

Circulator



A quarterly publication celebrating life through blood donation

Spring 2014

Keeping a tally of life

Area mother, grandmother receives more than 100 transfusions

Over a four-year period, the Haney family realized early on that a blood transfusion can be a cause for celebration.



Thanks to blood donors, Darlene Haney was able to spend four additional years with her mother.

When Mabel "Maggie" Haney received her first transfusion for chronic anemia at Citizen's Memorial Hospital in Bolivar, MO, in October 2009, Maggie's daughter

Darlene began to keep track of the number of the transfusions.

"I don't know why I started counting them. I just did," Darlene said.

Over the next four years, one transfusion became a dozen. That dozen became 40.

Many times, Maggie would receive two units of blood during one visit.

It wasn't long before the number reached 80. By now, receiving blood had become a vital part of Maggie Haney's life. "The transfusions gave her so much energy; like night and day," Darlene said. "After a transfusion, her iron levels increased. She got her color back. She got a little feisty, in a good way. We could tell when she needed blood and tell when she had received it. Just the shine in her eyes told you all you needed to know."

By the time the 100th transfusion rolled around, Maggie had become like a member of the family for her attending staff at CMH. Transfusions became causes for celebration or, at the very least, a time for snacks. "She was always having me make cookies or buy candy for the girls," Darlene said. "For the 100th donation, we made a cake with a medical theme. At transfusion number 125, we had a pizza party. Mom knew all the girls by name. They took excellent care of her. They became a part of her life and she loved them all."

Transfusion number 140. At times, during the hours when that liquid of life was dripping into her vein, Maggie wondered who was providing her gift. She even liked to joke around a bit about it. "When her energy levels would stay up for a long time following

a transfusion, she would come back in asking for the same blood as last time," Darlene said. "When I would talk to someone who was a donor, I would wonder if they could be someone that gave for her."

Just over four years to the day after she received her first transfusion, Maggie's life ended in October 2013 at age 81. She had received 169 transfusions during that time.

Darlene wants all of her donors to know that the blood her mother used did not go to waste. "If it was simply a matter of just keeping her alive, we wouldn't have done it. But she had a good quality of life for most of those last four years. She raised seven kids. She worked in health care, including a hospital ICU, for most of her life.

"I want donors to know that what they provided helped her, and us, immensely."

~Darlene Haney

She dedicated so much of her time to helping others. I know that she was appreciative to the blood donors that gave her that extra time. She became a great grandmother six times. I want donors to know that what they provided helped her, and us, immensely. Thank you so much."

Darlene Haney cherishes some time with her mother, Maggie, in 2012.



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💧 Welcome to new Hall of Fame members

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CBCO selects new Executive Director

Anthony Roberts set to replace Don Thomson in June

CBCO will have a new leader later this year, as current Senior Director of Quality Assurance Anthony Roberts has been selected to serve as the new Executive Director for the organization. Roberts will assume his new leadership role upon the retirement of Don Thomson, who will retire in June.

Thomson has been the only Executive Director CBCO has had since the organization was formed in 1995.

Roberts, 51, is a native of Springfield, MO. He came to CBCO following his retirement from the Federal Bureau of Prisons in 2011, where he operated as Health Services Administrator for the U.S. Medical Center for Federal Prisoners in Springfield. He obtained his undergraduate degree from Drury University in 1984 and obtained his Master's Degree in Administrative Studies with emphasis in Healthcare from Missouri State University in 2010.

Roberts was selected by an executive search committee consisting of members of the CBCO Board of Directors. The selection followed a nationwide search, which produced five semifinalists and three finalists for the position.

"I am honored to be selected by the Board of Directors to lead this organization into the future," Roberts said. "Thanks to the tireless efforts of Don Thomson and other key members of the organization, CBCO has been a vital member of the community since 1995. I look forward to being involved in continuing that tradition of excellence. We will continue, as always, to remain focused on our mission of providing a quality blood supply for the direct benefit of area patients."

