



The Great New Jersey Country Bike Ride Pedal Power

Volume XXIII, Issue 4 • September 25 & 26, 2010
(201) 967-5599 bikenjm.nationalMSsociety.org

BIKE MS VISION STATEMENT

For cyclists and all those seeking a personal challenge and a world free of MS, Bike MS is the premier fundraising cycling series in the nation. With a choice of more than 100 extraordinary rides, the Bike MS experience is the ride of your life.

FUNDRAISING WITH FACEBOOK



What is *Boundless Fundraising* and How Does It Work?

Boundless Fundraising[™] is a Facebook application that enables you, the participant, to link your Participant Center to your Facebook profile. Once you register for the ride, you'll be given the option to add the *boundless Fundraising*[™] application to your Facebook page with a few simple clicks. Of course, you must have a Facebook profile first, if you don't have one, register now, create your Facebook profile and add *boundless Fundraising*[™] later. Just look for the icon on your Participant Page.

Once the application has been applied to your Facebook profile, your fundraising progress will be displayed on your profile where friends can check your progress and donate to you! Your registration, donations and a countdown to the event will also show in your newsfeeds. Friends can click a link to make a donation towards your participation in the Great New Jersey Country Bike Ride. It's that easy! Participants who have used *boundless Fundraising*[™] have increased their fundraising by 73% over those who don't use it. It's no wonder where the application got its name!!

PROMISE TO PAY

Each ride option has its own fundraising minimum that must be met. If you do not meet your fundraising minimum by the ride date, you will be asked to complete a Promise to Pay form. The form will ask for your credit card information and if by the fundraising minimum deadline you have not met the required amount, we will charge your card the full amount or balance due.

Bike MS is a fundraising event that helps to support our local programs and services we offer to over 10,000 people living with MS and their families. Money raised from this event is critical to the overall success of our Chapter. We appreciate your commitment and support!

REMINDER!!!

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

CHAMPIONS AGAINST 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, participants will 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 Samantha Farulla at 201-967-5599 ext. 43201.

REGISTRATION IS OPEN FOR BIKE MS

Choose Your Option and Sign Up Today

Saturday, September 25th:

20-Mile Ride - \$35 registration fee, \$150 fundraising minimum per person.

50-Mile One Day Ride - \$75 registration fee, \$350 fundraising minimum per person.

Sunday, September 26th:

50-Mile One Day Ride - \$75 registration fee, \$350 fundraising minimum per person.

Saturday & Sunday, September 25th & 26th:

100-Mile Challenge! - \$75 registration fee, \$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 in this newsletter, or by calling 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.

Mark Your Calendars!

Hops to Hops Bike MS Ride September 12, 2010

**The Inn at Lambertville Station
40 miles of rolling hills through
the Amwell Valley.**

Visit:

**bikenjm.nationalMSsociety.org
for more information.**

THANK YOU TO OUR REGISTERED GOLD SPOKES CLUB MEMBERS!*

All Gold Spokes raised \$1,000 or more in last years ride. All members receive a special Gold Spokes jersey to train in over the summer, a special 20-minute massage ticket and special recognition in Bike MS publications. Join the elite and become a Gold Spoke this year!

Chris Amalfitano	Richard Magee
Martin Apa	Ben Maldonado
Marc Aronowitz	Ronald Matysik
Jeff Backman	Tim McChesney
Douglas Billitz	Susan McCollum
Frank Blaeuer	Eddie McKeon
Chuck Blumenstock	Andrew McKinnon
Madeline Byrne	Michael Murphy
Eleanor Campbell	Erin Murphy
John Casciano	James Murphy
Patrick Castiglia	Nasib Najjar
David Catalano	Noelle Najjar
Thomas Chianelli	Joseph Nothwang
Erin Colfax	Joe Nugent
Krista Collopy	Dennis O'Keefe
Gary Crystal	Tim Omaggio
Victor Delimata	Jeff Pfefferkorn
Marius Editoiu	Mark Phelps
Steve Elliott	Frank Pinto
Gregory Fleischmann	Daniel Preisler
William Fredericks	David Puentes
Joel Goldstein	Tammy Quasius
Bob Graziano	Paul Quasius
Jay Green	Richard Ranft
Lori Hanzl	Scott Rives
Colin Heijne	Anibal Roges
Dave Hindman	Rick Romanowski
Ken Hoexter	Herb Rozansky
Michael Hoffmann	Nicole Rutkowski
John House	Richard Scala
Jeff Hurwitz	Isabella Segal-Roges
Winfrid Itondo	Robert Skerker
Chris Jeffers	Jonathan Smith
Brian Kirchmer	Michael Spilker
Leila Kirchmer	James Stabenow
Robert Kirchmer	Michael Sterling
Mark Kreston	Melissa Sturno
Reeva Kymer	Robert Tallman
Scott Kymer	Vito Tamborrino
Courtney Lant	John Theodosion
William Lanza	David Thompson
Ian Laudor	Tim Vitale
Rocco Lepore	John Walker
Stephen LeVine	James Weingartner
Terry Levinstone	Joe Welter
Alan Lieber	Kristin Williamson
Andrew Lloyd	Jack Young
Robert Longo	Randi Zettler
Giovanni Lucioli	

