



CIRCULATOR

A quarterly publication celebrating life through blood donation

Spring 2015

CBCO donors impact 3 generations

Rebecca Wasser is not shy about it. "Everyone I see, I ask them to go donate blood," said the mother of three, who even recruited her father-in-law, a much sought-after O Negative blood type. "I've rededicated myself and it's become my mission."

Rebecca, of Nixa, had donated a couple of times years ago, but it hadn't become a habit. The simple act of donating blood became a high priority in her life after both her daughter and her mother needed blood transfusions.

"When your loved one is getting a blood transfusion, you don't even think about where that blood comes from. It hit me a couple years later," Rebecca said.

The pregnancy had been stressful. Two car wrecks, one of which involved she and husband Kevin being hit by a drunken driver. Then Rebecca developed preeclampsia and high blood pressure. She was put on bed rest.

The baby was monitored during Rebecca's hospital stay, with doctors hoping to reach that 32-week mark for a better chance of survival.

"I could feel her moving and kicking and I could feel hiccups," Rebecca said. "I was scared to death that being born that early, she wouldn't survive." An ultrasound at 30 weeks gestation revealed that the baby wasn't moving. Kemily Wasser was delivered via emergency cesarean section December 24, 2008, weighing just 3 lbs. and 1 oz.

"I had a couple seconds for my husband to flash a picture, and then they took her," said Rebecca, who was not allowed to touch her newborn.

"They told me her skin was so fragile that my skin against hers felt like sandpaper rubbing up against her." (Continued on Page 5)

Rebecca Wasser, left, has rededicated herself to donating blood after her mother and daughter needed transfusions to save their lives.



Kemily Wasser, born two-and-a-half months early, needed three blood transfusions following heart surgery.



Do you have what it takes to be a Baby Quad donor?

Baby Quad blood donors are critical to providing life-saving blood for pediatric patients.

These donors must first have type O Negative blood, which is the universal blood type most often used in emergency situations. Less than 8% of the population has O Negative blood.

But these donors must also be CMV Negative. What does that mean? Throughout our lifetime, we are exposed to many types of viruses. One is a common virus with a long name – Cytomegalovirus (CMV). It's harmless for most healthy children and adults. In fact, while an estimated 50% - 80% of the population has been infected with it, most don't ever realize it.

For infants, especially those who are born prematurely, it is safer to receive blood from donors who have not had this virus.

Type O Negative blood donors who are also negative to CMV antibodies are what we refer to as "Baby Quad" donors because their blood is the only type used for newborn transfusions, and because we collect it in a special pediatric pack that can be divided into four transfusable doses.

Hospitals in Harrison and Nevada choose CBCO as blood provider

It's been a busy first quarter of 2015 at CBCO, with two more hospitals added to our roster, bringing our total number of hospitals and counties to 39.

North Arkansas Regional Medical Center in Harrison, AR, began using CBCO as its blood provider in January 2015, and Nevada Regional Medical Center in Nevada, MO, joined us in March 2015.

"The move to Community Blood Centers of the Ozarks is about community," Vince Leist, North Arkansas Regional Medical Center CEO/president, said. "Community is one of the values of NARMC and we focus on the many ways we can benefit the community we serve, not only as health providers but for employees of NARMC as well."

CBCO's employees received a nod from leadership for their role. "We're able to expand because of our staff," said CBCO Executive Director Anthony Roberts. "Communities want to come on board with us due to the reputation of our organization. It really makes it an easy sell when I talk to hospital administrators."

CBCO began operations in 1995 with 25 hospitals.

In keeping with our organization's philosophy of "local blood for local people," CBCO will launch blood drives in both communities to help meet the needs of the new hospitals. Both areas will be served out of the Springfield headquarters for blood collections and distribution.

"We're looking forward to working with the churches, schools, and communities in both of these counties," said David Montgomery, CBCO's Senior Director of Donor Recruitment and IT.

