

# Circulator



A quarterly publication celebrating life through blood donation

Winter 2013

## A timely gift

### A letter of thanks from a CBCO employee could be from anyone

The great thing about blood donation is that you know you're going to benefit from it at some point in your life. Around one in seven people that are admitted to an area hospital will receive a blood transfusion. When that person receives blood, they receive the physical benefit, but a more intangible blessing occurs for the people around them. In many cases, a blood transfusion buys time. Time that will be spent on healing. Time that will be spent with loved ones. More time on this earth. Everyone has a personal connection with a blood donor, whether they were the direct recipient of that donation or not.

My name is Chris Pilgrim and I've been the Marketing Manager for CBCO since 2004. I'm fortunate because I get to write stories about area patients that used blood. I also get to know their families and get to see first hand the incredible impact of that blood. When I began working here, I had never donated blood before. I've become a regular donor since, but my personal relationship with blood and

blood donors actually began decades ago.

In 1985, my mother received blood during a surgery right after her first heart attack. I say first, because several more would follow through the years. She was, in her words, a "tough old bird." Each time she underwent a medical procedure, doctors would let me know how true that statement was.

There were all sorts of health issues. Another open heart surgery in 1997 called for more blood. Just last year I sat and watched the first of two transfusions drip slowly into her IV. I marveled at how the blood revitalized her, giving her the energy she needed to recover.

Skilled physicians and willing blood donors gave me the gift of time with my mother. Although she passed away late last year, I cherished the extra twenty-seven years that came our way. She was a sounding board during my adult life. She was a part of my wedding. She was a part of our family vacations together. My children got to know their grandma. She taught



Everyone is touched by blood donors in one way or another. The gift of time with loved ones is the gift that blood donors provide all across the Ozarks.

them to sing. She gave them both an appreciation of and an appetite for life.

So I write this to all blood donors to say thank you. Blood donors make it possible for the gift of time to be given to patients all across the Ozarks. You provide a level of comfort to thousands of your friends and neighbors. The gift of time is the greatest gift of all. Thanks for giving me that time.

## Saving lives is a great resolution

Almost everyone promises to improve themselves around this time of the year. Forty-five percent of the American population makes a New Year's resolution. The top three resolutions include losing weight, getting organized and spending less or saving more. And although people set resolutions with the best of intentions, only eight percent of Americans will be successful in achieving their resolution.

CBCO has a suggestion that will be relatively easy to achieve. Give blood four times this year. This resolution will not be difficult to achieve and will have a real and lasting impact on lives all across the Ozarks.

One more thing about resolutions. People who explicitly make resolutions are 10 times more likely to attain their goals than people who don't explicitly make resolutions. So what are you waiting for?

### In this issue . . .

- ◆ Windsor, Mo. volunteer receives lifetime award
- ◆ New web feature enhances blood inventory message
- ◆ CBCO names new Medical Director
- ◆ New rules lessen waiting period for donation from cancer survivors

# Longtime Windsor, Mo. volunteer honored

## Birdie McClung becomes seventh to receive lifetime award

Volunteers that agree to coordinate a blood drive at their business, church or organization are the backbone of our organization. All are dedicated to the mission of CBCO and willing to invest their time and effort into an activity that truly has a lifesaving effect on others.

Birdie McClung of Windsor, Mo. received the highest honor that CBCO bestows when she accepted the Mary Carroll Lifetime Achievement Award at CBCO's holiday luncheon for Missouri volunteers in early December. She is just the seventh recipient of the honor, which has been given each year since 2006 to drive chair people that have put their heart and soul into supporting local patients.

McClung has been involved, with numerous other volunteers, in organizing blood drives at the Windsor United Methodist Church since CBCO began operations in 1995. Her group holds five drives each year, collecting around 70 donations during each event.

"Birdie McClung has helped to recruit over 300 first time donors over the years," said CBCO Executive Director Don Thomson. "We've got a pretty stable employee base among Donor Recruiters here at CBCO, but this lady has had a hand in mentoring seven of them. Her team makes sandwiches and homemade goodies for donors. Her drives, quite simply, are a model of consistency and a model that we often look to for other groups to follow. It is an award that's well deserved."

## Cancer deferral reduced

### Most recovered cancer victims may begin donating again after a year

A change effective at the end of January will make it easier than ever for cancer survivors to give blood. If you have been declared cancer free, you may be able to donate blood after only a one year waiting period.

Previously, many cancer survivors had to wait anywhere from five to ten years before entering the pool of eligible blood donors. Now all cancers, with the exception of Leukemia, Non-Hodgkin's Disease, Lymphoma and Multiple Myeloma, will wait to donate again until one year from the time the person is considered cancer free.