**list as of August 11, 2010*

2010 REGISTERED BIKE MS TEAMS!*

TEAM NAME	TEAM CAPTAIN	RIDERS	TEAM NAME	TEAM CAPTAIN	RIDERS
Team Novartis	Richard Ranft	47	The Blue Tongue Team	Susan Durant	3
Hertz	Nicole Rutkowski	28	Wayne Police	Frank Pinto	3
Team Atlantic Health	Elizabeth Hogan	20	Whitehouse General Store	Paul Colella	3
Kirch / Mountain Creek	Leila Kirchmer	13	Anthem Institute Parsippany	Tony Cuevas	2
Team Falcon	Jack Young	13	RockOn - The Rockland Web Design Team	Thomas Ossa	2
Ridgewood Cycle	Ken Hoexter	10	Saint Mary's Team	Shobha Jacob	2
Team Sony	Herb Rozansky	10	TEAM TAMBO	Vito Tamborrino	2
the tAmbassadors	Tammy Quasius	10	Team BD	Anne Gorman	2
Team Deloitte	Joe Welter	9	Team Charity	Ritesh Shah	2
The Team Formally Known as Medarex	James Weingartner	8	Team NJRCC	Joe Laurino	2
24 Hour Fitness	Ceribet Ruiz-DiBiasi	7	Team Ridin Dirty	Brandon Marks	2
High Point Auto Insurance	Joe Nugent	7	Team Vitamin Shoppe	Rich Tannenbaum	2
Siemens	Marc Aronowitz	7	Team Vitrano/Smartt	Allison Smartt	2
Team High Gear	Rick Romanowski	6	Teenie's Titans	Victoria Zimmerman	2
Allison's Angels	Allison Keenan	5	Ernst & Young	Timothy Vitale	1
Team ITT	Martin Apa	5	Glydiators	William Lanza	1
Team Kymer	Reeva Kymer	5	Hamilton Jewelers	Alicia Kozikowski	1
First Riders	Caroline Scott	4	Hurden Looker	Ryan Masterson	1
Kristas Crew	Krista Collopy	4	Roadscrapers	Eleanor Campbell	1
NJ Road Dogs	Eddie McKeon	4	Square D/Schneider Electric	Susan McCollum	1
Team Halligan's	Chris Werner	4	Team Mojo	Steven Fritz	1
Team Tricia	Douglas Billitz	4	Team Respect	Robert White	1
The Chain Gang	Sandie Reilly	4	Team SocialWish	Mark Birch	1
Verizon Bikers	Rick Miller	4	Team Sterling	Michael Sterling	1
Crystal Crawlers	Gary Crystal	3	Walk Riders	Terry Levinstone	1
Good n' Plenty	NJ Romano	3	Wild Cogs	Stephen LeVine	1
Team Marty's	Martin Epstein	3			
Team UMDNJ	Dennis O'Keefe	3			

*Registrations as of August 11, 2010.

RECRUIT "ROOKIE RIDERS" & EARN BONUS BUCKS TOWARDS YOUR PLEDGE TOTAL

Each "rookie rider" that you recruit to participate this year, earns you \$100 towards your pledge total to reach a higher prize level. Here's how it works:

1. Recruit cyclists to ride with you. To qualify as a "rookie rider," the cyclist cannot have participated in a previous NMSS New Jersey Metro Bike MS.
2. Each "rookie rider" must pay the registration fee in full and have the minimum pledge amount in by October 26, 2010.
3. When you send in pledges, include your BONUS BUCK\$ coupon(s) with the information filled out and count it toward your pledge total.

BUT OF COURSE THEIR ARE RULES

1. Bonus Bucks do NOT count toward your registration fee, minimum pledge total or entry into the Gold Spokes Club.
2. You can't count yourself as your own "rookie rider," even if this is your first time riding with us.
3. Two "rookie riders" cannot use each other.
4. Each "rookie rider" can only be used once. If more than one cyclist claims a "rookie rider," the cyclist who sends in their Bonus Bucks first will be credited.