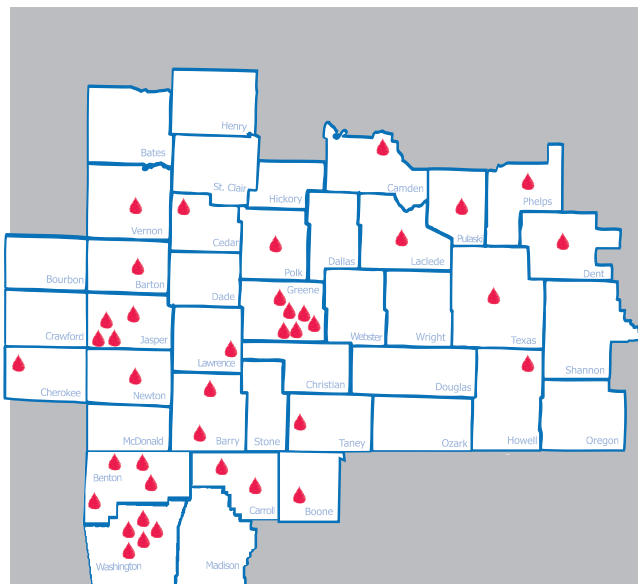
"When you know that the blood you are giving may help a neighbor, friend, or even a family member, it provides an even greater sense of satisfaction. Neighbors helping neighbors is the fundamental principle this organization was founded on, and we look forward to sharing it with two new CBCO counties," Montgomery said.

The first blood drive scheduled for Nevada Regional Medical Center is from 1 to 5 p.m. Thursday, May 7, in the Moore-Few Care Center Community Room.

NARMC will host a ribbon cutting ceremony and blood drive from noon until 6 p.m. Thursday, May 21, in Conference Room A.



CBCO began providing blood to North Arkansas Regional Medical Center (top) in Harrison, AR, and Nevada Regional Medical Center in Nevada, MO, in the first quarter of 2015.



CBCO now serves 39 local hospitals

Community Blood Center of the Ozarks provides blood to 39 hospitals in three states -- Southwest Missouri, Northwest Arkansas and Southeast Kansas. CBCO was founded in 1995 and served 25 hospitals at that time. We are led by a group of dynamic community leaders who serve on a volunteer Board of Directors.

More than 56,000 donations of blood are required each year to meet the transfusion needs of our friends and neighbors.

Giving blood is the greatest thing you can do today, because it will make a difference tomorrow in the lives of your relatives, friends, and neighbors.

To view a complete list of hospitals served by CBCO, visit <http://www.cbco.org/service-area>

Students hit Gallon Grad status

Graduating seniors recognized for donating 8 or more times

One hundred and seven high school seniors made the list of CBCO's Gallon Grad Class of 2015.

Our Gallon Grad program encourages students to make regular blood donation part of their high school careers, and recognizes those who meet the gallon level (8 donations) by the time they graduate. Students receive a certificate of achievement and honor cord.

In addition, 34 students exceeded the 8-donation mark this year.

If you are a high school student who would like to be recognized as a Gallon Grad when you graduate, fill out a Gallon Grad card at your next blood drive or visit www.cbco.org/gallon-grad-program to sign up online.

Congratulations, graduates! We hope your spirit of giving follows you throughout your lives. If your future college or employer hold blood drives, become involved. If they do not, we hope you get one started.



