



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



# CIRCULATOR

*A quarterly publication celebrating life through blood donation*

*Summer 2019*

## Bleed Red with the Springfield Cardinals & CBCO

Our 15th annual Bleed Red Blood Drive with the Springfield Cardinals is right around the corner. Mark your calendar for Monday, July 8 and Tuesday, July 9 in Springfield, or Monday, July 15 and Tuesday, July 16 in Joplin.

This year's goal is to collect 940 units in Springfield, and 200 units in Joplin. In 2018, we collected 905 units in Springfield, and for our first year of holding a separate Bleed Red event in Joplin we brought in 180 units of blood.

Fun photo opp alert! The Cardinals' mascot, Louie, will be in Springfield both days, along with the Louie Girls. CBCO's mascot, Half Pint, will make appearances, as well. One of our radio sponsors, KTTS, will broadcast live in Springfield.

You'll receive a swag bag with a commemorative Cardinals T-shirt and a coupon for a free Hardee's roast beef sandwich, and your name will go into drawings for fun prizes including Cardinals gear. One lucky Bleed Red participant will receive a \$1,000 vacation package. In addition, all participants will be eligible for our Bringing Dreams To Life promotion, with one weekly winner receiving a \$100 Visa gift card and becoming a semi-finalist in the summer promotion to win a \$5,000 dream vacation package. You can increase your chances in the Bringing Dreams To Life promotion by referring friends and family to donate. For contest rules and more details, visit <http://www.cbco.org/dreams> or click [HERE](#).

Want to double your chances of winning prizes at the blood drive? Just make your appointment online prior to the event. To visit the Bleed Red page of our website

for more information, go to <http://www.cbco.org/bleedred2019> or click [HERE](#).

At the blood drive, you'll receive biscuits and gravy from Hardee's until 11 a.m., or a hot dog, chips, and Coca-Cola products beginning at 11 a.m.

Donors must be at least 17 years old (16 with parental consent form, available [HERE](#)), weigh at least 110 lbs., and be in general good health.

Bleed Red hours of operation at Springfield's Thomson Donor Center will be 7 a.m. to 7 p.m. Our Joplin Bleed Red hours will be 11 a.m. to 6 p.m.

We'll see you at Bleed Red!



**Schedule your appointment online. You'll save time when you arrive, and you'll get an extra entry in the prize drawings.**

# Want to Win a \$5,000 Dream Vacation Package?

Dreams aren't always lofty visions or unattainable goals, but the dreams of a family whose loved one has had a health crisis might be different than yours or mine. Sometimes their dreams are as simple as taking a newborn home from the hospital. Or a cancer patient beating the odds and returning to normal daily life. Your blood and platelet donations can help make dreams come true for area hospital patients in need.

Imagine yourself in a medical situation – a car accident, heart surgery, burn victim, cancer patient – or any of the other conditions that could require blood transfusion. As your life flashes before your eyes, a stranger steps up and shares his good health with you by giving blood. Because of that selfless act, you can look forward to another day with loved ones and the joys life will bring.

Every five minutes, someone in the Ozarks receives the lifesaving, dream-building power of blood from one of our dedicated blood donors. Now we want to help bring YOUR dreams to life with a chance to win a once-in-a-lifetime \$5,000 vacation package!

Donate blood, platelets, or plasma at any of our four convenient neighborhood donor centers between June 1, 2019 and August 31, 2019 to be entered into the drawing.

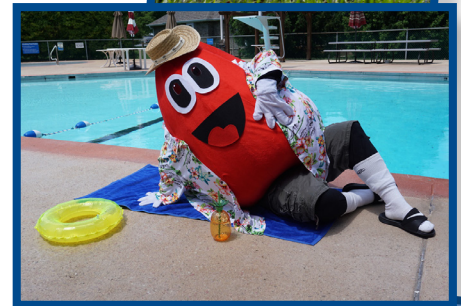
Recruit a friend or family member to donate during that time using our donor referral card. When that person gives and presents the card, both you and the donor you recruited will receive an entry into the drawing. There's no limit to the number of donors you can recruit!

While event participants are encouraged to make blood donations, any eligible person who participates in the event may make a single entry into the drawing for the opportunity to win the prize using the online entry form at the CBCO website.

Each week, CBCO will draw one name from that week's entries (all registered donors from our four center locations, all online entry forms, and all donor referral entries). That weekly winner will receive a \$100 VISA gift card and will become a grand prize finalist. All finalists will attend a grand prize drawing event to determine the grand prize winner. Watch the weekly grand prize finalist page for updates on weekly winners! See official contest rules on our website for more information.

