

Circulator



**COMMUNITY
BLOOD
CENTER
OF THE OZARKS**
not-for-profit organization

A quarterly publication celebrating life through blood donation

Fall 2013

A warrior's heart

Area woman transfused over a dozen times when routine surgery goes awry

At some point in our lives, we will be tested. Our healing power, resolve and faith will be taken to task. Sam and Annie Fleury's exam came to them on a spring day in 2011. Annie underwent a routine surgery to remove her gall bladder and fix a hernia. But later that evening, she felt that something wasn't right.

Just hours after the surgery, Annie's blood pressure began to fall. At the same time, pain not associated with the surgery began to increase. An examination showed that she was experiencing internal bleeding.

"She was in such pain," recalls Sam, a community relations specialist at Columbia College in Osage Beach. "She was slipping in and out of consciousness and went into shock. She recalls feeling so much pain that it was beyond words and then all of sudden felt nothing, not even the multiple attempts to place a central line in her collapsed vein."

During an emergency surgery, doctors extracted about six units of blood from her abdomen. Although they were able to stabilize her for a while, they could not find the source of the bleeding. The bleeding continued and the dangers escalated. "At one point, they had ten to twelve doctors, nurses and staff working on her at the same time," Sam explained. "She had little or no blood pressure at times, so they kept transfusing blood into her while they searched for answers. They were pumping blood in, but it was coming out just as quickly."

"It's always amazing to me to think about how many strangers saved my life"

~Annie Fleury

Despite the crisis, Sam never lost hope. "I know that Annie is amazingly strong. I just had a hard time believing that this was going to stop her. I credit Annie and the medical staff, certainly, but also the prayers and well wishes that were coming our way from friends and family."

These days you'll find Annie very busy homeschooling her two children. She realizes the second chance that she's been given, and the important role blood donors played. "It's always amazing to me to think about how



Pictured above: The Fleury family has been kept intact thanks in part to numerous blood transfusions Annie received after she bled internally. At right: Sam Fleury is all smiles as he gives blood during a drive at Columbia College in Osage Beach.



many strangers saved my life," she said. "When you donate, you will probably never know who you helped, but one thing is for sure; you help more than just the person receiving the donation. My son and my daughter got to keep their mommy and we never take one moment for granted. In a tragic moment it is so easy to think about what is going wrong, but because of donors, a lot went right!"

Sam began to repay the kindness shown to his family by serving as a volunteer coordinator for blood drives at Columbia College. He's personalized blood donation to staff and students there and he doesn't plan to quit anytime soon.

"At Columbia College, we like to refer to moments of great importance as generational pivots; sort of a fork in the road. One path leads to learning, enlightenment or, in our case, life itself. Blood donors helped us take the right path. Annie has the heart of a warrior. I'm so thankful that donors gave us the chance to keep our family together, for all the great things that are yet to come."

In this issue. . .

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- ♦ CBCO Executive Director to retire in June 2014

CBCO Executive Director to retire in 2014

Don Thomson has led the organization since its founding in 1995

After eighteen years as Executive Director for the Community Blood Center of the Ozarks, Don Thomson has announced his plans to retire on June 19, 2014. He shared the announcement with the board of directors in September and plans are under way for selecting his replacement.

“Although it will be several months until I leave, this early announcement was necessary to help ensure a smooth transition,” Thomson said. “I’m so proud of what we’ve accomplished and I know that a firm foundation has been set that will allow all of us to continue to save lives. We will continue to rely on our volunteers, drive coordinators, donors, board members and friends to help guide us as we write the next chapter of this great organization.”

The board of directors has appointed an executive search team to seek candidates for Thomson’s replacement.



Don Thomson

Bonus LifePoints when you give over the holidays

Donors can earn up to double points by giving on specific dates

CBCO’s new LifePoints donor rewards program is gaining steam as donors discover the rewards that the new program offers!

Many of you already know about the assortment of gift cards and treats that you can earn after just a few blood donations. But another great feature is our ability to offer bonus LifePoints if you donate at certain times of the year.

The holiday season is typically a time of shortage when it comes to blood. To combat that potential shortage, CBCO will offer bonus LifePoints if you give on any of the following dates:



November 25 - 30	Double LifePoints
December 9 - 23	50% More LifePoints
December 24 - 31	Double LifePoints
January 2 - 4	50% More LifePoints

We’ll observe some special holiday hours during this offer, so check on page four of Circulator for a complete listing. You can also go to www.cbco.org for more information.

A Tasty New Reward



Beginning in November, a new LifePoints reward will be added. 3,000 points will get you a \$5.00 gift card from Dairy Queen. Have a Blizzard! Try a dipped cone! Or have some lunch. It will all taste better with the knowledge that it was earned by saving lives!

New to LifePoints? Here’s how you get started!

- 🔴 Create a donor ID online at 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!

Quickie Quiz

Patients from how many Ozarks area hospitals use blood provided by CBCO donors?

Thirty-eight area hospitals get their blood from CBCO donors. That’s an important distinction. CBCO is a local organization, helping to save local lives.



Introducing the U-Donor program

Initiative aimed at motivating, instilling pride among O Negative donors

Beginning in November, CBCO will kick off the Universal Donor, or U-Donor program. The new program is aimed at recognizing the efforts of O negative donors and to encourage them to give more frequently.