Lindsey Anderson	La Russell, MO	Brady Hart	Springfield, MO	Brandon Pace	Neosho, MO
Parker Arnall	Joplin, MO	Rilie Haynes	Springfield, MO	Delaney Palmer	Baxter Springs, KS
Christie Banister	Mansfield, MO	Ashley Helm	Ava, MO	Erica Parker	Billings, MO
Brett Barnes	Neosho, MO	Jonah Hendrickson	Hollister, MO	Brandi Persinger	Brighton, MO
Jacob Biggs	Green Forest, AR	Cory Henry	Mansfield, MO	McKenzie Presley	Morrisville, MO
Ryan Bland	Springfield, MO	Juli Hix	Macks Creek, MO	Ryan Priesmeyer	Rolla, MO
Quinton Blevins	Galena, MO	Morgan Howard	Galena, MO	Dakota Stevens	Lebanon, MO
Cody Burns	Camdenton, MO	Dalton Howell	Thayer, MO	Timothy Rose	Dixon, MO
Derrick Bushong	Ava, MO	Joshua Huy	Bois D'Arc, MO	Frank Schott	Salem, MO
Karyssa Calbert	Springfield, MO	Katelyn Jenkins	Ava, MO	Morgan Shamhart	Saint Robert, MO
Megan Cantu	Springfield, MO	Nikita Johnson	Seymour, MO	Kayleigh Shanahan	Dixon, MO
Ronald Chapman	Aurora, MO	Emily Kinsman	Plato, MO	Caitlyn Smith	Doolittle, MO
Crystal Choates	Springfield, MO	Tiffany Kopczynski	Stockton, MO	Clay Smith	Mansfield, MO
Timothy Cole	Rogers, AR	Randal Kraft	Loma Linda, MO	Riley Snodgrass	Fordland, MO
Joshua Conaway	West Fork, AR	Beatrice Lala	Springfield, MO	Jessica Stroud	Pleasant Hope, MO
Kaleigh Cooper	Greenfield, MO	Taylor Lee	Ozark, MO	Elisa Strutton	Weaubleau, MO
Elizabeth Cooper	Seymour, MO	Barry Lenhart	Monett, MO	Savannah Stump	Anderson, MO
Rachel Crowley	Rolla, MO	Moli Lewis	Seneca, MO	Courtney Stuvick	Clever, MO
Sarah D'Amico	Pineville, MO	Shaylee Lopez	Dixon, MO	Chandler Taffner	Nixa, MO
Mackenzie Daugherty	Pleasant Hope, MO	Hannah Lucas	Rolla, MO	Kyle Thompson	Macks Creek, MO
Shawnee DeBoeuf	Stockton, MO	Vivien Macy	Ava, MO	Kameron Tiregol	Springfield, MO
Grant Denbow	Thayer, MO	Chandler Martin	Springfield, MO	Gill Turner	Edwards, MO
Nicholas Dorris	Lebanon, MO	Te'lyse Masaoay	Springfield, MO	Micaela Ullrich	Macks Creek, MO
Bellamy Duncan	Springfield, MO	Emily Matlock	Springdale, AR	Dalton Venable	Springfield, MO
Kerrylynn Duran	Green Forest, AR	Jordan McGonigal	Rocky Comfort, MO	Morgan Ver Duin	Fordland, MO
Daniel Dykes	Bois D'Arc, MO	Cheyann McGuire	Roach, MO	Ian Vineyard	Aurora, MO
Abbey Elmore	Joplin, MO	Tanigha McNellis	Buffalo, MO	Andrew Wake	Billings, MO
Jacob Farris	Springfield, MO	Hailey Mease	Marshfield, MO	Austin Walter	Flemington, MO
William Gentry	Nixa, MO	Garrett Mendes	Mansfield, MO	Gabrielle Whitehead	Joplin, MO
Corrine Gilmore	Springfield, MO	Connor Merrick	Springfield, MO	Candice Whitlock	Salem, MO
Samuel Goff	Fayetteville, AR	Lacy Miller	Fayetteville, AR	Christopher Wilson	Birch Tree, MO
Desirae Grover	Stockton, MO	Casey Morris	Fayetteville, AR	Allison Womack	Republic, MO
Kendal Hale	Columbus, KS	Brooke Morrissey	Baxter Springs, KS	Nathaniel Young	Niangua, MO
Robin Hall	Marshfield, MO	Sarena Mott	Springfield, MO	Quincy Young	Stockton, MO
Patrick Harden	Fair Grove, MO	Dalton Mullis	Cabool, MO	Aaron Zeh	Springfield, MO
Chelsi Harper	Squires, MO	Megan O'Leary	Brighton, MO		

Congratulations on your achievements!

Hall of Fame inductees 2015

Dedicated donors recognized for milestone accomplishments

CBCO is proud to welcome 37 new members into our Hall of Fame, a group of individuals who have made giving of themselves a priority in their lives.

These donors have surpassed the 20-gallon mark (160 donations) in order to become a member of the Hall of Fame. Additional honorees have been selected for their service as a volunteer, benefactor, or board member.

They may never know how much their generosity has meant to hundreds of people in the Ozarks. Congratulations on this milestone, and welcome to our 2015 Hall of Fame members.



