

MS ATLANTIC

FALL 2008



OUR MISSION

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



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A Message from Dena



Welcome to the Fall Issue of *MS Atlantic*. And welcome to our brand new look!

It was time for a change. We needed a newsletter with a fresh look that would be engaging for you, and at the same time, be cost-effective. You'll be pleased to know that this colourful new version of *MS Atlantic* costs less to produce than our previous drab newsprint design. In fact, it costs 30% less. We hope you enjoy the new format and the articles on the extraordinary activities going on at the MS Society.

Over the past several months, volunteers, fundraisers, supporters and staff across Atlantic Canada put a tremendous amount of time and energy into our events and campaigns. Thanks to you all for yet another incredible year! There's an article about our record-breaking fundraising success on page 6.

In other exciting news, September 16 marked the official launch of the national endMS campaign. The goal of the campaign is to raise \$60 million to fund research activities in Canada. It is made up of two components – the funds that we raise and dedicate to research from our annual activities and twenty million dollars in new support from new sources.

The very good news is that we are well on our way. The national team has raised eleven million new dollars to date. The Atlantic Division is thrilled to announce that the KPMG Foundation has committed \$100,000 to our local endMS campaign. Thank you KPMG, for bringing us closer to our goal.

I encourage you to read more about endMS in this issue and to visit www.endMS.ca to learn how you can play a role in the movement to end MS.

Sincerely,

Dena Simon
President

We will never fly.

Be part of something monumental. Funded largely by the MS Society, Canadian researchers have brought the cure for MS within reach. Let's take this last step together.

endMS.ca
It's time. Give now.

1-800-361-2985

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endMS Speeds Research Effort, Pushes to Find Cure for Multiple Sclerosis

On September 16, the Atlantic Division hosted an open house at the Dartmouth office to announce the launch of endMS, a five year national campaign with a goal of raising \$60 million to fund research activities and establish the endMS Research and Training Network. The Network is a first in the MS community and represents an immediate, dedicated investment to advance Canada’s leadership position in MS research.

“Ultimately, the goal of the endMS Research and Training Network is to accelerate research to end multiple sclerosis,” says Dena Simon, President of the Atlantic Division. “The Network will help attract and train young researchers and retain seasoned scientists in an effort to speed the pace of discovery.”

Canadian MS researchers are world-renowned and have made incredible advances in the knowledge and treatment of multiple sclerosis. However, as MS researchers near retirement and a limited number of young scientists make MS their professional focus, progress toward discovery in the field of MS is at risk.



The Atlantic Division launch included a presentation by Gordon Moore, senior partner with the professional services firm KPMG and board member with the KPMG Foundation, who announced a \$100,000 pledge to the endMS campaign – a gift that will be paid over five years in annual installments of \$20,000.

“With one of the highest rates of MS in the world, no known cure, and an annual economic impact that totals more than \$1 billion annually, a lack of researchers is a vulnerability Canadians can ill afford,” says Simon. “We are so grateful to the KPMG Foundation for joining the movement to end MS.”

Visit www.endms.ca to learn about how to make your contribution toward this bold and exciting campaign.



Above:
Gordon Moore (L) Board member with the KPMG Foundation and Chuck Ford (R), Acting Chair of the Board of Directors announces \$100,000 gift to endMS campaign.

Left:
Guest Judy Cullens (L) chats with Leadership Giving staff member, Joanna Hamilton (R).

endMS.ca
It's time. Give now.

You've Got a Friend

Steve Aucoin, 56, of New Waterford, Cape Breton was diagnosed with primary progressive MS 17 years ago and he's been in touch with the Atlantic Division's Client Services staff ever since.

"When you speak with someone at the MS Society, it's like having a friend on the other end of the phone," says Steve. "They listen when I have something I need to talk about."

A regular user of the MS Society's funding assistance program, Steve now uses a power chair and was able to have some necessary repairs done with the funds he received this year. In the past, he's also used the funding program for various purchases, like his wheel chair and for repairs of an electric hospital bed that was donated to him through connections at the MS Society.