You can not only bring dreams to life for an area patient when you donate at a CBCO donor center, but you could also win the dream vacation of a lifetime! Remember, you are entered to win each time you donate blood, platelets, or plasma at a CBCO donor center OR when you refer a friend or family member to donate.

Details, including contest rules and a link to the referral cards, are available at <http://www.cbco.org/dreams>



## How to Make Your Vacation Even Better Than Planned

Before you leave, stop by and donate blood at a CBCO donor center. Patients will need blood while you're gone. Plus it will get your name in the Bringing Dreams To Life drawing for a \$5,000 dream vacation package.

- Make a list! Jot down everything you'll need to take with you.
- To save space, roll your clothes instead of folding them.
- Shoes are heavy! Plan your outfits well so you can wear one pair and pack one pair per person.
- Stock up on zip-top storage bags. They'll keep you organized while you pack.

If your trip will take you outside of the USA, call CBCO HQ (417-227-5000) and ask to speak with someone about donor eligibility. Let them know where you're headed and ask if you will be deferred from donating for a while once you return.

# Recipients Will Be Able to Thank Donors Directly

CBCO is about to launch a brand-new program that allows recipients of blood to show their appreciation for the person who made it possible. Thank-The-Donor™ was pioneered by Oklahoma Blood Institute and is being introduced in phases across the country as more blood centers join the program.

Patients can send a note, photo, or video to their donor using a smartphone, tablet, or computer. Here's how it works. CBCO will soon begin attaching a bright green heart-shaped tag to each bag of blood leaving CBCO. The tags remain with each unit of blood, and will encourage recipients or their families to visit the website to begin the simple process of sending a message of gratitude to the blood donor.

Using the Thank-The-Donor™ app, the patient will take a photo of the blood bag's unit number and then type a thank you note. The message is then sent to a curator at CBCO who will review the message to make sure confidentiality has not been broken. We will then share the message with the donor. If the recipient agrees, we will share their notes on social media, as well.

We're excited about the possibility of hearing recipients' stories. Even more important than that, we're glad a method has been created to let donors know how valued they are directly from the patients who receive their blood.



Watch a quick video introduction of the program by clicking on the image.

## Upcoming Promotions & Events

### Summer T-shirts

May 28 - August 31, 2019

Mobile blood drives only. (Exception: blood drives providing their own gifts, and Amish/Mennonite blood drives.)

### Bringing Dreams to Life Blood Drive

Saturday, June 1, 2019 – Saturday, August 31, 2019

CBCO donor centers only

INFO: <http://www.cbco.org/dreams>



### Holiday Hero Blood Drive – Signup Round 2

Thursday, June 27 – Friday, June 28, 2019

CBCO donor centers only

INFO: <http://www.cbco.org/event/hero2019>



### Movie Mania

Wednesday, July 3, 2019

CBCO donor centers only

INFO: <http://www.cbco.org/moviemania2019>

### Independence Day

Thursday, July 4, 2019

All mobile blood drives and donor centers closed.

### Bleed Red Blood Drive with Springfield Cardinals

Monday, July 8 – Tuesday, July 9, 2019

Thomson Donor Center  
INFO: <http://www.cbco.org/bleedred2019>



### Bleed Red Joplin with Springfield Cardinals

Monday, July 15 – Tuesday, July 16, 2019

Joplin Donor Center – Northpark Mall

INFO: <http://www.cbco.org/bleedred2019>

### Summer Fun Blood Drive

Monday, July 29 – Saturday, August 3, 2019

CBCO donor centers only

INFO: <http://www.cbco.org/event/summerfun19>



**SUMMER FUN**  
BLOOD DRIVE

# 2018 Hall of Fame Inductees: Dedicated donors recognized for milestone accomplishments

CBCO is proud to welcome 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. Congratulations on this milestone, and "Welcome!" to our 2018 Hall of Fame inductees.

