



# CONNECTION

MOVING TOWARD A WORLD FREE OF MS

Summer • 2008:3

Pacific South Coast Chapter

## Summer Energy Assistance Program Extended

Many people with multiple sclerosis experience sensitivity to heat when the mercury climbs on a hot summer day or during exercise or exposure to any hot environment. Overheating can aggravate a multitude of symptoms.

When Brawley resident and Chapter client Sandylee Scrivens becomes overheated or the humidity rises, she experiences tingling and burning on the bottom of her feet. "They feel like they're on fire," says Sandylee, "but I'm lucky. Some of my friends who have MS end up homebound for the summer months because of the heat. They have to stay inside where there's air conditioning."

Sandylee has been a recipient of Summer Energy Assistance for about three years. "The program is a lifesaver when the heat is so tremendous. Out here in the valley, you have to run your air conditioner 24 hours a day."

To help beat the heat, drink plenty of fluids and use fans, air conditioning or hand-held spray bottles. There are a number of commercial cooling products available, such

as vests, headbands and neckbands – a simple damp towel can be helpful. Outdoors, traditional wide brimmed hats and light-colored loose clothing also help. A cool bath or shower can also help reduce core body temperature following activity or exposure to a hot environment.

Don't be discouraged by the heat of the summer months. The Chapter's Energy Assistance Program can provide portable air conditioners, fans, cooling vests and underwrite high air conditioning utility bills – free of charge. This year, the program has been extended to August 31 to address the overwhelming demand that the summer heat has created, so get your request in today! Contact Lois Endres at (714) 689-9605 or [lois.endres@mspacific.org](mailto:lois.endres@mspacific.org). An application is required; income eligibility requirements apply.

With additional funding, the Chapter could expand and further extend the Summer Energy Assistance program. To donate to this or other Direct Assistance programs, contact Karen Barton at [karen.barton@mspacific.org](mailto:karen.barton@mspacific.org) or (760) 448-8412.

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**(800) 344-4867 or (760) 448-8400**

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The National Multiple Sclerosis Society is dedicated to ending the devastating effects of MS.

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Pacific South Coast Chapter

## Welcome New Chapter President!

Richard V. Israel has been named Chapter President, succeeding the retiring Allan Shaw.

Israel is best known for the 19 years he headed the marketing department of the San Diego Chargers. When he left the Chargers in 1998, he had expanded the club's annual marketing profit from \$200,000 to more than \$5 million.



Photo: Carese Muir

Immediately prior to joining the Chapter, Israel served as vice president of strategic partnerships with Mindgruve, an interactive advertising agency. Previously, he served as executive vice president and chief operating officer for the San Diego Sockers. He has also been involved in various entrepreneurial ventures.

Israel's career began with a degree in business from San Diego State University. Israel said, "I have admired the Society for many years, and now I am very honored to apply my experience to help the Chapter expand funding for research and grow the programs and services provided to people affected by MS."

"Rich's background fits beautifully with our selection criteria, and we are impressed with his integrity, leadership skills, reputation in the community and dedication to helping others," said Barry Clarkson, Chairman of the Board of Trustees.

"I am personally thrilled at Rich's decision to lead our Chapter," said Allan Shaw. "I have known him for many years. We are fortunate to find someone with his background who is dedicated to our mission to create a world free of MS."

# Mark Your Calendars

## Sue Thomas: F.B. Eye

**September 6**

Join us for a brunch meeting with featured inspirational speaker and author, Sue Thomas. Contact Amanda Lasik to request an invitation (760) 448-8404 or [amanda.lasik@mspacific.org](mailto:amanda.lasik@mspacific.org).

## Advocacy Day

**September 20**

The Chapter proudly presents the third and final installment of the 2008 Self Advocacy Series: Transportation. Advocacy Day will take place Saturday, September 20, 2008 from 8:30am to 12:30pm at the Carlsbad Sheraton Resort and Spa. Navigate the Department of Motor Vehicles, learn about various public transportation options and explore a new world of possibilities with vehicle modification. Transportation is a necessity!

## Jobtoberfest

**October 1**

In conjunction with National Disability Employment Awareness Month in October, the San Diego Committee on Employment of People with Disabilities is proud to present the Ninth annual Jobtoberfest, the largest job fair for people with disabilities in San Diego. This highly attended event will be held on October 1, 2008, from 10:00 a.m. to 1 p.m. at the Balboa Park Club in Balboa Park. Please check [www.jobtoberfest.org](http://www.jobtoberfest.org) for more information for job seekers and employers.



