

moving is...
who we are



**National
Multiple Sclerosis
Society**
Greater North
Jersey Chapter

2007 Annual Progress Report

Movement is all around us, our bodies and minds in constant motion, connecting with and expressing ourselves to the world. It is so much of who we are, it's easy to take movement for granted. Multiple sclerosis stops people from moving.

**WE EXIST TO MAKE
SURE IT DOESN'T**

Join the Movement

The National MS Society is a collective of passionate individuals who want to do something about MS Now. Together, we can change the future and bring an end to multiple sclerosis. You can join the movement, in whatever way you choose, and help move us toward a world free of MS.

Every hour in the United States, someone is newly diagnosed with multiple sclerosis, an unpredictable, often disabling disease of the central nervous system. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men contracting the disease. There is no cure, and MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

**we are one society
with one mission**

- > We are a driving force of MS research, relentlessly pursuing prevention, treatment, and cure
- > We address the challenges of each person whose life is affected by MS
- > We are activists
- > We mobilize the talents and resources of the millions of people who want to do something about MS
- > We will raise a total of \$1.25 billion by the end of 2010



Timothy L. Barnes
Chairman of the
Board of Trustees

*"MS does not control me,
I control my MS."*

We are a movement by and for people with MS, moving together toward a world free of multiple sclerosis.



Providing accurate, up-to-date information to individuals with MS, their families, and healthcare providers is central to our mission.

Multiple sclerosis (MS) isn't fully understood, but many believe it's an autoimmune disease that affects the central nervous system, or CNS. The CNS includes the brain, the spinal cord, and the optic nerves, and it's surrounded by a fatty tissue called myelin that protects the nerve fibers and helps them conduct electrical impulses.

What does MS do?

When a person has MS, he or she loses myelin in more than one, or multiple, areas. The resulting scar tissue is called sclerosis. Sometimes the nerve fiber itself is damaged or broken. When myelin is destroyed or damaged, the nerves can't conduct electrical impulses to and from the brain as well. This breakdown is what produces the symptoms of MS.

Symptoms of MS

The symptoms of MS are unpredictable and various. Here are a few of the more common ones.

- Fatigue
- Difficulty in walking
- Vision problems
- Emotional changes
- Problems with memory, attention, and problem-solving
- Bladder/bowel dysfunction
- Dizziness and vertigo
- Numbness/pain
- Sexual dysfunction

