

Circulator



A quarterly publication celebrating life through blood donation

Spring 2012

Not every day is promised

Area teen advocates donation while living with a blood disorder

As long as he can remember, Steven Oswald has been competitive. As a youngster, he played whatever he could. Be it soccer, basketball or football, to say he was active was putting it mildly.

As he grew, the sports became more physical. Sometimes injuries would occur. That's when he and his parents began to notice something frightening. Steven would bleed, sometimes profusely. Tests revealed that Steven had Von Willebrand disease, a fairly common and hereditary bleeding disorder.

Thousands of Americans have Von Willebrand disease, but to an active and competitive boy, the diagnosis was devastating. "I didn't understand the disease, but I was really angry that I couldn't play contact sports anymore," Oswald said. "Something I wanted was being taken away from me."

Several months later, Steven was given blood transfusions both before and right after a tonsillectomy. Two weeks after that operation, he noticed the taste of blood in his throat when he was helping his mom move some furniture. Minutes later, he began vomiting blood. By the time Steven reached the hospital, doctors estimated

that he had lost half of his blood volume. He received transfusions and was stabilized.

Eight years later, Steven figured out a way to pay those blood donors back. When the honor roll student at Branson High School noticed that a Community Blood Center of the Ozarks blood drive was coming, he was approached by a teacher that remembered Steven writing an English paper on his illness. The teacher asked Steven whether he'd be willing to share his story. He did so at an assembly in front of the entire student body.

"I told people that I'm not the only life that has been saved by blood. I can't give because of my condition, but I told everyone that they had the ability to give so people like me could live. I said that life was not a given. Not every day is promised. That you should appreciate every day and everything."

The response at the blood drive was tremendous. Steven volunteered the entire day, served snacks, walked freshly donated blood to be processed and he held the hands of nervous first time donors. "I must have had at least ten people tell me that they were giving just because of what I had said in the assembly. I never thought it would



Steven Oswald turned a childhood bleeding disorder into a call to action for his classmates at Branson High School. Below, he volunteers during a recent blood drive.



have the impact that it did."

Steven will graduate later this spring and attend Linn College in the fall. He's a member of the Branson golf team, allowing him to keep his competitive juices flowing. He also still plays some other sports, but tries to be careful when he takes part. "I still get nosebleeds pretty often, but I can get them under control pretty quickly. I haven't needed blood again, but I know that it will be there if I do. I appreciate blood donors. Please keep giving. You're helping so many people to live a normal life."

Commit to saving lives this summer

Community Blood Center of the Ozarks relies on area blood donors throughout the year, but summertime is when donations often lag behind area patient needs.

There will be plenty of opportunities to give this summer and we'd like you to make a commitment to give. You'll find some excellent promotions and even some multi-donation programs on page three of this issue of Circulator.

Every five minutes, an area patient uses blood provided by a donor to CBCO. Please help us to maintain our lifesaving mission this summer!

In this issue. . .

- CBCO welcomes 42 donors to the Hall of Fame
- Another area hospital now served by CBCO donors
- Every drop tells a story. We want to hear yours!

Every DROP tells a STORY



Ask a blood donor what makes them give to Community Blood Center of the Ozarks and you're likely to get some very different answers. Some give for the great feeling they get from knowing that they helped to save lives. Others give to remember a loved one that benefitted from blood.

Whether you're a donor, a blood recipient or a volunteer, every drop tells a story. We'd like to hear those stories, and we've set up a way for you to tell us why you support CBCO. Go to our website, www.cbco.org, then click on the "Every drop tells a story" blood drop icon. There you'll be able to leave your message or story and read other inspiring entries.

Every drop tells a story. We hope you'll be inspired by the stories you're going to hear over the coming months. We also hope you'll participate by sharing your story, motivating others to save lives.

Get involved. Tell your story.

- ◆ Go to www.cbco.org
- ◆ Click on the "Every drop" icon near the top of the home page.
- ◆ Read stories. Comment on them. Leave your own story of why you support local patients.
- ◆ Come back often for updates or to comment.



Something for everyone this summer

Promotional events, dedicated drives and celebrations planned

Summertime in the Ozarks is a fun time. Vacations, picnics, and outdoor activities are sure to make for a memorable season. Community Blood Center of the Ozarks would like you to make a few lifesaving memories yourself this summer, and we've got so many ways for you to get involved. Here are just some of the great events on the upcoming calendar.

CBCO Triple Crown Program - Make three blood donations around critical summer holidays. You'll receive great gifts all during fulfillment, and a deluxe Tervis tumbler if you complete all three donations. Sign up from April 16th through May 5th at any CBCO Donor Center. When you complete the Triple Crown program, area patients win!

Derby Day Blood Drive - On Saturday, May 5th, start your run for the roses with a visit to a CBCO Donor Center. Participants receive a Derby Day t-shirt. The mint juleps are on you.

5th annual Laps for Life Blood Drive - The Memorial Day weekend is all about racing, and we're racing to save lives. Participants at CBCO Donor Centers May 24th, 25th and 26th will receive a free t-shirt, O'Reilly Auto Parts cap and ticket to an upcoming race at Lucas Oil Speedway. We'll even draw for the grand prize of a NASCAR weekend for two at Texas Motor Speedway in November. Start your engines!

World Blood Donor Day - On Thursday, June 14th, the entire globe unites to thank blood donors for their selfless service. We'll offer a commemorative t-shirts to participants at all CBCO Donor Centers. At Springfield's Campbell Center, bring the family, because we're going to form a REALLY big human blood drop on the parking lot to pay tribute to blood donors around the world!