## Family Fun Day at Knott's Berry Farm

**October 4**

Bring your family and join us for a day of fun at "America's 1st theme park." Enjoy a picnic lunch including Mrs. Knott's famous chicken and



other favorites. For more information please email [janell.marshall@mspacific.org](mailto:janell.marshall@mspacific.org) or call 1-800-FIGHT-MS (344-4867) press 1. Further details regarding this event will be included in invitations mailed in September.

## Java with Jay

**Third Tuesday of the month 6-7:30pm**

Join neurologist Jay Rosenberg for an informal discussion about living well with MS. Discussion topics include managing specific symptoms, new research, communication and more. Call for session-specific details. Scripps Memorial Hospital Encinitas Conference Center, 354 Santa Fe Drive. Dinner and coffee provided. Call 1-800-SCRIPPS to register.



## Resources

### MS Workplace Launched to Help People Living with MS Achieve Career Goals

Monster® has launched MS Workplace, an online initiative that provides MS-specific career advice, workplace tips, and job postings targeted toward the MS community. “Job seekers get a more personalized experience and can leverage Monster’s leading tools and services to advance their careers, and employers can learn more about multiple sclerosis while fostering diverse and inclusive workforces,” says Steve Pemberton, chief diversity officer, Monster.

MS Workplace is a free, web-based resource that includes convenient links to educational and career information, as well as job search capabilities. At [www.MSWorkplace.com](http://www.MSWorkplace.com), users can easily access content to help them better understand how to manage their MS while continuing down their career paths. Site features include:

- Content for helping people with MS prioritize their workplace goals
- Tips for talking with supervisors and colleagues about MS
- Answers to frequently asked employment-related questions regarding MS
- Information for those with MS looking to re-enter the workforce

The site also offers a section for employers who may have an employee with MS to help them better understand the disease.



MS Workplace features Monster’s industry-leading search and match capabilities, expert career advice and an array of tools. Users can post their resumes, access job postings, and review specially selected job listings culled from Monster’s national database that may accommodate the specified needs of people living with MS. For every resume submitted through the MS Workplace site, Monster will make a donation to the National MS Society to support education programs around the country.

“Because MS typically interrupts people’s lives just as their careers are beginning to take off and families are getting started, people with MS tend to be especially committed to overcoming disease-related limitations in the workplace,” said Steven Nissen, Director of Employment Programs, National MS Society. “No two people experience MS in quite the same way, which is why it is important to have thorough information that covers a wide range of topics related to employment issues.”

The initiative is made possible through a collaboration between Biogen Idec, Elan, Monster, and the National MS Society. *For more information about the MS Workplace program, go to [www.MSWorkplace.com](http://www.MSWorkplace.com). For other employment-related questions, contact Valerie Koss at (760) 448-8424 or [valerie.koss@mspacific.org](mailto:valerie.koss@mspacific.org)*

## Resources

### New Sharps Disposal Regulations Go Into Effect

New regulations for the proper storage and disposal of household-generated sharps waste (HHW) go into effect September 2008. Sharps waste (used needles, syringes and hypodermics) must be stored in approved sharps containers and disposed of at an approved sharps collection point or hazardous waste site.

The CA Integrated Waste Management Board is overseeing the implementation of the new regulations by counties and municipalities in the state and creating an updated listing of sharps consolidation points at <http://www.ciwmb.ca.gov/HHW/Sharps/default.htm>.

At the state level, National MS Society MS-CAN is working on legislation that will require pharmaceutical manufacturers to provide their consumers with a postage pre-paid, mail-back sharps container upon request. At the local level, the Government Relations Committee is actively researching and collaborating with both the city and county to establish a sharps disposal program. To prepare for the new regulations:

1. Find out what your county/city sharps/HHW disposal program is by calling your local waste or recycling office (look in the front of your phone directory for the number).
2. Always place your sharps in an approved container and dispose of the container at an approved hazardous waste site. Or consider using a mail-in sharps disposal program: for a fee, companies will send you an empty sharps container and a pre-paid shipping carton for mailing the filled container back to them for disposal.