"In many cases, cancer patients have a very personal connection with blood donation," CBCO Senior Director of Donor Recruitment David Montgomery said. "After a successful treatment and remission, they're motivated to give because they have experienced blood's healing powers firsthand. We look forward to the opportunity to welcome these potential donors back in a shorter period of time."



Windsor, Mo drive chairperson Birdie McClung receives congratulations from CBCO Donor Recruiters Brad Terry (left) and Pauline Cruse (right) during the Missouri Volunteer luncheon on December 6th.

## Area drives, coordinators honored

At Missouri's Volunteer Luncheon, many individuals and groups were honored for their contributions of the past year.

### Largest Participation

**High School** - Kickapoo H.S., Springfield, Mo.

**College/University** - Mo. S & T, Rolla, Mo.

**Church** - North Point Church, Springfield, Mo.

**Business** - Chase, Springfield, Mo.

**Hospital** - Phelps Co. Regional Medical Center, Rolla, Mo.

**Community** - Seymour Lions Club, Seymour, Mo.

### Most Improvement

**High School** - Liberty H.S., Mountain View, Mo.

**College/University** - MSU-West Plains, West Plains, Mo.

**Church** - First Family Church, Osage Beach, Mo.

**Business** - Communications Solutions, Springfield, Mo.

**Hospital** - Mercy-Golden Street Clinic, Springfield, Mo.

**Community** - New Tribes Mission, Camdenton, Mo.

## Quickie Quiz

What is the number one reason that people do not donate blood?



Because they have never been asked!

# Game for Life Blood Drive gains new opponent

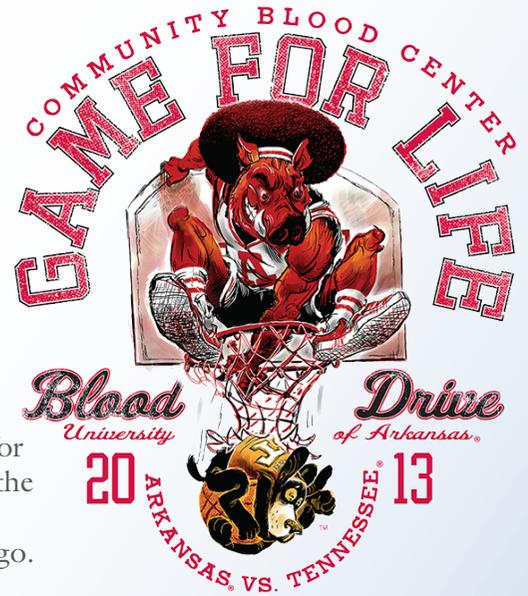
## Arkansas area donors will compete with donors representing the University of Tennessee in 19th annual event

CBCO's Northwest Arkansas region is gearing up for the 19th annual Game for Life Blood Drive, and this year there's something new! University of Arkansas basketball fans will take on fans from the University of Tennessee to see who can donate the most blood in the name of their team. This year's drive runs from Feb. 4th thru the 8th at various locations on the U of A campus as well as CBCO's Springdale and Bentonville donor centers.

Over the years, Game for Life has been a staple at the University of Arkansas. For the first fifteen years of the event, Arkansas fans went toe to toe with the University of Kentucky to see who could donate more blood in honor of their team. The Kentucky Blood Center dropped out of the competition in 2009, but the drive locally continued to be successful. Now with a new opponent, the drive seems poised to regain its standing as one of the area's best events.

"We're so excited to have a new SEC opponent for this year's edition of Game for Life," said CBCO Donor Recruiter Lora Witcher. "This is our signature event for the northwest Arkansas region, and the addition of the Vols will only make it better."

Participants in the drive will receive a custom red t-shirt with a colorful event logo. Papa John's will provide free pizza on the U of A campus.



## Blood Briefs

### CBCO names new Medical Director

Community Blood Center of the Ozarks has named James W. Smith, M.D., Ph.D. as the new Medical Director of the organization. Dr. Smith is currently the Medical Director for Oklahoma Blood Institute and will add the oversight of CBCO's medical operations into his current duties. Dr. Smith has 30 years of experience and practices in Pathology, Blood Banking & Transfusion Medicine, and Clinical Pathology/Laboratory Medicine.

Dr. Smith replaces the retiring James M. Shelley Jr., M.D., who had been the Medical Director at CBCO since 1997.



Dr. James W. Smith has been named CBCO's new Medical Director.

