuss.com](http://www.msdiscuss.com)**

# Manitoba Support & Self Help Groups

For more information on these groups call Nadine Konyk at (204) 988-0904 or 1-800-268-7582

Beausejour Self-Help Group	Last Wednesday of each month, 1:00 PM - 3:00 PM
Lac du Bonnet Support Group	For information, call Nadine at number listed below
Morden Support Group	2nd Tuesday of each month, 12:30 PM - 2:00 PM
Portage la Prairie Self-Help Group	For information, call Nadine at number listed below
Selkirk Self-Help Group	Bimonthly Mondays, 7:00 PM - 8:30 PM
Steinbach Self-Help Group	2nd Thursday of each month, 1:00 PM - 3:00 PM
Teulon Support Group	3rd Friday of each month, 11:30 AM - 1:30 PM

## Social Groups

MS Coffee Crew in Portage la Prairie – 2nd Wednesday of each month, 11:30 am – 1:30 PM

MS Lunch Group in Steinbach – 4th Thursday of each month, 12:00 PM – 1:00 PM

**NEW! MS Coffee Talk** in Morden – An evening group which meets at a local restaurant.

## PRIMARY-PROGRESSIVE MS SUPPORT GROUP

4th Thursday of each month, 1 PM -3 PM at the Manitoba Division office in Winnipeg

## SECONDARY-PROGRESSIVE MS SUPPORT GROUP

2nd Friday of each month, 1 PM - 3 PM at the Manitoba Division office in Winnipeg

## NEWLY DIAGNOSED GROUP

This is a new program of education and support for those recently diagnosed with MS. It consists of four modules and two videos aimed at giving individuals facts about MS and tools for everyday life. For more information, call your local Client Services staff toll free at 1-800-268-7582

# Winnipeg Self-Help Groups

For more information on these groups, call Ellen Karr at (204) 988-0917 or 1-800-268-7582.

There are numerous self-help groups in Winnipeg for people living with MS and for caregivers. There is also a one-on-one peer support program that is available throughout the Division. For more information on these groups, call Ellen Karr at (204) 988-0917 or 1-800-268-7582.

All sessions are held at 1465 Buffalo Place unless otherwise specified:

CHuMs	3rd Thursday of each month, 1-3 PM
MS Friends	2nd Thursday of each month, 1-3 PM
Moving Forward	1st Thursday of each month, 1-3 PM
On Our Own	1st Friday of each month, 1-3 PM
Female Caregivers	1st Thursday of each month, 6:30-8:30 PM at various locations
Male Caregivers	1st Wednesday of each month, 7-9 PM
Kildonan Group	2nd Monday of each month, 1-3 PM at Kildonan Personal Care Centre, 1970 Henderson Hwy.
Let's Connect	One variable Monday each month, 1:30-3:30 PM at Deer Lodge Centre, 2109 Portage Ave.

# Winnipeg

## Fall Recreation and Social Programs 2011

**For more information on these programs, call Deanna Austin at (204) 988-0905 or 1-800-268-7582**

### Yoga

Fall 2011

Day: Wednesday  
Start: September – date TBA  
Duration: 12 weeks  
Time: 10:00 – 11:30 AM  
Location: 1465 Buffalo Place  
Cost: \$60.00 for MS Society members

Please remit payment for Yoga upon receipt of your Yoga registration form. Space is limited; therefore registration will be based upon receipt of both the registration form and payment. Participants will be called to confirm their registration in the class.

### Massage Therapy

MS Society, #100 – 1465 Buffalo Place

Massage Therapy is offered at the MS Society by students of the Wellington College of Remedial Massage Therapies Inc. Massage is offered on Tuesday afternoons at either 1:00, 2:00 or 3:00 PM at the MS Society, 1465 Buffalo Place. Sessions range from 5 to 7 weeks in length. While there is no cost for this program, donations to the Wellington College of Remedial Massage Therapies Inc. are welcome. All donations will go towards a scholarship for students of the Wellington College of Remedial Massage Therapies Inc. Please consider this a way to thank the students for their hard work, and the college for continuing to provide this wonderful service for the MS Society.

