



bike to
create a world
free of MS

The Great New Jersey Country Bike Ride Pedal Power

Volume XXII, Issue 1 • September 12 & 13, 2009
(201) 967-5599 bikenjm.nationalMSsociety.org

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

Registration Is Open For Bike MS

Choose Your Option and Sign Up Today



Saturday, September 12th:

20-Mile Ride - \$25 registration fee until July 11th, \$30 registration fee until August 11th, \$35 registration fee thereafter; \$150 fundraising minimum per person.

50-Mile One Day Ride - \$65 registration fee until July 11th, \$70 registration fee until August 11th, \$75 registration fee thereafter; \$350 fundraising minimum per person.

Sunday, September 12th:

50-Mile One Day Ride - \$65 registration fee until July 11th, \$70 registration fee until August 11th, \$75 registration fee thereafter; \$350 fundraising minimum per person.

Saturday & Sunday, September 12th & 13th:

100-Mile Challenge! - \$65 registration fee until July 11th, \$70 registration fee until August 11th, \$75 registration fee thereafter; \$350 fundraising minimum per person. Overnight at the Parsippany Hilton, two dinners, breakfast and comedy show included!

Register online at bikenjm.nationalMSsociety.org, completing and returning the registration form included on this newsletter, or by calling **201-967-5599**.

Introducing Our 2009 Bike Shop Partners

These are the folks who will be providing their time and talent prior to and during the Bike MS weekend. Please visit one of the locations listed below prior to Bike MS for a free bike inspection. Look for your coupon on Page 2!

Allendale Cycle - Allendale, NJ	201 825 0952
Allwood Bicycles - Clifton, NJ	973 574 9001
Amber Cyclery - Fair Lawn, NJ	201 797 5600
Campmor - Paramus, NJ	201 445 5000
Cosmic Wheel - Ridgefield Park, NJ	201 440 6655
Cycle Craft - Long Valley, NJ	908 876 5600
Cycle Craft - Parsippany, NJ	973 227 4462
Cycle Sport - Montvale, NJ	201 391 5269
Diamond Cycle Center - Montclair, NJ	973 509 0233
Heino's Ski+Cycle - Pequannock, NJ	973 696 3044
High Gear Cyclery - Millburn, NJ	973 376 0001
High Gear Cyclery - Stirling, NJ	908 647 2010
James Vincent's Bicycles - North Bergen, NJ	201 869 1901
Madison Bike Shop - Madison, NJ	973 377 6616
Marty's Reliable Cycle - Morristown, NJ	973 538 7773
Marty's Reliable Cycle - Succasunna, NJ	973 584 7773
McCormick's Bicycle Shop - Washington, NJ	908 689 0385
Montclair Bikery - Montclair, NJ	973 744 7252
Pedal Sports - Oakland, NJ	201 337 9380
Ramsey Bike & Ski - Ramsey, NJ	201 327 9480
Ridgewood Cycle - Ridgewood, NJ	201 444 2553
Sussex Bike & Sport Shop - Sussex, NJ	973 875 6565
Town Cycle - West Milford, NJ	973 728 8878

CHAMPS for MS

Every year, hundreds of event participants and people living with MS come together to ride and fundraise to work towards ending the devastating effects of MS. Champions Against MS strives to connect people living with MS and event participants to foster education, gratitude, and most importantly, hope. During this year's Bike MS event on September 12th & 13th, participants have the opportunity to be paired with a Champion. A postcard introducing your Champion will be mailed to you as well as a signed bandana. This bandana can be worn by you during the event. You and your Champion are encouraged to connect before, during and/or after the event. As a Champion, you are adding depth to the Bike MS event by increasing your awareness about our mission, and serving as a critical part in the fight against MS. Together, Champions provide each other with hope, inspiration and encouragement!

For more information regarding Champions Against MS program, please call Mikal McDaniel at 201-967-5599 ext. 213.

STREET TEAM

Help us promote Bike MS by getting the word out on the street!

Join the *Street Team* today! Membership is easy. Simply contact us, and let us know that you are interested in distributing Bike MS promotional material. We will send you bike MS posters, brochures, hanging donation display cards that you can distribute at your place of worship, gym, club, local restaurant, etc.

This will help us all spread the word about Bike MS, and encourage as many people as possible to get involved in this excellent event!

So, what are you waiting for? Contact Jonathan Staunch today, and he will send you all the materials you need to get the word out on the Street!



Join the Elite!

Being a team captain is a tough job...but it can also be one of the most rewarding things you decide to do.

It takes hard work, leadership skills, dedication, and commitment to lead a team. Team captains sacrifice their time and energy for the benefit of their fellow teammates, and for the benefit of those living with MS.