Steve Aucoin

The equipment assistance program is available to anyone with a confirmed diagnosis of multiple sclerosis and provides up to \$450 per year towards the purchase of air conditioners, mobility aids and assistive devices. Separate funding is available for incontinence supplies, personal emergency response system rental and transportation.

"The funding assistance program improves quality of life and meets the most basic needs of persons living with multiple sclerosis," says Sandra MacLean, Director of Client Services. "Of course in client services, we also provide information and education about multiple sclerosis for people with MS and their caregivers, but sometimes we're here to simply lend an ear."



"Whenever I've needed something, they've been right there to help me out."

"Whenever I've needed something, they've been right there to help me out," says Steve. "It's simple really, my occupational therapist fills out the paperwork and then I get the money to help pay for what I need."

THE LENDING LIBRARY

Did you know that the MS Society has a great resource library available to you?

Karla Jenkins, 38 of Charlottetown, PEI recently borrowed a DVD entitled "Cognition and MS" and here's what she thought . . .

"It made sense to me. I could really relate to how they described the feelings and emotions you go through. You start to think, 'Am I going crazy?' This DVD lets you know you're not. It had a lot of practical applications and I shared it with my self-help group."

It's easy to borrow from the lending library. Just check out the library resource list and let us know what books, DVDs or VHS tapes you'd like to borrow. We'll mail your selections out to you with a pre-paid envelope for an easy return. Call 1.800.268.7582.

Did you know the average cost of a . . . ?

Walker
\$400

Manual Wheel Chair
\$1,200

Scooter
\$2,500

Power Chair
\$6,000 - \$10,000

Cow Tales by Penny McGuigan

Penny McGuigan, 57, lives in Middleton, NS and sent us this charming story about how daily life on the farm becomes more challenging when you have multiple sclerosis.

The field of clover next to the road was too much of a temptation for the nine young calves. Sure enough, they pushed the fence wire open just after the noon whistle sounded in Middleton.

For the twenty years that my family has owned this farm we've been trained to spring into action when we hear the familiar cry, "The cows are out!"

But today I was alone at the farm. There was no one else to answer the call but me – and this is an event that requires immediate action. Cattle on the loose are a danger to traffic, the peace of the neighbourhood and, not to mention, the crops being trampled.

I am the farm wife. But my strength and confidence have faded due to my twenty-year struggle with MS. I've had more difficulty walking this season with the heat of summer.

"The cows are out!"

"But, no matter how slow, I must go!"

I grab my sunflower stenciled cane and limp to our half-tonne truck. My boxer Caper, who is always ready for adventure, skips along with me.

"Hop in Caper!" I order.

She jumps in the cab, braced for action. I struggle up to the seat and pause as I look at Caper doubtfully. How in the world will I fix the torn fence on my own? It won't be long before the school bus comes by, and we can't have cattle on the road.

The truck growls and rips up dust as Caper and I spin into action. At the corner of the barn, I see the head of the first of nine heifer calves pop up from her meal of lush clover. I could almost hear her thinking, "Uh oh ... the boss is on to us!"

The calves leap towards the gap in the fence where they had first made an opening. The fence wires were hanging and a post was leaning. I was unable to ascertain whether the plan to escape was a group effort or whether it was led by an inquisitive adolescent calf. No time for speculation, time for the round-up.

Caper and I have to round up all the little stray 'doggies' with a 4 x 4 standard, Chevy truck.

"Yippee-io!" I yell.

The field is so bumpy with ruts that driving is a harrowing endeavor. But after some creative maneuvering and a little luck, I celebrate their capture. Caper gets a pat and a "good girl!"

It was a quick celebration however, as there is still much more to do to keep the cattle from the road. I hope I have both the time and the strength to complete the fencing repairs.

