BREAKTHROUGH ~~MS~~®

ATLANTA2019
SOCIETY LEADERSHIP CONFERENCE

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IN 1998

BREAKTHROUGH MS®

ATLANTA 2019
SOCIETY LEADERSHIP CONFERENCE

THANK YOU

Thank you for joining us for the 2019 Society Leadership Conference and for your commitment to helping create a a world free of MS.

What an incredible year this has been for the MS movement as a Society-funded study confirmed that nearly 1 million people are living with MS in the U.S.—twice as many as previously reported. The National Multiple Sclerosis Society must connect to each of them.

No one should face MS alone.

This conference is a valuable opportunity for leaders around the country to come together.

Through inspiring general sessions, networking opportunities and engaging breakout sessions, you'll connect with others, learn new ways to increase impact and celebrate the progress we've made together.

We have made great strides, but we still have much to do so people affected by MS can live their best lives as we work toward a cure. Each of us plays a vital role in finding solutions so that everyone affected by MS can connect to their National MS Society.

Be sure to use **#BreakthroughMS** on social media to share your experiences and follow conference happenings. See page 2 for details. After the conference, please use the materials provided to educate and inspire friends, family and colleagues throughout the year.

Whether you are a volunteer, fundraiser, board or staff member, team captain, committee chair, whatever roles you fill, this year's conference will be a powerful experience that will bring your leadership in the MS movement to the next level.

We're stronger together, and we look forward to learning, sharing and celebrating with you!

Yours truly,

Cyndi Zagieboylo, President and CEO
National MS Society

Peter Galligan, National Board Chair
National MS Society

GET CONNECTED

GETSOCIAL

Share what you learn at the conference on social media. Use the hashtag **#BreakthroughMS** on Facebook, Twitter and Instagram to share your experiences and follow conference happenings.

GETUPDATES

Text **MSleadership** to 68686 to receive conference updates via text message (message and data rates may apply).

THEAPP

Visit **ntlms.org/leadership2019** to download the mobile application for iPhone or Android to manage your schedule, keep track of your workshops, view hotel floor maps and more.

(text **APP** to **68686** to receive the link via text message)

CONFERENCE WIRELESS INTERNET

Network: SocietyConference
Password: nmss2019

YVETTE
DIAGNOSED IN 2014

GET FUNDRAISING SUPPORT

Have fundraising questions? Want to share feedback on our website? **Stop by the information desk** to chat with our Fundraising Support and Digital Design teams.

CONTENTS

ACCESSIBLE DINING

Alma Cocina (Modern Mexican) $$ / 0.2 miles
Inventive Mexican fare with regional influences and Latin-inspired cocktails in a stylish setting.

191 Peachtree St. NE

404-968-9662
alma-atlanta.com

Amalfi Pizza (Italian)
$ / 0.3 miles
Traditional Neapolitan pizzeria featuring pies, pastas, salads and Italian sweets served in a rustic-chic setting.

17 Andrew Young
International Blvd. NE
(take elevator to 2nd floor)

404-228-7528
amalfipizzaatl.com

Braves All Star Grill (American) $ / 0.3 miles
Craft cocktails, chef-driven gourmet sports bar menu including smoked wings, burgers and other American fare.

200 Peachtree St. NW

404-205-5257
bravesgrill.com

Cuts (Steakhouse)
$$$ / 0.1 miles
Upscale-casual, Southern-style steakhouse and sports bar with modern decor and patio seating.

60 Andrew Young
International Blvd. NE

404-525-3399
cutsatlanta.com

Max Lager's Wood-Fired Grill (American) $$ / 0.2 miles
Georgia's oldest brewpub. Combines handcrafted beers with wood-fired meats.

320 Peachtree St. NE

404-525-4400
maxlagers.com

Pacific Rim Bistro (Pan-Asian)
$$ / Across the street
Eats from all over Asia, some with Western fusion touches, served in a modern setting.

303 Peachtree Center Drive

404-893-0018
pacificrimbistro.com

Polaris (American)
$$$ / Across the street
A fabulous rotating lounge at the Hyatt Regency Atlanta.

265 Peachtree St. NE

404-460-6425
polarisatlanta.com

Ray's in the City (Seafood/Steak/Sushi)
$$$ / 0.2 miles
Upscale setting for seafood, prime cuts and an extensive wine list, plus live jazz Thursday–Saturday evenings.

240 Peachtree St. NW

404-524-9224
raysrestaurants.com/raysinthecity/home

Room at Twelve (American/Sushi) $$ / 0.3 miles
Located in Twelve Centennial Park Hotel, this chic modern eatery offers elevated steakhouse fare.

400 West Peachtree St. NW

404-418-1250
roomattwelve.com

White Oak Kitchen (Contemporary Southern)
$$$ / 0.1 miles
Airy, modern-rustic hangout serving Southern-tinged New American fare and specialty cocktails.

270 Peachtree St.

404-524-7200
whiteoakkitchen.com

Use the
Yelp app to find nearby
restaurants and read diners' reviews.
Search "Yelp" in your app store.

SCHEDULE OF EVENTS

THURSDAY, NOVEMBER 14

PRE-CONFERENCE

		LOCATION
7:30–9:30 a.m.	National Board of Directors Investment Committee Meeting and Breakfast (Breakfast served at 7:15 a.m.)	A706
9:45–11:45 a.m.	Advisory Committee Chair Meeting	A706
12–1:30 p.m.	National Board of Directors New Member Pre-Conference Briefing and Lunch	A702
2–3:30 p.m.	National Board of Directors Meeting	A706

OFFICIAL CONFERENCE START

12–4 p.m. **and** 5–6 p.m.	Registration / Fundraising Support Desk Open	Atrium Registration Desks 3–4
4–5 p.m.	**Opening General Session**	**Atrium Ballroom A-B-C**
5–6:30 p.m.	Welcome Reception and Tykeson Fellows Poster Session	Atrium Foyer
6:30 p.m.	Staff-hosted dinners out on the town	Offsite

FRIDAY, NOVEMBER 15

8 a.m.–4 p.m.	Information / Fundraising Support Desk Open	Atrium Registration Desks 3–4
8–9 a.m.	Breakfast	Atrium Ballroom A
9–10:30 a.m.	**General Session: All-Attendee Workshop**	**Atrium Ballroom B-C**
10:30 a.m.–12 p.m.	Corporate Partner Showcase	Atrium Foyer
10:30 a.m.–12 p.m.	Orientation: Board Chairs	A706