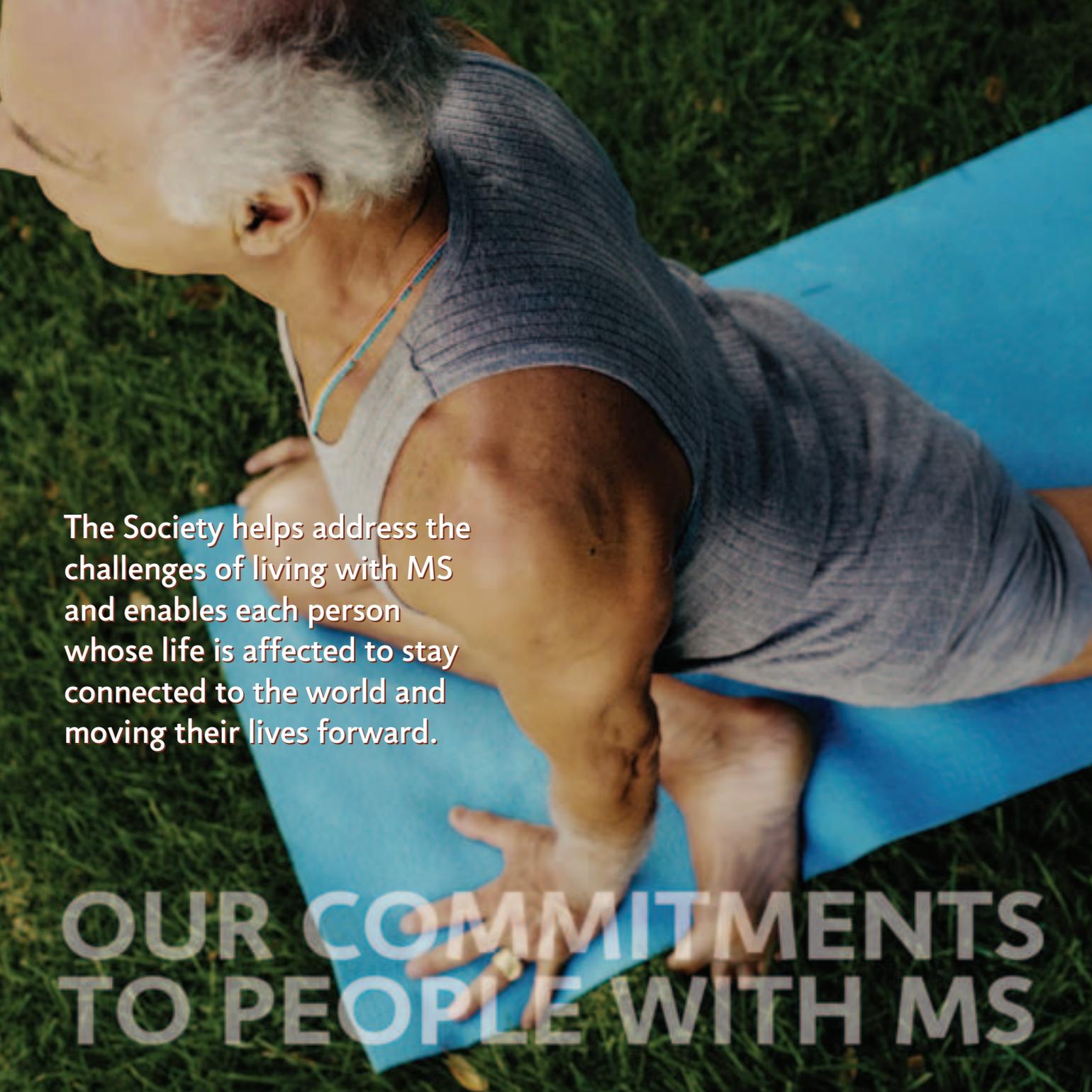


Varied Types of MS

Just as symptoms are different among individuals, so are the types of multiple sclerosis. Each of these types can be mild, moderate, or severe. There are four recognized types of multiple sclerosis, ranging from those that cause periodic relapses or attacks of symptoms that subsequently 'remit' or go away to types that progressively worsen over time. These types further demonstrate why MS is such an unpredictable disease that affects those living with it in very different ways.

Facts About MS

- Every hour, someone is newly diagnosed with MS.
- More than 2.5 million people worldwide live with this unpredictable disease.
- MS is the most common neurological disease leading to disability in young adults.



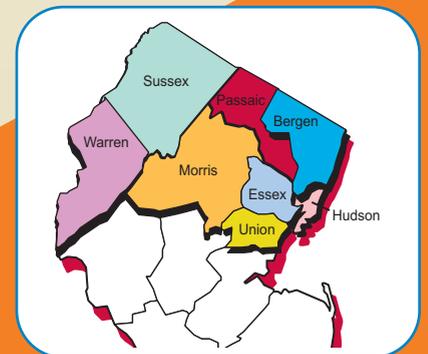
The Society helps address the challenges of living with MS and enables each person whose life is affected to stay connected to the world and moving their lives forward.

OUR COMMITMENTS
TO PEOPLE WITH MS

Programs and Services

- **Information and Referral**
 - Community and resource referrals
 - Lending library of books and videotapes
 - Quarterly chapter newsletter
 - Information Packets
 - *Inside MS* Magazine
- **Emotional Health**
 - Twenty self-help groups led by trained volunteer facilitators
 - Peer Support Programs
 - Mental Health referrals including grief counseling, adjustment to chronic illness and dealing with individual and/or family issues
- **Financial & Equipment Assistance Programs**
 - Financial aid for clients in need of medical/pharmaceutical assistance or medical equipment
 - Equipment loan program of wheelchairs, scooters, etc.
 - Assistance with home and car modifications
 - Transportation assistance
- **Family/Social Support**
 - Support Programs for Families and Caregivers
 - Respite Care
 - Chore Services
 - Occupational and Physical Therapy Evaluations
 - Adult Getaway Weekend
 - Social Events
 - College Scholarships
 - Campership Assistance
- **Children's Programs**
 - Kids' Camp Weekend (for children who have a parent with MS)
 - *Keep S'myelin* Newsletter (for children who have a parent with MS)
 - Young persons with MS network
- **Physical Health**
 - Referral to MDs
 - Exercise and Wellness Programs (Tai Chi, Yoga & Swim)
 - Chapter Affiliations with three MS Centers in Northern NJ
- **Educational Programs**
 - Client and Public Education
 - Annual Regional Conference
 - Spring Research Program
 - Professional Programs
 - Newly Diagnosed Seminars
 - Educational Conference Calls
 - Employment Programs
 - Agency Staff In-service
- **Long-Term Care Programs**
 - Spring Nursing Home Luncheon
 - Holiday Gift Giving Programs
 - Outreach to Nursing Homes/ Nursing Home Yoga
- **Advocacy**
 - Local and statewide advocacy efforts to assist individuals with public policy issues in their communities and the state of New Jersey
 - Federal level in cooperation with National Advocacy