Caper and I drive over to the first gate and stop. It is a beautiful Indian summer afternoon and getting hotter. I let Caper out to find shade under the parked truck. Since my first MS attack I try to avoid becoming too hot. I often feel faint in stuffy theatres or on long car rides. This side effect of the disease makes hot summer days on the farm tolerable only in the early morning or late afternoon and here I am rounding up cattle in the hot noon sun. I was certainly taking a chance with my undependable stamina.

I have a good look at the damage to the fence. Steel wire was snapped apart, another was lifted. The breaks had to be mended and a twist of wire was needed. I know I can only patch the fence to hold until my son Michael comes home. He'll be able to do a more lasting fencing job and give the cattle a couple of bales of hay.

All of a sudden, I take notice of the the clicking of electrified fencer. Right. I need to turn off the current.

(continued on page 8)




Atlantic Division Breaks Fundraising Records Again

This has been a banner year for the Atlantic Division. We've beaten 2007's fundraising totals in Christmas Cakes, Carnations, MS Walks and RONA MS Bike Tours.

After reaching the half million dollar mark in both Walk and Bike last year, we were determined to repeat that success and even raise the bar a little.

Combined, the Atlantic Division MS Walks raised \$521,954 and the New Brunswick and Nova Scotia RONA MS Bike Tours raised \$617,994. Amazingly, the NS Bike Tour squeaked in on the last day of fundraising to reach \$500,000 on its own!

The 2007 Christmas Cake Campaign also achieved a surprising accomplishment by selling more than \$200,000 in cakes and Christmas goodies. If you are interested in helping us repeat this sweet success for Christmas 2008, please contact Jessesar MacNeil at 1.800.268.7582 to find out more about the campaign.

Thank you again, donors, participants and volunteers who help us achieve this remarkable success. 




2008 Top Team - Dirty Cranks



(L-R)

Terry Walker, Gavin Giles, Diane Dafoe and Roy Pattison

Since 2000, the Dirty Cranks have raised \$300,773.64 for the NS RONA MS Bike Tour. With a winning pledge average of \$12,550 per person, this team really knows how to challenge themselves. They ride the whole tour – 170 kms – in one day! 

2008 RONA MS Bike Tour Award Winners

New Brunswick

Top Fundraising Team
Pscows

Runner-Up
Hillside Cyclones

Top Fundraiser
Alison Bates

Runner-Up
Marlo Rose

Nova Scotia

Top Fundraising Team
The Dirty Cranks

Runner-Up
CC Riders

Top Fundraiser
Tom Eisenhauer

Runner-Up
Gavin Giles

2008 MS Walk Award Winners

Top Fundraising Team
Team Janet

Runner-Up
All Fired Up

Top Individual Fundraisers

Mark Stewart
Leonard MacDonald
Theresa Reade



CC Riders at NS Bike Tour raised over \$180,000



Raising More Funds for MS With Online Fundraising

To proclaim that the internet and new technology have transformed the way we work, study, and play is quite simply, stating the obvious.

We know this.

Even so, we appreciate that nothing has revolutionized the way we fundraise as much as the adoption of our online fundraising system.

The online fundraising system (OFS) was introduced to the MS Society of Canada in 2004 and in that first year collected \$40,000 online. Just four years later, the Society raised \$8.2 million through the OFS. Incredibly, that's a 2000 per cent increase!

Why? Because, it's easy and convenient.

Walk and Bike Tour participants don't have to do as much leg work when raising money if they can simply email their friends and families a link to their personalized fundraising web page where people can donate directly with a few clicks of a mouse.

In an age where most people don't carry cash, it's the perfect solution.

"That's not to say that the time and work our participants put into fundraising isn't immense," says Tim Dunlop, Director Development, Atlantic Division. "Without participant commitment, the OFS means nothing. But it does make it a lot easier for people to reach out to a wider network of donors than ever before."

