



CANADA

SUMMER 2008

Revealing the faces of MS 4



Neurologist, professor, and author:
T. Jock Murray, OC, MD of Nova Scotia

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Time to ride! CC
Riders raises the bar



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A Special 60th Anniversary Issue



Yves Savoie

Message from Yves

Marking 60 years with hope, direction, and *Momentum 2015*

Dear friends:

I am pleased to present this special issue of MS Canada in honour of our 60th anniversary. Since our inception in 1948, the MS Society has grown from a small group of dedicated volunteers in Montreal to seven strong divisions nationwide with 120 chapters from coast to coast. Over 60 years, Canadians have raised millions of dollars and have contributed countless hours to fund MS research and support those touched by the disease. More importantly, in the past two decades, we have witnessed how our efforts and funding have led to major gains in recognizing, defining and treating the disease. Today, the Society remains focused on the mission and we are taking new, bold and direct steps to change lives and end MS.

Since spring of 2007, a strategic planning process involving hundreds of key stakeholders from across

Canada have worked intensively to develop our strategic directions – Momentum 2015.

Unanimously approved by the National Board of Directors on March 1, 2008, Momentum 2015 is a guide to planning and decision-making at all levels of the Society over the next seven years. At the start of our new fiscal year in September 2008, this plan will lead us both in charting a course for the future and in adapting to unexpected changes in the field. Momentum 2015 also is the launch of an ambitious framework for measurement and accountability. It will be an important building block in the development of annual plans and budgets. My intention is for Momentum 2015 to remain alive and functional – through the regular monitoring of the Society’s performance.

In the pages ahead, I sincerely hope you are as inspired as we are by the milestones, stories, programs and the possibilities. I thank each one of you for your continued support. I am especially grateful to the members of Momentum 2015 Strategic Planning Task Force for their leadership and commitment. I look forward to working alongside all of you as we realize the MS Society of Canada’s magnificent promise together. ■

Sincerely,

Yves Savoie
President and chief executive
President, Ontario Division



MS Canada, Summer 2008

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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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1948



Evelyn Opal

Diagnosed with MS, Evelyn Opal founded the MS Society of Canada in Montreal.



Reid Nicholson

Mission man

It was 30 years ago when Reid Nicholson set a goal to “spend the rest of his life dedicated to the MS cause,” says Scott Gillis, Atlantic Division board member and chair, Atlantic Division Client Services Committee. It came to him shortly after being diagnosed with multiple sclerosis and then was forced from a job he loved as an officer with the Canadian Navy in Victoria, B.C. He later moved to Cape Breton where he soon became active with the local chapter of the MS Society and sat on the Atlantic Division Board of Directors.

Over the years, Reid contributed to committees that focused on education, communication, social and income security, and human rights at the MS Society of Canada. He was also involved in many projects including: the International Federation of Multiple Sclerosis (now known as Multiple

Sclerosis International Federation or MSIF) Internet Project to help design and test a globally accessible data bank on information important to persons with MS; chairman of the IFMSS on employment initiatives; part of the task force on the Needs of Disabled Students in Higher Education making recommendations concerning fee structures for students with disabilities.

He received an Honorary Doctorate of Laws from Dalhousie University in 1996.

Today, Reid enjoys his retirement knowing that he made a national impact on improving the future of those living with MS. ■

Caring for Caregivers

Few people living with MS would argue that the support of family and friends is one of the most important forms of care they receive. The support of loved ones encourages continued independence, control over their environment, and life in their own home.

But who cares for caregivers?

The MS Society of Canada has been offering programs and services that provide respite, validation and social networking for MS caregivers for a number of years. On June 4, 2008, you will have the opportunity to attend a nationwide caregiver teleconference to learn about self care and coping strategies among other related topics. Dr. Jennifer Rodgers, clinical psychologist and associate clinical professor at the University of Alberta, will speak

to those issues while Charlie Broderick will share a personal perspective about his role as a caregiver.

In partnership with the Caregiver Support Centre of CSSS Cavendish, a Quebec-based agency providing family caregivers with access to timely, credible, and relevant information about caregiving, the National Client Services and Research departments of the MS Society of Canada will facilitate these presentations.

You will gain valuable information and become aware of the support network for caregivers.

Plan to attend

Wednesday, June 4, 2008, 6:30 p.m. to 8:00 p.m. (Eastern Daylight-saving Time) Register and learn more about this teleconference online at www.caringvoice.com or www.mssociety.ca or call 1-866-396-2433. ■

1963



Opening of Atlantic Division in 1974.

The first divisional annual general meeting took place at the Ontario Division. There are now seven regional division offices and approximately 120 chapters/units across the country.



Revealing the faces of MS

At 60, the MS Society of Canada remains the only national organization that raises funds to support MS research and provides vital services for those affected by MS. Your selflessness and relentlessness in the fight to end MS help to advance our mission.

This issue of MS Canada is dedicated to the volunteers, donors, researchers, advocates, participants, and especially those directly affected by multiple sclerosis for their enduring commitment. Here is a short list among the countless outstanding individuals starting with a feature on Dr. T. Jock Murray.