FRIDAY, NOVEMBER 15, CONTINUED

		LOCATION
12–1:30 p.m.	**General Session and Lunch**	**Atrium Ballroom A-B-C**
1:45–5:15 p.m.	Delegate Assembly Meeting	Imperial Ballroom A
2–3:30 p.m.	**Breakout: Who Runs the World? TEAMS.**	A703/A704
	Breakout: Building Digital Influence for the MS Movement	A707
	Breakout: Politics and Pumpkin Pie	A706
	Breakout: Designing Our Digital Future	A708
4–5 p.m.	Networking tables (see signage for discussion topics)	A703
5:30–6:15 p.m.	Cocktail Reception	Atrium Foyer
6:15–7:45 p.m.	**General Session: Dinner and Awards Celebration**	**Atrium Ballroom A-B-C**
7:45–8:30 p.m.	Dessert Bar	Atrium Foyer

SATURDAY, NOVEMBER 16

7:30 a.m.–12 p.m.	**LUGGAGE STORAGE**— Please check out of your hotel room and store your luggage prior to the Saturday morning breakout sessions	Atrium Ballroom A
7:30–8:30 a.m.	Breakfast	Atrium Ballroom A
7:30–8:30 a.m.	Networking Breakfast for Community Engagement and Community Council Chairs (see reserved tables)	Atrium Ballroom A
8–10 a.m.	National Board of Director New Member Breakfast and Orientation	A706
8:30–10 a.m.	**Breakout: Stronger Together—Building Powerful Corporate Partnerships**	A707
	Breakout: Community Engagement	A704
	Breakout: Building Digital Influence for the MS Movement	A705
	Breakout: Politics and Pumpkin Pie	A703
	Breakout: Designing Our Digital Future	A708
10:30 a.m.–12 p.m.	**Closing General Session**	**Atrium Ballroom B-C**

BREAKOUT SESSIONS

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FRIDAY 2–3:30 p.m.

Who Runs the World? TEAMS.

Audience: Team Captains

Team captains collectively raise more than $100 million each year to change the world for people with MS. Whether you are a new team captain or a seasoned pro, this session is for you. You will connect and share best practices with other team captains, learn strategies to grow your team and set your sights on the year ahead. Attendees will leave inspired to lead teams to fundraising success in 2020 and beyond.

Building Digital Influence for the MS Movement

Audience: Fundraisers, Awareness-Builders, Aspiring Digital Influencers

Learn how to leverage social media platforms to share your story with your network and authentically influence those around you to help raise funds and awareness, and engage new people in our work to create a world free of MS. Attendees will learn about the latest tools, as well as best practices for creating compelling content that inspires, motivates and drives action.

Politics and Pumpkin Pie

Audience: MS Activists, anyone who wants to learn more and speak confidently about key MS policy issues

Learn how to raise your voice on the most pressing issues facing people with MS in a challenging political environment. Attendees will learn about key issues related to access to quality healthcare and affordable medications, and will gain tools to speak confidently in any setting—from the office of a legislator to the Thanksgiving table.

Designing Our Digital Future

Audience: People affected by MS

Digital solutions to learn, connect and share with others around health are more abundant than ever, more confusing than ever, and also more powerful than ever. The secret to the most successful? User-centered design. Join us to learn about new trends and participate in a design thinking workshop to crowdsource ideas that address the challenges of people affected by MS. Lend your insights, share your perspective and have fun.

SATURDAY 8:30–10 a.m.

Stronger Together: Building Powerful Corporate Partnerships

Audience: Corporate Team Captains, National Team Captains, Corporate Partners, Board of Trustee Members

One size doesn't fit all when it comes to building meaningful corporate partnerships. Broadening and deepening engagement is critical to our mission, and in this session, attendees will hear how organizations of all sizes are partnering with the Society in more powerful ways than ever before. Learn about the eight-point corporate partner engagement framework, strategies for meeting unique business objectives and how your organization can holistically partner with the Society through sponsorship, teams, volunteerism and more.

Community Engagement

Audience: Community Engagement Committee Chairs/Members, Community Council Chairs/Members and Board of Trustee Members

Join other community engagement leaders across the country in this interactive session focused on increasing community engagement in your area. Receive tools and resources as you share experiences and knowledge with others to increase fundraising, raise awareness, and become better advocates in the community.

Building Digital Influence for the MS Movement

Audience: Fundraisers, Awareness-Builders, Aspiring Digital Influencers

Learn how to leverage social media platforms to share your story with your network and authentically influence those around you to help raise funds and awareness, and engage new people in our work to create a world free of MS. Attendees will learn about the latest tools, as well as best practices for creating compelling content that inspires, motivates and drives action.