Barbara Allison

Robert Andres

Christine Becker

Sharla Beuerlein

Eibert Boeve

Danny Bohannon

Michael J. Buchanan

Melven Shannon Carter

Ryan Cooksey

Janice Courdin

William Covey

Stanley Depee

Daniel Dickman

Kelly Dillon

Mary S. Erickson

Rebecca Escobar

Tom Gottman

John Gratton

Joe Hanebrink

Paul W. Hawkins

William Holmes

Thomas Hornback

Richard Jordan

Russell Loftin

Rex Luallin

David Mallinckrodt

Linda K. Meyer

James Nicoll

William Payton

Recki Petersen

John Rogers

Gregory Shackelford

Dean Stack

Theodore Ulibarri

Michael Vaughn

Jimmy Walker

Fyrne Wegman

Wayne Whitehead

Gregory A. Wilke

Brian Wityk

## Plato High School Sponsor Shares Success Tips

The blood drive chairperson at each of our partner organizations takes on a unique role when it comes to promoting attendance at those drives. We enjoy hearing about the various ways CPs continue to generate enthusiasm each time their blood drives come around again.



Sarah DuBose is a math instructor and sponsor of the Beta Club at Plato High School in Plato, Missouri, who took over as the blood drive chairperson about two years ago. According to CBCO Blood Drive Consultant Julia Curtman, "Sarah took that blood drive from 20 donors to 50 within two years of becoming chair person."

Social media is one of the factors that has helped Plato's increased success. Sarah uses Facebook, Twitter, and Instagram to promote the blood drives sponsored by Plato's Beta Club. "We create a Facebook event, sharing the pertinent information, but also information about how the donations are used and to whom they are helping," she said.

The blood drives are promoted in advance on Facebook, with follow-up posts to report the results. During the blood drive, Sarah likes to share Facebook Live videos to generate enthusiasm. "With the donors' permission, I take pictures of people donating and post them in an album that I share on Facebook," she said, adding that she makes the blood drive posts public so more people will see them.

Getting school officials involved has helped spark interest and fun. "Our principals have always been helpful, supportive and good sports," she said. Recently, the elementary and high school principals agreed to take a pie in the face when the goal was met. Last fall, Plato High School Principal Nathan Wilkerson agreed to be duct taped to the wall if 50 donations were received. "We got it done," Sarah said. **A photo was, of course, shared on social media.**

Other touches to help make blood drives fun include creating a music play list based on the blood drive's theme and putting donation appointment reminders on students' lockers. A child care area was added this past school year. "As long as the youngster can see their parent, they are more willing to stay in that area," Sarah said.

Student members of Beta Club have increased their involvement in blood drives, thanks in part to a template created to use for each drive to make sure all tasks are taken care of in preparation. "My Betas are really starting to take it on and help to make it happen. After each event, I try to follow up with them about what we did right and what we can do better."

Gratitude is also at the top of the list in Plato. "I try to thank everyone that donates, attempts to donate, volunteers, and even the CBCO folks," Sarah said. "It takes everyone to make our blood drives successful."

# Blood Gives 2 Patients in 1 Family More Time

By Jillian Slack, CBCO Content Marketing Coordinator

At CBCO, we often say, "Every drop has a story." We love to share stories of blood recipients who have recovered. Stories don't always end the way we hope, but the drops received still make a big difference. Two of the most important people in my life have been patients in need of blood. In both cases, it was supplied by CBCO donors.

The first time was in 2006 when my dad, Don Slack, was treated for cancer. I had thought he was indestructible, this man who had been a teacher in the Springfield Public Schools system since 1965 and one of the founding instructors at Ozarks Technical Community College.

Our local blood supply had never crossed my mind until staff at CoxHealth told us he needed a transfusion. My mom, brother, and I reacted by asking the same questions many other family members ask upon learning their loved one needs a transfusion. "Where does the blood come from? Should we go donate right now? Will he receive our blood?"

The answers, I learned, were, "If you're a patient at one of the hospitals served solely by CBCO, that's where the blood comes from -- CBCO. Donating is a great idea, but your blood won't be used for your loved one right now. After it's donated, blood must be processed and tested, and that takes time. Blood that is already on the shelf will be used. But your donation will be ready to help someone else." The blood he received gave us a little more time. Days after receiving blood, we held on to my dad as he left us.

The second person in my life to need blood was my mom, Mary Fowler Slack. She'd had zero symptoms and was in excellent health when lymphoma was discovered in December 2014. She was a young 77 years old – no one ever believed her age because she looked younger, acted younger, and had the mind and sense of humor of a younger person. She loved going for rides on her boyfriend's Harley-Davidson, was addicted to Facebook, and she was a master shopper.



Jillian Slack (right) of CBCO lost her mother (center) and brother (left) to cancer within five months of each other.

We celebrated her remission in April 2015. But cancer struck my family again. In May 2017, my brother began chemo and radiation. January 2018 brought with it the news that Mom was no longer in remission. Later that month, cancer took my only sibling's life.