We truly value ALL of our captains. As a special "thank you" for those who go above and beyond in their team captain efforts, we have created the Victory Club.

If your team raises \$20,000 or more, you -- the team captain -- will join the elite ranks of the Victory Club. You will receive a special award and recognition at the Bike MS Awards Event.

Are you a team captain that has what it takes to get to the Victory Club? Contact Jonathan Staunch at 201-967-5599 ext. 213 today for more information, and for fundraising tools and suggestions.



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Free Bike Inspection Coupon
Present this coupon to any of our
bike shop sponsors to receive a
free bicycle inspection
Coupon expires: 9/12/09

MEET YOUR AMBASSADOR, LEAH NALVEN

I have been an athlete my entire adult life: dancer, marathoner, triathlete, personal trainer, spin instructor and cyclist. After volunteering at Kessler Institute for a year and a half and assisting spinal cord patients I was drawn to the profession of Physical Therapy. I went back to school to fulfill a calling. In 2003, after 4 years of training, I became a Licensed Physical Therapy Assistant (PTA). I had launched my kids off to college and was looking forward to the next phase ...traveling, moving into a smaller space, delving into my interests, getting to the next place in my job. A year ago this month, a year shy of my 50th birthday, I was diagnosed with Multiple Sclerosis.

Big bumper.

It's the typical bad joke scenario: the pianist who injures her hands, the chef who loses his taste of smell and me, the athlete who ran marathons can now barely walk. It's humbling. As an athlete you make a deal with your body: I'll take care of you and you take care of me. I believed that as long as I was physically competing and challenging myself I would have a healthy body. The sense of betrayal I felt in the months after my diagnosis was overwhelming. I was angry. I didn't know who I was. As it turns out, my doctor said I probably have had the disease for 10 years and didn't know it. I was embarrassed when friends said to me, "But Leah, you are the healthiest person I know!" Guess the joke was on me.

One can never plan for these detours. I guess the trick is to be as nimble as possible and to let go quickly of your plans...otherwise you become bitter. That was the last thing I wanted to happen.

In Laurence Gonzalez's book, *Deep Survival*, the author describes what makes a 'victim' and what makes a 'survivor'. Gonzalez has studied the physiological and psychological effects of people who are stuck out in the extremes: mountain climbing, sailing, flying. In fact, the psychology is the same for those experiencing a major life shift: death of a loved one, divorce, sudden unemployment, sudden illness. The 'victim' is in denial about their circumstances. They are the so called 'experts', the ones who are typically the most experienced and trained but who face their challenges without humility. They are uncreative problem solvers, relying only on their rote experience. The 'survivor' quickly accepts their dilemma, taking responsibility for their fate. They abandon what they think they know. Survivors work creatively and use a beginners mind to face their circumstances. The characteristic that separates a 'victim' from a 'survivor' is maintaining a sense of humor. The essence of these ideas became my game plan when I realized there was no turning back from my diagnosis.

Living in a body I can no longer control (easily) has been the challenge. Walking is my biggest problem. Ataxic (balance impairment) and slow, my legs feel weak from spasticity even though I know they are strong. Fatigue is an enemy...but depression is what looms large. MS prevents people from moving. However, the key to this disease is to keep moving under all circumstances. Depression threatens to keep me from living and moving so I do everything possible to move...

...and to smile.

I am fortunate that the disease has not prevented me from doing what I love best... riding. The freedom of being on the road, the community and camaraderie of riders, the joy of being able to move normally is life affirming. On the bike I am like everyone else; you can't see my disability. I am an anonymous athlete...that is until I go out riding with my Service Dog, Linus.

I was teamed with Linus three months ago through ECAD (East Coast Assistance Dogs) in Dobbs Ferry, New York. We went through two weeks of Team Training (dog boot camp) The dogs (mostly golden retrievers) have been trained for at least two years before they are teamed with a client with a physical or emotional disability. Linus helps me walk. I call him my living cane. Linus wears a harness that I hold and we walk in sync. He stabilizes me while I am upright and my gait disturbance becomes almost non-existent. Since Linus is a Service Dog, he comes to work with me daily, flies on airplanes, (he sits at my feet under the seat in front) goes on trains, sits under the table while I have dined in the finest restaurants. He is my constant companion and continues to be a tremendous help. Linus gives me the independence I seek without having to burden family and friends.

Here I am a full year later after my initial diagnosis. I continue to make peace with the fact I am not who I thought I was, only to realize I am more than I thought; I am more than my body. I don't live the disease. I live WITH the disease. Biking is my passion and my hobby. My disease is not. I have a lot to smile about.



Leah Nalven, our 2009

See you on the road!

Hello Team Captains!

It's that time of year again. Summer brings with it warm weather, cook-outs, longer days...and the official start to Bike MS Season!