The Greater North Jersey Chapter provides over 100 programs and services to more than 5,500 people with MS, their families and caregivers.



WE ARE ACTIVISTS...

With your help, we can ensure that people with MS have what they need to keep moving forward, and bring an end to multiple sclerosis.

Whether trying to influence national legislation or helping individuals negotiate their relationships with public agencies, health-care professionals, or insurance companies, activism is a core activity for everyone at the Society.

RESEARCH IS KEY...

We need more effective treatments, repair of MS damage, and prevention for future generations.

The Society has had many achievements in research in the past year, devoting over \$46 million to drive research in 380 Society-funded research projects. Of the funds which the Greater North Jersey Chapter has provided to National for research, over \$1.4 million has come back to New Jersey in grants given to University of Medicine and Dentistry of New Jersey and Kessler Institute for Rehabilitation.



The Society is moving research forward, moving closer to a world free of MS and moving lives forward through awareness, connections and participation.

- Walk MS is the National Society's signature fundraising event. People living with MS, friends, neighbors and co-workers unite one day a year to make strides in support of our mission to end the devastating effects of multiple sclerosis.
- Bike MS is the Society's longest running, most celebrated event. Hundreds of people gear up for a weekend of riding in support of our mission. This is a two-day event that takes riders over 100 miles through some of New Jersey's most scenic landscapes.



- The Women Against MS (WAMS) luncheon features an inspirational keynote address and welcomes the Northern New Jersey region's most influential corporate business leaders, professionals and friends of the Chapter. Launched in 2004, this program has become one of the premiere events for women in the area.
- The MS Spring Golf Classic invites corporate teams from the media and advertising industry to participate in a networking event to raise funds for research and our Chapter's programs and services. The Greater North Jersey's golf event is the longest running charity golf outing in the National MS Society's history.
- Chefs for MS is our Chapter's newest fundraising and awareness program. This event incorporates fun, elegance and delicious food. Taking place in a unique venue, guests from our community will enjoy live entertainment and food tasting from upscale restaurants in our area.
- Every year, individuals and organizations across northern New Jersey raise money in support of the MS cause. Some choose to participate in our Chapter's special events, while others decide to hold their own third party events and donate proceeds to the Greater North Jersey Chapter. These 'third party' or 'outside' events are run independently from the chapter by interested volunteers. From hosting a dinner party, to organizing a poker tournament, to donating proceeds from product sales, there are countless ways you can choose to support the Greater North Jersey Chapter.



- The MS Dinner of Champions is a black tie, gala event of the NMSS. Today, this fundraiser is one the country's most prestigious and popular testimonial events and is held in over 70 of the nation's largest communities. Our Chapter honors business leaders and athletes at our yearly dinner, as well as an MS Champion from our local community who has a profound impact on our clients and mission.

Pictured with this year's Dinner of Champions honoree Ron Boire, President Toys "R" Us, U.S., are Chapter President Frank Leshner and National MS Society CEO Joyce Nelson.



It is only through the generosity of our supporters that we can continue to speed the progress toward ending the devastating effects of MS. The generous contributions make an enormous difference to the thousands of people with MS in our community by providing the means to further our understanding of this complex disease through research and helping us provide a wide variety of critical programs and services.

We are continually expanding current relationships and seeking new corporate partners who are connected and committed to the MS movement.



Thousands of individual volunteers in our Chapter area serve as community leaders, ambassadors and champions to support people with MS. More than 10,000 individuals, including corporate teams, participate in our bike, walk and other events in support of the MS movement.