Raymond A. Brown	Joplin, MO	Larry Johnson	Hollister, MO
Christopher Burns	Springfield, MO	Larry Jones	Springfield, MO
Ronald Bush	Springdale, AR	Laurel Keller	Republic, MO
Nancy Copeland	Springfield, MO	Patricia McMurry	Sparta, MO
Cheryl Correll	Springfield, MO	Dr. Lynn Ellen Murry	Fayetteville, AR
Joe Costello	Springfield, MO	Curtis Nunn	Prairie Grove, AR
Flora R. Daniels	Springdale, AR	Janice Nusbaum	Springfield, MO
Diana Davis	Nixa, MO	S. Eric Otterness	Buffalo, MO
Natasha Dhein	Siloam Springs, AR	Larry Peters	Buffalo, MO
James Ferguson	Aurora, MO	John "PJ" Pettyjohn	Springdale, AR
Douglas Fiscus	Springfield, MO	David Schroll	Bolivar, MO
Lonnie Fuller	Elkland, MO	Ronald Sheldon	Forsyth, MO
Leonard Gabbard	Fayetteville, AR	Mike Steel	Nixa, MO
Terry Greiwe	Springfield, MO	Janet Thompson	Springfield, MO
Brenda J. Harleman	Nixa, MO	Jody Vernay	Springfield, MO
Lacey Hart-Baker	Nixa, MO	David Wallen	Rolla, MO
Carol Hopkins	Highlandville, MO	Roger Wallenburg	Springfield, MO
Melissa Jacques	Springfield, MO	Martha Adale Willhite	Willard, MO

Gift to help feed 28 Missouri counties

With your assistance, Community Blood Center of the Ozarks on March 6, 2015, presented Ozarks Food Harvest with a \$1,000 gift for referring the most blood donors to CBCO during the months of December 2014 and January 2015. The competition was part of our LifePoints Lift program, which encourages donors to support 10 not-for-profit organizations when they give blood. The list of nonprofits includes:

- American Cancer Society Relay for Life
- Breast Cancer Foundation of the Ozarks
- Care to Learn
- CASA of Southwest Missouri
- Habitat for Humanity of Springfield Missouri Inc.
- Northwest Arkansas Children's Shelter
- Northwest Arkansas Food Bank
- Ozarks Food Harvest
- Ronald McDonald House Charities of the Ozarks
- The Salvation Army

Blood donors may give their CBCO LifePoints rewards, which are earned for each blood donation, to a not-for-profit, with CBCO converting the points to cash so the organizations may use it to work toward their missions of helping people in our community.

But the competition isn't over! You can lift these participating agencies when you give at our donor centers through September 30, 2015. The agency referring the most donors will receive a \$2,000 gift from CBCO.

CBCO's Anthony Roberts (left) and Lori McLerran present a \$1,000 check to Bart Brown of Ozarks Food Harvest.



For more information about the LifePoints Lift program, visit <http://www.cbco.org/lifepoints-lift>.

Holiday Heroes launches May 22

Perks for whole blood donors at donor centers during 3 critical times

Certain times of the year, we traditionally see fewer donors coming through our donor centers' doors. That means we have less blood on our shelves to supply 39 local hospitals. To help meet the needs of area patients – and to help make donating even more fun for you – we are, once again, holding a Holiday Heroes event!

How can you be a Holiday Hero? Commit to donating whole blood three times at one of our five donor centers, during the date ranges listed below. At your first donation, fill out a Holiday Heroes sign-up card and then enjoy your free T-shirt and 50% bonus LifePoints. At your second and third donations, you'll get 50% bonus LifePoints. Donate all three times, and you'll receive an additional 3,000 LifePoints.



DONATION

1

Fri., May 22
Mon., June 29;
Tue., June 30;
Wed., July 1

DONATION

2

Fri., August 28;
Sat., August 29 (Thomson Center only);
Mon., August 31

DONATION

3

Wed., November 25
Thurs., December 24
Thurs., December 31

'Little sacrifices you make can help so many people' (continued from page 1)

Kemily suffered from Patent Ductus Arteriosus, a hole in the aorta. She was placed on a ventilator while doctors tried several methods to close the hole in her heart. "She ended up getting respiratory infections. She had blood pooling in her lungs," Rebecca said.

Successful surgery to close the PDA took place January 4, 2009. Rebecca begged the doctor for the chance to hold her daughter for the first time, and was finally allowed to do so the night before.

After 10 weeks in the Neonatal Intensive Care Unit at Mercy Hospital in Springfield, Kemily joined her family at home March 3, 2009. During her stay, she had three blood transfusions, from CBCO donors.

Kemily is now a healthy six-year-old kindergartener. "We call her our little angel," said Rebecca's mother, Denise Kuhs, of Galena. "My husband and I both realize she would not be here without the medical support, the blood, and everything they did for her."

