



## Blood Drive Chairperson Spotlight

CBCO has thousands of volunteers just like you serving in various capacities throughout the Ozarks. There are so many things we can learn from you. This column is designed to provide that learning forum, while also thanking you for the hard work you do on behalf of area patients.

**Bernedette Casey, Human Resources Manager  
Pratt & Whitney PSD, Springdale, AR**



Bernedette Casey  
Pratt & Whitney PSD

### What inspired you to be a blood drive chairperson?

When I joined Pratt & Whitney in January 2014, I wanted to ensure we continued the tradition of hosting bi-annual blood drives at the site. I feel it's important to host activities that encourage community involvement and demonstrate our commitment to help our neighbors. I always remind myself that one day it may be myself or my family that needs a donation. In fact, I have a family member who almost lost his life at birth. He is with us today because of the many generous people who provided their blood donations. Giving blood is really a simple process, and working with experts in the field makes it much simpler.

### How do you promote your blood drives?

Regular email distributions to the entire workforce announcing the event and giving options for sign-up. Employees can email me, stop by my office, catch me in the shop, or wait for me to walk around the shop signing donors up.

### How do you recruit blood donors?

At our facility, the posters are viewed throughout the shop and are the best recruitment tool for us. Providing appointment cards is also an effective tool to serve as a reminder of their scheduled appointment.

I visit with each employee in the shop and make the conversation more personable. I provide a description of the CBCO organization, what the organization does, and how the donations are used. This helps get employees more comfortable with what happens to their donation once they participate.

### How do you overcome objections to donating blood?

Without applying too much pressure, I convince employees to give it some thought and tell them I will circle back to them a little later. When I circle back, I make conversation with the employee, hoping to ease their mind about their consideration to donate. I ask them to speak with other donors to gain insights on how the process works, and I follow up with examples of how each donation saves lives. This strategy has been successful for our site in gaining first-time donors and convincing others to donate again.

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## Has there been a moment that made you feel proud of the fact that you hold blood drives?

Actually, I had a personal experience with a family member who almost lost his life at birth, and through the donation of blood, he is here with us today. This personal experience inspires me to drive donation participation at Pratt & Whitney prior to each event. I have had several employees tell personal stories about how blood donations have saved either their life or a family member's life. Additionally, my mother is a lifelong blood donor and inspired me at a young age to be an advocate for blood drive participation.

## January is National Blood Donor Month

Snow and ice may fall. Roads may or may not be plowed. Schools may or may not be canceled. And you may or may not be able to get to work. But one thing is certain. When winter storms hit us, patients at hospitals in southwest Missouri, northwest Arkansas, and southeast Kansas will still need blood, and CBCO will be open to make sure it is provided.



With the season's challenges, blood centers traditionally see fewer donors. If it's difficult to make it out of your driveway, you might not get to your donation appointment. Seasonal illnesses keep many donors away until they're healthy again. If a high school or college is scheduled to hold a blood drive but classes are canceled due to weather or road

conditions, the blood drive is canceled, as well. The result? Fewer units of blood on our shelves, which means fewer units of blood available to patients in need.

For these reasons, President Richard M. Nixon signed Proclamation 3952 on December 31, 1969, launching the tradition of National blood Donor Month. To see the proclamation, click [HERE](#).

## Winter blood drive tips

What can you, as a blood drive chairperson, do to avoid seeing our blood supply drop to critical levels during harsh winter weather?

1. If at all possible, don't cancel your blood drive.
2. Sometimes a cancelation can't be avoided. If so, work with your blood drive consultant as soon as possible to reschedule your blood drive.
3. If rescheduling is not an option, let your donors know that we would love for them to give blood at one of our four donor centers. It's possible that giving close to your original blood drive date will still allow your donors to be eligible at your next blood drive (if one has already been scheduled).
4. Encourage your donors to make (and keep) appointments to donate. This helps us staff accordingly, and it also helps your donors keep their time spent away from their work (or classes) to a minimum. Every donation provides hope for a patient.
5. Contact the donors on the list provided with your publicity materials. These donors have been selected for the list due to their blood types being in high demand by our 39 hospitals. A little nudge from you can help to remind them how vital it is for us to receive their donation right now.



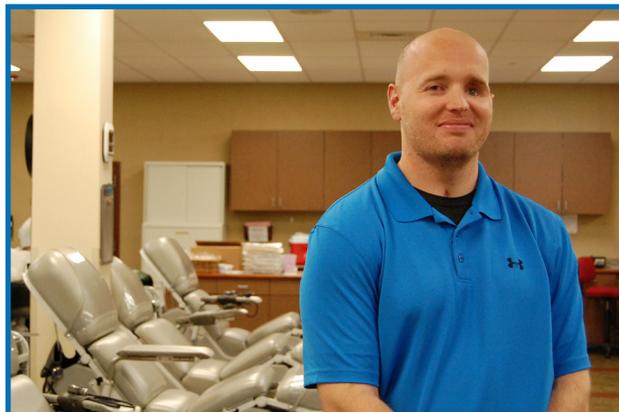
## Police officer receives 20 units of blood from CBCO donors

It was January 26, 2015, and Officer Aaron Pearson was about a week from celebrating his third anniversary with the Springfield Police Department. At 1:30 a.m., he was shot in the face in the line of duty and rushed to Mercy Hospital in Springfield, where he received 20 units of blood from CBCO donors.

