



Blood Center CEO
Marshall Cothran

Mobile Blood Drives Save Lives

As one of the nation's highest population growth rates continues unabated in Central Texas, blood donation convenience is increasingly important in sustaining an adequate supply for the community.

For many decades, when our population was heavily concentrated in Austin, approximately 60% of all blood donations were made at The Blood Center headquarters on North Lamar. Today, with a population boom that spreads across municipal and county lines, mobile drives account for 52% of all blood donations in Central Texas. In 2007, rather than the majority of donors coming to The Blood Center, sponsoring organizations have allowed us to take the blood donation experience to more donors within their communities and at their job sites throughout our 10 county region by hosting 1,159 mobile blood drives, resulting in 29,334 donations.

Businesses, churches and government agencies are just a few examples of organizations that sponsor mobile blood drives. These drives make blood donation convenient to more individuals in our community, many of whom we may not reach otherwise. Employees and members of these organizations can easily donate blood at a drive located in their company's lobby or in their church's parking lot, rather than having to adjust busy schedules to accommodate a round trip to one of The Blood Center's fixed site donation centers.

Mobile blood drives are often held as a "replacement drive" on behalf of an employee or friend of the organization that has been the recipient of blood donations. Blood drives help replenish the community blood supply so that it will be there for the next patient. In that sense, a blood drive is one of the best possible ways to demonstrate and model community spirit.

Logistically, mobile drives occur either within an organization's building or on a Bloodmobile bus if the building does not have interior space that is suitable for this purpose. Bloodmobile buses decorated in our colorful signature artwork act as donation centers on wheels. A private interview room, donation beds and a canteen, along with experienced phlebotomists, provide a safe and comfortable experience for each donor.

Let me encourage you to contact The Blood Center for information about hosting a mobile blood drive at your business or community organization. Statistically, one in three people will need blood during the course of a lifetime. This means that one third of your fellow members or employees will require a transfusion at some point in the future. By hosting blood drives, you seize the opportunity to ensure that, when the next person needs it, the necessary life-saving blood will be there for them. And truly, *Life is in Your Hands*.



Have you seen our buses, vans and trailers?
Look for them around town or at your workplace.
To schedule a mobile drive, call (512) 206-1266.

The Blood Center of Central Texas, 4300 N Lamar, PO Box 4679, Austin, TX 78765, 512-206-1266, www.inyourhands.org

Have you heard of ALYX?

An ALYX machine allows a donor to give only red blood cells during their donation. Red blood cells carry oxygen and carbon which provides energy and are typically in greater demand than other blood products. Surgery patients, severe accident victims and patients with cancer and severe anemia are common recipients of red blood cell transfusions.

During an ALYX donation, red blood cells are separated and removed from the other whole blood components. The separated whole blood components are returned to the donor with the addition of saline fluid. An ALYX donation may be made every 16 weeks and takes only 20 to 25 minutes.

As a Hands of the Donor partner, your ALYX donation will earn 500 points to be redeemed at our High-5 Online Store. ALYX donations on a Double Point Day earn 1,000 points! Donors may visit either of The Blood Center's Austin or Round Rock locations to make an ALYX donation. Starting in April, the ALYX procedure will be available at select mobile drives. **For more information, contact The Blood Center at (512) 206-1266 or speak with your mobile drive's Account Executive.**

Is ALYX right for you?

- Men:
5'1", at least 130 lbs
- Women:
5'5", at least 150 lbs
- Preferred Types:
O-, O+, A-, B-, AB-

2nd QUARTER
2008

on hand

THE BLOOD CENTER OF CENTRAL TEXAS NEWSLETTER

Celebrating our Heroes

The Blood Center hosted the **Heroes for Life** celebration in March to honor a variety of donors for their accomplishments in 2007. Honorees included:

- All Hands of the Donor partners who achieved Level 4 status
- All donors who reached landmark gallon levels – 10, 15, 20, 25, 30, 35, 40, 45 and our first ever 50 gallon donors



With this event, The Blood Center recognized the generous gift of dedicated, consistent donors who help maintain a safe and stable blood supply for Central Texans. Three recipient families graciously shared how blood donations from Central Texans affected their lives for the better. Donors and guests were treated to hors d'oeuvres and beverages, while musicians strolled as entertainment. Viewings of The Blood Center vehicles – a Bloodmobile bus, a Honda Element delivery car and a Mobile Drive van and trailer – were particularly popular.