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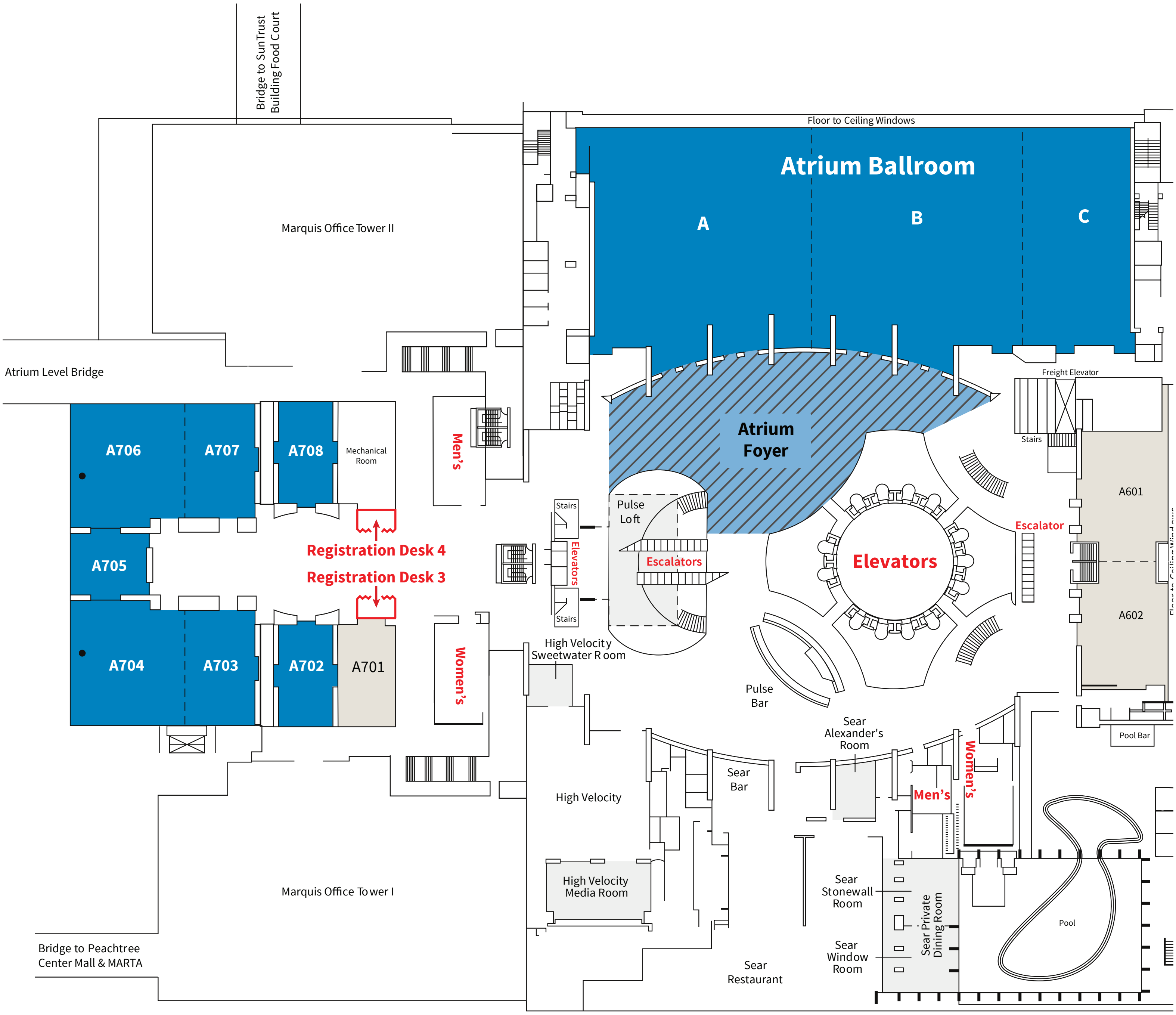
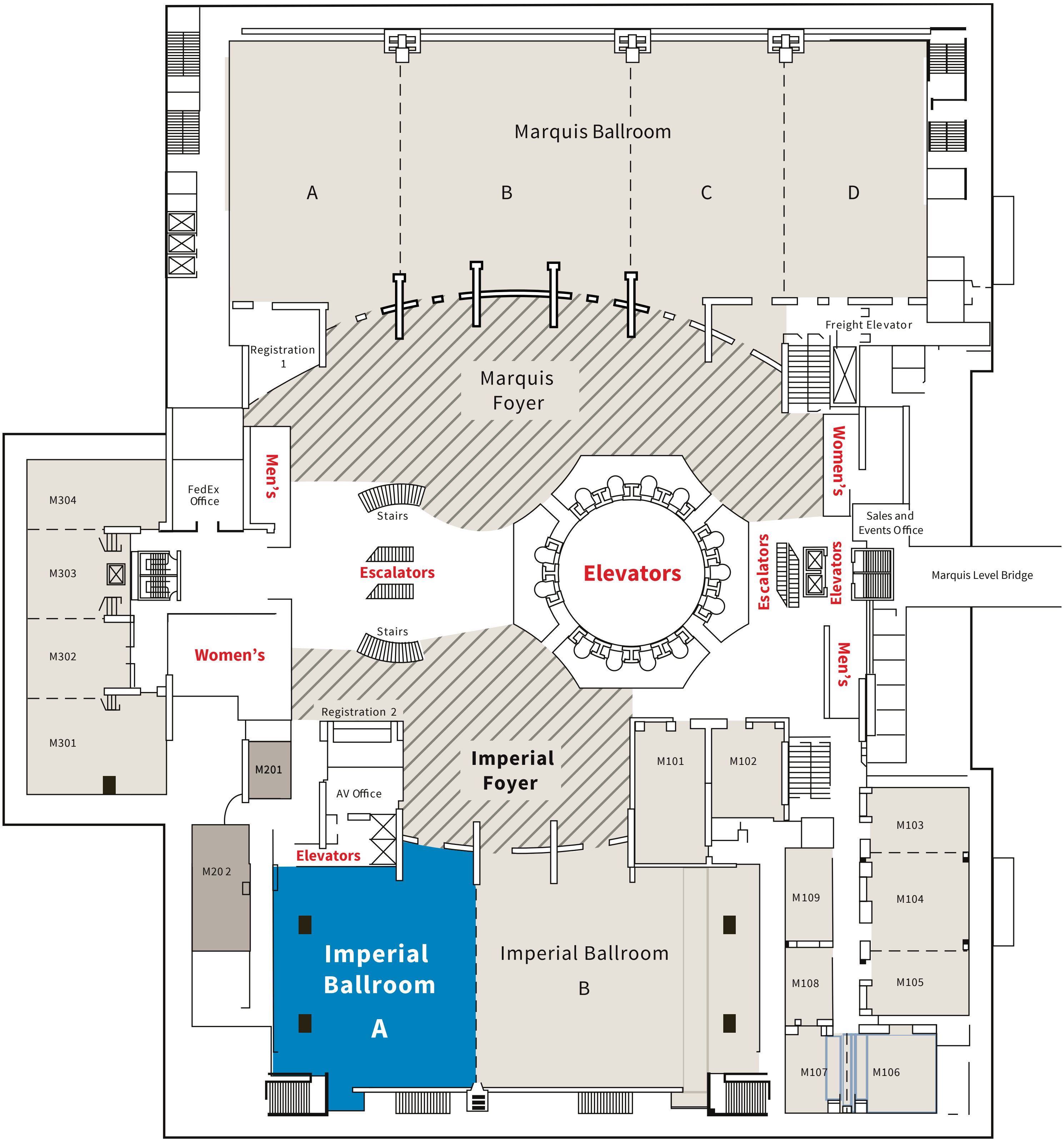
HOTEL MAPS

ATRIUM LEVEL



MARQUIS LEVEL



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AWARDS

PHILANTHROPIC FAMILY OF THE YEAR

The Slifka Family

SONYA SLIFKA

The Slifka family has been a driving force behind the Breakthrough MS Campaign, recently committing $1.5 million toward the Society's mission. Their commitment to research through philanthropy has allowed the Society to fund research breakthroughs toward a cure and services for those living with multiple sclerosis.

For nearly three decades Richard Slifka, his late brother Alfred "Fred" Slifka, and now their children, have honored their late mother, Sonya Slifka, by serving in the highest levels of volunteer leadership with the Society. They have generously given their time and resources to numerous boards and committees from the Circle of Distinction and Greater New England Board of Trustees, to the National Board of Directors, and more recently the Research Programs Advisory Committee (RPAC).

Supporting MS research is paramount for the Slifka family as evidenced by their leadership in the Society's prestigious Circle of Influence and support of the International MS Genetics Consortium study which in September 2019 confirmed there are 233 variations in the human genome that contribute to the risk of developing MS and identified a genetic variant for MS on chromosome X.

"This study greatly expands our knowledge of the genetic variations that contribute to MS susceptibility, and establishes a roadmap to figure out what causes MS and how we can prevent it," explains Bruce Bebo, PhD, Executive Vice President of Research at the Society. "This work would not be possible without the participation of people affected by MS, and from generous funding of our supporters like the Slifka family."