Thomson applauded the selection and the hard work put in by the search committee. "We had applicants contact us from across the country, from California to New York, Michigan to Texas. I think that speaks highly of the reputation that CBCO holds among other U.S. blood centers. Anthony is both highly qualified and from this area. I know he will serve the community and this organization well."



Anthony Roberts will assume his duties as CBCO's new Executive Director in June.

CBCO Hall of Fame welcomes 51 new members

Donors recognized for their lifesaving commitment over a lifetime

For some, giving blood is a habit. The great feeling of accomplishment cannot be easily duplicated. Blood donors know that every time they roll up their sleeve, they're providing real comfort to someone. They are blessed with good health, and they enjoy sharing it with others.

To become a member of the Hall of Fame, blood donors must surpass the 20-gallon mark (160 donations). Other honorees may be selected based on their contribution to the organization as a volunteer, board member or benefactor.

CBCO congratulates and thanks the 2014 class of the CBCO Hall of Fame!



Donald Adams, Nixa, MO
Carl Atwell, Springfield, MO
Paul Blosser, Halfway, MO
Doyle Brigman, Republic, MO
Randy Brock, Springfield, MO
Catherine J. Burns, Springfield, MO
Jerry Campbell, Joplin, MO
Wayne Cheek, Republic, MO
Rita Christ, Springfield, MO
David Clark, Bella Vista, AR
Belvie B. Coats, Rogersville, MO
James Elbert, Billings, MO
Cheryl Elliot, Springfield, MO
Donald Evans, Cabool, MO
Bradley Ewing, Nixa, MO
Donald Foster, Newburg, MO
Christine Garrett, Springfield, MO

Wayne E. Gold, Aurora, MO
Clarence L. (C.L.) Gordon II, Grove, OK
Keith Gross, Springfield, MO
Claude Harris, Springdale, AR
Gene Hartley, Springfield, MO
Nathan Hawk, Fayetteville, AR
Sergio Helgueros, Sparta, MO
Margueritte Heyman, Springfield, MO
Roland Higdon, Springfield, MO
Richard Huie, Springdale, AR
Donald Hull, Rogers, AR
Peggy Ichord, Willard, MO
Dorothy Larson, Springdale, AR
David Martin, Bolivar, MO
John Nave, Springfield, MO
Patricia O'Mara, Springdale, AR
Charles Wesley Parker, Joplin, MO

Ralph Parsons, Springdale, AR
Debbie Pettitt, Elkland, MO
Caitlan Powers, Nixa, MO
James Rupe, Marshfield, MO
Elaine Sawtell, Springfield, MO
Teri Schadler, Springfield, MO
John Shull, Hartville, MO
Marcus Sims, Springdale, AR
Bob Sonntag, Carthage, MO
Glynn Sowerbrower, Springdale, AR
Dean Stevens, Nixa, MO
Jody Vernay, Springfield, MO
Doran Warden, Willard, MO
P.K. Welch, Rogers, AR
Linda Wityk, Rolla, MO
Alan Wolff, Springdale, AR
Rex Worthington, Fayetteville, AR



Looking for some Holiday Heroes

You're invited to take part in CBCO's new multi-donation program

CBCO always tries to carefully balance the donation rate with area patient needs. More often than not, it's the time surrounding holidays where we see donations fall short of the need for blood. That's the purpose of the new Holiday Heroes donation program. If whole blood donors can give three times during specific dates at a CBCO Donor Center, you'll be setting yourself up for great rewards, including a collectible T-shirt and bonus LifePoints that will earn rewards even faster!

When you sign up for the Holiday Heroes program, you'll receive a free t-shirt that identifies you as a super life saver. Each of your three Holiday Heroes donations includes a 50% LifePoints bonus PLUS you'll receive an additional bonus upon completion of the program!



