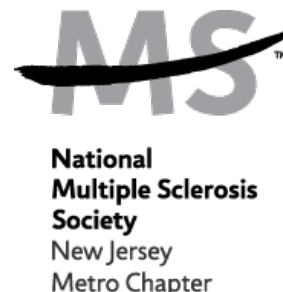




# "Coast the Coast" Pedal Power



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(732) 660-1005      bikenjm.nationalMSsociety.org

an unforgettable ride. an unbeatable destination. a world free of MS.

## What's New with "Coast the Coast"

Bike MS "Coast the Coast" is back and we're excited to have you riding with us again! Here are some of the great changes we're making to ensure a smooth ride.

Make it a relaxing morning! Be sure to get your rider packet ahead of time so that your paperwork is completed in advance for easy drop-off. At Monmouth University, be prepared to have 50% of your pledge money turned in prior to or at the event for smooth sailing in and out of check-in!

Inside the gym, teams who have raised \$10,000 or more will have their own special registration table. Your team captain will tell you if they've arranged for this VIP treatment so ask them now to request it!

Introducing our "Starting Line-Up"! As a special thank you to our top ten 2008 fundraising teams, we will be giving these teams preferential lineup and calling their team names to lead the pack at the start of each ride!

Enjoy more sea breezes! Now that Asbury Park's road construction has been finished by the ocean, get a closer view of the historic landmarks like Convention Hall, The Stone Pony and the Berkeley Carteret Hotel as our ride travels closer to the shore.

Good days have great endings! Receive your medal at the finish line and proudly wear your "Coast the Coast" event shirt to lunch at Monmouth University or dinner at the Tuckerton Seaport.

Look for Finish Line Registration at the end of your ride. As a big "Thanks!" to all who ride this year, we'll be offering 2010 registration rates that you won't get any other time of the year! Look for this at your finish line at Monmouth University, Pinelands and Cape May.

## We Count on You.

### 50% of Pledge Minimums Due Before Riding

The Bike MS "Coast the Coast" Ride is not only a great experience, but it's a ride with a destination, a world free of MS. When you register to ride, you are committing to fundraise so that we can eventually reach that end. We count on each and every dollar to provide services and research to help those affected by MS.

If you are finding it difficult to collect your donations, please call us. We can provide you with fundraising ideas. Cyclists who are unable to collect 50% of the pledge minimum by the weekend of the ride will be provided with a "Promise to Pay" form, which after filling this out, you'll be ready to participate in the "Coast the Coast" Ride. Please understand how much your fundraising means to people living with MS. Every mile and every dollar brings us closer to a cure.