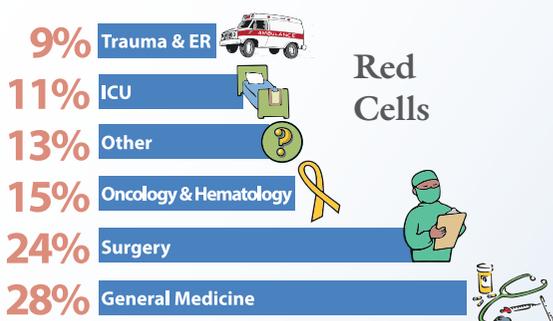
### Another reminder: Tap into the power of [www.cbco.org](http://www.cbco.org)

Have you checked out the new CBCO website yet? The new site is packed with great tools designed to let both blood donors and blood drive chairpeople maximize their lifesaving potential.

Blood donors may get a more detailed donation/health history, schedule an appointment to donate, read about upcoming events or even find a blood drive coming to your area. Drive chairpeople may access many tools to help their blood drive become a success.

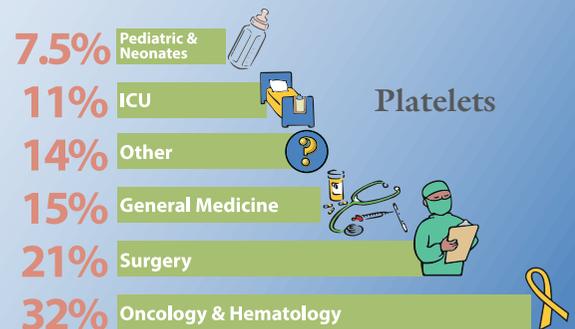
To maximize your power, you must first create a user name and password. Click on the "login" portion of the website, then follow the instructions. If you need a new donor ID number (for donor cards issued before August of 2011), call 1-800-280-5337.

### Who will my donation help?



Red Cells

Although you probably know that CBCO donors provide all of the blood for patients at 38 area hospitals, do you know what injury or treatment your donation might be used for?



Platelets



# New web feature enhances inventory message

## Daily supply level updates will help donors know when to give

Blood is a precious community resource. Community Blood Center of the Ozarks keeps an up to the minute inventory of blood products that are available for area hospital patients. Because of the short shelf life of donated blood, we carefully track these levels and encourage donors to do the same.

A new feature at the CBCO website offers a new way for donors to keep track of local inventory levels. Each blood type is illustrated by a colored icon. Each color has a different meaning and should elicit a different response:



**GREEN** – Supply levels are adequate. Continue with normal donation schedule.

**YELLOW** – Supply is below optimum levels for this type. Please give this week.

**RED** – Supply levels are critically short. Please give immediately.

CBCO considers inventory levels that include at least a three day supply of blood to be adequate to meet daily and emergency needs. When levels dip below a three day supply, a yellow icon is displayed and donors are encouraged to give sooner rather than later. When an icon is red, the need is immediate. Donors of that type should make a visit to a CBCO drive as soon as possible.

It is common for inventory levels to fluctuate, adjusting to both usage and need. According to statistics, almost seventy percent of the American population is either type A Positive or O Positive. Typically, we have enough of these types on hand. We're often in need of negative blood types, which may be used more often than population demographics would indicate.

CBCO believes that the best place to store blood is inside the donor. By monitoring area needs more closely and then responding to those needs, you'll be helping to ensure that the right product is on the shelf at the right time.

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



### Feb. 4-8 - 19th annual Game for Life Blood Drive

University of Arkansas basketball fans always turn out to support their team. This

year, blood donors have a new opponent, as we'll be battling blood donors from the University of Tennessee! Participants on the U of A campus and CBCO's two Arkansas area Donor Centers will receive an event t-shirt and free pizza! Go Hogs! Beat the Vols!

### April 18 - Arkansas Celebration of Life

CBCO supporters from The Natural State will gather at a luncheon to recognize outstanding donors and drives. We'll also welcome the newest members to the CBCO Hall of Fame! Don't miss this yearly event!

### April 22-26 - 2nd annual Big Bleed Blood Drive

This partnership with the Greene County Library District invites Springfield area residents to read a common book (in this case it's Great Tales of Edgar Allen Poe) and share a common goal (blood donation). Participants at CBCO's Springfield Donor Centers and various library locations throughout the area will receive an event t-shirt.



*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.*

### Five convenient CBCO Donor Centers near you!

**Springfield**  
Reser Center - 2230 S. Glenstone  
Campbell Center - 220 W. Plainview  
(417) 227-5000 or 800-280-5337  
Monday - 8 am to 3 pm  
Tues., Wed. & Thur. - 11 am to 6 pm  
Friday - 8 a.m. to 3 p.m.  
Saturday - 7 am to 2 pm (Campbell only)

**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

Upcoming Events...

