



CIRCULATOR

A quarterly publication celebrating life through blood donation

Fall 2015

Newborn's transfusion inspires annual middle school blood drive

When Dana and Bill Powers checked in to Mercy Hospital in Springfield for their son's birth in February 2009, everything appeared to be progressing normally.

"As soon as he was born, the alarms in the room started going off," said Bill. "The nurses came in and got him. They pulled me to come with him. Dana got to hold him for a couple of seconds. We snapped a picture and they whisked us off to the NICU."

It would be four hours before the new parents knew anything about Seely's condition.

"Around midnight, we finally got confirmation that he was stable," Bill said.

The 8-lb., 6-oz. baby was suffering from anemia. He had lost blood due to a tear in the umbilical cord. In addition, his mother said there was a 25-hour time span between her water breaking and his birth, with little amniotic fluid remaining.

"He had respiratory distress," Dana said. "He had a little bit of underdeveloped lungs, so they had to give him oxygen and put him in a little bubble. I think it was the loss of blood that threw him for a loop."

Seely spent the first 7 days of his life at Mercy's neonatal intensive care unit, where he received a blood transfusion from CBCO donors.

"Once he got the blood transfusion, he bounced

back," Dana said. "The doctor on call said she gave him two-thirds of his blood volume. That's something that impacted me a lot."

The Powers were not aware that their son was receiving a blood transfusion as it was happening, but once they knew they were thankful that blood was available.

The first four hours of Seely's life were the longest four hours of their lives, Bill said.

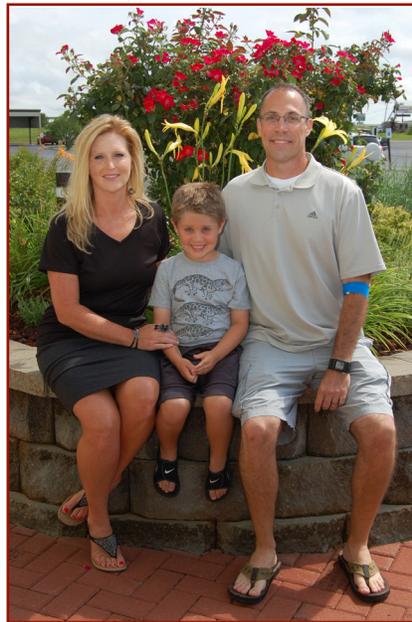
"To not know if your child is alive or not, and then to find out a blood donor and a blood donation was probably the key medical factor involved in him recovering -- I'd give the donor a hug, for sure," he said.

The blood donation has always resonated with both of them, Dana said. "That was the turnaround with him. You can't ever find out the person who donated, but you know someone very caring had donated something that saved his life."

Following the blood transfusion, Seely's condition continued to improve. His Apgar scores were better and he began meeting the necessary milestones for being discharged.

"Everything's been great ever since," said Bill.

Dana had donated blood before they were married, and Bill had donated once prior to Seely's birth. The



Seely Powers' need for blood immediately after his birth inspired his parents, Dana and Bill, to become frequent blood donors with CBCO.

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Two Decades. Thirty-nine counties. Thousands of Lives.

It was May 1995 when 25 area hospitals and key leaders met and determined it was time. The Ozarks region needed its own blood center. The hospitals committed to supporting the new effort with loans of \$3.5 million for start-up funds.

Community Blood Center of the Ozarks was incorporated in the State of Missouri as a not-for-profit organization on Monday, June 19, 1995. Fourteen community leaders were named as directors, including the three signers of the Articles of Incorporation — Jim McLeod, Jerry Jared, and Bill Reser.

The following day, CBCO's first two employees were hired – David Caffey, who still serves as Director of Operations to this day; and Gene Waite, Director of Public Relations, who went on to retire in 1999.

Don Thomson was hired as Executive Director on August 7, 1995, a position he held for 19 years. With a foundation of integrity, the blood center began building toward its goal of serving the people of the Ozarks. By September 11, 1995, we had hired a staff of 102 individuals who were busy working toward getting facilities, equipment, and supplies ready, along with undergoing intense regulatory training and the certifications required of blood centers.

We collected blood for the first time on September 18, 1995, seeing a total of 231 donors. Within our first nine months of operations, 7,756 patients at 27 local hospitals were provided with 50,339 blood products.

All the while, CBCO leadership dodged bullets from outside forces determined to prohibit our growth. CBCO's policy has always been to take the high road, and that policy has paid off in being the victor when faced with potential roadblocks in those early days.

As we reached our 20th anniversary, CBCO had grown to meet the needs of 39 hospitals in 39 counties within Southwest Missouri, Northwest Arkansas, and Southeast Kansas. The organization is based from five fixed locations – two in Springfield, Missouri; one in Joplin, Missouri; one in Bentonville, Arkansas; and one in Springdale, Arkansas.