### Donations for genetic studies

How do we find the genes that make one susceptible to MS? Investigators at the meeting agreed on the need for DNA, especially from Asian Americans, African Americans, Native Americans and Latinos. A simple blood donation is all it takes. Contact one of the following:

- UCSF MS Genetics Group 866-MS-GENES [(866) 674-3637] [www.ucsf.edu/msdb](http://www.ucsf.edu/msdb)
- Accelerated Cure Project (781) 487-0008 [www.acceleratedcure.org](http://www.acceleratedcure.org)

### Research Needs Tissue

Brain tissue research has the potential to tell us more about MS, but very few people with MS make arrangements for a posthumous donation of brain tissue. Researchers also need tissue from healthy brains. The Society is supporting a number of tissue and DNA banks throughout the U.S. If you want to make this generous gift, discuss your wish with family members and then register with a facility:

- Rocky Mountain MS Center (303) 788-4030 [www.mscenter.org](http://www.mscenter.org)
- Human Brain and Spinal Fluid Resource Center Neurology Service (310) 268-3536 [www.loni.ucla.edu/uclabrainbank](http://www.loni.ucla.edu/uclabrainbank)
- Multiple Sclerosis Tissue Repository at University of Illinois at Chicago (312) 996-5763



# Advocacy

## Local MS Activists Take Capital By Storm

On what was to be a rainy day in our nation's capital, over 400 MS Activists from chapters throughout the United States armed with umbrellas, policy papers and determination met with senators and congressmen/women from their respective districts. The goal: increase MS awareness while gathering support for policy and legislation during the 17th Annual National MS Society Public Policy Conference.

Held May 6-8 at the Hyatt Regency Crystal City, Va., a variety of activities ranging from networking receptions, guest speakers (such as Craig Crawford and Congressman Patrick Kennedy (D-RI-1st)) and issue prep sessions kept MS Activists engaged and involved while preparing them to make an impact on policy makers.

During each meeting with legislators, MS Activists helped shape policies that impact the lives of people with MS. The three central issues of the 2008 conference were:

- Increasing federal investment in MS research through funds made available by the Department of Defense
- Eliminating the 24-month waiting period before Social Security Disability beneficiaries are entitled to medical coverage

- Conducting accurate assessments of the incidence and prevalence of MS in the U.S. The Chapter was well represented by four MS Activists: Government Relations Committee (GRC) Chairs Gloria Samson and Nan Luke, GRC Member Barbara Katz, and Programs



*From left: Barbara Katz, Gloria Samson, Congressman Bob Filner, Valerie Koss, Nan Luke*

Coordinator for Advocacy and Independent Living Valerie Koss. The Chapter's Activists met directly with Congressman Bob Filner (D-51st CA) and Congresswoman Susan Davis (D-53rd CA) as

well as legislative staff and policy advisors for Congressman Darrell Issa (R-49th CA) and Congressman Brian Bilbray (R-50th CA).

At the closing reception on Capitol Hill, the Society presented its 2007 Representative of the Year award to Congressman Russ Carnahan of Missouri, 2007 Senator of the



*From left: Gloria Samson, Valerie Koss, Congresswoman Susan Davis, Nan Luke, Barbara Katz*

Year award to Illinois Senator Richard Durbin, and 2007 Governor of the Year award Governor Ed Rendell of Pennsylvania.

Inspired by the passion of these MS Activists? You

can become one too. Join the Chapter's Government Relations Committee, Action Alert Network and/or contact your legislator today! *For more information, contact Valerie Koss at [valerie.koss@mspacific.org](mailto:valerie.koss@mspacific.org) or (760) 448-8432.*

# Volunteers Make It Happen!



## Join us for Volunteer Day!

On Saturday, August 23, 10am-2pm, we'll be busy preparing for Challenge Walk MS and the Land Rover Miramar Bike MS Bay to Bay Tour by stuffing goody bags, making rider check-in packets and doing special projects. Join us at the Carlsbad Chapter office!



SUPPORTING THE MISSION

## Challenge Walk MS

Support our Challenge Walkers as they spend three days journeying 50 miles, September 5-7. Volunteer one day, two days or all three! Please visit [www.myMSchallenge.com](http://www.myMSchallenge.com) (click on volunteer registration) or contact Linda Ingram at (760) 448-8424 or [volunteer@mspacific.org](mailto:volunteer@mspacific.org).

## Land Rover Miramar Bike MS Bay to Bay Tour

On October 11-12 we need over 1,000 volunteers to support the 2,500 cyclists as they ride down the coast from Irvine to San Diego! Please visit [www.biketofinishMS.com](http://www.biketofinishMS.com) (click on volunteer registration) or contact Linda Ingram.

## Office Volunteers

Office volunteers are always welcome. If you are available any day Monday thru Friday to spend four to five hours helping at the Carlsbad office please contact Linda Ingram.

If you are interested in any volunteer opportunity, please contact Linda Ingram at [volunteer@mspacific.org](mailto:volunteer@mspacific.org) or (760) 448-8416. We have SO MANY volunteer opportunities available – and we need volunteers willing to take leadership roles too!

