



Commit to the Cause.

Commit to the Care. Commit to the Cure.

Volume XIII, Fall 2014

Stepping Up to a \$1.15 Million Golden Circle Challenge

For the 8th year in a row, the Power family's Kenrose Kitchen Table Foundation and the Steve and Caroline Kaufer family have partnered to fund the most promising MS research projects and encourage others to join them in funding the cure. Both families have seen the struggles first-hand and know how truly difficult it is to have this disease. They are committed to doing all they can to stop MS in its tracks as they honor the memories of their loved ones and continue to challenge Golden Circle donors to take action.

Since the Challenge's inaugural year, the Power and Kaufer families have contributed more than \$3.5 million to the Society's Golden Circle campaign and have inspired more than \$4.5 million in gifts from fellow Golden Circle donors.

This year, they are challenging the campaign to raise \$575,000 between October 1st and December 31st. If Golden Circle donors are successful and the challenge is met, these two families will contribute an additional \$575,000, ensuring the campaign raises at least \$1.15 million this quarter—our largest challenge yet!

All Golden Circle gifts will count toward the Challenge, regardless of restriction or giving level. Please make your gift today and help us move closer toward a world free of MS! There has never been a better time to maximize the power of your donation.

GOLDEN CIRCLE
2014 YEAR-END CHALLENGE

\$575,000
Contributions needed
from Golden Circle Donors

+

\$575,000
Match by the
Power & Kaufer Families

\$1.15 MILLION
for Golden Circle
this quarter!

Ask the Experts: Progress in MS Research & Care

Join us for a cocktail reception and research panel discussion.

Wednesday, November 19
6:00 PM – 9:00 PM

The Riviera Country Club
Pacific Palisades, CA

For questions or to RSVP, contact Elicia Lopez at 310.481.1111 or elicia.lopez@nmss.org.

SPECIAL GUESTS:



Dr. Timothy Coetzee
Chief Advocacy, Services,
& Research Officer
National Multiple Sclerosis Society



Dr. Robert Fox
The Cleveland Clinic



Dr. Barbara Giesser
University of California, Los Angeles



Dr. Craig Walsh
University of California, Irvine

11th Approved Therapy for MS

The FDA approved Plegridy as a new disease-modifying therapy for people with relapsing forms of MS. Plegridy is injected under the skin every two weeks and is a new therapy that belongs to the same interferon class as several other medications approved to treat MS. This new version is designed to maintain the effects of interferon in the body for a longer period of time. Plegridy is expected to be available by prescription in November.

Plegridy was shown after one year of a two-year phase III clinical trial to reduce the relapse rate significantly more than placebo in a study of 1,500 people with relapsing MS, reaching the primary goal of the study (Lancet Neurology, published online, April 30, 2014).

“It is encouraging to have additional treatment options that may help people with MS manage their disease as we move toward our ultimate goal of ending MS forever,” noted Timothy Coetzee, PhD, Chief Advocacy, Services, and Research Officer at the National MS Society.

In just the last four years there have been four disease-modifying therapies approved for people with MS. In 2010, Gilenya, the first oral disease-modifying

therapy was approved for relapsing forms of MS. This was a significant step for people with MS, and helped address the unmet need for additional therapies, particularly an oral medication that can make it easier for people to get on and stay on therapy. Two years later, the FDA approved a second oral therapy, Aubagio, for relapsing forms of MS. In 2013, the FDA approved the third oral therapy, Tecfidera, for relapsing MS making it the tenth disease-modifying treatment available in the US. The approval of Tecfidera was an important expansion of therapeutic options and increased the ability to find effective and tolerable treatment solutions for individual patients. Having ten therapies for relapsing forms of MS motivated the Society to join forces with the global community to make strides for people with progressive forms of MS.

Recently Approved Disease-Modifying Treatments

Brand name	Chemical name	Frequency	Year approved
 GILENYA®	fingolimod	Once a day	2010
 AUBAGIO®	teriflunomide	Once a day	2012
 TECFIDERA™	dimethyl fumarate	Twice a day	2013
 PLEGRIDY™	peginterferon beta-1a	Every 2 weeks	2014

International Progressive MS Alliance Funding Announced

Last spring we announced the first meeting of The International Progressive MS Alliance, a joint effort of the MS International Federation and MS Societies of Canada, Italy, Netherlands, United Kingdom and the United States. Now we are pleased to announce that the Alliance has awarded a first round of 22 research grants to investigators in nine countries with the goal of removing

barriers to developing treatments for progressive MS. The Alliance is a worldwide collaborative focused on finding solutions to progressive forms of multiple sclerosis that have so far eluded the scientific community.