"The **Heroes for Life** event celebrates those who have donated blood at least four times a year and, in many cases, achieved lifetime donation levels of 10 to 50 gallons. It would be difficult to find a group of individuals who have saved more Central Texas lives than this group," says Linda Printz, The Center's Chief Marketing Officer. "This event was a huge success because The Blood Center was able to honor the best of the best."

Very special thanks to the following financial supporters of **Heroes for Life**:
The Austin Anesthesiology Group
M.H. Crockett Properties, Inc.
Applied Materials
Freescale Semiconductor
URS Corporation



The Mangums, a recipient family, share their story at **Heroes for Life**



4300 N Lamar, Austin, TX 78756-3421

Life is in your hands.
THE BLOOD CENTER OF CENTRAL TEXAS



Give our donors a hand : Blood Center Spokespeople 50 gallon donors

The Blood Center recognizes Central Texas' first 50 gallon donors! In 2007, six donors achieved the landmark giving level of 50 gallons. Gary Carter was the first to reach the landmark level of 50 gallons in May. He was followed by David Anthony, Leon Wegele, Bob Schluter, Bruce Latour and Sam Mihalik, who reached 50 gallons just under the wire for 2007 on December 29, his birthday. Each of these gentlemen has made 360 donations and each has provided over 600 transfusable blood products to Central Texas patients. All are Level 4 members of The Blood Center's Hands of the Donor program.

Their commitment to helping maintain a stable blood supply is astounding. All six progressed from whole blood donations to loyal apheresis (platelet) donors, donating as many as 24 times a year. Bob advises staying on a routine to maintain donations. "If I make the appointment, then I'll stick with it."

Each believes blood donation is an easy and important service to the Central Texas community. As Leon puts it, "It's just something I can do that benefits a lot of people." Sam adds, "It's the right thing to do." These men were celebrated on March 2 at **Heroes for Life**. The Blood Center and Central Texans continue to say "thank you" to dedicated individuals like our six 50 gallon donors.

50 Gallon Donors say...

Go For Level 4

It's a great time to be a Hands of the Donor partner at The Blood Center. After just two donations, partners are eligible to redeem their blood donation points for quality items at our High-5 Online store. The more you donate, the more great items can be yours, like polo shirts, watches, gym bags, and umbrellas.

The number one donor benefit of the program is saving lives. To receive the most perks, we ask that you donate once a quarter. If you've donated once this year, you are already a Level 1 partner, and with each donation, your level status and benefits go up. Our Level 4 partners (four donations per year) receive two invitations to **Heroes for Life**.

For more information, visit our **Hands of the Donor program page** at www.inyourhands.org.

Financial Contributions Save Lives, Too

Blood donors aren't the only life-savers for The Blood Center of Central Texas. As the primary supplier of blood in Central Texas, The Blood Center receives compensation from hospitals for its day-to-day operations. Those operations include the collection, processing, testing, storage and delivery services that are required to maintain a safe blood supply. Your financial contribution will help fund the processing and testing services that are essential to assure that needed blood is available. No matter how advanced the hospital, or skilled the physician, lives will not be saved without blood.

financial hand Each year over 55,000 whole blood and 5,000 apheresis platelet donations are collected at The Center's Austin and Round Rock donation centers and on over 1,000 mobile blood drives. These donations are tested extensively and processed into life-saving therapeutic components: red blood cells, plasma, and platelets, which go to help up to 115,000 patients in Central Texas. Patient need for blood is continually growing and will always require people to make a commitment to donate and ensure that life-sustaining blood is available.