In fact, the OFS has also caused some of our event participants to think outside of the fundraising box. On a whim, Mark Stewart, the top fundraiser for Atlantic Canada's MS Walks, emailed Daniel Negreanu, a Canadian professional poker player with two World Poker Tour Championship titles and asked him to make a pledge. He did, for one thousand dollars! I guess sometimes all you have to do is ask, or email.

There are other, less obvious benefits to the MS Society and event participants – it reduces costs and is environmentally friendly.

Because the online fundraising system produces a tax receipt as part of the donation transaction, it saves the society a lot of money in postage and administration. And, of course, this makes us a little

"... it does make it a lot easier for people to reach out to a wider network of donors than ever before."

greener by not using as much paper or envelopes.

So here's a salute to technology, the internet, the OFS, and to our donors and event participants for using it! You've helped us break our own Atlantic Division fundraising records, year after year. Meaning, ultimately, that more money is going to help people with multiple sclerosis – and isn't that what it's all about? **MS**





The Board of Directors of the
Multiple Sclerosis Society of Canada
Atlantic Division
is pleased to announce

A Celebration of Dr. T. J. (Jock) Murray
on the occasion of his retirement from clinical care

Friday November 7, 2008
The Lord Nelson Hotel
Halifax, Nova Scotia

6:30 Reception
7:00 Dinner

Tickets \$150.00
Tables of 10 \$1,500
Business Attire



rsvp to Joanna
October 20, 2008
902. 468-8230 ext. 230

EMD Serono Wins Business Partnership Award

Congratulations to our friends at EMD Serono for winning the Ontario Division's 2008 Alistair Fraser Business Partnership Award. The Award was created in recognition of Alistair Fraser, who was President and CEO of the MS Society of Canada for 25 years until his retirement in 2007. His focus on the growth and development of the MS Society's corporate partnerships has been an integral part of the organization's continued growth and success. Thank you EMD Serono for your ongoing commitment to the mission of the MS Society of Canada.

continued from page 4

I hadn't been down in the fields for awhile and can't remember where to disconnect it. And in my hurry to chase the calves, I didn't take the insulated gear with me – something you must have to handle an electric fence. I walk up to the small barn to look for a way to disconnect the current. It's really hot now and my poor weak foot skips up dust as I walk the 300 or so steps to the barn.

Inside the cool barn, I stare incredulously at my next problem. The fencer is plugged-in way up on the inside wall of the barn, too high for me to reach. I'm too timid to climb in these days of MS dizziness. Guess I need my fencing tools and gloves after all; and there's just an hour left before the bus, I think as I hobble back to the truck. Capar and I drive back up to the farm house.

I search the summer kitchen for fencing equipment and find a bucket of fencing staples, a hammer and some electro-plus nylon fencing rope. I can't find the thick insulated gloves so I grab the heavy yellow rubber gloves I use to refinish floors and furniture. They'll have to do.

Back in the field I find that I have to crawl under the broken wires and stakes of the first gate and open it by hand. Crawling underneath a fence on a hot summer day isn't easy on the best of days, let alone when you have MS.

It is at the second gate where I face the entire herd of 90 or so cattle. There they are, standing and looking at

me, either expecting to be moved or fed.

One of the older cows starts to bawl, "Moo, moo!"
The choir responds, "Mooooooo!"

They're agitated. I remember that cows love listening to music. We often put the radio on for them in the barn during the winter. I try singing to them. I make up an operetta-like libretto:


'I am hot and tired and thirsty, too! Michael will soon be here to feed you.'

Amazingly they begin to settle. This might buy me some fencing time. I try singing even louder, this time with great feeling. The rest of the cattle are calm. I continue to sing loudly, buying more time with a favorite hymn as I complete the repairs.

'Be though my vision, Oh Lord of my Heart.'

I sing two more verses and conclude the performance with a curtsy to the audience. The cattle return to quiet grazing. I am now able to twist the broken wires together calmly. The current clicks on again uninterrupted as I gather my tools in the bucket.

I walk back to the truck, proudly, thinking I'm a little like the Canadian Idol of the pasture today. It is a beautiful day in the clear open air of the Annapolis Valley.