## Look Who's Already Registered for bike MS as of March 16, 2009!

Team	Team Captain	Riders	Team	Team Captain	Riders	Team	Team Captain	Riders
Team Vitamin Shoppe	Michael Provost	27	Team Aloha	John Senkewicz	5	Comfort Keepers	Stephanie Howe	2
Lisa's Team	Lisa Calitri	24	Team Eileen:	Melissa Glowski	5	Mrs. New Jersey	Valerie Oliver	2
Trane	Anthony DiDomenico	24	Saints & Spinners			United States 2009		
Team Barnegat	Sandi Gomez	16	Almost there	Jeff Palumbo	4	Pageant Family		
Cyclomaniacs	Jeffery Schaefer	15	Biking for Angie	Nick Caponegro	4	PrintPlus	Pamela Stabile	2
Verizon Team FIOS	Kathleen Bailey	15	Cuny's Crankers	William Barr	4	Team 2.3+	Stephanie Gadaleta	2
Bike Therapy	Wendy Smith	14	KPMG New Jersey	Thomas Klockner	4	The Breeze Team	Mike Fitzgerald	2
Edison Cyclers	Laura Cariello	14	Millee's Minions	Alice Stockton-Rossini	4	Amazing Grace	Joseph Spina	1
NEMINI.ORG	Paul Graziano	12	Monmouth University	Theresa Gibbon	4	Avaya	Marianne Beyer	1
Park Pedalers	Matt Feldman	12	Team Eclectic	Ken Weinheimer	4	BIKERS FOR TEE	Pat Aversano	1
PSEG	John Hoagland	12	Already There	Michael O'Grady	3	CCIHOLY ROLLERS	Harold Harmon	1
Team J&J	Michael Kemmerer	12	Barclays Capital	Gregory Buhay	3	Crazy Riders	Craig Hoffman	1
ZAIS Group	Russell Prince	11	Central Jersey			Friedman LLP	Scott Testa	1
All the Right Moves			Multi-Sport Club	Gary Verhoorn	3	Friends For A Cure	Natalie Lay	1
with Carolan	Carolan Ammirata	10	CH Kauffman & Assoc	Chaz Kauffman	3	Keep Hope Alive	Emanuel Psyhojos	1
Team Joe	Joe Martz	10	For Greg	Rob Rossetto	3	MS Great 8	Michael Zimits	1
Bowen's Iron Eagles	Michael Bowen	9	Jacobson	Thomas Jacobson	3	Pseudonym	Olivia Banyon	1
Team SCOTT	Susan Story	9	Jeff's Machine	Jeff Vernice	3	Riders for a cause	Robert Briganti	1
Gators on Wheels 2009	Mark Bernitz	8	Robbinsville Chain Gang	Christopher Sharp	3	Team Bayer	Karen Foy	1
Positive Spin	Loren Fisher	8	snoopy's gang	Mona Mikhail	3	Team GES	Dene O'Connor	1
Pine Bay Barrens	Paul Chowansky	7	Team Madbear	Alan Lubeck	3	Team Greengrass	Joel Greengrass	1
Profulgent Technology	Randy Drozd	7	Team Valentine	Laura Vinci	3	Team Hope	Jenalynd Canullas	1
No Short Cuts	Joanne Raab	6	The Gazdanators	Valerie Gazda	3	Team Rohmeyer	Paul Rohmeyer	1
Princeton Peddlers	Donna Sanclemente	6	Team Wakefern	James Noto	3	Training is Overrated	Christopher Pisano	1
5TH Avenue Beach			UMDNJ Physical Therapy	Jaime Cepeda	3	URNER BARRY	Jim Buffum	1
Bums	Douglas Thorn	5	Students, Alumni, & Friends			Warren Hillers	Jerald Keselman	1
Hess Refinery Bikers	Maria Gargiuolo	5	A&S Painting	Amanda Lockshiss	2	Winos on Wheels	Maureen Murphy	1
Scully 09	Meredith Scully	5	Abs Rocks	Mani Sabapathi	2			
Spare Tires	Marc Natanagara	5	ACE Solar	Stanley Hunton	2			

## 2009 BIKE MS BIKE SHOP PARTNERS

Introducing our Bike Shop Partners for the 2009 Bike MS. These are the folks who will be providing their time & talent prior to and during the Bike MS weekend.

Atlantic Cyclery	732-291-2664	Atlantic Highlands, NJ
Beacon Cycling & Fitness	609-641-9531	Northfield, NJ
Bike Haven	732-747-6868	Fair Haven, NJ
Brielle Cyclery	732-528-9121	Brielle, NJ
Brielle Cyclery	732-502-0077	Asbury Park, NJ
D.J.'s Cycles	732-681-8228	Belmar, NJ
High Gear Cyclery	973-376-0001	Millburn, NJ
High Gear Cyclery	908-647-2010	Stirling, NJ

### A CALL TO VOLUNTEERS

An event like Bike MS would be impossible to stage without the help of hundreds of volunteers who work with us behind-the-scenes to ensure the event runs flawlessly. If you would like to be a part of the action during the event weekend, we still have several exciting volunteer opportunities to choose from including: Working at a rest stop handing out snacks, greeting riders and registering them at our check-in area, sharing your special talent (jugglers, caricature artists, clowns, etc.) as one of our entertainers, or even assisting in set-up and cleanup...each job is equally important to making our event a success. To learn more about volunteering for Bike MS, please call Christine at 201.967.5599 ext. 201 or e-mail:

[christine.vandyk@nmss.org](mailto:christine.vandyk@nmss.org)

### ADOPT A MILE

The 2009 Bike MS "Coast the Coast" Ride would like you to join us in helping support the mission by adopting a mile...pick one of 170 miles to display your company name, family name or team name. We will display your personal sign at a ride mile marker. Choose from 18x24 or 22x28 custom signs. For further details, please call:

**732-660-1005**

### CHECK OUT THE NEW AND IMPROVED BIKE MS WEBSITE

Logon to [bikenjm.nationalMSSociety.org](http://bikenjm.nationalMSSociety.org)  
Check out our online fundraising tools!

1. Register for Bike MS
2. Pledge a cyclist online
3. Track the amount you've raised (updated electronically daily)
4. Create a Personal and/or Team Page
5. Send out a "Sponsor Me" E-mail
6. Print out a Team Roster to track who you've asked to support your fundraising efforts
7. Download your Rider Kit
8. Locate training rides in your area

And much more! If you register online, you can begin to use these features immediately. If you register by mail, phone or fax, simply call 732-660-1005 to have an account created for you.