## Raise \$500 and Get a Free Tandem Skydive! [www.skydive4free.com](http://www.skydive4free.com)

Register at [www.skydive4free.com](http://www.skydive4free.com) to start your campaign - be sure to designate the Chapter as your charity. Once you have collected \$500 or more in sponsorship, you will receive an invitation to book your jump at one of over 200 approved skydiving schools in California and around the US. No previous experience necessary - all training and orientation is provided on the day of your jump.

## Thank You to the Employees of Boeing

A huge thank you to our long-time community partner Employees Community Fund of Boeing California. The employees again selected the Chapter to receive a \$15,000 grant award to support our Respite Care Program and Caregiver Retreat. Your continued support toward a world free of MS is appreciated and gives great relief to families struggling with progressive MS. Last year our Chapter provided 4,500 hours of relief services. To support this program, contact Karen Barton at (760) 448-8412 or [karen.barton@mspacific.org](mailto:karen.barton@mspacific.org).

# Walk MS 2008

The top 50 individual fundraisers from Walk MS 2008 collectively raised \$521,766! Thank you and congratulations on your incredible accomplishment! At the 2009 event, these Elite Feet members will enjoy

many perks including VIP parking and check-in, access to the Top Fundraiser tent, a personalized recognition marker along the route and a customized gift.



1. Dick & Lynn Gordon	\$57,215	26. Barbara Guertin	\$6,956
2. Paul & Mary Smigliani	\$45,500	27. Ron Potts	\$6,725
3. Sam & Betty Brusco	\$31,944	28. Pamela Scholten	\$6,675
4. Gregory Eansor	\$23,300	29. Barbara Katz	\$6,545
5. Dawn Beattie	\$21,635	30. Tricia & Jake Chandler	\$6,441
6. Nick & Ruth Tsoulos	\$17,890	31. Robert Melucci	\$6,325
7. Cindy Roper	\$17,098	32. Dee Dean	\$6,045
8. Rabiah Coon	\$15,927	33. Fred & Brenda Bern	\$6,029
9. Ann Pockros	\$11,665	34. Bob Wailes	\$5,815
10. David Greminger	\$11,240	35. Scott Sheehy	\$5,793
11. Joyce Dewar	\$10,965	36. Chuck Egan	\$5,530
12. Alan Grossberg	\$10,510	37. Steve Wimmers	\$5,500
13. Toni Richter	\$10,300	38. Pam Fair	\$5,425
14. Allan & Linda Shaw	\$10,170	39. Jennifer Armstrong	\$5,300
15. Ted Cercos	\$8,865	40. Linda Simms	\$5,015
16. Diane Ward	\$8,610	41. Kirsten Howard	\$5,000
17. Jacob Swartz	\$8,533	42. Tracy Walker	\$4,980
18. Mary Ramsay	\$8,443	43. Elizabeth Lee	\$4,910
19. Phil & Arlene Bresnick	\$8,286	44. Branka Billante	\$4,800
20. Emily Johnson	\$8,050	45. Bryan Misajon	\$4,715
21. Lenore Knutzen	\$8,014	46. Julie Ann Skalko	\$4,634
22. Jim Hansen	\$7,990	47. Beth Justus	\$4,603
23. Lizbeth Najm	\$7,800	48. Tanner Simmons	\$4,560
24. David & Helen Pierce	\$7,640	49. Joey Manansala	\$4,460
25. Suzanne Shepela	\$7,005	50. Kathy Dagestino	\$4,389

## Mission Possible Teams

These teams each raised \$25,000 or more for Walk MS 2008 earning an invitation to and opportunity to speak at the exclusive post-event Awards Luncheon as well as special treatment and perks at Walk MS 2009 including a private team tent, team recognition marker, VIP access and more! Each team's captain is listed in parentheses.

Dick Gordon (Lynn Gordon)	\$70,003	San Diego County Credit Union	
Lincoln Gustafson & Cercos (Vonlyn Audette)	\$48,303	Community Crew (Shaun Copans)	\$38,642
Team Smig (Mary Smigliani)	\$45,500	Betty's Builders (Sam Brusco)	\$34,662
Team ProFlowers (Rabiah Coon)	\$40,335	Team Gordo (Gregory Eansor)	\$30,040
		AMN Healthcare (Kelly Duggan)	\$26,813



# Funding the Mission:

## Pacific South Coasters

In April of this year, valued office volunteer Lee Bulfin created Walk MS team: "Pacific South Coasters." Lee mailed letters and emailed other people with MS asking them to join the team. Here is Lee's letter:

My name is Lee and I was diagnosed with multiple sclerosis in 1991. The National MS Society is a big part of my life. I rely on them for guidance and support. I volunteer at the Chapter office twice a week and participate in free aqua classes to get much-needed exercise.

