



## A promise kept

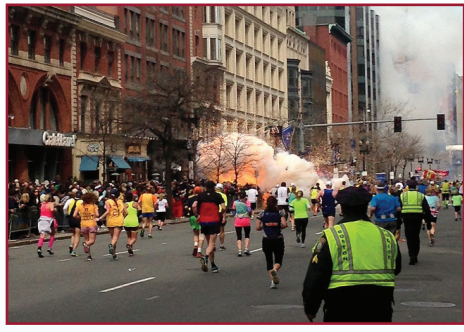
### Terrorist act prompts area news anchor to give after he witnesses horror

In late May, Paul Adler fulfilled a promise he made to himself over a month prior. He gave blood.

The news anchor and reporter at KYTV in Springfield was about a quarter mile from the finish line at the Boston Marathon on April 15th, hoping to catch a glimpse of his wife, Melissa, who was running in the event. He was searching for her to witness her triumph. Soon he would be searching and hoping just to find her alive.

Adler had used Boston's mass transit system to see Melissa at a couple of points in the race. His last stop was near the finish line, where he hoped to get a photo of her final push. He missed seeing her that time, and a couple of minutes later he received an automated text message from the marathon stating that she had completed her race. Then it happened.

"The first thing I noticed was a commotion," Adler recalled. "Some of the runners were stopping. I saw some white smoke near the finish line about a quarter mile away.



The second bomb goes off near the finish line at the Boston Marathon on April 15th.

Then I noticed that people were moving away. No one knew what had happened at first. Then I overheard some people mentioning something about an explosion. I thought about Melissa just finishing the race.

The time frame of her finish and the explosion was just too close for comfort."

Adler frantically moved toward the finish line as a sea of people moved the other way. At several points, his route was blocked by police. He continued anyway, ducking through building lobbies, up alley ways, trying to get close. "It was total confusion, but I just had to find her."

Finally near the finish line and the blast site, he approached the medical tent. That's the place the runners go after finishing to take care of the myriad of minor problems that can be associated with running such a long race. The tent had been transformed into a triage unit for the hundreds that had been injured in the terrorist blasts. Adler noticed a man in a grey sweatshirt with a bloodstained handprint across the front.

"It looked like a child's finger painting. He was upset. He was also yelling that this was serious and that people should go to Mass Gen (Massachusetts General Hospital) and give blood. " It was there that Adler made his promise to give. But not now. He had to find Melissa.

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Paul Adler expresses his feelings after giving blood at a drive at KYTV in May.



## Summer blood shortages are here

It's not uncommon to face summertime blood shortages. CBCO gets almost thirty percent of blood donations from area high school students. When schools take their summer breaks, those donors are missed. A combination things - vacations, weekends at the lake, camps and activities can cause people not to consider donating.

The area has experienced blood shortages already this summer, and some have been severe. "What's different about this year is that the shortages started early and have involved some of our more common types," CBCO Senior Director of Donor Room Services Cindy Lusby said. "Type A Positive and O Positive donors make up around seventy percent of our population, but we've seen those reserves take a real dip. We need donors to give in July and August to help ensure that we can continue to meet patient needs all summer long."

**In this issue...**

LifePoints reward program expands donor recognition to new heights

AB Plasma program helps donors make more of a difference

CBCO hands out \$20,000 in scholarships - program to expand in 2013-14

# New rewards for dedicated donors

## LifePoints program offers incentives for giving - charitable options can make your donation go further

Community Blood Center of the Ozarks is pleased to introduce the LifePoints rewards program. LifePoints offers all CBCO blood donors the opportunity to collect points each time they donate. Those points may be redeemed online for gift items and cards from some of your favorite merchants, both local and nationwide.

Once a donor profile is created online at [www.cbco.org](http://www.cbco.org), LifePoints are added automatically and may be tracked following each donation. Those points may then be redeemed in an easy-to-use online store. The donor profile also offers vital health information for the donor, based on their previous donations. Donors may now monitor blood pressure readings, cholesterol totals, pulse, hemoglobin and more from previous blood donations to CBCO. It's a great way to keep track of your overall health and another great benefit to saving lives!

LifePoints may be redeemed for a variety of gift cards or not-for-profit causes. Some of the redemption options include gift cards and items from Visa, Amazon, Andy's Frozen Custard or Starbucks. Numerous "give back" options are included also, helping to sustain initiatives like local college scholarships, global blood programs or even CBCO itself.

"We're excited about LifePoints because it's all inclusive and rewards donors for their consistency," CBCO Executive Director Don Thomson said. "We're also proud that many donors are choosing to give back their points to magnify the effect of their gift."



Signing up for



is easy!

- Create a donor ID online at [www.cbco.org](http://www.cbco.org)\*
- Log in to your account.
- Browse, track and redeem your LifePoints!