Please note that every September a new list of individuals interested in this program is compiled. You are not automatically on this list if you have participated in the past, so please call to register.

### Steppin' Out Group

Steppin' Out is a group consisting of ambulatory members of the MS Society who can attend an outing independently. Outings are planned by the group according to group interest at a yearly planning session. This group is facilitated by a Steppin' Out group member, and participants must provide their own transportation to these outings.

The Steppin' out group includes members and spouses or significant others. While fun is definitely the goal of the group, the unspoken spin-off is the support, empathy and understanding group members get from one another. There's nothing like doing something with someone who knows and understands what you are experiencing.

### Social Groups

The Winnipeg area currently has three social groups that meet regularly. These groups are facilitated by an MS Society staff member, and volunteers are available to provide assistance to participants. The participants in these groups plan outings to a wide variety of locations throughout the city. Examples include going out to lunch, trips to museums and art galleries, and attending sporting events. The cost for each outing varies, but every effort is made to keep prices reasonable. Transportation is provided to each outing.

(Continued on Page 11)

# Westman Chapter

## **COFFEE CREW IN BRANDON**

MS SOCIETY OFFICE  
2:00 – 4:00 PM  
457 – 9th Street, Brandon  
FRIDAY, SEPTEMBER 2nd

## **COFFEE CREW AT CARBERRY**

THE ROBIN'S NEST  
12:00 – 2:00 PM  
At the Motel on Highway #1  
FRIDAY, SEPTEMBER 2nd



## **Gentle Yoga**

Relieve tension and stress in your body and mind through yoga. Yoga classes are held in Brandon every Tuesday and Thursday morning from 10:00 to 11:00 a.m., at Fairview Personal Care Home. The classes are being taught by Pam Skatch. Classes include exercises for people who are ambulatory and individuals who use a wheelchair. Cost: \$25 per person for six weeks.

# Parkland Chapter

## **SIT & FIT**

Swan River & Minitonas

Join us on Tuesday mornings 10:30 am at Midtown Estates (kiddie corner to the curling rink) in Swan River or on Thursday afternoons 1:30 PM in Minitonas at the Minitonas Town Hall.

Marnie Zamzow is the instructor. Offered free of charge. Please call 734-3847 if you plan to attend.

## **Pathways to Yoga**

Dauphin Office

Why not join us in a unique program called Pathways to Yoga? This program offers simple warm-up stretches, breathing exercises, yoga postures and relaxation, all done in a seated position. Relax, renew, reduce stress and feel better.

To register for classes or for more information, please call Shelley Kowaluk (RMT) at 638-YOGA (9642).

Cost: Members \$35; Non-members, please call 622-2940 for rates

## **Modified Aquatics**

Dauphin Recreation Complex

This class is designed to create a recreational water setting suitable and beneficial for individuals with MS, arthritis and fibromyalgia. Individuals will gain flexibility and strength in a non-impact environment. The facility is wheelchair accessible and a volunteer is available to assist on request.

Contact the Parkland Recreation Complex 622-3112 for more information.

# Winnipeg

(continued from Page 10)

## **Social Club**

Do you enjoy socializing and playing board games? If so, consider joining the Thursday morning Social Club. This group meets every first and third Thursday of the month from 10 – 12 PM in the program room at the MS Society location at #100 – 1465 Buffalo Place to play a variety of board games. Members rotate bringing snacks and coffee is provided. This has become a favourite pastime for many of our members, and new participants are always welcome.