Did you know.....

- 1 in 3 people will need blood at one point during their life.
- The population projected by the City of Austin in 2010 is 800,000 with an increase of 19,000 people a year.
- The Blood Center of Central Texas provides blood for 33 medical facilities in the following counties in Central Texas: Bastrop, Burleson, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis and Williamson, along with the Veterans Affairs Hospital in Bell County.

To contribute, fill out the enclosed envelope and mail in your contribution. Or visit www.inyourhands.org and click on Financial Contributions. Contact Vicki Vinterella at (512) 206-1210 or vvinterella@inyourhands.org for more information.

Life is in Your Hands. Invest in our community.

TECHNICAL CORNER: Do you know what happens to blood after donation?



Whole blood: After The Blood Center receives a unit of blood, samples immediately go to our laboratory, which evaluates the blood for safety within 24 hours. Technicians run 12 different tests on each sample, a cost of over \$40 per unit.

The majority of the donations are sent to our components division, where a unit is separated into red blood cells and plasma following leukoreduction (reduction of white blood cells.) The products are labeled and placed into inventory. The plasma is frozen within eight hours, to be used within one year. The red blood cells are refrigerated and may be kept for up to 42 days. (If red blood cells are donated on an ALYX machine, the unit skips the separation process, reducing time and cost.)

Platelets: Due to apheresis technology, the testing process is different than with whole blood. A sample is tested for safety while the platelet donation is kept at room temperature under constant agitation to prevent aggregation (clumping) of the platelets. Once donated, platelets must be used within five days.

Staff Spotlight



Front: Christine Perrault, Nicole Vommaro, Andrea Lloyd
Back: Sheryl Holmes, Dolly Mogonye, Kent Nicholas, Leslie Bailey

Drive Management Staff

The Blood Center's blood drives could not happen without this dedicated group of employees. These individuals work to coordinate drives with organizations in Central Texas at our donor centers as well as mobile locations in the community. **Call (512) 206-1266 or visit www.inyourhands.org for more information about hosting or organizing a blood drive.**

Why do you like working at The Blood Center?

Andrea: The people I work with. The people I work for. And the people we help.
Nicole: At the end of the day, I really feel like I have accomplished something.

If you weren't in your current position, what do you think you'd be doing? (Even in your wildest dreams!)

Kent: I would be a tour guide showing people all the fun things to do and see in Austin and Central Texas.
Sheryl: I would be a Divemaster in Cozumel or training dolphins at Sea World.

What is your favorite song?

Nicole: At the moment...*November Rain*
Leslie: That's really tough. I'd probably say *A Long December* by Counting Crows

What did you do for your last vacation?

Christine: Weddingmooned in Negril, Jamaica
Kent: Day trip to Enchanted Rock

In the movie version of your life, who would play you?

Dolly: Elizabeth Taylor or Marilyn Monroe
Leslie: I'd pick Sandra Bullock.

Who's earning their PhD in '08?

PhD Look for the PhD acknowledgement wall in the Austin canteen

that displays names of donors earning their PhD in 2008. The Blood Center's PhD program is a Hands of the Donor series seeking to recognize the contribution of our platelet donors. **To learn how you can earn your PhD in '08, call (512) 206-1231.**

The Blood Center Speaker Bureau

If you need a guest speaker or presentation for an upcoming meeting of your civic, educational, charitable, church or other group, please consider asking us. We can provide speakers on such topics as: How to Host a Blood Drive, Why Every Drop Counts, Tissue Donation—A Living Legacy, Blood Donation: Life is in Your Hands, and more.

Many of our recipient spokespeople are also available to tell their inspiring stories of how blood donors and their donations have impacted their lives.

For more information or to schedule a speaker, contact Cindy Rowe at (512) 206-1138 or crowe@inyourhands.com.