Richard and Fred also funded the Sonya Slifka Longitudinal Study which allowed the Society to document 2,000 Americans living with MS. The study gathered clinical information, healthcare practices and socioeconomic data leading to invaluable work such as the Society's recent Prevalence Study.

In honor of their beloved mother, who lived with MS for many years, the Slifka family generously supports the Sonya Slifka Residence at the Leonard Florence Center for Living in Chelsea, MA—a residence that respects the individual needs of its residents living with MS by providing them with a supportive yet independent home environment. The residence, which follows the progressive Green House® model, consists of 10 self-contained "houses" each made up of ten private bedrooms and bathrooms arranged around a common living room. The design reflects the distinctive needs, interests, tastes and values of its residents while still providing each resident with a sense of community.

The National MS Society is so grateful to Richard, his wife Rosalyn and the entire Slifka family for their outstanding leadership, generosity and commitment to the MS Movement.

ANNUAL VOLUNTEER AWARDS

Lifetime Achievement

Dr. Corey Ford

Since founding the University of New Mexico MS Specialty Clinic in Albuquerque, New Mexico in 1988, Dr. Corey Ford has dedicated his career to MS healthcare and research. His clinic, which is a Partners in MS Care center and the only MS specialty clinic in New Mexico, has participated in over 130 trials of new treatments for MS. Dr. Ford and his clinic staff also participate in Walk MS®: Albuquerque each year where they invite the community to connect with an MS specialist. Dr. Ford enjoys using this time to speak with the community about the successes and challenges of the international effort to understand and cure MS.

He is an active volunteer and humble leader in the MS community serving in various leadership roles on the Consortium of MS Care Centers Committee and as a Fellow of the American Academy of Neurology. Since starting his career as an MS Fellow, Dr. Ford has become Professor of Neurology at the University of New Mexico Health Sciences Center in Albuquerque and the Sr. Associate Dean for Research at the UNM School of Medicine. He serves as Co-Director of the National Institutes of Health Centers of Biomedical Research Excellence for Brain Recovery and Repair and as Director of the MD/PhD program.

Peter A. Galligan

For more than 30 years, Peter Galligan has made an indelible mark on the MS movement through his leadership and dedication to end MS forever.

Peter has served in a variety of leadership roles within the Society, starting with joining Greater New England's board of trustees in 1987. He expanded his role by becoming a National Board member in 2003 and became Chair of the Board in 2016. In this role, he serves ex officio on all board committees and chaired the Executive and Compensation Committees.

He has offered strategic guidance to numerous tasks forces to improve Society processes and strategic vision, including the 2003 task force on chapter board membership criteria, the chapter board governance task force in 2004, and two strategic plan development advisory committees.

Beyond his roles within the Society, Peter is also passionate about helping his local Boston community. He maintains leadership positions in many volunteer roles, including serving on the Boston College Leadership Council, Brae Burn Country Club Board, St. Sebastian's Alumni Board and in the Treasury Management Association.

He is a shining example of what it means to serve those around him. Under his leadership, the National MS Society has powered incredible breakthroughs for people affected by MS.

Diann Geronemus, LCSW

Diann Geronemus' passion for helping those living with MS began nearly 50 years ago when she was working as a social worker in the neurology department at Albert Einstein College Hospital in New York. It was there she met National MS Society founder, Sylvia Lawry, and took care of her brother, Bernard. Since then she has committed her life—personally and professionally—to creating critical impacts for those living with the disease.

Diann assisted in establishing the first Center for Comprehensive Care at St. Barnebus Hospital in New York. Her Society-funded research on psychosocial problems with MS laid the groundwork for her first formal volunteer engagement with the Society. She has since served in numerous leadership and advisory positions, including as current Secretary of the South Florida Board of Trustees and Chair of the chapter's Government Relations Committee.

Throughout her years of service to the Society, Diann has contributed as Chair of the South Florida Chapter Programs Committee, member of the National MS Home Care Task Force and liaison to the Society's Florida State Task Force on MS. She has worked tirelessly to plan and execute educational programs for members of the MS community and advocate for those living with the disease.

Lynne Kindy

Lynne Kindy personifies vision and leadership. When she first attended Walk MS®: Saginaw in 1997, she saw the potential of combining it with Walk MS: Flint to create one centrally located walk. The next year she formed a committee and created Walk MS: Frankenmuth.

Today, Walk MS: Frankenmuth is the second largest Walk MS event in the state of Michigan, drawing in over 1,200 participants and volunteers annually and having raised more than $2.27 million.

Lynne personally secures volunteers, sponsors, local talent and refreshments for the event. Because of the care she takes in organizing these extra amenities, the event draws people from across the state.

Lynne has received the Top 100 Fundraiser Award multiple years for both individual fundraising and team fundraising, the George Gant award in Michigan for outstanding regional volunteer, the MS Achievement Award in Michigan for outstanding professional contribution by a person living with MS and the MS Hope Award for her volunteer leadership with self-help groups.

Joe Vitale

As co-owner of Danzeisen & Quigley (D&Q) bike shop in Cherry Hill, NJ, Joe Vitale has been involved with Bike MS®: City to Shore for the past 37 years. D&Q was the first bike shop to partner with Bike MS: City to Shore and the only bike shop to support the event the first 15 years.

As Bike MS: City to Shore was first getting started, Joe served as an intermediary between event organizers and key stakeholders and bike clubs who helped build the event and raise awareness for the Society. He advised on route locations and route safety and worked to foster positive relationships with local townships to grow the ride. As his involvement increased, Joe and his team at D&Q set the standard of service for Bike MS: City to Shore offering on-site assistance during the event with numerous mechanics and vehicles available.

In addition to event support, Joe and his staff at D&Q actively promoted Bike MS: City to Shore by sponsoring mile markers along the route, hosting annual bike swaps where a portion of the proceeds benefited the Society and providing free bike inspections to cyclists prior to the ride. Their fundraising team has raised an amazing $202,000 to support breakthroughs for a cure.

Caroline Whitacre, PhD

Dr. Caroline Whitacre had no personal connections to multiple sclerosis when she first became involved with the Society—it was just a career opportunity she chose to pursue.

Now, nearly 50 years later, her connections run deep. She is a member of the National Board of Directors, serves as Chair of the Research Programs Advisory Committee and is a member of the Budget Development Advisory Committee. Additionally, she advises on the Commercial Research Portfolio, serving on the Fast Forward Board of Advisors.

Dr. Whitacre began her involvement with the Society as an MS Research Fellow focusing on the cause and later treatments of MS. When she first began her research, there was only one treatment option for those living with the disease—now, thanks in part to Dr. Whitacre's contributions, there are over a dozen available.