Here's how you become a Holiday Hero

Give three blood donations at a CBCO Donor Center on these specific dates:

- DONATION ONE** - **MEMORIAL DAY** - Tuesday, May 27 through Saturday, May 31, OR
- **INDEPENDENCE DAY** - Monday, June 30 through Thursday, July 3
- DONATION TWO** - **LABOR DAY** - Thursday, August 28 through Monday, September 8
- DONATION THREE** - **THANKSGIVING** - Monday, November 24 through Saturday, November 29, OR
- **CHRISTMAS/NEW YEAR'S DAY** - Monday, December 22 through Saturday, January 3

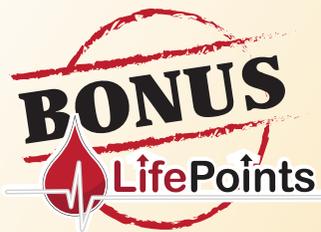
In addition to the bonus LifePoints you'll get for each donation, you'll be rewarded with an ADDITIONAL 3,000 LifePoints upon the completion of the program. That's a total reward of up to 7,500 LifePoints available to redeem for rewards when you become a Holiday Hero!

Bonus LifePoints opportunities this summer!

Collect LifePoints more quickly by giving on specific dates

As summer approaches, we know from past experience that it will be a challenge to get enough blood donations to serve all the needs of area patients. Those of you who enjoy the LifePoints donor rewards program will have a little extra incentive to give, because we're offering bonus LifePoints during critical days of the summer.

The Holiday Heroes program outlined in the story above is a great way for our center donors to make a difference. But every donor will have an opportunity to collect those bonus points that will help you to earn LifePoints rewards faster.



A 50% bonus on LifePoints will be offered to donors who give during any of the following dates:

- ♦ Tuesday, May 27 through Saturday, May 31
- ♦ Monday, June 16 through Thursday, July 3
- ♦ Monday, August 11 through Friday, August 15

Not a LifePoints donor yet? Find out what so many are talking about!

Create a donor profile & find out more information at www.cbco.org.

Look for a LifePoints T-shirt redemption option later this summer!



Salute a Veteran blood drive returns for 19th year

Dedicate your donation to a Veteran or current Armed Forces member

For almost two decades, blood donors have enjoyed applying a dual meaning to their gifts with their participation in the Salute a Veteran Blood Drive. For the 19th consecutive year, the drive returns to the Ozarks from June 16 through July 3 at all CBCO blood drives throughout the region.

Those who give during Salute a Veteran will receive a 50 percent bonus on LifePoints, CBCO's popular rewards program. They'll also be able to dedicate their donation to a U.S. Veteran or current Armed Forces member. Drive participants are invited to add a personal message to a special card that we'll provide. Bring in the address of a special U.S. Veteran of current Service Member and we'll send them the card. If you don't have the address or anyone particular in mind to honor, you may take a card to fill out at a later time.

The Salute a Veteran Blood Drive occurs in the month of June for a very specific reason. Summer is a time when blood shortages often occur. Giving during the drive will help us to ensure that patient care goes uninterrupted.

Through the years, thousands of Veterans have been honored and thousands of lives have been saved through the Salute a Veteran Blood Drive. Take time to help area patients and honor those who served our country by taking part in the drive.



SALUTE
A VETERAN
Blood Drive

Did you know? The average red blood cell transfusion is 3.4 pints.

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.

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

Save the Date!

Thursday, July 17

7th annual Bleed Blue Thursday Blood Drive
Springdale and Bentonville Donor Centers. FREE
Naturals tickets, event t-shirt, food and more!



Monday & Tuesday, July 21 & 22

10th annual Bleed Red Blood Drive
Springfield - Campbell Donor Center. FREE Spfd.
Cards tickets, event t-shirt, food and more!



Get Social! 4,500 followers can't be wrong!

That's the number of people who keep up with Community Blood Center of the Ozarks via Facebook or Twitter. If you want instant information on promotional events, upcoming drives and patient needs in a fun format, look us up by searching "ozarksblood" on those sites.



Five convenient CBCO Donor Centers near you!

Springfield

Reser Center - 2230 S. Glenstone

(417) 227-5025

Monday through Friday, 7 am to 1 pm

Campbell Center - 220 W. Plainview

(417) 227-5000 or 800-280-5337

Monday through Friday, 9 am to 5 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