His prognosis was grim. He wasn't expected to make it through the night. He had lost his left eye and suffered a traumatic brain injury. But Aaron has made a remarkable recovery, and he and his wife, Amanda, appreciate the role CBCO donors played.

"I like to imagine the donors huddled around Aaron, giving him their blood," Amanda said. "I can just imagine him lying there and 20 people circled around him, giving. That's pretty powerful because they had no idea who he is or where it's going, but they give anyway."

Read more about the Pearsons' journey in the January 2017 issue of CBCO's Circulator newsletter.



Officer Aaron Pearson

## Couple recognized for volunteer work with CBCO

Ed and Sophia Griesbaum were honored with CBCO's Mary Carroll Lifetime Achievement Award at our 2016 Volunteer Appreciation Banquet. The event was held Tuesday, December 6, 2016, in the Jim McLeod Room at Thomson Donor Center in Springfield.

The Mary Carroll Lifetime Achievement Award began in 2006 and was named for a very special volunteer and our first award recipient. Recognizing outstanding commitment to service, it is the highest honor that we can bestow on a volunteer.

Our honorees for 2016 have helped CBCO as both blood donors and volunteers. The Griesbaums are longtime Springfieldians. In fact, they've been a part of our community for more than 65 years. Sophia taught grade school in Springfield for 32 years. Needless to say, she knows a LOT of people and still remembers her students well. She even sees some of them in the refreshment area after they donate.

Sophia was a volunteer in the canteen at Reser Donor Center in Springfield for 16 years, and made

the move to Thomson Donor Center when Reser closed in May 2016. She says she's been a volunteer

for all these years just because she's always at her best when she's busy, and she enjoys her interactions with blood donors very much. She makes it easier for donors, in her words, "to feel right at home."

Ed has been volunteering at CBCO since 1999, as a driver in our Distribution Department, but he has also given his time to a number of other interesting causes. He's been an educational

surrogate, helping foster kids through school as a sort of father figure. He's volunteered his time and mentorship with CASA, the Springfield-Greene County Library, and the Retired Seniors Volunteer Program. He's also an honoree of the "Gift of Time" award from the Springfield News-Leader.

Two lives richly lived, and so many people have benefitted from their generosity and gifts of time and talents. We couldn't think of a better couple to honor with the tenth Mary Carroll Lifetime Achievement Award.



Ed and Sophia Griesbaum with David Montgomery (center), Senior Director of Donor Recruitment, Marketing, and IT.

# Banquet thanks volunteers, provides inspiration from recipient

CBCO's annual Volunteer Appreciation Banquet was held Tuesday, December 6, 2016, in the McLeod Room of Thomson Donor Center in Springfield, Missouri. Hundreds of invitations were sent, and about 115 volunteers and their guests attended the luncheon.

Our guest speakers were Amanda and Aaron Pearson. Officer Pearson was shot while on duty with the Springfield Police Department nearly two years ago. Their story will be featured in the January 2017 issue of our Circulator newsletter, but a brief version is included on page 3 of this issue of The Volunteer Beat, as well. Be sure to tag yourself in the photo album of the event, which you'll find on our Facebook page by clicking [HERE](#). Our Celebration of Life luncheon for Arkansas volunteers and Hall of Fame members will be held Thursday, April 20, 2017, and our next Volunteer Appreciation Banquet for Springfield area volunteers is scheduled for Thursday, December 14, 2017.



The Kickapoo High School Chior performs at CBCO's Volunteer Appreciation Banquet.

## By The Numbers

- 1** The number 1 reason for giving blood is their desire to help others, according to donors.
- 3** The average number of pints given in a red blood cell transfusion.
- 5** The number of days for platelets to be used before expiration.
- 56** The number of days a healthy red blood cell donor must wait between donations.
- 4.5 MILLION** The number of Americans who depend on blood transfusions each year.



## Promotions & Events

### Miracle of Giving

Mon., Dec. 12 - Sat., Dec. 31, 2016  
Free T-Shirt for all participants. Centers and mobiles.

### Rotary Week

Mon., Dec. 19 - Sat., Dec. 31, 2016  
Springfield Rotary clubs compete against each other. Thomson Center only.

### Movie Mania

Fri., Dec. 23 & Fri., Dec. 30, 2016  
Donors receive a code for a free movie ticket at theaters that participate in Fandango. Centers only.

### Christmas

Sun., Dec. 25, 2016 – All centers, mobiles, and offices closed.  
Mon., Dec. 26, 2016 – Thomson Center open for apheresis only, from 7:00 a.m. to 1:00 p.m. Mobiles and offices closed.

### New Year's Day

Sun., Jan. 1, 2017 – Centers, mobiles, and offices closed.  
Mon., Jan. 2, 2017 – Thomson Center open for apheresis only, from 7:00 a.m. to 1:00 p.m. Mobiles and offices closed.