Dr. Whitacre is a fervent supporter of the Society, involved both locally and nationally. She is part of Ohio Buckeye's volunteer leadership, where she serves as a board of trustees member and as Chair of the Governance Committee.

Advocacy

Heather Fargo

As former Mayor of Sacramento, Heather Fargo has leveraged her relationships to advance Society initiatives by strengthening ties to members of the California State legislature and congressional members. She was instrumental in passing state legislation including the 2017 SB 17–RX Transparency, which implements reporting requirements and adequate notice of prescription drug price increases. Heather has been a driving force behind the Society's support of SB 280 Home Modification/Fall Prevention and was involved in helping to formulate building standards requiring fall prevention structural features in single and multifamily dwellings.

Heather also helped recruit four MS Caucus members, several co-sponsors of federal legislation and enrolled both Republican and Democrat leaders to author resolutions honoring MS Awareness Week. Heather has been one of the Society's most effective spokespersons urging the need for research for persons with progressive forms of MS.

Together with Dr. John Schafer, Director of the Sacramento Area Mercy MS Center, she met with Northern California Representatives earning support for the Society-backed National Institutes of Heath Medical Scholars Research Program funding levels annually. Her advocacy with both Sacramento and Bay Area congressional members garnered support for the National Neurological Conditions Surveillance System and continues to make a difference in the lives of those affected by MS.

Chris Hoover

Relying on his skills as a construction salesman, Chris Hoover is a powerful advocate and fundraiser for the Society. As an MS activist, he lobbies members of the North Carolina Congressional Delegation and North Carolina General Assembly to pass the Society's funding and legislative priorities, which include MS research, access to affordable medications and quality healthcare, and accessible housing. This year, with Chris' leadership, the Society was able to move step therapy reform legislation and an accessible home modifications fund through the General Assembly.

Chris shares that the core of his support system for living with MS are his three "Fs": family, friends and faith. He and his wife, Felicia, are the heart of Team Hoover, a top fundraising team at Bike MS®: Historic New Bern and supporters of Walk MS® sites across North Carolina. Chris' triplet daughters work with their parents to raise awareness about MS among young people and encourage participation in MS advocacy and events.

Therese Humphrey Ball

Advocating at both the state and federal level, Therese Humphrey Ball has helped to advance policies that address access to MS medications, including step therapy reform and requirements for greater transparency from drug manufacturers. Because of her contributions, the Society has celebrated victories on issues including continuity of coverage for medications and consumer protections for those enrolling in short-term health plans that do not provide adequate coverage for people with chronic health conditions. Therese has also helped the Society raise awareness in Congress around the increasing price of MS medications and secure a state-level hearing on drug prices, specifically focusing on the price of insulin and MS medications.

Therese continuously helps to organize strong legislator outreach on behalf of MS issues and has been involved with efforts to recruit new, and engage existing, MS activists in every part of the Society's work. She has been fearless in her efforts to advance policies that improve the lives of people with MS and recruit other activists to become involved.

Awareness

Briana Landis

Briana Landis has been shining a light on what it means to live with MS since she was diagnosed at the age of four.

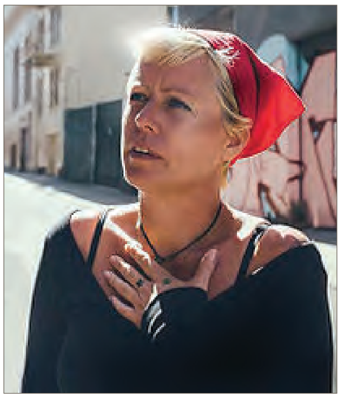
By the age of 10, Briana was the captain of one of the Greater Carolinas' largest Walk MS teams—rallying her classmates and school employees to get involved. She used her high school valedictorian speech to highlight the importance of MS research and the impact of the Society.

Briana was selected as one the Society's top scholars in 2015 and as a result of that scholarship was able to attend the school of her dreams. While attending Meredith College, Briana spoke at the Greater Carolinas Annual Research Forum and connected with Dr. Simon Gregory. He invited her to intern with him, where she focused on genotyping and creating a survey for people living with MS that evaluates genetic and environmental factors associated with the disease.

Briana is a dedicated MS activist, championing the importance of healthcare access and home modifications for people with MS at the Public Policy Conferences and local State Action Days.

As a recent graduate with a degree in Biology, she plans to focus on a career in MS research. Briana fiercely believes that she will one day be able to say: 'I had MS.'

Lydia Emily



As an international artist and someone living with MS, Lydia Emily uses visual concepts and imagery to bring a message of hope to those living with the disease.

She has created End MS Forever banners, which are prominently displayed at Walk MS events throughout the county as well as murals in Los Angeles, Houston, Portland and Louisville.

Her artwork spreads the message of hope and strength to those whose lives are touched by MS. She has used her diagnosis not only as a catalyst for her art, but also as a way of bringing a voice to the movement.

Because, as she says, "Art should do more than hang, it should bring hope. It should help."

Lydia Emily has been an incredible champion of the National MS Society—speaking at the Public Policy Conference, fundraising events and participating in various awareness campaigns. She is a passionate MS Activist and participated in the Society's recent prevalence briefing held on Capitol Hill.

Nichole Taylor, MD

Dr. Nichole Taylor got involved with the Society after she was diagnosed with MS in 2010. Since then, she has participated in 43 events and raised over $75,000.

Most recently, Finish MS® took Nichole to Spain where she walked the 500-mile Camino de Santiago trail from the French Pyrenees to Santiago de Compostela to raise awareness.

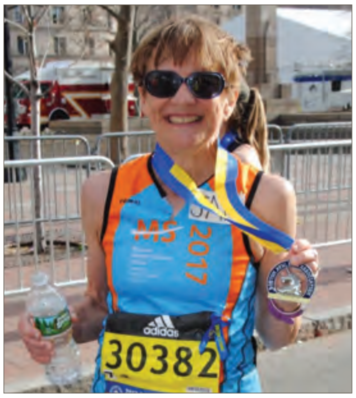
Leading up to the walk, Nichole and her daughters created inspirational stones and shared them with her donors. The donors were encouraged to spread the stones throughout the community for others to find and hide again with the hope they would spread across the country.

To represent the weight of living with MS, Nichole also carried stones in her backpack as she walked the Camino de Santiago trail. Throughout her journey, she placed the stones in various locations along the trail to be found, and at the end of her pilgrimage, climbed the mount to lay stones at the foot of the Cruz de Ferro and left her burdens behind.

Since Nichole began her campaign, there have been more than 4,000 awareness stones in circulation in 50 states, 62 countries and 6 continents.