"I did it!" I exclaim triumphantly. "Hallelujah, thank the good Lord," I heave a sigh of relief and raise my gloved hands to wave as the school bus roars past me on the dirt road. 



Notice of Annual General Meeting

NOTICE IS HEREBY GIVEN that the Annual General Meeting of the members of the Multiple Sclerosis Society of Canada, Atlantic Division will be held at The Lord Nelson Hotel, 1515 South Park Street, Halifax, Nova Scotia on Saturday November 8, 2008 from 4:00 to 4:30 pm. This Meeting is being called to receive the reports of the Officers and committees of the Division, to elect the Board of Directors, and to transact such other business as may properly come before it.

Members who are unable to attend the meeting in person, but who wish to have their vote recorded may date and sign the proxy below, detach and return it to the Atlantic Division office, 71 Ilsley Ave., Unit 12, Dartmouth, NS B3B 1L5 by 5:00 pm on Wednesday, November 5, 2008.

Dated at Dartmouth, Nova Scotia this 1st day of October 2008 by the order of the Atlantic Division Board of Directors.

Chris Bourque, Secretary/Treasurer
Board of Directors

REPORT OF THE NOMINATIONS COMMITTEE

The following members of the Board of Directors whose terms conclude on November 8, 2008 are re-offering for a two-year term:

Sean FitzGerald, NL

Donna Gillis, NS

Joan MacKinnon, NS

Additional nominations from the General Membership may be submitted to the office of the Atlantic Division in writing on the official nomination form, by noon, Monday, October 20, 2008 and must be signed by no fewer than ten voting Members of the Division.



PROXY

I hereby appoint Charles Ford, Acting Chair or Sylvia MacVey, Past-Chair

OR _____ as my proxy to attend, act and vote on my behalf at the Annual General Meeting to be held on November 8, 2008 in Halifax, NS and at any adjournments thereof on the matters before the meeting.

Dated this _____ day of _____, 2008.

Signature or Mark of Member: _____





Dr. T. J. (Jock) Murray Retires

An Open Letter to My Patients,

13 April 2008

I want to say how grateful I am to all the patients whom it has been my privilege to serve for the last 45 years, first as a family doctor, then as a general neurologist and for the last three decades as an MS specialist.

Even though I enjoy as much meeting each day with my patients as I did at the start of my career, I think there is a time to put down my reflex hammer and spend more time with Janet and my wonderful grandchildren.

I retired from the University five years ago but wished to continue with care of MS patients and MS research until age 70, and this has arrived.

Beginning medical practice in 1963, before Medicare, allowed me to participate in a medical world that has seen remarkable change in medical care, education and research. No more dramatic change has occurred in the last three decades than in the understanding, research and therapy of MS. We have seen the introduction of six major drugs that now alter the outcome of the disease for the first time, and there are 30 agents under study in 140 clinical trials as potential new therapies. It is an amazing time, and I feel so positive about the future for people with MS.

And so in July I will retire, confident of the care that will be given by the excellent physicians, nurses, researchers and staff of the Dalhousie MS Research Unit, and the leadership of Dr. Bhan. Arrangements have been made for the seamless transfer of all aspects of care of the patients I have come to know over the years.

Needless to say, I will continue to serve the MS community and Society in any way I can and will follow closely the advances and continuing progress towards finding the cause and cure of the disease.

It has been a great privilege to have been allowed to share the journey with so many people who I truly regard as friends, and my prayers and best wishes go with each of you.

Sincerely,

Professor Emeritus T. Jock Murray
OC, MD, FRCPC, FAAN, MACP, FRCP, FCAHS, LLD, DSc, DLitt

Chapter News

With the changing of the leaves comes the changing of the guard at many of our Chapters. This Fall marks the retirement of several Chapter Presidents.