Team Captains: The Bike MS web site includes enhanced user options exclusively developed to help you save time while you manage your team. As Team Captain you have the ability to set-up a Team Page, send out recruitment E-mails, print out a team roster, monitor your team's fundraising...plus utilize a host of other useful tools to keep yourself on track.

## IT PAYS TO RECRUIT! GET YOUR BONUS BUCKS!

Veteran Bike MS riders who recruit a first time "rookie rider" are entitled to \$100 in Bonus Bucks per rider. Download and complete the Bonus Bucks form found on our website and submit it with your pledges. We'll verify that your rookie registered and raised the minimum pledge and award you the Bonus Bucks to use towards your prize incentives

### WHY WE RIDE. THE MISSION

The National MS Society is a collective of passionate individuals who want to do something about MS now—to move together toward a world free of multiple sclerosis. MS stops people from moving. We exist to make sure it doesn't.

We help each person address the challenges of living with MS through our 50-state network of chapters. The Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward.

For you, the reason why you ride might be more personal. You might be living with MS, you might have a family member or a friend who is living with MS or you might just like the challenge. For whatever reason you ride, just remember why.

**REMINDER!!!**  
**Don't forget your**  
**HELMET! Helmets are**  
**mandatory at Bike MS!**  
**Without one, we cannot**  
**let you ride.**

# Aloha!

A warm greeting to all as we prepare for the 18th Annual Bike MS "Coast the Coast!" I'm excited to be helping you with fundraising efforts, answering event questions and planning the details of the ride. I have enjoyed speaking and emailing with many of you and look forward to meeting everyone!

You might know me as a past participant of the 170 mile ride. My team "Shore Cure", now aptly renamed "Team Aloha", was made up of some family and friends. We always had fun riding Hawaiian style. I'll miss greeting everyone with an "Aloha!" so I hope to hear it from you. Maybe you'll pick your own theme and go for the "Most Team Spirit Award!"

I had such a wonderful experience riding Bike MS "Coast the Coast" and I'm looking forward to more great memories as I work with all of you and those living with MS. You too have joined the movement to create a world free of MS! Thank you!!

The value of personally recruiting someone to join this ride and the movement is immeasurable. I know as I was originally asked by a friend. Why wouldn't you want others to experience riding in this amazing event? For me, it's one of the best things I've done in my life and hope you think so too! I hope you take advantage of our Bonus Bucks Program and recruit some new riders this year. You'll get the Bonus Bucks to use for incentive prizes and the added bonus of riding with new friends and family! New recruits might put you in the running for the "Largest Team Award" or they could win the "Rookie of the Year!" Check out our website for more info on these programs and prizes.

The "Coast the Coast" is more than just one awesome ride. After this event, you know how deep the experience is and the connection you make to MS. I hope you support the ride, your team and the Movement by asking someone else to ride. Why deny others the chance to MOVE IT?

Ride it, Live it, Love it... but you know this. For rookies, you'll soon know it too!

I'm looking forward to meeting you all in May. Don't forget... "ALOHA!"

Mary Beth Maclearie  
Director, Bike MS

## BIKE MS TEAMS IN THE LEAD

(as of 3/16/09)

Team Name	Fundraising Total
ZAIS Group	\$8,211.00
Team Vitamin Shoppe	\$4,951.00
PSE&G	\$4,935.00
Team J&J	\$3,135.00
Park Pedalers	\$2,055.00
Bowen's Iron Eagles	\$1,970.00
Team Joe	\$1,697.50
Lisa's Team	\$1,495.00
Team SCOTT	\$1,325.00
Cyclomaniacs	\$1,143.00

### FUNDRAISING TIPS

We asked some of our top riders to share methods they used to reach their fundraising goals. Here are some of their most successful fundraising tactics:

1. Ask your HR Department if your company has a matching gift program. If it does, be sure to get a matching gift form and submit it along with your donations. This is an easy way to double your total. Also, encourage your sponsors to ask their companies for matching gift forms. Many sponsors are not aware that this is an option.

2. Get excited about the event. There is nothing more contagious than optimism. Sponsors love to support riders who are enthusiastic about the event.

3. Don't limit your fundraising solicitations to family and friends. Ask everyone! Your clients, co-workers, dry cleaners, hairdresser, personal trainer, etc. are all potential sponsors.

4. Don't just ask for individual sponsorships, ask your donor if he/she would be interested in riding in the event as well.

5. Send letters! Riders who send out a personalized letter asking for a donation raise on average ten times more than riders who do not.

### THANK YOU TO OUR SPONSORS