T. Jock Murray, OC, MD, Nova Scotia



When Jock Murray of Pictou, Nova Scotia headed to university, he arrived with the intent of pursuing medical art, but became fascinated with medicine and patient care instead. He jokes, “despite what others said, I didn’t have much originality as an artist.”

Art’s loss was medicine’s gain. Murray became a family doctor practicing for two years in a small community just outside Fredericton, New Brunswick. During his postgraduate training at Dalhousie University School of Medicine in Halifax, neurology captured his interest since it was, after all, the early 1970s and physicians had little to offer other than a prognosis for MS.

Struck by the fact that so many MS patients seemed abandoned, Dr. Murray began an important collaboration with his professional colleagues and with a coordinator at the local MS Society chapter to create an MS Research Unit at Dalhousie University. Together, they made clinical care, support, education, and a place to conduct research accessible to patients and researchers.

He was a vital member of the MS Society’s Medical Advisory Committee. It is a partnership where Dr. Murray believes “we are engaged in the same goal – to find answers to this disease and, in the meantime, provide the best care, education, and research possible. The focus is always on what is best for people with MS.”

Forty-five years after graduating from medical school, Dr. Murray has served as a professor of medicine (neurology), professor of medical humanities and dean of medicine at Dalhousie University. He is the author of a textbook of neurology and two books on the management of multiple sclerosis, among other publications. He is also a recipient of the Order of Canada.

Roland Brassard, Alberta



The Lloydminster Chapter owes much of its success to long-time volunteer and board member Roland Brassard. An active member of the Lloydminster

Chapter for almost 30 years, he was a tireless volunteer assisting with programs, social events, and fundraisers. Roland passed away in 2007. He will be remembered for his instrumental role in getting the Lloydminster Super Cities WALK for MS off the ground.

Walter Hader, (Ret.) MD, Saskatchewan



Dr. Hader was the director of the MS Rehab Clinic in Saskatoon, since 1979. He was one of the investigators in the ‘Canadian Collaborative Project on Genetic

1976



Former Prime Minister Pierre Trudeau is presented with a carnation.

The MS Carnation Campaign is launched, the first national fundraising program of the MS Society of Canada. MPs in Ottawa are presented with a carnation each May during its inauguration.

Susceptibility and MS'. He has published numerous medical articles and presented at many conferences on topics related to multiple sclerosis.

Aaron Solowoniuk, Ontario



Punk rock band Billy Talent's drummer, Aaron Solowoniuk has lived with MS for over a decade and he believes the disease should never get in the way of anyone's dreams.

Aaron founded the MS Society of Canada Scholarship Program, supported by Billy Talent and Friends, to help young adults directly affected by MS realize their educational goals.

Suzette McMaster Clément, Québec



A Québec Division volunteer for over 20 years, Suzette sat on its Board of Directors, chaired the Services Committee, was a member of the national services committee,

and of the editorial committee of MS Québec and the Web site. Being a faithful supporter of the Carnation Campaign, she organized it for many years in her own community. In recognition of her devotion, she was awarded the national volunteer award presented to her by the Lieutenant Governor of Québec during the MS Society's 50th anniversary activities.

Kevin Newman, British Columbia



Anchor and executive editor of Global National, Kevin Newman has been an MS Society of Canada ambassador since 2002. His work with the MS Society has included:

acting as honorary chair of the MS Carnation Campaign; serving as the lead spokesperson for the Super Cities WALK for MS; and appearing at countless fundraising events. Kevin's influence and stature have been instrumental in raising awareness and funds for the MS cause in Canada.

Donors



Fighting to end MS is a huge task even for the MS Society of Canada, which is almost entirely self-funded. That is why your support is critical to our ability to reach those living with MS and help advance MS research.

As donors, you have demonstrated leadership in giving:

- Doug and Sandra Bergeron donated an astounding \$1,000,000 in honour of Doug's late father, George, to support a local chapter and the national research program.
- The J.W. McConnell Family Foundation supported a comprehensive approach and strategy for caregivers.
- RBC Financial Group and a private family foundation's generosity helped to fund our first-ever summer camp specifically for children and teens with a diagnosis of MS in Canada.

The MS Society of Canada thanks all our donors from across Canada for their belief in and commitment to our mission. ■

1981



Gulf Canada presents keys to the MS Society in 1981.

Gulf Canada donated new Ford Escort station wagons to the MS Society of Canada in recognition of the International Year of the Disabled.





Team CC Riders raises the bar

In July 2007 a team of 48 friends called the “CC Riders” joined hundreds of other cyclists for the two-day Windsor to Wolfville RONA MS Bike Tour.

Inspired by their friend Larry Creaser, who lives with MS, and with the help of the Lunenburg and area yachting community, this rookie team remarkably raised over \$110,000 - the most ever raised by a single team in the 18-year history of the event!

This year, their goal is to double that amount. To help them, several team members led by Tom Eisenhauer, have decided to cycle 1,500 km from

Toronto to Nova Scotia as a prelude to the official tour. You can follow their efforts on their web blog at www.to2ns4ms.blogspot.com.