Download Bonus Bucks
by logging onto:
bikenjm.nationalMSsociety.org

HOTEL ACCOMMODATIONS

Participants staying overnight at the Parsippany Hilton must indicate this on their registration. Rooms are booked as double occupancy. If you do not provide us with a roommate, we will assign one to you. If you would prefer to book a single room at your own expense, please do so by August 20th by calling the hotel at 973-267-7373. The Bike MS block of rooms will close after this date. Be sure to mention that you are with Bike MS to ensure you get our discounted rate.

ATTENTION
20-MILE CYCLISTS!
Check-In and Start times have
been changed as follows:

Check-In: 8:15AM
Ride Starts: 9:00AM

IMPORTANT THINGS TO NOTE

1. Please remember that our starting location is 445 South Street in Morristown, NJ.
2. Bring your participant envelope with you to check-in. You will receive this in the mail one week prior to the event. **PLEASE MAKE SURE ALL INFORMATION ON YOUR ENVELOPE IS FILLED OUT COMPLETELY.**
3. Identify your team name (if applicable) on your envelope to ensure the correct total is credited to your team.
4. Make sure to wear your number on your jersey and display it on your bike so we can easily identify you.
5. If you are staying overnight at the Hilton, you are only allowed two pieces of luggage.
6. Pack clothing for both warm and cool weather -- including rain gear.
7. Call the MS Society prior to September 25th with any changes to rooming or Emergency Contact information.
8. Review common cycling traffic signals if you are not familiar with them.
9. E-pledge, register for the event or download extra sponsor forms at our website:

bikenjm.nationalMSsociety.org

2010 OFFICIAL BIKE SHOPS

Thank you to our Bike Shop Partners for their time, talent and assistance! Use the coupon at the bottom of the page for a free bike inspection prior to Bike MS!

Allwood Bicycles - Clifton, NJ	973 574 9001
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 - Park Ridge, NJ	201 391 5269
Diamond Cycle Center - Montclair, NJ	973 509 0233
Heino's Ski & Cycle - Pequannock, NJ	973 696 3044
High Gear Cyclery - Stirling, NJ	908 647 2010
High Gear Cyclery - Millburn, NJ	973 376 0001
James Vincent's Bicycles - North Bergen, NJ	201 869 1901
Madison Bike Shop - Madison, NJ	973 377 6616
Marty's Reliable Cycle - Hackettstown, NJ	908 852 1650
Marty's Reliable Cycle - Morristown, NJ	973 538 7773
Marty's Reliable Cycle - Randolph, 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
Sam's Bicycle & Repairs - Elmwood Park, NJ	201 797 5819
Sussex Bike & Sport Shop - Sussex, NJ	973 875 6565
Town Cycle - West Milford, NJ	973 728 8878
Wyckoff Cycle - Wyckoff, NJ	201 891 5500

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 and brochures 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 our office today, and we will send you all the materials you need to get the word out on the street!

FUNDRAISING CHALLENGE!

Accept the Challenge! Raise \$5,000 or more by September 1st and you will be eligible to receive a private room for your Parsippany Hilton overnight stay.

Donations mailed must be postmarked September 1st.

NEW FOR 2011!! DIAMOND SPOKES CLUB

You already know of our distinguished Gold Spokes Club where to be a member you must raise \$1,000+. We are excited to introduce the new elite Diamond Spokes Club! To be a member you must raise \$5,000+ and you will receive special acknowledgements and accolades which include:

- Private Accommodations at the Bike MS Overnight
- Diamond Spoke Cycling Jersey
- Diamond Spokes Rider Number to Wear During the Event
- 25 Minute Massage Ticket
- Special Recognition in Pedal Power Newsletters and on Bike MS Website

Keep up the great work to join the ranks with the Top Fundraising Clubs!

For help with your fundraising efforts, please feel free to contact Jennifer Hivry at 201-967-5599 x43222 or Jennifer.Hivry@nmss.org



Free Bike Inspection Coupon
Present this coupon to any of our bike shop sponsors to receive a free bicycle inspection
Coupon expires: 9/25/10

bike to create a world free of MS

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 clean-up...each job is equally important to making our event a success.

To learn more about volunteering, please contact Samantha Farulla at 201-967-5599 ext. 43201 or email: Samantha.Farulla@nmss.org.

FUNDRAISING TIPS

1. Ask your HR Department if your company has a matching gift program. If it does, be sure to get a matching 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. For company teams, have the top fundraiser "win" a lunch with the company president.
3. Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team, possibly in return for sponsor privileges.
4. Update your personal page to receive online donations.
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.