Profile: Dr. Patti Klein and Martin Shenkman

Our First Year with the NMSS

While most charities seek out volunteers, MS doesn't give those it chooses an option to volunteer. But once MS chose us, we chose to be as pro-active as possible. Action combats the feelings of helplessness MS can bring. The theme of what follows is our meeting an amazing stream of special people (we've named many but regret that space prevented us from naming all), not just from the Society, but book publishers, editors, bankers and more, have risen above and beyond, out of compassion and humanity to help us, help the Society and each other. The dedication and decency brought to the fore by everyone we've touched on our MS path has been not only remarkable, but perhaps the juice that keeps us going.

My diagnosis was followed by the expected whirlwind of reading, questioning, and visits to neurologists, then the start of daily Copaxone injections. My husband, the lawyer, gives me, the doctor, my shots. Go figure. We began to re-design our lives.

We discovered the Society while searching the internet and called whatever phone numbers we could track down. Within a couple of days, Jerry Volk called. We met. We pledged an annual gift, committed to name the NMSS in our wills, and said "get us involved." We wanted to do something constructive. If you get a splinter, looking at it doesn't accomplish much, you need to take action and take it out. We wanted to take action to confront MS head on. Within a few months of my diagnosis, we attended our first Society national convention in Orlando. Some University of Michigan pep rallies are tame by comparison! We discovered an entire community of caring and involved people, all motivated to find a cure. It was empowering! My husband, Marty, gave a presentation about charitable fundraising. We met some of the most zealously

dedicated people and proposed a draft of planned giving ideas to Mary Milgrom. I met with key medical researchers on the international myelin repair research team. One of them, Dr. Peter Calabresi of Johns Hopkins, discussed my own MRI results with me, an extraordinary personal opportunity. Meeting Jeffrey Gingold, author of *Facing the Cognitive Challenges of Multiple Sclerosis*, was a special moment. Jeff's sharing his personal journey as a professional dealing with the impact of MS on his life, remains a source of inspiration.

Upon returning home from the convention, we were on a mission (yes, like Dan Akroyd in the *Blues Brothers*). There was virtually no meaningful material on charitable or estate planning targeted to those with chronic illness. Marty quickly published such an article in his firm newsletter *Practical Planner*. A handful of compassionate and insightful editors and publishers gave him the opportunity to address that issue. They deserve mention and praise. Sid Kess and Laura Tierney of CCH published his article "Charitable Giving and Chronic Illness" in *Estate Planning Review*. Rorie Sherman of Penton Media Inc. provided tremendous help and encouragement to get an article "Planning for Clients with Multiple Sclerosis" published in the pre-eminent estate planning journal, *Trusts & Estates*. This assures that every estate planner will have access to relevant information. Saul Simon hosted a cable television show with Marty as a guest devoted to financial planning for those living with MS. You can see the clip at: http://www.laweasy.com/vid.php?file_id=20070129092605. Gary Goldberg hosted several radio shows on all these topics on the Money Matters Financial Network. Phyllis Gold, President of Demos Medical Publishers, accepted a book proposal for the just-published *Funding the Cure*.



This book guides anyone who has MS, or a loved one with MS, as to how to both help their loved one and best help the Society with a charitable gift. For a publisher to commit to a book with such a narrow focus was a testament to her vision and caring. It also couldn't have happened without the generosity and insight of Don Lewis of Wachovia Bank for financing the first edition to get the project off the ground. Hopefully, the book will spur donations to accelerate the Society's efforts to find the cure. The follow-up book *A Practical Approach to Estate Planning: Options for People with a Chronic Disease or Disability* will soon be completed. None of these people had been involved with MS or the Society, but their compassion has enabled us to put a wealth of information into the public arena to help those living with MS, and to inform those who remain unaware of MS.

Somewhere along the way we set up a walk team for the MS Walk affectionately named the "Tax Team." 83 people fueled with Stueie Kahan's cookies (and 3 dogs -- thanks Rex, Cody, and Dallas), walked and raised \$22,000+ for the Society. Our favorite team give-away was a headband with the imprint: "Don't Sweat an IRS Audit - Join the NMSS Tax Team." Jerry Volk (not known for being shy) asked us to host a cocktail reception in our home which we did. Dr. Patricia O'Looney, Vice President of Biomedical Research for NMSS, spoke to all present about current research projects and Dr. Joseph Herbert answered questions about the diagnosis and prognosis of MS. It was a special feeling to bring dozens of people into our home and help them understand and learn not only what MS is, but about some of the cutting-edge research that may change it all.