These first grants are short-term innovative pilot studies to begin filling knowledge and infrastructure gaps such as identifying and testing potential treatments; understanding nerve degeneration; and building databanks and biobanks—repositories of biological samples for use in research—to better understand long-term imaging, genetics, and outcomes associated with progressive MS. These pilot studies have terms of one to two years. Of the 22 grants awarded eight were awarded in the United States.

Supporting the Cause: Westlake Village Research Reception

On September 30th, longtime donor and friend of the Society, Pam Taxe, hosted a Golden Circle research reception at her beautiful home in Westlake Village. Pam's daughter and Walk MS Team Captain, Jessica Taxe Revlin, and her husband, Scott Revlin, acted as gracious co-hosts. Guests delighted in a patio setting that provided an intimate atmosphere for Dr. Mark Morrow, Chair of the Department of Neurology Harbor – UCLA Medical Center to discuss the recent ACTRIMS/ECTRIMS (Americas and European Committees for Treatment and Research in MS) joint meeting.

Dr. Morrow's anecdotes highlighted current needs in the MS community, as well as the distance research has come since he began his focus on MS many years ago. He spoke positively about research support provided by the National MS Society, and his knowledge provided for a very informative evening.

Special thanks to the Taxe family for organizing such a wonderful event!

Cultivating new and existing relationships within our community is key to the Chapter's continued ability to provide essential programs and services, fund MS research, and grow the Golden Circle campaign. If you or someone you know is interested in hosting and/or underwriting a salon event at your home, business, country club, or other location, please contact Elicia Lopez at 310.481.1111 or elicia.lopez@nmss.org.



Dave Power, Eric Tykeson, Julie Kaufer, Jamey Power



Scott Revlin, Pam Taxe, Sophia Revlin, Jessie Taxe-Revlin



Named for the Society's founder Sylvia Lawry, the Lawry Circle honors donors who have informed the Society of their intention to help create a better future for the MS community through their will, trust or estate plans.

Planned and deferred gifts provide a strong foundation of funding for the Society. Because all gifts represent an expression of lifetime commitment to the Society, there are no minimum gift levels and membership is for life. Please inform the Society if you have named the National Multiple Sclerosis Society, Southern California & Nevada Chapter in your estate plans by calling Kate McIntosh, Vice President of Development at 310.481.1124.



Julie Goldman, Jen Piano, Kim Freshman

Looking to do more in the fight against MS?

Consider a donation of appreciated stock.

Making a gift of appreciated stock directly to the National MS Society is one of the easiest ways to make your donation do more. By taking advantage of current tax incentives, donors who make a gift of appreciated stock receive a tax deduction for the contribution and avoid potential capital gains taxes at the same time. Plus, all Golden Circle gifts of stock received by December 31, 2014 will count toward the **2014 Year End Challenge!**

Electronic or depository trust company (DTC) transfer of stock through a broker can be made directly to the Chapter's local brokerage account. We ask that you include donor name, address, phone number, email address, and details of the contribution so we can acknowledge the gift. For instructions on completing an electronic stock transfer or handling gifts of physical stock certificates, please contact Elicia Lopez at 310.481.1111 or elicia.lopez@nmss.org.

National MS Society Southern California & Nevada Chapter

The Southern California & Nevada Chapter has seven offices serving 20,000 people with MS and their loved ones in Southern and Central California and Nevada. For more information, call (800) 344-4867 and visit www.nationalMSSociety.org/cal.

Channel Islands Office

1921-A State Street
Santa Barbara, CA 93101

Inland Empire Office

3110 East Guasti Road, Suite 320
Ontario, CA 91761

Kern County Office

1800 30th Street, Suite 105
Bakersfield, CA 93301

Las Vegas Office

2110 East Flamingo, Suite 203
Las Vegas, NV 89119

Reno Office

4600 Kietzke Lane, Suite K-225
Reno, NV 89502

San Joaquin Valley Office

7472 N. Fresno St., Suite 210
Fresno, CA 93720

West Los Angeles Office

5150 W. Goldleaf Circle, Suite 400
Los Angeles, CA 90056



golden
CIRCLE

Golden Circle Committee

Julie Kaufer, Esq., Chair

Pam Maron, Stanley E. Maron, Esq.,
Jamey Power, Kim Phillips,

Sheri Safan, Sue Schroeder, Fern Seizer

Staff

Susan Bradley, President

Kate McIntosh, Vice President of Development

Elicia Lopez, Development Director

Jeanette Chian, Director, Central California

Debra Gruen, Director, Inland Empire

Linda Lott, Director, Nevada

Diane Sant, Development Manager

If you would like more information about the Golden Circle campaign, please contact Elicia Lopez, Development Director, at 310.481.1111 or elicia.lopez@nmss.org.

 [facebook.com/MSsouthernCal](https://www.facebook.com/MSsouthernCal)

 twitter.com/MSsouthernCal