

Spirit Connection

April 2009

Dow MS Walk and DowTCC MS150 Team Kickoff

On March 25th, we had a festive kickoff of the DowTCC MS150 and Dow Walk teams. Thanks to Dow Chemical for providing the great food and the location.

The event included a welcome by Dave Kepler, talk by Ms. Jackie Meador from MidMichigan Medical Center-Midland and a video on the advances in MS. Progress has been particularly rapid in the past few years, thanks to great financial support from folks like you. We are adding to the big impact nationwide.

Here's a few select comments from Jackie's talk:

- There are 6 oral drugs in phase three clinical trials. For those of you unfamiliar with MS disease modifying therapies, all existing FDA approved treatments are injectable which can become unbearable after long periods of time. It only slows the progression of MS. It doesn't stop it.
- There has been awesome progress made in studies of genes - multiple genes that portray risk for developing MS have been uncovered. There has been a discovery of genes linked to disease progres-



sion, genes related to nervous system function and regeneration, and those that function within the immune system

Another very promising development going on in Europe is a MS vaccine that hopefully can not only "turn off" immune attacks caused by MS, but also with the recent and future gene discoveries, it could identify people most at risk for MS and prevent the disease before it even begins.

This research just highlights the importance of studying the interaction of genes and the environment to search for the underlying triggers of MS because environmental and genetic factors both play a role in the development of MS.

Registration Incentives: First Time Riders

Are you a first-time rider? The Society has a **Ticket-to-Ride** for you. You will forego the \$50 registration fee although you will still be required to raise the \$250 minimum donation goal. You can get one of these Tickets from Ed or other Steering Team members, or use the discount code "**MIGTTR09**" when registering on-line. We have the links for all bike events at the team website www.tricityms150.com

Veteran Rider?

Are you a returning rider (Ah, a veteran)? The Society would like to honor you with \$10 off registration. Use the discount code "**MIGTRA09**" when registering on-line.

The cost of registration goes up April 15, so don't wait. Accept the Challenge, Register today

REGISTER TODAY!

Training Opportunity: Tour de Sore Buns

Tri-City Cyclists is having their Spring Kickoff Ride aka Tour de Sore Buns on Saturday, April 18. The group will be leaving from Pat and Jerry's Restaurant in Auburn.

- 9:00am-9:30 meet for breakfast (ala carte)
- 10am rides start
- Choice of 19, 32, or 38 miles

This is an excellent way to start the season with a recreational ride and meet people.

Buddy Program: Perfect for new riders

Looking for some advice and help getting started? The Buddy program helps first-time riders with advice, early training rides, learning how to ride in a group, etc.

To learn more, contact Bill Hayes at bill847@aol.com.

You can see more rides at the TCC website calendar. The best option is to become a club member so you can sign up on the forum for weekly impromptu rides. www.tricitycyclists.org

There's also information on the DowTCC website about preparing for long rides.

Volunteering

If you'd like to volunteer, please send a note to:

Doug at dktod@down.com.

It's a great way to help out, make a connection to MS, help support the team and MS, and participate in the weekend.

Fundraising

We shared fundraising ideas with you at the kickoff including "101 Fundraising Ideas". You can download a copy of this under the fundraising tab at: www.tricityms150.com

Main points were:

- Set a goal
- Set up your online fundraising/ send emails/letters
- Ask everyone you know to support your efforts by making a donation
- Make it fun, be creative

Ed shared that you may just need to get around to a few more people to meet your fundraising goals this year. People willing to sponsor are out there and you need to ask and put these tips to work for you.

Crank it up!

Now's the time to crank it up on fundraising! Starting early, updating your blog or website, and sending emails monthly helps keep others informed of your preparation and will be a reminder of opportunity to sponsor.

Essential Guide: Everything you wanted to know

We've updated this description and will have it on the website as well as will include it with emails periodically. It's a good thing to READ IT, as it has answers to many common questions, training tips, and more.



Steering Team Members

- Bill Hayes
- Dean Marino
- Gary Hayes
- Marie Thurlow
- Doug Todd
- Dave Burke
- Dave Hawn
- Joe Smith
- Jay Romick
- Tom Canale

Sponsors

This is a list as of today. Be sure to send Ed your sponsors!

- Dow Chemical
- Dow Automotive
- Canale Studios
- Accenture
- Tri-City Cyclists
- Body Mechanics
- Dow Employees Credit Union
- Bicycle Headquarters
- AEGIS Environments
- Barnes Chase & Davis
- Great Lakes Ice Cream



OTHER MS OPPORTUNITIES

- **Walk, April 25, Midland.** Helen Myers the enthusiastic Dow Team captain invites you to join this open group for the MS Walk. You can sign up on the MS website under Dow Team.
- **Volunteer.** We need volunteer to help staff aid stations. If you'd like to help out send Doug Todd dk todd@dow.com or Jarrett Russell jw russell@dow.com an email.

Bike to work week: May 11-15

By participating in Bike to Work Week, you can get a little saddle time everyday, save money on gas, and set an example for all the other cyclists that will be hitting the road this spring. In addition to the personal benefits, you can also help your organization win a friendly competition to see which major employer in Midland has the highest percentage of commuters that week.

To participate, just ride to and from work on your bike between the 11th and 15th of May, and then report how many times you did so to your organization's contact person. If you don't know your contact or how to report your results, send an email to one of the following addresses:

dow@midlandcommute.com

dowcorning@midlandcommute.com

midmichigan@midlandcommute.com
(MidMichigan Health Systems)

mpps@midlandcommute.com
(Midland Public Schools)

A traveling trophy will be awarded to the organization with the highest percentage of employees cycling to work.

For additional information, check out Midland's Bike to Work web site at <http://midlandcommute.com>.



Marketing Materials

Our team typically grows by word of mouth as past and current riders encourage friends, relatives, coworkers, etc. in the local area as well as outside the Tri-Cities to join them for this event. YOU are the best way to grow the team, so be generous and ask others to share this fantastic experience with you.

If you'd like brochures, flyers, business cards, Tickets to Ride, Accept the Challenge discount cards (\$10 off for veteran riders), etc. let Ed or other Steering Team members know (see list). There's also material at the team and MS Society sites.