“I’m pretty used to following in their slipstream,” said Tom, poking fun at his team mates “But none of this compares to the challenge of living with MS everyday.”

Create a team and set a goal like the CC Riders by registering for a RONA MS Bike Tour this summer. There is one to suit any level of experience across Canada. Visit www.ms biketours.ca or call 1-800-268-7582 for more information. ■

Remember MS in May



On the occasion of MS Awareness Month, the MS Carnation Campaign kicks off with a boutonniere-pinning event with MPs on Parliament

Hill on May 7. Numerous volunteers will sell carnations in other public places in support of the MS Society of Canada from May 8 to 10, just in time for Mother’s Day.

“Over the course of six decades, the MS Society, together with donors, volunteers, members, researchers and staff, has advanced the MS cause in measurable ways. This movement will not stop until we end MS.” ~ Yves Savoie, president & chief executive

Getting involved is easy. Find a local MS Awareness Month activity happening in your community by calling 1-800-268-7582 or visit www.mssociety.ca. ■

1999



Video conference panelists present “Choices into the Millenium” before a wide audience.

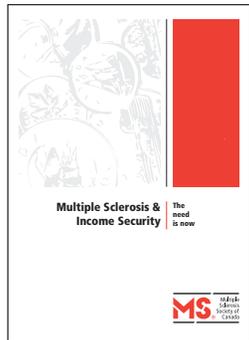
First-ever video conference on MS held in Canada, broadcast from the Health Sciences Centre in Winnipeg enabling live audiences and public access channels to see and hear speakers present from across the country.

Action for disability benefits

Sharon Segal struggled to maintain full-time work since being diagnosed with MS at the age of 20. The Winnipeg woman was self-employed and took short-term positions and part-time contracts until she could no longer work.

At present, no part-time work with part-time disability benefit exists to assist people like Sharon to stay in the work force longer. In response, the MS Society has developed four new position papers, with one that addresses this issue directly.

For information about the position paper on employment and income security and the other papers, visit www.mssociety.ca, key word search [position papers]. ■



Kids just want to have fun!

Be one of thirty children and teens diagnosed with MS from across Canada who will make new friends and enjoy fun activities at camp in Perth, Ontario this summer, on August 9-15, 2008.

You must be 8 to 19 years of age to apply. Applications for the 2008 Summer Camp Adventure are available mid April online at www.mssociety.ca/en/help/camp.htm or from MS Clinics and MS Society division offices across Canada.

All expenses associated with camp, including travel, will be covered.

Submit your application starting May 23, 2008.

For further details call 1-866-922-6065 or go to www.mssociety.ca

“For me, the best thing about camp was everything!” – A camper (2007)

Save the date: Living with MS Day



In partnership with the Multiple Sclerosis International Federation, the MS Society of Canada will be presenting an important education day intended for people affected by MS. Nearly 300 attendees are expected to attend the session, which will be offered in both English and French.

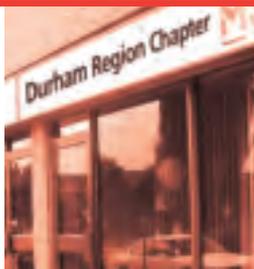
Plan to attend

Tuesday, September 16, 2008.

Sheraton Hotel, Montreal.

To register and for more information, visit www.montreal08.net or watch for the fall issue of MS Canada for further details. ■

2008



Twenty-seven MS clinics in operation across Canada; hope for a cause and cure at unprecedented levels.



Insightful and personal: Daniel Larouche

Interview reveals chair of the National Board of Directors has close connection to MS.



Daniel Larouche

“The MS Society of Canada is an enviable organization capable of accomplishing everything it sets out to do,” declares Daniel Larouche, chair of the National Board of

Directors. On the occasion of accepting this new role, he recently sat down with MS Canada to talk about his connection with and vision for the MS Society.

Larouche made a personal commitment to this cause when his wife was diagnosed with MS some twenty years ago. At the time, as a caregiver and devoted husband, he participated in a local MS Society bike tour event in Québec. He took part in the event on several occasions raising more than \$100,000. Before long, he was invited to sit on the Quebec Division Board of Directors where he volunteered as chair until 2003.

By trade, Larouche is fittingly a communications specialist. In 1996, he successfully escalated the need for the drug Interferon to be added to the list of drugs covered by the government of Québec through a demonstration that brought awareness to the public and the media. His strength in persuasion continues to be an asset.

Larouche’s dedication to the mission of this organization is not only for his wife, but for the many hopeful individuals he has met along the way. Today, as chair of the National Board of Directors, Larouche hopes to contribute by “driving the importance of providing better services to improve the quality of life of those people living with MS. I believe that the MS Society of Canada is a leader in raising funds to support research and advocacy for multiple sclerosis.” With a grin, he concedes, “now, we can talk about ending MS.” ■



To share your comment or story, please mail to the attention of Angeline Mau or e-mail to angeline.mau@mssociety.ca.

To update your mailing address or subscription preferences, please contact your division office. Division contact information can be found at: www.mssociety.ca or you can call 1-800-268-7582 or e-mail: info@mssociety.ca



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