This year I have decided to do something more about MS. I asked the Chapter if I could start a team of Walkers – and we created our Team: the "Pacific South Coasters." Several Chapter staff members and I will meet at the blue MS Society tent and walk together. Well actually I won't be "walking" – I'll use my scooter on the route – and you can too.

I am personally asking everyone affected by MS to join the "Pacific South Coasters." Don't worry if you don't know anyone – because you will meet us! There are thousands of us in the area who are affected by MS, and very few of us are doing something about it. We are in the best position to motivate others to support the National MS Society – so they can provide local



programs and services as well as fund research (\$3.9M here locally each year!).

Choose the location nearest you and Walk with me toward a world free of MS. It's a short walk followed by a fun festival with free food and entertainment. Bring your whole family!

If you don't walk with us, please consider volunteering at the Walk or just come, enjoy the festivities – and support the Coasters and other Walkers who are supporting all of us living with MS. Also, don't be afraid of fundraising. Every contribution is appreciated because every dollar counts!

Lee successfully recruited 43 team members who each walked in April at the location nearest them (Irvine, Carlsbad or San Diego) and raised \$3,532!

If you're not already on a Walk MS team, consider joining the Pacific South Coasters next year. Stay tuned to [www.MSwalk.com](http://www.MSwalk.com) for more details.

Can't wait to meet you!

Lee

## Diamond Teams

These teams each raised \$10,000-\$24,999 for Walk MS 2008 earning an invitation to the exclusive post-event Awards Luncheon as well as special treatment and perks at Walk MS 2009 including a team recognition marker, VIP access and more! Each team's captain is listed in parentheses.

Uncle Phil's Feat (Phil Bresnick)	\$24,278	Team Jackie (Chelsea Brozovich)	\$13,078
Judy's Tribe (Lynda Misajon)	\$23,765	Sunshine Walkers (Barbara Katz)	\$12,100
Aviara Angels (Dawn Beattie)	\$23,570	Toni Richter (Toni Richter)	\$12,000
Team Hope (Tricia Chandler)	\$21,720	The Amblers (David Pierce)	\$11,810
Team Evans (Ruth Evans)	\$20,741	Team Ann (Ann Pockros)	\$11,460
For Tia B (Kathy Stenger)	\$19,420	Leggin For Larry (Lizbeth Najm)	\$11,107
Water Walkers (Karen Cooper)	\$18,234	TierraNet Trailblazers (Jennifer Scott)	\$10,880
American Flyers for MS (Cindy Roper)	\$17,583	Natashas Superstars (Lisa Schenck)	\$10,618
Bob's Buddies (Toshiye Estes)	\$16,235	Team Donna (Eric Pascasio)	\$10,283
Walk n ROEL Irvine (Glynis Carter)	\$16,174	MS Angels (Mary Ramsay)	\$10,179
Long Strides for Lori (Mychele Durdella)	\$15,056	Sunrise Stars (Tracy Walker)	\$10,146
dreaMS for a Cure (David Greminger)	\$14,650	Emily's Stars (Annina Lukiini-Johnson)	\$10,005
Beta Sigma Phi 4MS (Joyce Dewar)	\$13,410		

# Supporting the Mission

## Helping Young People with MS

Though MS is rare in children, there are thought to be over 25,000 persons under the age of 18 who have symptoms that mimic MS. Even if a child is properly diagnosed, doctors often have little experience treating children with MS and the drugs currently available for MS have not been extensively tested in children.

Funding from the Promise: 2010 campaign established a national collaboration to support children with MS and related disorders: the Pediatric MS Centers of Excellence. Established by the Society in 2006, these six centers are providing comprehensive evaluation and care to children and teens with MS and other related central nervous system demyelinating disorders. The centers are working together to:

1. Improve evaluation and management strategies to enhance diagnosis and care
2. Develop resources for families, health care professionals and the public
3. Collect data that will enable large scale research initiatives

The centers also are gathering critical data that will ultimately help researchers worldwide better understand the course that MS takes from the very beginning of the disease, when symptoms first appear. They are implementing a uniform database to collect information that will be invaluable to MS researchers.

### Recent Progress

- Over 600 children and their families have received services at the six centers.
- The network of centers has established work groups to achieve consensus on protocols they will all follow related to collecting data, MR imaging, and neuropsychological testing, and they are working on an algorithm, or formula, for making treatment decisions.

- To enhance the ability of the centers to share data and conduct research, a request for proposals was distributed to create a national pediatric MS data center to work with the centers to store, monitor, and analyze aggregate data collected by the network of pediatric MS centers. An extensive peer review process led to the careful selection of the data center, which will get underway in coming months.