TEAM AWARDS

A little friendly competition among teams can build camaraderie and increase results. In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people with MS is nothing short of amazing. So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS? Here are the top team titles up for grabs at the Great New Jersey Country Bike Ride.*

1. **LARGEST TEAM AWARD**
(2009 WINNER: Team Novartis)
Presented to the team with the greatest number of registered participants.
2. **MOST TEAM SPIRIT AWARD**
(2009 WINNER: Krista's Crew)
This trophy is awarded to the team who is most enthusiastic not only during the event but throughout the upcoming months.
3. **BREAKOUT TEAM**
(2009 WINNER: Team Novartis)
This award is given to the team whose current fundraising results have dramatically surpassed the previous year.
4. **BEST DRESSED TEAM**
(2009 WINNER: Siemens)
Awarded to the team who has the most creative jersey.
5. **ROOKIE OF THE YEAR**
(2009 WINNER: Ernst & Young)
This award is given to a first year team whose fundraising efforts proved extraordinary.

**Winners will be announced at the Saturday evening program.*



Team Siemens, winners of the 2009 Best Dressed Team Award

PASSPORT PROGRAM

NEW JERSEY METRO CYCLING SERIES DATES

Hops to Hops Bike MS Ride:
September 12, 2010

Great New Jersey Country Bike MS Ride:
September 25 & 26, 2010

Coast the Coast Bike MS Ride:
May 21 & 22, 2011

The New Jersey Metro Chapter is offering an exciting opportunity for avid Bike MS participants to take part in a cycling challenge! The Bike MS Cycling Series offers 3 wonderful rides and you can take part in all of them.

Select your Primary Ride, commit to raising \$2,000 for that event and participate in the other two rides offered by the New Jersey Metro Chapter for only the price of registration! Use the Passport Program Registration form to register. Transportation, hotels and additional expenses are not covered. The registration fee for each ride differs and all have fee tiers.

Select from the three Bike MS Rides that the NJ Metro Chapter offers:

The "Coast the Coast" Ride starts at Monmouth University in Monmouth County and travels down the beautiful Jersey Shore. There are several route options to select from including the one day 85, 50 and 25 mile routes or the two day 170-mile ride. The two day adventure finishes in historic Cape May.

The "Hops to Hops" Ride in mid-September commences and concludes in the quaint town of Lambertville. This lovely one day ride travels 40 miles through the gorgeous hills of the Amwell Valley.

The Great New Jersey Country Bike Ride completes the series in late September which passes through historic towns, farmlands and back roads of New Jersey's finest countryside in Morris and Somerset counties.

If you are interested in signing up for the New Jersey Metro Chapter Bike MS Passport Program, you must complete the application that can be found online or by calling our office.

For more information and to sign up for the New Jersey Metro Chapter Bike MS Passport Program, please call Jennifer Hivry at 201-967-5599 or Mary Beth Maclearie at 732-660-1005 or visit our website at bikenjm.nationalmssociety.org

SAFETY ZONE

The Safety Zone is the National MS Society's latest safety initiative to provide participants with a safe, enjoyable cycling adventure. You put passion into training for the ride and raising awareness for MS. Now, make it your mission to be a safe and courteous rider.

Safety isn't just about wearing your cycling helmet and knowing the rules of the road. Those are very important measures, but cycling safety also involves a wide variety of topics such as hydration, bike maintenance, cycling etiquette, group riding skills and much more!

Safety and courtesy are personal responsibilities. As the rides grow in size each year, the integrity is at risk with the townships we ride through due to size and collective behavior.

We are all ambassadors for cycling as we travel along the roadways and through the many communities along the way. Be especially considerate of our friends and neighbors who are gracious enough to share our route with us. We are guests in each community we ride through. Among other things, this means that cyclists need to share the road as local traffic travels to and from their homes.

Bike MS strongly encourages you to review the compiled Bike Safety information. This information will help you prepare and guide you during the ride. We appreciate your commitment to creating a safer Bike MS ride.

Your behavior matters. Each cyclist makes a difference to the ride. Together we all make a difference to those with MS.


Please visit our National Cycling Safety page by visiting our website at bikenjm.nationalmssociety.org and clicking on the Training & Safety Zone button. You will find helpful information on What to Wear, Bike Condition, Food & Hydration, How to Ride in a Group and Safety Resources.

TRAINING RIDES

Be sure to check out our website for the bike shops offering training rides in your area. This is a great way to prepare for the Bike MS Ride and meet other participants that will be riding along with you.



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bike to
 create a world
 free of MS

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

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, \$35
 50-mile option, \$75 (Saturday)
 50-mile option, \$75 (Sunday)
 100-mile option, Saturday & Sunday, \$75
 Virtual Rider

*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 XXL 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.)

* Indicates mandatory information which must be completed with registration.