Event Volunteer Leadership

Jan Fuller



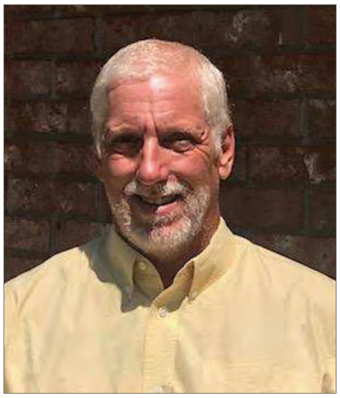
For the past 17 years, Jan Fuller has served on the Greater New England Board of Trustees where she shares her expertise and event knowledge with her peers.

She enthusiastically and strategically leads the Boston Marathon: Strides Against MS Committee contributing marathon training knowledge and mentoring and inspiring teammates to exceed fundraising goals and expand their involvement with the Society.

Jan is on the Muckfest® MS committee and is always among the first to volunteer for recruitment outreach and happy to engage participants on the importance of fundraising.

She is also the volunteer lead for key areas at Walk MS® and Bike MS®, serving as an extension of staff and ensuring all volunteers and participants have an excellent event experience.

Walter Steele



Walter Steele's 28-year involvement with the Society has spanned Bike MS, Walk MS, MuckFest MS, Challenge Walk MS®, Service Days, various leadership events and programs, and personal fundraising.

He began as a rest stop volunteer for Bike MS: PGA TOUR Cycle to the Shore and shortly after joined the Executive Committee for the event. At the time, Walter had no personal connections to MS, but volunteered to help for the weekend when asked by a good friend.

Since then, his participation and leadership of Bike MS has evolved exponentially and his expertise in logistics, fundraising and cultivation has helped make the North Florida event a Top 20 Ride for the Society. Walter has served as Chair of the Executive Committee for nearly 25 years and on the local Bike MS Fundraising Committee.

In addition to supporting the Society through leadership in Bike MS, Walter also contributes to the Walk MS Event Committee where he has helped plan and execute several site changes. He served on the Executive Committee for MuckFest MS: Jacksonville and is an active participant in various conferences each year.

Virginia Thompson

What would Society events be like without Virginia Thompson? Virginia began volunteering with the Society 22 years ago and has become an invaluable volunteer at Bike MS: Colorado, Walk MS: Denver, Hike MS: Keystone and MuckFest MS Denver.

Her positive energy and sense of humor is contagious and her eagerness to go above and beyond to help Society staff, volunteers and fundraisers directly inspires participant engagement.

Virginia is a strong leader, able to quickly think on her feet. She has led nearly every station from registration to route support and cultivation—and was even head s'mores maker at Hike MS: Keystone this past year.

For Bike MS: Colorado, she recruits bike shops to be involved, personally puts together close to 2,700 rider packets and even rides in the event! Virginia brands her own cowboy hat in honor of a person living with MS at each event and goes above and beyond to make small improvements that have lasting impacts.

Health Professionals

Teresa Frohman

For more than 20 years, Teresa Frohman has focused her career on MS education and professional development opportunities for clinicians, MS advocacy, patient care and education, community awareness, research and fundraising.

Teresa co-authored a United States Congressional bill that led to the establishment of the only National Comprehensive Treatment Training Program for MS (MSCTTP) in the United States. She helped establish the Total Life Care (TLC) Clinic at University of Texas Southwestern that focuses on mitigating morbidity and mortality, while enhancing quality of life for people with MS. In addition to authoring more than 100 peer-reviewed papers, legislative proposals and government grants, she was the lead editor for the Society's commissioned book **MS for the Physician Assistant**.

Teresa currently serves at the Executive Director of the MS and Neuroimmunology Fellowship Training Program and was co-director of the MS and Neuroimmunology Center at Dell Medical School at UT Austin. In her role as Managing and Executive Director for the National Training Program, Teresa and her colleagues trained more than 1,200 physicians, residents, nurses and other healthcare professionals on comprehensive MS care.

Cathy Luhman

Cathy Luhman, a neurological physical therapist, became involved with the Society as her interest grew in treating patients with MS and she observed how MS impacts both the person living with the disease as well as his or her family.

Concerned about access to care issues for people with MS, Cathy joined the Government Relations Advisory Committee as the only healthcare provider, and urges students in the University of Kansas MS STEP Up training and education program to understand their role in advocacy as healthcare providers.

As an active contributor to a variety of programs and self-help groups, she empowers those living with the disease to advocate to receive the rehab services they need and utilize their own personal strengths. Cathy also developed a low profile, inexpensive adaptive device that helps to prevent falls and improve quality of life for individuals living with MS who have foot drop.

In 2018, she was a planning committee member for the Regional MS Summit in St. Louis as well as a professional panelist at the Special Interest Neurology Group program, which strives to encourage medical students at Washington University School of Medicine to specialize in neurology—especially MS care.

Prudence Plummer, PhD

Dr. Prudence Plummer is a passionate and accomplished physical therapist, researcher, teacher and mentor. She serves as a program presenter, visits with self-help groups, serves as the faculty liaison to the MS STEP UP program, mobilizes her students to implement community Free From Falls programs and advocates for favorable health policy.

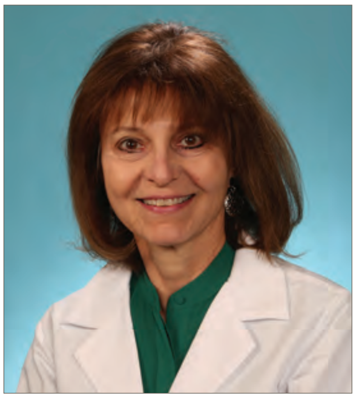
Dr. Plummer joined the chapter's former Healthcare Advisory Committee and co-led its Work Force Development Committee.

Currently, she helps evaluate candidates of the Partners in MS Care program and chairs both the Healthcare Provider Council and its Work Force Development Committee. She also serves on the MS STEP UP Volunteer Leadership Team as well as the Clinical, Translational and Rehabilitation Research Committee. Dr. Plummer leverages these leadership positions to impact and accelerate access to high-quality healthcare through her high standards, innovation, and exceptional ability to attract and engage talent.

She networks with colleagues and attends scientific meetings throughout the world. The impact of her work translates into greater access to higher quality care and increased quality of life for people with MS.

Scientific Researchers

Anne Cross, MD



Dr. Anne Cross received the 2019 John Dystel Prize for Multiple Sclerosis Research in recognition of her research in identifying the role of B cells in MS lesion formation. She pioneered the first clinical trials of rituximab, a B cell depleting therapy, in people who were not responding well to other treatments.

Her studies proved B cell depletion can be beneficial for treating MS and helped pave the way for the U.S. Food and Drug Administration's 2017 approval of ocrelizumab (Ocrevus), the first approved therapy for individuals with primary progressive MS.