# COVER STORY: The MS Ambassador Program

(continued from Page 3)



Lizelle Mendoza...*My name is Lizelle. I am 22 years old and I have MS. Over the last three years It has been an honor to represent as team captain for Team Faith with my closest friends. I am quite lucky to have such a wonderful group of friends and an amazing boyfriend who has been my primary backbone at the worst of all times. I count my blessings every day. The MS Society has helped in keeping me up to date with the latest news regarding this unpredictable disorder. I am so thankful to have such an organization exist. Before I even knew about the MS Society I always felt so alone and depressed assuming this disorder was rare and I was one of the few "lucky" ones to cross its path – boy was I wrong!*

*I chose to become an MS Ambassador as a way to show my appreciation for the MS Society and give thanks for all the support. Not many individuals are aware of what MS is or what it can do. I have learned to realize that when people look at me, they don't see MS, they see me. I have MS, but MS doesn't have me.*

Debora Martinson...*My name is Debora Martinson. I am a newly wed mother of two grown children (19 & 17). I work part time and spend as much time with my new husband enjoying life as I can. I was diagnosed with MS in May 2006. I became an MS Ambassador to help educate people who are interested in learning about multiple sclerosis and the MS Society. I grew up in the Morden area where I still reside. I learned early on the value of volunteerism through countless examples set by my parents. If you see something wrong don't just complain, step up and do something to change it. I saw a need to educate people about MS and the opportunity to become an MS Ambassador will help me to deliver this information to all sorts of people. Thank you for this interesting opportunity.*



## MS Travelling Information Sessions

The Multiple Sclerosis Society of Canada, Manitoba Division will be holding information sessions in rural communities starting this fall. Come out and meet the President of the MS Society of Canada, Manitoba Division and Client Services Staff for a presentation on future directions of the MS Society, programs, services and research. Beginning in September, we will kick-off these interactive information sessions starting with the following communities:

Tuesday, September 13th  
Wednesday, September 14th  
Friday, September 16th  
Wednesday, September 28th

Thursday, September 29th

Morden  
Portage la Prairie  
Teulon  
Lac du Bonnet &  
Beausejour  
Steinbach

For more information and to find out how to attend these sessions, please contact Nadine Konyk, Client Services Coordinator at 1-800-268-7582 or (204) 988-0904.

# Cruisin' for a Cause set for August 25th!

For every Teen Burger sold on August 25th, A&W will donate \$1 to the MS Society of Canada. Last year's 2nd annual Cruisin' for a Cause raised over \$700,000 across Canada, with over \$42,000 of that total coming from Manitoba. This year, both the MS Society and A&W hope to better those totals. And many stores have hit the ground running by selling paper license plates that say "END MS" through the summer.

"Fundraising is fun" says Cheryl Hildebrand (pictured holding license plate), a staff member at the Kildonan Place Shopping Centre location.



Cheryl is involved in many charitable causes outside work and this one fits well within the workplace. "Helping raise money for Cruisin' for a Cause fits in with the sort of things that I like to do. And A&W customers have really stepped up."



Have they ever! Through mid-July, the Kildonan Place Centre location had raised over \$1,400 for the MS Society. In Manitoba, there are 42 A&W locations in all areas of the province.

For a list of A&W locations anywhere across Canada, please visit [www.aw.ca/awhome.nsf/locations.xsp](http://www.aw.ca/awhome.nsf/locations.xsp)

## MS Society of Canada: Scholarship Program

### Winnipeg student wins MS scholarship



Thomas Johnson will continue his studies at the U of W this Fall with some help from the MS Society Scholarship program.

The Manitoba Division of the MS Society of Canada is pleased to announce that Winnipegger Thomas (Tom) Johnson is a recipient of \$500.00 through the MS Society's Scholarship Program for the upcoming academic year.

The Scholarship Program, supported by Billy Talent and Friends, will help Johnson continue his studies at the University of Winnipeg in this Fall for a third year.

Launched in 2006, the MS Society of Canada Scholarship program provides financial assistance to students who have MS or have a parent with MS. A call for applications was made in the late fall of 2010 and in the end, \$35,000 in scholarships was disbursed.

"We are so pleased Thomas has been selected. We wish him well in his studies in Biochemistry this fall", said MS Society of Canada, Manitoba Division President Wendy O'Malley.

Watch for more information about the 2012 MS Society of Canada Scholarship Program available in the Fall of 2011 via our organization's newsletters and the website.