- Over 40 scientific presentations have been made by pediatric center staff to disseminate new information about pediatric MS and related disorders to improve quality of life and care for these kids and their families.

*To learn more about Pediatric MS or to be referred to the Center nearest you contact Janell Marshall at (760) 448-8407 or [janell.marshall@mspacific.org](mailto:janell.marshall@mspacific.org).*



### Key to the Cure

If you would like to help support the Promise: 2010 campaign to raise at least \$30 million for the Pediatric MS Initiative and three other important targeted research areas, contact the Chapter. We have pledged \$1 million to this campaign in the hopes that it will accelerate knowledge about our youngest people with MS. *For more information about funding research, to make a multi-year gift or to become a key to the cure, contact Karen Barton at (760) 448-8412 or [karen.barton@mspacific.org](mailto:karen.barton@mspacific.org).*

Make a pledge of \$1,000 or more and receive your commemorative key. The key can be worn on the chain provided or added to your key ring.

# Norv Turner

## Chargers Head Coach Honored at Dinner of Champions Gala

The Chapter is proud to honor Norv Turner as recipient of our 2008 Champion Award. Many know Coach Turner as a great leader on the football field: the 14th head coach of the San Diego Chargers and only the 6th coach in NFL history to lead his team to a championship game in his first season at the helm. But few know his equal dedication to the Society's mission to create a world free of MS.

One morning, when Turner was about 9 years old, his mother Vicky woke up and couldn't get out of bed. The diagnosis was multiple sclerosis. As a single parent, with the help of public assistance, and despite the physical limitations resulting from MS, Vicky raised the five Turner children. "The thing I took from her was her great strength... through all the tough times, she never really complained. She made the most of the situation", says Turner. Vicky battled MS for many years before passing in 1989.

About 10 years ago, Coach Turner's sister Janice was also diagnosed with MS. Today, Janice, age 60, is doing well thanks to advancements in medical research. "There have been so many advances since my mom was diagnosed," says Turner. "Thanks to people giving money, time and effort, things are a lot easier on people who have been diagnosed. We don't have a cure yet, but Mom always had hope that someday, there would be a cure... Coaching football, compared to what I saw my mother go through, is not that tough."

Perhaps because of his humble background that was shaped by the strength and determination of a mother who faced the challenges of MS on a daily basis, Coach Turner has an incredible work ethic. Adversity and challenges are part of life's lessons that have made him into a Champion – on and off the field. It is for this, we honor him.



The 2008 MS Dinner of Champions was held July 23, 2008 at THE US GRANT, raising over \$200,000 toward a world free of MS. Dean Spanos, President and CEO of the San Diego Chargers and Chair of the planning committee was joined by several Chargers including LaDainian Tomlinson and Philip Rivers, and more than 400 guests including community and corporate leaders.

### Save the Date!



The MS Dinner Auction, featuring hundreds of silent and live auction items and a gourmet dinner, will be held on November 22 at the Loews Coronado Bay Resort. *For more information, to reserve your tickets, or to donate to the auction, contact Angela Northrup at [angela.northrup@mspacific.org](mailto:angela.northrup@mspacific.org) or (760) 448-8434.*

# Funding the Mission

## “I’m a Walkaholic”

In 2001, Kelly was studying for her bar exam when double vision sent her to her ophthalmologist. Within a month she was diagnosed with MS. “I was feeling helpless and out of control, so when I heard about the Challenge Walk on the radio, I grasped at it,” remembers Kelly.

Around the same time, Arizona resident Jodi was studying for her physical therapy exam and finishing a thesis about predicting falls in people with MS. Years ago, Jodi had experienced optic neuritis. When she started having strange sensations in her abdomen and leg, she saw her neurologist, had an MRI and was diagnosed with MS. Some months later, Jodi received a postcard in the mail asking her to “accept the Challenge,” and Jodi says, “I thought ‘I have to do this.’”

Separately, Kelly and Jodi each joined the Challenge Walk in 2002. Within the first 10 minutes they met – by chance – and a friendship was born. Since then, they’ve been completing the Challenge together each year as the “Walkaholics.”

In 2003, Karin had just graduated from college when the left side of her body became numb. Within weeks she was diagnosed with MS. Karin also heard about Challenge Walk MS on the radio. “I was tired of the ‘denial’ phase of my diagnosis and thought that the Challenge would be the perfect segue into my ‘fight’ phase,” says Karin.

On the two-year anniversary of Karin’s diagnosis, she embarked on the Challenge Walk alone. “I met Jodi before the Walk even

started. She was the first person with MS that I had met since my diagnosis – and it brought this amazing sense of reassurance that ‘I’m not alone,’” recalls Karin. Karin walked with Jodi and Kelly off and on throughout the weekend.