Dr. Cross has given countless hours of service to the Society as a practitioner, scientist, consultant and mentor.

She formerly served as Chair and member of the Society's Research Programs Advisory Committee—offering her expertise and helping to ensure the future of MS research—and as a member of the Society's Research Peer Review Committee and the Research Fellowship Review Committee.

Kottil Rammohan, MD

Dr. Kottil Rammohan is a Professor of Clinical Neurology as well as a practitioner and researcher focused on understanding the pathogenesis and treatment of MS. He was the director of the MS center at Ohio State University for 30 years before joining the MS Center of Excellence at the University of Miami, Miller School of Medicine.

Dr. Rammohan is a founding member of the North American Registry for Care and Research in Multiple Sclerosis (NARCRMS), a physician-based registry and longitudinal database of clinical records and patient center outcomes. NARCRMS is the first open access database to link North American MS centers in the U.S. and parts of Canada.

Dr. Rammohan is a dedicated educator having trained multiple residents and fellows in MS and Neuroimmunology. He is dedicated to service, including donating over $10,000 to the Society to encourage progress in MS research.

He has served as member of the Society's National Medical Advisory Committee, Clinical and Healthcare Advisory Committees and Board of Trustees. He has been recognized for his support with national honors including the Hope Award, the Spirit Award, Outstanding Physician Recognition Award, and as one of the Best Doctors in America.

Jerry Wolinsky, MD

Dr. Jerry Wolinsky, Emeritus Professor at the University of Texas Health Science Center at Houston, recognized the potential of understanding MS using brain imaging and has given countless hours of service to furthering research and treatments. He has served as a volunteer on review and advisory committees of organizations, including the National Institutes of Health, U.S. Food and Drug Administration and the National MS Society.

Dr. Wolinsky's leadership as Chair of the Society's Research Programs Advisory Committee provided guidance and oversight of research funding and innovation.

Throughout his career he has led numerous clinical trials, including the Oratorio clinical trial, which supported the approval of ocrelizumab (Ocrevus), the first therapy for people with primary progressive MS.

He was a crucial member of the International Committee for Clinical Trials in MS and co-author of many of that committee's high-impact research publications that drove improvements in diagnostic criteria for MS.

He is past President of the Americas Committee for Research in Multiple Sclerosis and author of over 300 papers relevant to neurovirology, neuroimmunology, clinical trials and MS imaging, which are driving new understanding of MS.

Services Leadership

Susan Rubin, MD

Dr. Susan Rubin is a neurologist with an insatiable drive to provide services to her patients affected by MS. From hosting support groups in her office, to partnering with the Society to provide free educational programs, Dr. Rubin has remained a visible supporter of the MS community.

In addition to facilitating community outreach, she was the first person on the Healthcare Advisory Council to host a medical student clerkship aimed at attracting new talent to the field of MS.

Dr. Rubin served on the Greater Illinois Board of Trustees and Community Engagement Committee where her knowledge of the changing healthcare environment drove the success of numerous initiatives and helped create the first community council in Greater Illinois.

She also led efforts to distinguish the Northshore University HealthSystem MS Clinic as a recognized Partner in MS Care. Dr. Rubin is a strong advocate for women affected by MS and serves as Director of the Women's Neurology Center at Glenbrook Hospital where she was recently named Chair of the Department of Neurology.

Mitzi J. Williams, MD

Dr. Mitzi J. Williams is a leader in the MS movement—serving those affected by MS by volunteering, fundraising, authoring numerous peer-reviewed articles, and speaking at various MS conferences and programs. Dr. Williams wrote a book to help patients and families understand the basics of MS called **MS Made Simple**.

Her research interests include increasing diversity in clinical trials and understanding the course of MS in minority ethnic populations, particularly African Americans. Highlights from her clinical research experience include serving as the Research Principal Investigator for nine research studies and the sub-investigator for 14 studies.

Dr. Williams serves on several local and national committees—including having previously served on the Healthcare Advisory Committee and as a current member of the Georgia Board of Trustees.

Dr. Williams encourages people to become involved in research and advocacy and speaks in support key MS issues. She works with foundations and organizations to educate patients and professional colleagues about MS and is making a global impact.

FOUNDER'S CIRCLE

Members of the National MS Society's **Founder's Circle** demonstrate the highest commitment to the Society's mission through unparalleled and transformational financial leadership and generosity. Each individual, corporation, foundation or team has **given or raised $25 million or more** to power breakthroughs for people living with MS.

Barron Hilton

As former CEO of the Hilton Hotels Corporation and chairman emeritus of the Conrad N. Hilton Foundation, Barron Hilton committed his life to philanthropy and helping improve the lives of those facing disadvantages throughout the world.

Over the past year alone, Barron contributed $27 million to the National MS Society, raising the Hilton Foundation's total contributions to the Society to $71 million.

His generosity has helped fuel research and provide services for those affected by MS. Barron created the Marilyn Hilton MS Achievement Center at UCLA in honor of his wife, Marilyn, who lived with the disease. The Center empowers those living with multiple sclerosis to take control of their health and well-being by providing therapy and educational activities that complement ongoing medical treatments.

Barron sadly passed away in September, but his generosity and leadership continues to change the lives of people affected by MS.

> "The Marilyn Hilton MS Achievement Center has changed my life with MS because it **helped me realize I can still do things** that I thought I would have to give up because of MS."
>
> -Dawnia Baynes, diagnosed 2006

Robert C. Collins, MD, Former Chairman of the UCLA Department of Neurology at UCLA (left) and Barron and Marilyn Hilton at the Marilyn Hilton MS Achievement Center.

CIRCLE OF INFLUENCE

Members of the National MS Society's **Circle of Influence** demonstrate their commitment to a world free of MS through financial leadership, extraordinary generosity and enduring trust. Each individual, corporation, foundation or team has **given or raised $10 million or more** to impact the lives of people affected by MS.

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SOCIETY LEADERS

Cyndi Zagieboylo
President & CEO, National MS Society

Cyndi Zagieboylo became President and CEO of the National MS Society in 2011. Since she began her career with the Society in 1985, she has held a variety of positions and opportunities to serve in virtually all aspects of the Society's work.

Cyndi has worked with every CEO of the organization, including the Society founder, Sylvia Lawry, and has made achieving the Society's vision of a world free of MS her life's work.

Cyndi serves on the Society's National Board of Directors as CEO and President, on the National Health Council CEO group, and on the Multiple Sclerosis International Federation CEO Advisory Group and Board of Directors.

She is a founder of the International Progressive MS Alliance, which was launched in 2013, and she provides leadership as Chair of the Executive Committee. The Alliance was formed to expedite the development of therapies for progressive MS through connecting resources and experts around the world.