\* If you don't have internet access or an email address, call our Contact Center at 417-227-5006 and we'll get you set up for LifePoints!

## A promise kept (continued from page 1)

"The marathon had an area set up by the letters of your last name," Adler continued. "That's where you could meet and greet and congratulate your runner. I looked at the faces near the letter, "A." I didn't see her. I walked back and forth twice and still didn't see her. I prayed that I wouldn't have to find that medical tent again. In desperation, I cupped my hands to my face and started screaming, "Melissa" on the crowded street. She heard me. She was OK. I've never been more relieved."

Fast forward to the afternoon of May 28th. Adler walked into the CBCO blood drive at KYTV to fulfill the silent promise he gave to that man with the blood soaked sweatshirt more than a month before. "I've given blood several times before, even though I don't particularly enjoy those big needles," he laughs. "Melissa is a regular donor, and sometimes she gives me trouble for my reluctance. But I try to give because I know the healing power of blood. I've seen too many tragic situations in my job. The truth is that you just don't know when you're going to need blood. There can be a disaster. There can be a car accident. There can even be a terrorist attack. I give because I might need help someday too."



Melissa and Paul Adler pause in front of a Boston fire station the day before the marathon.

### Quickie Quiz

How many donations per day does it take to provide for Ozarks patients?



It takes around 250 whole blood donations each day to meet area needs.

# CBCO awards forty college scholarships

## Students honored for saving lives - program to expand next year

Community Blood Center of the Ozarks is pleased to announce that forty area high school seniors have been awarded a \$500.00 college scholarship for their participation in the Students for Life High School Partnership Program. The program is designed to reward student volunteers at schools that hold blood drives with CBCO.

The Students for Life program is funded by generous contributions from area hospitals, whose patients use blood products provided by CBCO donors. Since the program began in 2004, over \$225,000 in college scholarships and monetary grants have been awarded to students and schools in the CBCO service region.

For the coming school year, the scholarship program is being expanded substantially. Every school that participates in two CBCO blood drives during the school year will receive a \$500.00 scholarship to award to the student of their choice. Over \$70,000.00 worth of scholarships will be given to deserving seniors in the coming year.

## Blood Briefs

### CBCO introduces AB plasma apheresis program

Although they comprise only around four percent of the total donor population, type AB donors provide a very important blood product. Their plasma is considered universal, meaning it may be used by any blood recipient at any time. For that reason, CBCO is introducing a special way for AB donors to give.

At many CBCO Donor Centers and some selected drives, AB donors are being asked to give only their plasma. During your donation, blood is drawn through a sterile, single-use kit where plasma is collected and the other components are returned back to you.

One of the distinct advantages of a dedicated plasma donation is that more lifesaving plasma may be given. As many as four transfusable doses may be harvested in a single donation. Plasma donors are also able to give more often, having to wait only 28 days between donations.

If you're a type AB donor, please consider giving a dedicated plasma donation. You'll be surprised at how easy it is to give the maximum benefit for your incredible gift.

### Employees give back for Cancer during Relay for Life

Over the past several years, CBCO has had a dedicated group of employees that have engaged in fundraisers, pot luck lunches and other activities within the blood center as a way to raise money for the American Cancer Society's Relay for Life. Late this Spring, the group participated in the Springfield Relay event, handing over a check to ACS for over \$5,000.00. Over the years, the group has helped to raise over \$55,000.00, consistently ranking among the top fundraisers in the business category.

"Just like the need for blood, cancer touches us all," said CBCO Relay organizer Patty Whetsten. "We try to keep our fundraising lively with events like chili cook-offs and dress down days. My co-workers and the Relay team always respond with a generous heart. I'm proud to be associated with such a great group of caring people."



### 2013 Students for Life Scholarship Winners

Aurora HS - Meghan Newbold  
Ava HS - Kendra Schuster  
Bradleyville HS - Robert Taylor  
Branson HS - Jared Campbell  
Cabool HS - Halle Hunter  
Camdenton HS - Ashlyn Lawson  
Carl Junction HS - Lyndsey Dickson  
Chadwick HS - Mahala Overby  
Climax Springs HS - Rachel Newland  
El Dorado Springs HS - Courtney Hooper  
Fair Grove HS - Mariah Reyes  
Fayetteville HS - Lindsey Kirby  
Fordland HS - Elizabeth Watson  
Forsyth HS - Cody Watson  
Greenfield HS - Bailey Beeson  
Hartville HS - Meagan O'Dell  
Hollister HS - Michaela Fisher  
Humansville HS - Destiny Ann Coffin  
Hurley HS - Jacob McClendon  
John F. Hodge HS - Rexanna McGowan  
Lockwood HS - Samantha Niehoff  
Logan-Rogersville HS - William Padfield  
Macks Creek HS - Allisyn Carnahan  
McAuley Catholic HS - Allysen Adrian  
McDonald Co HS - Jennifer Murphy  
Mountain Grove HS - Audrey Loughridge  
Niangua HS - Desiree Donaldson  
Richland HS - Heather Harrison  
Riverton HS - Shelby Mitchell  
Salem HS - Cheyenne Parker  
Seneca HS - Elyssa Esposito  
Southeast HS - Chloe Biancarelli  
Southwest HS - Jerri Lynn Henry  
Spokane HS - Jessie Ballard  
Springfield Catholic HS - Evan Craig  
St Paul HS - Andrea Roberts  
Stockton HS - Alice Bradshaw  
Strafford HS - Cole Davidson  
Wheatland HS - Merissa Box  
Willard HS - Miranda Gayer