The group walked together in 2006 – and in 2007 joined together again to make the Walkaholics an “official” team – composed of ten Walkers and three Crew members who cumulatively raised \$36,891.



*From left: Karin, Kelly, Jodi, Nancy, Brenda*

“MS has taught me to embrace rather than resist change. I will keep accepting the Challenge, year after year, because I’m waiting for the best change of all, and that’s a cure,” says Kelly who has been on disease-modifying treatment since her diagnosis and experiences few ongoing symptoms. Jodi experiences occasional fatigue, but says, “I have to walk because I can. And if I can encourage someone on this journey, I do. That’s why I’m here. That’s why I do what I do.” Karin experiences ongoing symptoms of dizziness, coordination issues and some fatigue.

This fall, the Walkaholics plan to reach 20 members including Kelly, Jodi and Karin, their husbands, colleagues, friends, parents and three other women with MS. Each Walker trains for the 50-mile journey, but Kelly says, “I know that the Walk is less about the miles and more about the movement itself.”

In 2007, Kelly’s Challenge Walk journey was chronicled in an inspirational video that is available for viewing at [www.myMSChallenge.com](http://www.myMSChallenge.com) or at [www.youtube.com](http://www.youtube.com) (search for “Challenge Walk MS”). *Learn more, donate or join the Walkaholics at [www.myMSChallenge.com](http://www.myMSChallenge.com).*

# The Challenge of a Lifetime



There is still time! This fall, September 5-7, over 350 people will move closer to a world free of MS in just three days – by walking 50 miles and raising \$1.2 million in Challenge Walk MS.

Each participant will walk 50 miles down the coast from Carlsbad to San Diego, fundraising at least \$2,500.

Challenge Walk MS is an all-inclusive weekend including a beautiful coastal route, luxury hotel accommodations, banquet dinners and entertainment. Participants who start off as strangers will make life-



FUNDING THE MISSION

long friends through this experience. The Challenge Walk is the perfect way to embrace a personal challenge of spirit and strength, while making an important difference to people living with MS.



**Don't want to participant as a Walker?** Then join us as a Super Crew Volunteer, Crew Volunteer or offer your talents for a 4-5 hour shift.

We walk together to make a powerful statement and to keep moving toward a cure. Register at [www.myMSchallenge.com](http://www.myMSchallenge.com) or call 800-486-6762.

## Challenge Walk Presenting Sponsor: EMD Serono, Inc.

The Chapter is pleased to announce EMD Serono, Inc.'s support as a presenting sponsor of Challenge Walk MS. EMD Serono has been a longtime supporter of the Society and we thank them for their continued support to create a world free of MS.



EMD Serono is a top player in the US multiple sclerosis market today and is dedicated to bringing new treatment options to people with MS in the future. EMD Serono is dedicated to improving the lives of people with MS and offers a comprehensive education and support services for people living with MS and their caregivers through MS LifeLines<sup>SM</sup>.

To learn more about EMD Serono and their products, visit [www.emdserono.com/en\\_US/](http://www.emdserono.com/en_US/).

## Smoke House Grills Returns as a Challenge Sponsor

Smoke House Grills is back as a second-year Gold sponsor for Challenge Walk MS 2008. They will provide a fun and festive atmosphere and complimentary catered lunch for 350 Walkers and 150 volunteers on Day Two of the Challenge. The delicious barbequed lunch will provide Walkers with fuel to continue their journey. We thank Smoke House Grills for their support in creating a world free of MS!



Smoke House Grills is a family-based business priding itself in providing consistently tasty food, a full-service catering and unique on-site barbecue experience for private parties of 30+, as well as for corporate events up to 1,000 people. Visit [www.smokehousegrills.com](http://www.smokehousegrills.com) to see photos of past events and additional menu offerings for your next event.

## Scholarship Winners

The Chapter is proud to announce the honorees of this year's Bob Webster and Helen Marocco Angel Scholarships. Special Thanks to Volunteers In Multiple Sclerosis for their generous support and underwriting of this program. Congratulations to the winners:

Zachary Koehnke  
Eric Sandler

Sarah Brown  
Deborah Jude

Colleen McCorkell  
Taylor Arroyo-Tabin

Timothy Higgins

*Applications for scholarships will be accepted between October 15, 2008, and January 15, 2009. They will be available at [www.nationalmssociety.org/Scholarship](http://www.nationalmssociety.org/Scholarship).*

## 2008 Addie's Studio MS Fitness Scholarship

Presented by Golden Dome Financial Group

Congratulations to Carla Nugent, the recipient of this year's MS fitness scholarship award. A wife and mother of two, Carla was diagnosed with MS at age 46. "My health problems required that I give up my career to devote my full energy to medical treatments and raising my family," said Carla.