Because O negative blood may be used by anybody in any circumstance, it's the type that's used more frequently in the hospital setting. Less than seven percent of Americans have O negative blood. "Our goal is to instill a sense of pride among our U-donor population," CBCO Marketing Manager Chris Pilgrim said. "Our U-donors have within them a very unique lifesaving ability. We want you to maximize that amazing power."

Highlights of the U-Donor program include special email communications with recipient stories and a status report on when your donation was shipped to a hospital. At the drive, U-Donors will be given special stickers to promote a sense of pride and to increase awareness about the program itself. Future U-donor program initiatives include offering bonus LifePoints during times of critical need, dedicated type O negative blood drives or other specialized recruitment efforts.

Fact: Our area hospitals often run short of O negative blood. More than 70 percent of the time last year, CBCO had less than an optimum three-day supply level of O negative blood.

Blood Briefs

Area schools honored for summer participation

Three area high schools were awarded \$1,000.00 grants for their outstanding participation in the summer blood drive program with CBCO. Schools were rated in three categories, with the top school in each category winning the grant money. Congratulations to these three schools and all of the donors and volunteers that took part!

- Most Summer Donors - Central H.S., Springfield, MO
- Most Improvement in Participation (over 2012) - Ava H.S., Ava, MO
- Most Donors (based on school size) - Kingston, H.S., Kingston, AR

Missouri volunteer luncheon coming Dec. 5

The backbone of CBCO is a volunteer army of donors, drive coordinators and advocates. We'll be saying thanks to many of them in Missouri with our annual volunteer luncheon on Thursday, December 5 at CBCO's Campbell headquarters. There will be entertainment, lifesaving testimony, and awards for outstanding achievements.

Volunteers in our Arkansas region will be recognized during our Celebration of Life luncheon in April 2014.



Why do you give?

CBCO recently posed the question to more than 2,500 people who are "fans" of our Facebook page. The responses were varied and excellent. Here are just a few.

I just wanted to be able to help and realized that by having O negative, this was something I could easily do.
- Brenda Fowler Adams

It just simply feels great to give blood! You are helping so many people and saving so many lives....that feels good!
- Marilyn Frost

After I saw what blood did for my son, that was all it took.
- Jenny Staggs

Why not help each other?! It's so easy and I'm glad I can do it since I can't usually give financially. Maybe if someone they love needs blood someday, they will understand.
- Sheri "Lemmie" Williams

I feel we all should help our fellow man when we can.
- Iris Joe Kelley

Each time I remember my mother needing blood several times during her illness and I know someone will benefit from me taking a just a little time out of my day.
- Chris Galloway Frost

JOIN THE CONVERSATION!

On Facebook or Twitter, look up the keyword ozarksblood. If this publication is delivered to you electronically, click the links below:



Area patients in need of some "Holiday Hugs"

Apheresis platelet program seeks donors to give during the holidays

Cancer never takes a holiday. Neither can we.

CBCO is looking for a select group of platelet donors to participate in our Holiday Hugs program. We're asking platelet donors to give multiple times over the busy holiday season at specific intervals surrounding key dates.

Platelet donors who give during the Holiday Hugs (formerly Triple Diamond) program will collect bonus LifePoints each time they give. With just three donations, most donors will qualify for one of the LifePoints top-tier gifts. Information on the LifePoints program may be found at www.cbco.org.

Platelets help cancer patients cope with the effects of chemotherapy. But because of the short shelf life of the product (five days), platelet donations must be carefully monitored to ensure that a constant supply is available for those who need it. This becomes an even greater challenge during the busy holidays.

The Holiday Hugs program is available by appointment only. The reason for the holiday season lies in the gifts we give others. Make your gift a lifesaver this season by handing out some Holiday Hugs.



To make an appointment for the Holiday Hugs platelet program, contact:

Springfield - Kristy Mosley - 417-227-5004

Springdale - Maribel Chavez - 479-927-1200

Our mission is to provide a quality blood supply, in a timely manner, at the lowest reasonable fee, while remaining accountable to the local community, blood donors and health care providers.

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

Special Holiday Hours . . .

Thanksgiving week



Wednesday, November 27

Springfield Donor Centers - 7 am to 1 pm

NW Arkansas Donor Centers - 8 am to 2 pm

Joplin Donor Center - 10 am to 4 pm

All centers closed Thanksgiving Day, Thursday, November 28

Friday, November 29

Springfield Campbell center open for apheresis platelet donation only from 7 am to 1 pm. All other centers closed.

Christmas Week

Tuesday, December 24

Springfield Donor Centers - 7 am to 1 pm

NW Arkansas Donor Centers - 8 am to 2 pm

Joplin Donor Center - 10 am to 4 pm



All centers closed Christmas Day, Wednesday, December 25



New Year's Week

Tuesday, December 31

Springfield Donor Centers - 7 am to 1 pm

NW Arkansas Donor Centers - 8 am to 2 pm

Joplin Donor Center - 10 am to 4 pm

All centers closed New Year's Day, January 1



Five convenient CBCO Donor Centers near you!

Springfield

Reser Center - 2230 S. Glenstone

Monday through Friday, 7 am to 1 pm
(417) 227-5025

Campbell Center - 220 W. Plainview

Monday through 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. through Fri., 11 am to 6 pm

Springdale - 3503 S. Thompson

(479) 927-1200 or 866-401-5144

Hours: Mon. through Thurs., 11 am to 6 pm

Friday, 8 am to 2 pm

Bentonville - 1400 SE Walton Blvd.

(479) 464-2506

Hours: Mon. through Thurs., 11 am to 6 pm

Friday, 8 am to 2 pm