# Congratulations to new CBCO Hall of Famers!

## Total number of supporters swells to over 400

CBCO congratulates forty-one new members of our Hall of Fame. The enshrinees were honored during banquet events earlier this year.

To become a member of the Hall of Fame, blood donors must surpass the twenty gallon mark. Other honorees may be selected based on their contribution to the organization as a volunteer, board member or benefactor.



## 2013 Hall of Fame members

Scott Anderson, Springdale, AR  
Clate Baker, Springfield, MO  
Harold Bohannon, Springdale, AR  
Gregory Brede, Nixa, MO  
David Buff, Springfield, MO  
Alton Dobbins, Hollister, MO  
Robert Dopp, Joplin, MO  
Nancy Downing, Fair Grove, MO  
Molly Edwards, Springfield, MO  
Michael L. Foley, Sr., Eureka Spgs, AR  
Dale Forbes, Fordland, MO  
Don Freeman, Springfield, MO  
Mary A. Gabbard, Fayetteville, AR  
Matthew Gegner, Fayetteville, AR  
George L. Giefer, Jr., Springfield, MO

Jerry Glenn, Everton, MO  
Mary Guinn, Springfield, MO  
David Haberichter, Billings, MO  
Denise Hampton, Billings, MO  
Cheryl L. Harris, Springfield, MO  
Thomas Haverland, Springfield, MO  
Bill Hedrick, Springfield, MO  
James Hetzel, Kimberling City, MO  
Michelle Houk, Springfield, MO  
Marcia Kelley, Springfield, MO  
Bruce Kelm, Rogersville, MO  
Roy W. Kern, Republic, MO  
Juliann MacDonald, Springfield, MO  
Mary Middleton, Bella Vista, AR

Kevin O'Neal, Springfield, MO  
Rex Peters, Bella Vista, AR  
Daniel Ponder, Springfield, MO  
Thomas Rasmussen, Rogers, AR  
Ronald Reser, Branson, MO  
Rhonda Rittenhouse, Hollister, MO  
Dustin A. Roed, Springfield, MO  
Thomas L. Sharp, Climax Springs, MO  
Patrick J. Stewart, Ozark, MO  
Patsy Stow, Strafford, MO  
Kenneth Tilley, Nixa, MO  
Valerie Wilkinson, Republic, MO

Circulator is published quarterly by the Community Blood Center of the Ozarks and is available upon request.

Upcoming Events. . .



### Triple Crown Summer Blood Drive continues

Triple Crown donors that gave at a CBCO Donor Center in May should give two more times before September 30th to qualify for a fantastic Triple Crown gift! LifePoints are an added bonus as well!

### August 19th through 24th - Pint for a Pint Blood Drive in Springfield

Stop in to save lives and we'll give you a coupon good for a free pint of beer or root beer from the Springfield Brewing Company.

### Sept. 23rd through 28th - Rams vs. Chiefs Challenge XIV Blood Drive

Some new twists this year! Donors at any blood during this week are automatically entered to win St. Louis Rams or Kansas City Chiefs game packages or other great NFL gear. Don't forget to vote for your favorite team online during the week.



### Five convenient CBCO Donor Centers near you!

**Springfield**  
**Reser Center - 2230 S. Glenstone**  
Monday thru Friday, 7 am to 1 pm

**Campbell Center - 220 W. Plainview**  
Monday thru Friday, 9 am to 5 pm  
Saturday, 7 am to 1 pm  
417) 227-5000 or 800-280-5337

**Joplin - Northpark Mall**  
**101 N. Range Line Rd.**  
(417) 626-8323 or 866-401-5143  
Hours: Mon. thru Fri. - 11 am to 6 pm

**Springdale - 3503 S. Thompson**  
(479) 927-1200 or 866-401-5144  
Hours: Mon. thru Thurs. - 11 am to 6 pm  
Friday - 8 am to 2 pm

**Bentonville - 1400 SE Walton Blvd.**  
(479) 464-2506  
Hours: Mon. thru Thurs. - 11 am to 6 pm  
Friday - 8 am to 2 pm