With the fitness scholarship, Carla will be exercising under the watchful eye of an Addie's Studio personal trainer for six weeks. One of Carla's goals is to strengthen the right side of her body and improve her daily fatigue. "I am excited for the motivation and fitness education I will get from working with my personal trainer," says Carla. Through their revolutionary MSF.I.T.T. program, designed by Tyler Merrill, Addie's Studio has worked successfully with many clients living with MS to increase mobility, balance, and strength.

A special thanks goes out to Mike Lowary and the Golden Dome Financial Group for making the fitness scholarship a reality.

### MS Angels Wanted

In a few hours each month, you can make a difference in the life of someone with MS. Some activities enjoyed by Angels and the clients they visit include reading, arts and crafts, watching movies and going on walks. *For more information, to request your Angel wings or if you or someone you know could benefit from being visited by an MS Angel, please contact Janell Marshall at (760) 448-8407 or Mae-Ghan Fletcher at (714) 689-9603.*



# Funding the Mission



## Land Rover Miramar Bike MS Bay to Bay Tour

This summer, 2,500 cyclists ranging from amateur to avid will get in gear for the Bike MS Bay to Bay Tour scheduled for October 11 & 12, 2008. While training for the 30-, 100- or 150-mile ride, each cyclist will simultaneously be making his or her mark on MS by raising vital funds.

Voted "Best Cycling Event" of 2006 and 2007 by the readers of *Competitor* magazine, the Bay to Bay Tour boasts one of the most scenic and beautiful routes in the country, featuring breathtaking ocean views and quaint beach communities.



FUNDING THE MISSION



### Join the 30-mile cycle circus!

Cycle circus is the new 30-mile coastal loop which begins and ends in Carlsbad on Saturday, October 11. Anyone can join! So dust off your beach cruiser, clean the mud off your mountain bike or borrow your neighbor's bicycle and ride! Bring your clown nose, banana suit, Viking horns or Halloween costume early! Invite friends and family to enjoy the festivities and cheer you on as you cross the finish line.



The cycle circus features:

- Thirty miles of beautiful route along the coast – Highway 101 – complete with roving support-and-gear vehicles and two fully-stocked rest stops.
- Fun contests and prizes for the best costume, oldest bike, biggest team, slowest rider and more.
- Entertainment including performers at rest stops and celebrity riders from STAR 94.1 radio.
- Fun finish line party in Carlsbad with live music, cycling expo, kids' zone, food and drink – reunite with riders who completed 50 or 100 miles that morning – at the Sony Overnight Celebration.



Register at [www.biketofinishMS.com](http://www.biketofinishMS.com) or call 800-486-6762

The Bike MS Tour is open to riders age 12 and older on safe and road-worthy bikes. \$60 registration fee and \$400 fundraising minimum applies.



## Land Rover Miramar Bike MS Bay to Bay Tour Sponsor Thank You

The Chapter would like to thank our Bike MS sponsors for all of their TREMENDOUS generosity and commitment to a world free of MS.



Invest in you<sup>®</sup>



TOLL FREE NUMBER 1 800 344 4867

## August

- 13      *Alternative Therapy - Teleconference*
- 23      *Volunteer Day - Carlsbad*
- 27      *Research Update - Teleconference*

## September

- 5-7      *Challenge Walk MS - Carlsbad to San Diego*
- 20      *Transportation Conference - Carlsbad*

## October

- 1      *Jobtoberfest - San Diego*
- 11-12      *Land Rover Miramar Bike MS Bay to Bay Tour - Irvine to San Diego*

Volunteers, Crew & Walkers wanted for 50-mile, three-day journey toward a world free of MS. (800) 486-6762 or [www.myMSchallenge.com](http://www.myMSchallenge.com)

Cyclists wanted to ride 100 or 150 miles in two days from Irvine to San Diego. (800) 486-6762 or [www.biketofinishMS.com](http://www.biketofinishMS.com)

EVERYONE wanted to ride 30 fun coastal miles in the cycle circus, October 11. (800) 486-6762 or [www.biketofinishMS.com](http://www.biketofinishMS.com)

Volunteers needed for Volunteer Day Aug. 23, Challenge Walk MS Sep. 5-7, Bike MS Oct. 11-12 and weekdays at the Carlsbad Chapter Office. Contact Linda at (760) 448-8416



**National  
Multiple Sclerosis  
Society  
Pacific South Coast  
Chapter**  
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