Tim Barnes asked me to join the New Jersey Board, which will provide me an even greater opportunity to try to make an impact. The Society's magazine *Inside MS* requested that Marty write a monthly financial planning column.

The Society's new slogan is "join the movement." The goal is not to let MS stop people from moving. We're not sure they've let us sit down!

The bottom line is simple. We want to do everything possible to help the Society find a cure. The Society has offered limitless opportunities to contribute to this goal in a myriad of ways (and we've tried to add a few to their already long repertoire). The amazingly motivated and caring people, only some of whom we've named above, have provided us the energy and motivation to keep us moving, along with the Society, toward that goal. Help us help each other. Join us by getting involved in whatever special ways you can.

Fondly,

Patti S. Klein, MD

Profile: The Ferris Family

In December 2002, just a few days before Christmas, Mary Ferris was diagnosed with multiple sclerosis. Mary's husband and two young children served as her support during that difficult time. One day while receiving treatment at the Holy Name MS Center, a staff member encouraged Mary to reach out to the National MS Society, and was given her local Chapter's contact information. After speaking with the staff at the Greater North Jersey Chapter, Mary realized that she and her family could receive additional support, which would help them cope with having MS in their lives.



Soon after contacting the Chapter, Mary and her husband Donald, Sr. sent their two children Geri-Marie and Donald, Jr. "Bubba" to the MS Kids' Camp Weekend. It was at the camp that they met other children who also had a parent with MS, and realized they were not alone. At the camp, Geri-Marie and Bubba learn about MS, make new friends, have fun doing archery and swimming at the pool party. This past August, Mary's children enjoyed their third year at camp and as they came hopping off the bus, Geri-Marie and Bubba asked, "Can we go again next year?"



While the children enjoy camp, Mary and her husband Donald make an effort to take time out and spend the weekend away. This is their special time to rest and not worry about running the children around to their different activities.

As a family, the Ferrises have taken part in the Chapter's social programs; this year they all attended the Hawaiian Luau. They enjoyed the delicious Hawaiian-themed food, music and dance. With over 100 Chapter members in attendance, they were given an opportunity to connect with other families living with the disease. Donald, Sr. felt that it gave his family the ability to go out together because the Chapter provided a quality event at an accessible location for a low cost. Mary also feels that she and her husband benefited from the Chapter's largest educational program, the Annual Regional Conference.



The Ferris family feels that it is important to give back to the organization, and that is why Mary and Geri-Marie volunteered at this year MS Walk. They happily distributed tee-shirts and beverages to the walkers at the Roseland site. Mary and Donald, Sr. also came out to support the Chapter by participating in the Poker Tournament Fundraiser. Mary and her family are thankful to have the Chapter as a part of their support system, yesterday, today and in the years to come.

MAKE YOUR MARK AGAINST MS. THESE INDIVIDUALS HAVE.

Moving Beyond Goals & Expectations

The Greater North Jersey Chapter, serving Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union, and Warren counties, is proud of its fundraising and client service efforts in fiscal year 2007. The funds raised by our generous donors enable us to fulfill our mission to end the devastating effects of MS and to assist those living with MS every day.

Each year, the Greater North Jersey Chapter's largest expenditure is for programs and services for persons with MS and their families. The Chapter provides over 100 programs and services to over 5,500 people with multiple sclerosis and their families and caregivers, all of whom must meet the daily physical and emotional challenges of the disease.