Two years after Kemily's birth, the family faced the unknown, once again. Denise was diagnosed with leiomyosarcoma, a rare and aggressive form of cancer.

"I was walking into the house, tripped, and fell," Denise said. A few weeks later, in June 2010, she noticed a small lump and assumed it happened in the fall. At a check-up in November, Denise's physician took a look and ran an MRI.

The lump, which was the size of a golf ball at Thanksgiving, was the size of a softball by Christmas, Rebecca said.

A biopsy performed in December confirmed the diagnosis, followed by radiation at Skaggs Hospital (now Cox Medical Center Branson) in January and February of 2011.

Denise required nine transfusions, beginning about half-way through her radiation treatments, and ending with surgery to remove the mass in March 2011 at Cox Medical Center South in Springfield.

Though she does have limitations and tires easily, Denise is doing well. "Because the cancer was rare and aggressive, I have checks every six months," she said. She is back at work in healthcare in Springfield and enjoys her four children and six grandchildren.

Blood donors may not realize their importance in our community, Rebecca said.

"You saved our daughter's life. You saved my mother's life. You don't realize that little sacrifices you make can affect so many people," she said. "Thank you."

Denise echoed her daughter's sentiments. "I thank the Lord every day there are people who are out there, willing to give blood."



School's (almost) out for summer!

Did you know that more than 35 percent of blood donated to CBCO is from high school and college blood drives? Summer will soon be here. Students will be home for the summer, and CBCO will see fewer donors.

But the blood transfusion needs of patients at our 39 local hospital do not decrease. Summer can be a big challenge for us to keep proper inventory levels available to meet hospitals' everyday needs and be ready in case of summertime accidents or injuries.

There are a few easy ways for our current donors to help us avoid a Code Yellow (less than 2-day supply) or Code Red (critical need) appeal for blood during summer months.

1. Plan to donate whole blood every 56 days, if you're eligible. Check your CBCO account online, and then add your date of eligibility to your calendar so you'll be ready to donate before (or right after) that trip.
2. Bring a friend or family member with you when you donate. It's more fun!
3. If you're a student, try donating at one of our five donor centers while classes are out of session. You'll find our donor centers to be more comfortable than mobile blood drives.
4. Participate in our upcoming promotions! (See below and page 5.)
5. Find a mobile blood drive near your home or employer, and visit it since your school blood drive won't be an option. Blood drives are easy to find using our nifty search box here:
<https://donate.cbco.org/donor/schedules/city>
6. Consider donating platelets or plasma at one of our donor centers, instead of whole blood. It takes a little longer, but you can enjoy free wi-fi and other comforts while knowing your donation will help even more people than your whole blood donation could.

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.

Save the Date!

Tuesday, June 9

8th annual Bleed Blue Blood Drive
Springdale and Bentonville Donor Centers. FREE
Naturals tickets, event T-shirt, food and more!



Monday & Tuesday, July 20 & 21

11th annual Bleed Red Blood Drive
Springfield - Thomson Donor Center. FREE Spfd.
Cards tickets, event T-shirt, food and more!



6,086 followers strong!

Are you one of them?

Come follow us on social media. It's a fun, easy way to see what's going on at CBCO, learn about upcoming events and promotions, and see the difference you can make in the lives of others. Plus we'd love to hear from you on social media with your comments, likes, shares, retweets, and hearts. Find us as @OzarksBlood, and be sure to tag #redcellfie when you share that selfie you snapped while donating blood!



Five convenient CBCO Donor Centers near you!

Springfield

Reser Center - 2230 S. Glenstone
(417) 227-5025
Monday through Friday, 7 am to 1 pm

Thomson Center - 220 W. Plainview

(417) 227-5000 or 800-280-5337
Monday through Friday, 9 am to 5 pm
Thursday Extended, 9 am to 6 pm
Saturday, 7 am to 1 pm

Joplin - Northpark Mall 101 N. Range Line Rd.

(417) 626-8323 or 866-401-5143
Monday through Friday, 11 am to 6 pm

Springdale - 3503 S. Thompson

(479) 927-1200 or 866-401-5144
Monday through Thursday, 11 am to 6 pm
Friday, 8 am to 2 pm

Bentonville - 1400 SE Walton Blvd.

(479) 464-2506
Monday through Thursday, 11 am to 6 pm
Friday, 8 am to 2 pm