Born in Norfolk, Massachusetts, Cyndi received her bachelor's degree in rehabilitation counseling and psychology from Springfield College, followed by a master's degree in social psychology from the University of Connecticut. She lives in Honeoye Falls, NY.

Peter A. Galligan
Chair, National Board of Directors
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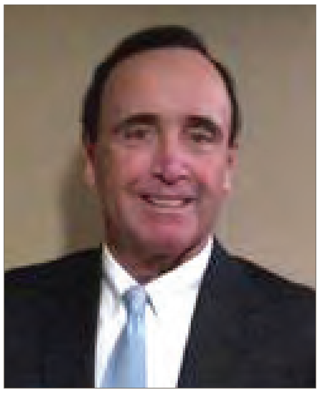

Peter A. Galligan has provided leadership to the MS movement for more than 30 years. He is currently the chair of the National Board of Directors and has served as a trustee for Greater New England since 1987.

Peter became a National Board member in 2003, and as the current Chair of the Board, serves ex officio on all board committees and chairs the Compensation Committee. He chaired the Blue Ribbon Panel, the 2003 Task Force on Chapter Board Membership Criteria, the Chapter Board Governance Task Force in 2004, and served on two Strategic Plan Development Advisory Committees. Peter also served on the Charting Our Future Task Force in 2008 and the Chair's Advisory Council from 2000 to 2002.

Peter holds several volunteer leadership positions in the Boston area including serving on the Boston College Leadership Council, Brae Burn Country Club Board, St. Sebastian's Alumni Board and in the Treasury Management Association.

In his professional career, Peter was an Executive Vice President of RBS/Citizens and currently serves as an independent banking consultant. Peter received his bachelor's degree in finance from Boston College, and attended the Wharton Business School Executive Leadership Program.

Peter, his wife Meg and their daughter Cori reside in Needham, Massachusetts.

Richard A. Knutson
Chair Elect, National Board of Directors
National MS Society

Richard (Dick) Knutson is a dedicated leader in the MS movement, serving on the National Board of Directors for over a decade and on the Upper Midwest Chapter Board of Trustees for 23 years. At the chapter level, he has served as board chair, treasurer, Governance Committee chair and Finance Committee chair.

Dick used his experience from his former position as the Chief Operating Officer of the Minneapolis law firm of Larkin Hoffman Daly & Lindgren Ltd to create the Upper Midwest chapter's first-ever strategic planning process and served six years as the chapter treasurer. He achieved the Discovery Champion level as a member of the Upper Midwest Discovery Circle. Dick was also recognized multiple times with the chapter's Leadership of the Year award.

In 2008, Dick joined the National Board, serving on the Finance, Audit, Compensation, and Nominating committees and the Budget Development, Risk Management and Community Leadership advisory committees. In 2013, he was awarded the Society's Volunteer of the Year award.

Dick received his undergraduate degree from Concordia College in Moorhead, Minnesota and is a Certified Public Accountant (retired).

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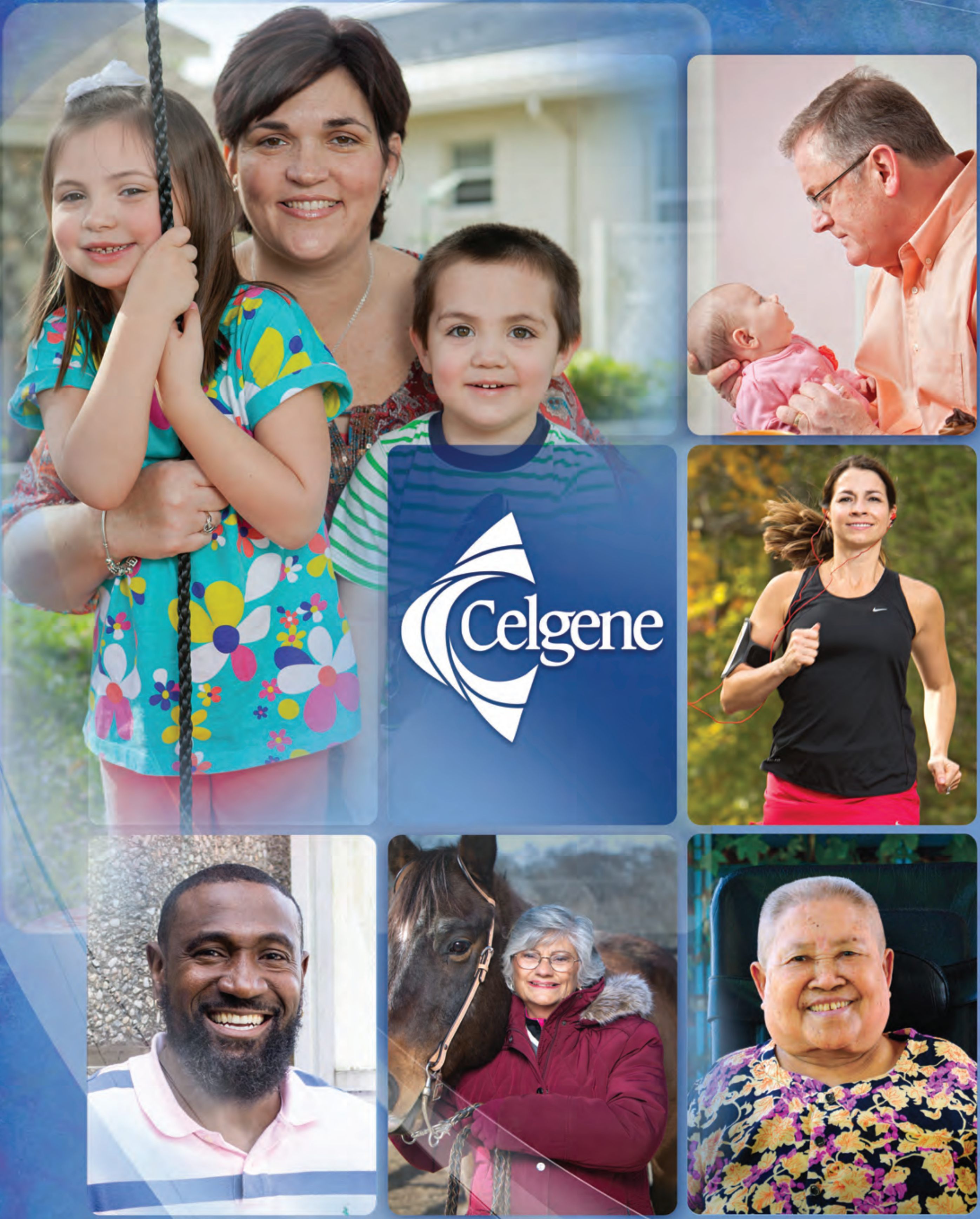
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