We bid farewell to the following Presidents:

Bernadette Boone,
Labrador City, NL

Linda Townsend,
Annapolis Valley, NS

Carl MacLeod,
Cape Breton, NS

Wade Dooley,
Halifax Regional Municipality (HRM), NS

Lorraine Lush,
St. John's, NL

Welcome New Presidents

Chris Alkenbrack,
Annapolis Valley, NS

Paul Martin,
HRM, NS

Ted Warren,
St. John's, NL

If you haven't attended a Chapter meeting lately, why not turn over a new leaf and get involved with your local Chapter.

Do you know of a special volunteer we can profile in MS Atlantic?

Contact Monica Jordan at monica.jordan@mssociety.ca or phone 1-800-268-7582.

A Bitter Sweet Farewell

Although the holidays are still a couple of months away, the MS Society is deep into its sweetest fundraising campaign of the year: our Christmas Cake Campaign!

Last year marked an exceptional year for the Atlantic Division Christmas Cake Campaign, and we couldn't have done it without our volunteers.

Volunteers like Fran Checkley who has been campaign coordinator in the Halifax area for 23 years. Fran helped increase cake sales by 25 per cent last year, effectively helping to bring the Atlantic Division total to over \$200,000.

Although Fran's passion for fundraising is clear – she was there to help launch our very first Bike Tour – she has also taken various leadership roles with the MS Society.

In the early 1980s, Fran identified the need for a self help group in the Halifax area. Once she initiated a group, she continued her leadership role serving as Secretary of the Halifax Chapter, as well as, on the Divisional Board of Directors.

"We have lots of volunteers who have been active with the MS Society for many years,"




Gerry Martin and Fran Checkley

says Monica Jordan, Director of Volunteer Programs. "But what really takes the 'Christmas' cake and sets Fran apart is the breadth of activities she has participated in. Fran has been active in almost everything we do!"

But her most recent legacy is the Cake Campaign in Halifax. Fran and her colleague, Gerry Martin developed an efficient system that helped them bring in more than \$53,000 in sales last year.

This fall marks a bitter sweet Christmas Cake season, as Fran has retired from her volunteer work with the MS Society. And while it won't be the same without her, we welcome a new team to build on Fran's legacy of sweet success!

Thank you, Fran for many years of hard work and dedication. 



Kinnettes Volunteer at the St. John's MS Walk



Tracey Lynn Caissie & Bernice Foster volunteers at NB Bike Tour

MS Atlantic Gets a New Look: More for Less

FSC Certified
50% recycled fibre
15% post consumer



We're shaking things up with a new look and style for *MS Atlantic* and remarkably – we're doing it for less!

You would think that changing our size, layout, paper, and adding colour would cost a lot more, but we're actually saving 30 per cent in printing costs over our old newsprint version of *MS Atlantic*.

"Technology has advanced the quality of printing so much that it has become more cost effective to print using newer methods," says Greg Sinclair, Account Representative, Transcontinental Printing. "And even more so, the advent of digital printing has forced us in the

print industry to adjust our prices and methods in order to stay competitive."



And that's not all.

In our quest to become more environmentally conscious, we're using an FSC Certified (Forest Stewardship Council) recycled paper product. The FSC label denotes the highest environmental standards in printing. And more to that end, if you would rather receive *MS Atlantic* electronically, just send us your email address.

So, please tell us what you think! We'd love to hear your feedback. Phone 1.800.268.7582 or email info.atlantic@mssociety.ca 



Membership and/or Donation Form

<p>Name: _____</p> <p>Address: _____</p> <p>City: _____ Province: _____</p> <p>Postal Code: _____ Tel: _____</p> <p>Email: _____</p> <p>Spouse: _____</p> <p>Person with MS Yes <input type="checkbox"/> No <input type="checkbox"/></p>	<p>Individual memberships are \$10 Membership for a person with MS is complimentary</p> <p>Membership Renewal Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Donation/ Fee Enclosed \$ _____</p> <p>Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Cheque</p> <p>Credit Card # _____</p> <p>Expiry Date _____</p> <p>Signature _____</p>
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