17th annual Salute a Veteran Blood Drive - Show our U.S. Veterans that you're grateful for their service by giving blood in their name. Participants at any CBCO Drive June 18th through July 8th will receive a patriotic t-shirt. Watch the [cbco](http://cbco.org) website for details on this great event!



Hall of Fame honor roll grows

Forty-two new inductees in class of 2012

Blood donors that commit themselves to a lifetime of giving know that they are responsible for affecting thousands of lives. They give with no expectations of recognition, but they certainly deserve to be recognized. In 2005, CBCO created our own Hall of Fame, to honor outstanding donors, volunteers and contributors to the organization.

The 2012 HOF class includes forty-two individuals who have surpassed the twenty gallon donor milestone. Their names will be added to a permanent display at CBCO's Springfield headquarters, as well as their local donation center.



2012 CBCO Hall of Fame

Paul Basore - Springfield, MO
Rodney Bean - Nixa, MO
Lawrence Beuerlein, Walnut Grove, MO
Julie Bryant - Springfield, MO
Billy Buckingham - Springfield, MO
James W. Collins Jr. - Springdale, AR
Lynn Copelin - Springfield, MO
Yvonne Couch - Bentonville, AR
Tammy Glaubitz - Ozark, MO
David Glenn - Walnut Grove, MO
William Halbert - Springfield, MO
Michael Haley - Aurora, MO
John P. Hall - Springfield, MO
Donald E. Harris - Springfield, MO

Arthur Henry - Springfield, MO
Ralph Hurley - Springfield, MO
Rex Johnson - Springfield, MO
Mary Alice Krueger - Springfield, MO
Sylvia Lankard - Fordland, MO
Paul LeBlanc - Fayetteville, AR
Brian Long - Springfield, MO
Deborah Longoria - Clever, MO
David J. Mack - Bella Vista, AR
Michelle Manning - Ozark, MO
Farrell Mansfield - Newburg, MO
Wayne Moody - Springfield, MO
Curtis Norman - Springfield, MO
Thomas Reed - Rogers, AR

Raymond Reynolds - Ava, MO
Kenneth Rose - Ozark, MO
Stephanie Sawyer - Fayetteville, AR
David Schroeder - Branson, MO
James Seavey - Lowell, AR
Larry G. Shadle - Salem, MO
James Shaklee - Springfield, MO
Carl Wade Simpson - Ozark, MO
John Thurman - Springfield, MO
Eric A. Vaughan - Springfield, MO
William R. Vich Sr. - Nixa, MO
Dale Wallen - Fair Play, MO
Gary Williams - Springfield, MO
Brian P. Wise - Springfield, MO

Blood Briefs

Another NW Arkansas hospital now served by CBCO donors

CBCO is now delivering blood products to Physician's Specialty Hospital in Fayetteville. It's a smaller hospital, but features four surgical suites. The addition brings the total number of hospitals served by the organization's donors to thirty-eight. It also makes CBCO the sole provider of blood products to patients at all health care facilities in Washington, Benton, Carroll and Madison counties.

"The addition of Physician's Specialty Hospital is right in line with our mission of being the region's local supplier of blood," CBCO Executive Director Don Thomson said. "We look forward to serving patients there for many years to come."

Text messaging added to CBCO drive reminders

CBCO donors now have a new method of being reminded of upcoming opportunities to save lives. Text messaging provides an instantaneous way to pass along information that is important to donors.

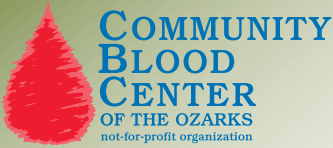
Texting is the preferred means of communication for an ever increasing number of donors. The new service has been used on selected drives already this year. Texting, along with email communication, will increase the ways that you can stay in touch with what's happening at CBCO. Look for it on your mobile phone or inbox very soon.

Joplin tornado anniversary approaches - how about a blood donation?

May 22nd will mark one year since a deadly F5 tornado struck the Joplin area. CBCO donors rose to the occasion during the emergency, giving thousands of blood donations in the weeks following the storm. As the anniversary approaches, many memorial events are planned. We'd like you to mark the date by giving blood for area patients.

The need for blood is constant, whether it's in response to a natural disaster or to meet the everyday needs of patients all across the Ozarks. A healthy everyday blood supply helps to be certain that we'll be ready for the next emergency. Giving blood would be a fitting tribute to both the lives lost, and lives that are rebuilding after the devastating storm.





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Upcoming Events . . .

Sign up for Triple Crown!

CBCO's Triple Crown donation program ensures an ample supply of blood through critical summer holidays. Sign up for the program April 16th through May 5th at any CBCO Donor Center.

Laps for Life Blood Drive, May 24 through 26

Participants receive great gifts, including a race hat, t-shirt and Lucas Oil Speedway tickets, plus one lucky donor will win tickets to NASCAR Sprint Cup and Nationwide races at the Texas Motor Speedway in November!

World Blood Donor Day, June 14

Help us to celebrate the great things blood donors do every day! Join us at Springfield's Campbell donor center as we create a giant human blood drop in the parking lot. Participants on this day at any CBCO Donor Center will receive a commemorative t-shirt!

Salute a Veteran Blood Drive, June 18 through July 8

This 17th annual event offers all participants at any CBCO blood drivethroughout the region a patriotic t-shirt, as we pay tribute to our U.S. Veterans.

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