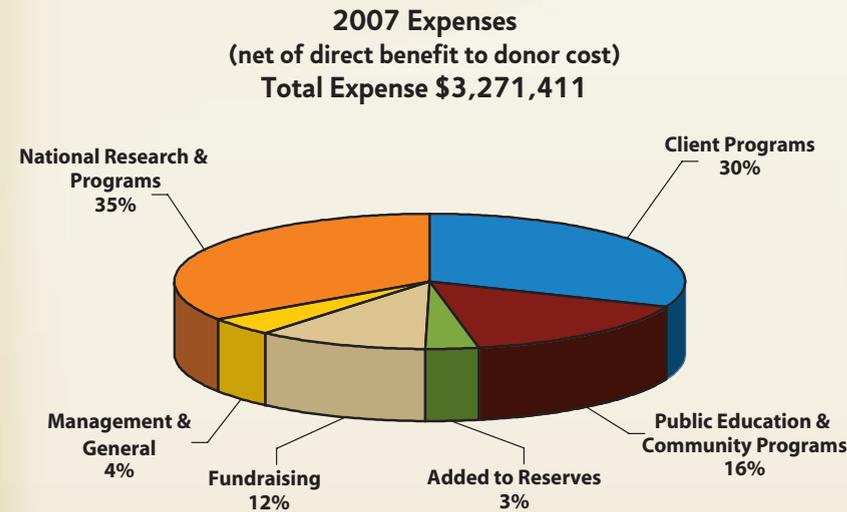
Our second largest expenditure is on national research. The National MS Society spends more money on research than any national voluntary agency in the world. The Chapter is pleased that the funds we send to the home office are used to support scientific research throughout the United States, including our local chapter area.



Chapter President Frank Lesher and Tim Barnes, Chairman, Board of Trustees

In addition, the Chapter spends funds on professional and public education programs to publicize the most recent information about MS to healthcare providers, the general public and the media. Through educational seminars and materials, the Chapter disseminates the most accurate and current information about MS.

The Chapter staff and volunteers exercise the greatest care in managing the dollars raised. By maintaining the highest standards of cost control, the fundraising, management and general expenditures are below the recommended standards for non-profit organizations.



Note: Figures are preliminary for fiscal year 10/1/06 - 9/30/07; audited financials will be available at the Chapter office after 12/31/07.

Revenue

| | |
|---------------------------------|--------------------|
| Bequests & Legacies | \$56,664 |
| Government Grants | \$110,291 |
| Public Contributions | \$632,588 |
| Interest & Misc. | \$190,682 |
| Special Events | \$2,281,185 |
| TOTAL REVENUE | \$3,271,411 |
| (net of benefit to donor costs) | |

Expenses

| | |
|---------------------------------------|--------------------|
| Client Programs | \$980,945 |
| Public Education & Community Programs | \$535,671 |
| Added to Reserves | \$107,941 |
| Fundraising | \$384,328 |
| Management & General | \$137,638 |
| National Research & Programs | \$1,124,888 |
| TOTAL EXPENSES | \$3,271,411 |
| (net of benefit to donor costs) | |

Pacesetter

\$1,000-\$2,499

ABC National Television Sales, Inc.
Accredo Health, A Medco Company
Dominic Amorosa
Mr. & Mrs. Brian J. Ayres
Baker Botts, L.L.P.
Beckerman Public Relations
Roger Berg, MD
Best Buy
Michael Clarke
Cole, Schotz, Meisel, Forman & Leonard, P.A.
Barbara B. Comerford, Esq.
Catherine Crispano
Cushman & Wakefield of New Jersey, Inc.
DeFranco's Training Systems LLC
Mike DeGroot
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Robert Dunn
Edgewood Properties
Susan M. Flynn
Mr. & Mrs. Shyam Gidumal
Alan Greco
Hackensack Radiology Group
Dwight A. Healy
The Herman Kaye Charitable Foundation

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Meryl Ravitz
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Wayne S. Reisner
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Ruth and Peter Metz Family Foundation Inc.
Katherine Sabatino
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Scientific American
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Guy & Susan Seay
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Champion

\$2,500 - \$4,999

Andover Morris Elementary School
BET Networks
Dr. & Mrs. Stuart Cook
William Davidson
Debevoise & Plimpton LLP
DiGabriele, McNulty, & Co., LLC
Jerry Grasso
Mr. & Mrs. Christopher Helck
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Starbucks
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Leader

\$5,000-\$9,999

A&E Television Network
ABC Family/ Buena Vista Television
Alfiero and Lucia Palestroni Foundation, Inc.
American International Group, Inc.
AOL Media Networks
Automatic Data Processing, Inc.
The Aztec Corporation
BJ's Charitable Foundation
BusinessWeek Magazine
CB Richard Ellis
CNN, Time Warner
Cogenix, LLC
Comcast Networks
Comedy Central
The CW Television Network
Dassault Falcon Jet
Deloitte & Touche LLP
Discovery Networks
Mr. & Mrs. Richard W. Ellis
Entertainment Weekly
Epana Networks/ VCG Telecom
ESPN Customer Marketing & Sales