Manitobans once again proved their commitment at this year's Manitoba Lotteries MS Walk, presented by Midland Appliance World Brand Source. Walks in eight locations, drew over 2,800 participants and raised more than \$525,000 toward MS Programs, MS Services and MS Research.

Thank you to WALKers, Volunteers, donors and sponsors of the 2011 **Manitoba Lotteries MS Walk**, presented by **Midland Appliance World Brand Source**.

### Community Event Fundraising



#### Create your own event

A Community Event Fundraiser is any fundraising activity by an individual, community group, school, organization, or business (the Organizer) that is planned, executed, and financially resourced by external participants. The last few months have been filled with a diverse mix of events! We love the creativity our event organizers have shown in planning events that work well with their interests and important occasions. Some recent examples include:

**KM Autowaxing Golf Fore MS – Saturday, July 16, 2011:** Ken always wanted to organize a golf tournament, so he rounded up a great group of friends, family, and business colleagues for a day of golf at Scotswood Links in Elm Creek, MB while raising \$2000 for the fight against MS.

**Rock the Beach for MS – Saturday, July 30, 2011:** Combining a birthday party with an outdoor concert, the community of Grand Marais hosted a great long weekend party, thanks to the enthusiasm of Shawn Murphy, over 150 cottagers came out to support the event, raising \$2,000.

For more information about Community Event Fundraisers, visit our website: <http://mssociety.ca/manitoba/CEF.htm>, or contact Brandy, Community Event Fundraising Coordinator, at (204) 988-0919 or [brandy.schmidt@mssociety.ca](mailto:brandy.schmidt@mssociety.ca).



**Biking to the Viking**  
Saturday, August 27 &  
Sunday, August 28



**Riding Mountain Challenge**  
Saturday, September 10 &  
Sunday, September 11



**A Rider's Story - Brad Dick: A veteran of RMC**

"If I do it, I'm all in!"

Brad Dick (pictured on the left) has ridden in five of the last six annual Riding Mountain Challenges. "I do it (RMC) because I can. It's great exercise, it's for a great cause and I have the ability to fundraise."

Brad actually volunteered for RMC first, before taking part in the ride for the first time in 2005, while representing RONA. He is now the team captain of the RONA Riders. He says his inspiration to continue raising money for MS research, programs and services comes largely from watching the effect of Multiple Sclerosis on his Mother-in-Law.

"The rate of MS in Manitoba and Saskatchewan is so much higher than elsewhere. I ride hoping this will ultimately help find both cause and cure."

Brad is in for RMC 2011. "I love the Clear Lake area, both the hills and the challenges associated with the ride. I'm looking forward to it." Since 2005, Brad has raised over \$55,000 for the MS Society.

**For more info on either Bike Tour or for information on how to start your own team visit us at [www.msbiketours.ca](http://www.msbiketours.ca)**

## Manitoba Division Staff

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Darell Hominuk  
Director of Client Services & Government Relations

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Director of Development

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Director of Communications

Judy Hermiston  
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Client Services Coordinator

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Social & Recreation Program Coordinator

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Chad Falk  
Manager-RONA MS Bike Tours

Shauna Jurczak  
Manager-Manitoba Lotteries MS Walk

Melanie Fatouros  
Corporate & Community Development Coordinator

Brandy Schmidt  
Volunteer Coordinator & Program Manager

Andrea Proctor  
Participant Services Coordinator

Jan Hosking  
Service Coordinator

### New to the MS Society Team!



The Manitoba Division is pleased to welcome Donna Boyd as Director of Development.

Donna joins the Manitoba Division from the United Way of Winnipeg and brings with her a wealth of experience in advancing Manitoba based organizations in both the public and private sectors. Welcome aboard Donna!



### Manitoba Division

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Manitoba Division  
100-1465 Buffalo Place  
Winnipeg, MB R3T 1L8  
(204) 943-9595 or  
1-800-268-7582  
Fax: (204) 988-0915  
info.manitoba@mssociety.ca  
www.mssociety/manitoba.ca

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