For those of you who joined us last year, you know that the 2008 Great New Jersey Country Bike Ride was a great success. We were able to raise needed funds for over 100 programs and services for our friends with MS, and also fund the national research effort for a cure. Not to mention, we had a lot of fun in the process! This great feat was accomplished in no small part due to the hard work and dedication of all of our team captains.

This year, despite the struggling economy, we intend to keep our fundraising goal high. MS is not un-employed. It is still working full-time. So, now more than ever, we need to work harder to find a cure. With that being said, we aim to raise 1 MILLION DOLLARS for the 2009 Bike MS. This is a tall task ahead of us, but given the talented crop of team captains leading our event, we have no doubt that it is achievable!

Whether you are brand new to our event, or a veteran who has been with us for years, your participation in Bike MS makes you a part of something greater than yourselves. You are part of a Movement to Create a World Free of MS. We count on your leadership to help make this happen...but you are not alone in the fight. The Team Staff is here to support you every step of the way with fundraising tools, advice, and opportunities to network with fellow team captains. (Get ready for our Rider Rally in July! More details to come soon)

We will be in touch with all of you in the coming days. It is our goal to meet with all of you at some point during Bike MS Season. However, please don't ever hesitate to call us at any time to set up a face-to-face meeting or phone conversation to discuss your team's fundraising strategy for this year.

We look forward to working with you all as we aim to make the 2009 Great New Jersey Country Bike Ride our BIGGEST and BEST Bike MS to date!

All the best,

Your Team Staff –
Mikal McDaniel
Mikal.McDaniel@nmss.org

Jonathan Stauch
Jonathan.Stauch@nmss.org

201-967-5599

Scheduling Conflict?

Register as a "Virtual Rider"

If you can't join us for the Bike MS weekend, but would still like to be a part of our event consider registering as a "Virtual Rider." Register for the event as everyone else but choose "Virtual Rider" as your participation type. After you have finished fundraising you can either mail or drop your donations off to the MS Society. You will be credited just as any other cyclist and be eligible to receive the same prizes as well as receive an invitation to our recognition event -- we'll even send you a T-Shirt! Call 201-967-5599 for more information.

Team Jerseys

Teams are encouraged to create their own jersey for Bike MS. We will be taking note of the jerseys on Saturday and awarding a team with the most creative jersey with the Best Team Jersey Award at the evening program.

Our Chapter is pleased to recommend VOmax as its preferred supplier of cycling jerseys. Based in Massachusetts, VOmax has been producing custom team-branded apparel for over 25 years and services hundreds of Bike MS events across the country. Please feel free to contact VOmax regarding your needs for team jerseys, shorts, or any other related apparel. As a supporter of our Chapter, VOmax will contribute 10% of all jersey orders it receives back to the Chapter. The minimum order is ten. VOmax provides graphical art design and quick delivery turn-around.

Feel free to contact VOmax for sample designs and/or more information.

Peter Manning
Phone: 1-800-530-9740
E-Mail: pmanning@vomax.com
Website: www.vomax.com

Be sure to mention the New Jersey Metro Chapter when speaking to VOmax!



*High Gear Cyclery, winner of the
2008 bike MS Team Jersey Award*



Presented By:

bike to
create a world
free of MS

National MS Society
New Jersey Metro Chapter
1 Kalisa Way
Suite 205
Paramus, NJ 07652



FIRST CLASS
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Register today for Bike MS! (You must be 12 years old to participate in bike MS.)

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

My personal fundraising goal is: _____ My company has a matching gifts program: Yes No

Please contact me about sponsorship opportunities (please circle one): Yes No

- I am riding (check one):
- 20-mile option, Saturday Only - \$25 registration fee until July 11, \$30 until August 11, \$35 thereafter
 - 50-mile option, Saturday Only - \$65 until July 11, \$70 until August 11, \$75 thereafter
 - 50-mile option, Sunday Only - \$65 until July 11, \$70 until August 11, \$75 thereafter
 - 100-mile option, Saturday & Sunday - \$65 until July 11, \$70 until August 11, \$75 thereafter

I am staying overnight (circle one): Yes No Roommate: _____

I will be making my own reservation (you must make your reservation by August 20th): Yes No

T-Shirt Size: S M L XL Will you be riding as part of a team? Yes No

Team Name (if applicable): _____ Team Captain: _____

Emergency Contact: _____ Telephone: _____

Enclosed is my \$ _____ registration fee. (Registration fee is non-transferable or refundable)

Payment type: Check Visa MC AmEx Exp Date: _____

Authorization Signature: _____ Card #: _____

Name as it appears on card: _____

I would like to become a CHAMP. (You will ride in honor of the person living with MS that you are assigned.)