FOX Cable Networks/FOX Broadcasting Company
Fox Interactive Media
Fox News Channel
Fred Kassner Family Foundation
The Golf Channel
Golf Digest
Golf Magazine
Golf World
Google
Hallmark Channel
Hasbro, Inc.
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J.H. Cohen LLP
Kaleidoscope
Patti Klein, MD
Martha Stewart Living Omnimedia
The Media Group
Media IQ
Meredith Corporation
MS Comprehensive Center at Saint Barnabas
MTV
National Geographic Magazines

NBC Universal
NetJets Inc.
The New York Times
NFL Newtork
Nickelodeon
OMD
Oxygen Media
Prestige Toyota
PricewaterhouseCoopers
Pure Protein
RBC Dain Rauscher
S. Goldberg & Co., Inc.
Scripps Networks
Bernard Small, DDS
Sony Pictures Television
Sports Illustrated
Time Inc./American Express Publishing
Travel + Leisure Golf
Turrell Fund
TV Guide Channel
TV Guide Magazine
TV One
Univision
Vedder, Price, Kaufman & Kammholz, P.C.
The Wall Street Journal
The Weather Channel
Yahoo

Visionary

\$10,000-\$14,999

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Ron Boire
Celgene
Mr. & Mrs. Wallace Cowan
First Act Inc.
Hertz
Horizon Blue Cross Blue Shield of NJ
KPMG LLP
Landmark Aviation
Lehman Brothers
Lowenstein Sandler
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Mary Jane Robertson
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Simpson Thacher & Bartlett LLP
Sony Corporation of America
Sony Electronics Inc.
Tiffany & Company
Toyota

President's Circle

\$15,000 +

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Litterman Family Foundation
Mattel, Inc.
MGA Entertainment, Inc.
Novartis Pharmaceuticals
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Relying on the support of the caring individuals, businesses and foundations listed, the Greater North Jersey Chapter strives to improve the lives of all who are affected by this life-long disease. We extend our sincere thanks to our contributors in 2006-2007. Your generosity enables the Chapter to provide all the programs and services for the thousands with MS and their families in our community and gives us the tools we need to combat this disease through progressive research and advocacy. We wish we could list all our generous contributors, but each gift makes an enormous difference, and regardless of the amount, every commitment is invaluable and tremendously appreciated. The list is comprised of personal and corporate contributions, as well as underwriting and sponsorships of individuals, foundations and corporations who have generously supported the fight against MS by participating in our special events. We apologize if your name has inadvertently been omitted.

Chapter Staff

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Jennifer Fallon *Client Program Manager*

Lisa Gordon *Client Program Manager*

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Brian Hurwitz *Manager, Corporate Events &
Communications*

Marilou King *Accounting Assistant*

Gustavo Lopez *System Administrator*

Angie Narduzzi *Administrative Assistant*

Patti Pasquino *Client Program Manager*

Jonathan Staunch *Fundraising Manager*

Christine Van Dyk *Administrative Assistant/
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Alexandra Whelan *Marketing Coordinator*

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Thomas M. Rosen

Nicholas P. Ruggiero, Esq.

Thousands of brochures, booklets and fact sheets on handling the challenges of MS were provided locally. Many more were downloaded or read online from our website.

Newly diagnosed people in our community participated in Knowledge Is Power, a six-week home-study program offering clear information and calm answers about MS.

59 college students received scholarships, a total of over \$60,000 in direct support. The students are from families struggling with the costs of MS.



The Greater North Jersey Chapter linked individuals and families to relevant community resources and offered loans of equipment and other assistance to meet emergencies.

During 2006-2007, the Chapter spent over \$980,945 on client programs and services. Overall, the Chapter responded to 4,700 telephone calls and e-mails from people requesting information about MS or programs and services, as well as referrals to MS specialists, community agencies and other resources.



JOIN THE MOVEMENT.
Together we can move toward a world free of MS.



MS stops
people from
moving.

The National
MS Society
exists to
make sure
it doesn't.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. Talk to your health care professional and contact the National MS Society at www.nationalMSSociety.org or 1-800-344-4867 to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.

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(201) 967-5599 · (800) 344-4867 · www.nationalMSSociety.org/NJB