Thank YOU for allowing us to give life to YOUR community for the past 20 years. We are honored to be the sole provider of blood and blood products to 39 area hospitals, and we are so looking forward to continuing to fulfill our mission statement while serving our communities for many more decades.

Read more of our history by clicking here: <http://www.cbco.org/cbcos-20th-anniversary-1995-2015>



A few photos from CBCO's 20th Anniversary Open House on September 18, 2015. From left:
1. Past recipient Jeremy Edwards holds a photo taken during his recovery.
2. Retiree Linda Hilton with a photo of herself holding CBCO's first donation.
3. Greely Kirkpatrick stands next to a photo taken while he made CBCO's first-ever donation.
4. David Caffey (left) and Gene Waite, CBCO's first employees.

Holiday Hero program update

Congratulations to the 387 donors who signed up for our Holiday Hero promotion. Your third donations should be made within the following time frames:

Wed., November 25 • Thurs., December 24 • Thurs., December 31

Remember – Your third donation, just like your first two, will bring you 50% bonus LifePoints. In addition, when you complete all three donations, you will receive 3,000 bonus LifePoints. Thanks Heroes!



Give a hug this holiday season



Are you one of our apheresis donors? Be sure to make three plasma and/or platelet donations during our Holiday Hugs event and you'll receive 50% bonus points for each donation.

Thomson, Reser and Springdale Donor Centers only

Donation #1	Donation #2	Donation #3
November 21- 30, 2015	December 19 - 26, 2015	December 28, 2015 - January 4, 2016

For more information and holiday hours for each center, visit www.cbco.org or click [HERE](#) to set up your appointment.

'Little sacrifices you make can help so many people' (continued from page 1)

Powers now make blood donation a regular event, and have expanded that dedication to make a bigger impact in the community.

Two months after Seely's birth, Bill became the principal at Cherokee Middle School in Springfield. The following January, the school held its first blood drive as a service learning project for Cherokee's National Junior Honor Society students. The next blood drive – the school's seventh – is scheduled for February 29, 2016. The blood drive sees an average of 41 donors.

"We started it because of Seely, but it's special to a lot of people at our school," Bill said, adding that a couple of teachers also have children who needed transfusions.

Seely is now a healthy, typical 6-year-old boy who understands why his parents donate blood.

"We always make sure and tell him, 'This is what saved your life.' We hope to instill in him that this is something we do," Dana said.

The Powers feel that sharing their story will let people know how easy it is to donate blood and how it can touch so many other families.

Until you find yourself or a loved one in need of blood, they said, you don't realize how important it is.

Donating blood is easy and does not take as much time as many people think, the Powers said, urging others to give blood.

"Just have faith that it is helping people live and have healthy lives," Bill said. "Someone sacrificed one hour and it saved our son's life. That's the least we can do."



Above: Bill Powers, principal of Cherokee Middle School, donates blood at Thomson Donor Center.

Left: Seely Powers' experience inspired annual blood drives at Cherokee Middle School.

What will YOU do with your LifePoints?

LifePoints is CBCO's rewards program to thank donors each time they give. If you have not yet joined, be sure to go online within 7 days of your next donation to do so. To register or to redeem your LifePoints, visit www.cbco.org and then click "Donor Sign-In."

Donors may redeem their LifePoints for:

- \$25.00 Visa gift card – 7,000 LifePoints
- \$20.00 Amazon gift card – 6,000 LifePoints
- \$10.00 Amazon gift card – 4,000 LifePoints
- \$5.00 Amazon gift card – 3,000 LifePoints
- 1 free small concrete from Andy's Frozen Custard – 3,000 LifePoints
- \$5.00 Starbucks gift card – 3,000 LifePoints
- \$5.00 Dairy Queen gift card – 3,000 LifePoints



Or use our LifePoints Lift program to give your LifePoints to 1 of 10 participating non-profits.



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.

Save the Date!

November 25, 2015
Blood Line Rivalry - Calling all Missouri & Arkansas fans!
Free T-Shirt and 50% Bonus LifePoints for all participants.

November 26 & 27, 2015
CBCO will be closed to observe Thanksgiving.

December 14, 2015 – January 3, 2016
Miracle of Giving Blood Drive

December 25, 2015
CBCO will be closed to observe Christmas.

December 24 & 31, 2015
Movie Mania Blood Drive

January 1, 2016
CBCO will be closed to observe New Year's Day.

Five convenient CBCO Donor Centers near you!

Springfield
Reser Center - 2230 S. Glenstone
(417) 227-5025
Monday through Friday, 7 am to 1 pm
1st and 3rd Tuesday, 7 am - 6 pm

Thomson Center - 220 W. Plainview
(417) 227-5000 or 800-280-5337
Monday through Friday, 9 am to 5 pm
Thursday Extended, 9 am to 6 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