Mom was in and out of the hospital after that. Several times, her test results showed dangerously low counts for white blood cells, and she was quarantined a couple of times to keep germs away, but it never got low enough for insurance to approve a transfusion. Then her red cell count plummeted, making a transfusion necessary.

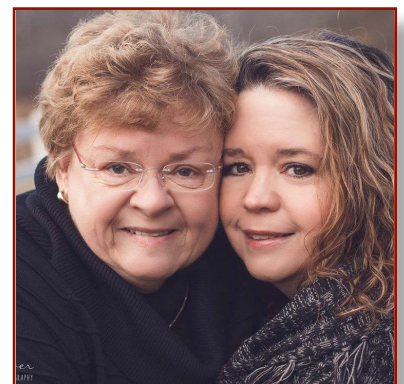
This time, I didn't ask hospital staff if I should donate. I was already a donor. I didn't ask where the blood was coming from. I knew it would come from CBCO because, by the time she needed blood, I had been part of the CBCO family for over four and a half years.

I had never witnessed this part of the journey of donated blood, and I was fascinated. She stayed in her room for the transfusion. The decision to give her blood was made around 8:00 a.m., but the blood didn't flow until 7:00 p.m. It takes a while for everything to happen behind the scenes to prepare, and this wasn't an emergency. We watched hospital staff double-check her name, date of birth, and blood type. She was weak, but as the blood began to flow through the tube to the port near her collarbone, she asked if I would share this on CBCO's Facebook account. "Only if you want me to," I said. "Of course I do," she said. We made a quick video to share online.

Over the next couple of days, she would ask if anyone had seen the transfusion video. Yes, the post had many views. She wanted people to know their donations



Don and Mary Fowler Slack both received blood from CBCO donors during cancer treatment.



Mary Fowler Slack (left) wanted daughter Jill to post her blood transfusion experience on CBCO's social media to share how important it is to donate blood.

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## CBCO Staff Member Thankful for Donated Blood Received by Both Parents

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matter, and that this feisty grandmother was grateful blood was available. (Click [HERE](#) to see that video.)

The blood Mom received June 4, 2018 didn't put her back into remission. It didn't cure her cancer. It didn't allow her to return to the home where she had raised her family. But because someone out there chose to give one unit of their blood and gave up about one hour of their time, it gave us 28 more days together.

It's been a year now, and I wanted to be able to say, "Yes, Mom. Even more people have seen the video. They know how important it is to donate."

Thank you, CBCO donors. Thank you for those 28 days that gave us time to say the things we needed to say, sit in silence together, reminisce, have a fight or two (as only mothers and daughters can), mend a few fences, and share laughter and love. Your generosity is appreciated more than you know.

## Northwest Arkansas Hosts Bleed Blue Blood Drive

CBCO's 12th Annual Bleed Blue Blood Drive with the Northwest Arkansas Naturals was held Tuesday, June 4, at our Springdale Donor Center and Four Points by Sheraton Bentonville. Our 2019 totals were 204 units collected in Bentonville and Springdale.

Some great prizes drawings were held, including gear donated by the Naturals, and a \$100 Visa gift card from Adelman Vacations. In addition, one lucky donor won the chance to throw out the first pitch at a Naturals game.

All participants received a commemorative T-shirt featuring the Naturals' logo and two dugout premium tickets to the June 18 ballgame.

Thanks, northwest Arkansas! We look forward to seeing you again several times before our 13th Annual Bleed Blue Blood Drive rolls around in June 2020!



*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.*

### Get Social

Are you following us on social media yet? Come on over and join the fun. You'll be the first to know about fun promotions and events, and to read about people whose lives were affected by blood donors.



@ozarksblood

Facebook - 5,530 followers and 3,785 check-ins

Twitter - 4,028 followers and 21,000 likes

Instagram - 2,622 followers

Pinterest - 67 followers and 254 monthly viewers

YouTube - 27 followers

Are you a king or queen of selfies? Next time you donate blood, take a selfie and when you share it on social media tag us and use our hashtag! To tag us, we're @OzarksBlood on Facebook, Twitter, and Instagram. Our fun hashtag is #RedCellfie. Thanks, Lifesavers!



### Four convenient CBCO Donor Centers near you!

**Springfield**  
**Thomson Center - 220 W. Plainview**  
(417) 227-5000 or 800-280-5337  
Monday through Friday - 8 am to 6 pm  
Saturday - 7 am to 1 pm  
Sunday - 9 am - 3 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

