



These William Penn High School students show their enthusiasm after giving blood.

## Students Set Blood Donation Record

*The final results are in...*

*This school year, there were 125 high school and college blood drives and 7,542 blood donations. That's 9.2% more than last year! With bad weather and other challenges, this is an amazing accomplishment.*

*On behalf of local patients who depend on blood transfusions, thank you for helping to save lives.*

## Summer Blood Challenge Heating Up

Calling all HEROES! Saving Lives Starts Here! The 8th annual Summer Blood Challenge is in full swing with 171 employers throughout Delmarva signed on to compete in a fun competition with serious meaning. They are helping to recruit new members and donors during the often difficult summer months. The competition runs through September 4.

"The competition's theme, 'Saving a Life Starts Here,' sends a message to the community that our blood donors are heroes," said Robert L. Travis, President and CEO, "and it all starts with making an appointment to give blood at one of our 33 convenient locations."

SBC participants will earn chances to win exciting prizes, including one of two \$50 VISA gift cards awarded weekly throughout the Challenge and the grand prizes: a \$500 VISA gift card, a 3-day trip for two to Las Vegas and an all-inclusive week vacation for two to a luxury resort in Cancun, Mexico.

Last year, the Summer Blood Challenge resulted in 6,093 blood donations and 1,970 new Blood Bank members.

For more information, contact Lisa Gravely, Marketing Manager, at [lgravely@bbd.org](mailto:lgravely@bbd.org).



## New Donor Center Opens!

The new Christiana Donor Center opened on May 17 and so far donors and staff alike have given it rave reviews. This facility is in a newly built wing attached to

the old donor center space. Renovations will completely transform the other parts of the building. A formal grand opening ceremony will take place later this fall.



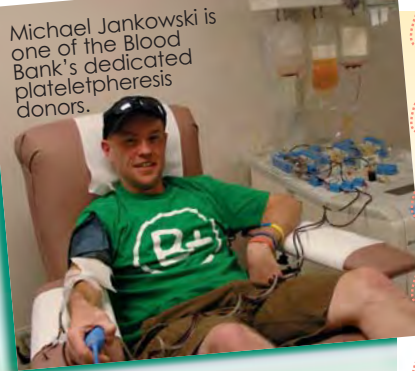
Peter Glover  
1st ALYX donor



# Go Automated and Help Save Lives!

Did you know that you can “go automated” at Blood Bank of Delmarva? There are currently three types of automated “apheresis” donations for obtaining specific blood components.

“Apheresis” is a word of Greek origin, meaning “to separate.” During this type of donation, blood is drawn from the donor and separated. The specific component(s) are collected and the remaining parts are returned to the donor. It’s a great way to help specific patients with special treatment needs.



## PLATELETS!

**Who needs platelets?** Patients with cancer and leukemia and other blood disorders need platelets. With a short shelf life — just five days, platelet supplies need to be replenished daily.



## PLASMA!

**Who needs plasma?** Plasma is needed to treat a variety of diseases and conditions such as severe burns and exposure to rabies. It is also critically needed for a procedure called plasma exchange to treat people with unusual autoimmune diseases.

## DOUBLE RED CELLS!

**Who benefits from double red cell donations?** Patients needing blood transfusions due to trauma or other serious medical issues depend on red cells.

Please help! Since the process takes longer than a regular blood donation, “automated” donors receive two credits on their Blood Bank memberships and a small gift every time they donate.

For additional information and eligibility requirements for these programs or to schedule an appointment, please call **1 888 8-BLOOD-8** or visit [www.delmarvablood.org](http://www.delmarvablood.org).



The Blood Bank now provides free WiFi at its Christiana and Wilmington locations. You can also stay connected to the Blood Bank on the web at [www.delmarvablood.org](http://www.delmarvablood.org). We are also on Facebook! See page 6 for more information.

# Type O? Ohhhhhhhh, hOw we need yOU!!!!

Type O blood is in demand—constantly. O-Positive blood is very common—close to 40% of the US population has it. O-Negative, the universal blood type (meaning anyone can receive it) represents just 6%. And in this area, over 14% of all blood used is O-Negative. That’s a little scary when it comes to making sure there’s enough blood of those types available every day at a moment’s notice.

**We need twice as many blood donations from O-Negative blood donors** than from donors of any other blood type, because in a trauma situation, Type O-Negative is often the only option. And with such a high percentage of the population having O-Positive blood, chances are good that a high percentage of patients will be O-Positive. This is why more donors of those two types are needed to help.

The Blood Bank is actively recruiting people to become members of its LifeSaver Program, especially those with Type O blood. LifeSaver Donors are asked to give blood when there is an extra need for their blood type, often on short notice. Please consider it. It’s a great feeling knowing that you have answered the call often during a serious emergency. LifeSavers tell us how often they want to donate. We do the rest.

Are you Type O? Would you like more information on becoming a LifeSaver? Just give us a call at **1 888 8-BLOOD-8** or visit [http://www.delmarvablood.org/special\\_donors.html](http://www.delmarvablood.org/special_donors.html) to learn more. Saving lives is a great thing to do!



Richard D. Pearce,  
Chair, Board  
of Directors



Robert L. Travis,  
President and CEO

## Message for Our Members and Donors:

As the first decade of the new millennium enters its final months, we pause to reflect on what made this past fiscal year such a pivotal one. We were fortunate to accomplish our goals, because of the members and donors who consistently support us and the work we do. Most importantly, we were able, without exception, to honor our commitments to the 17 hospitals on Delmarva and the patients they and we serve. Thank you!

Some highlights from the past year:

- A major expansion of our headquarters is nearing completion. In particular, a beautiful new donor center opened on May 17 and all indications are that our donors are pleased with their new, state-of-the-art surroundings. New laboratories are fully operational and most staff throughout the organization have been relocated to their new areas. Construction of member services areas continues and is expected to be completed this fall.
- After an extensive search, two vice presidents were hired to help enhance the Blood Bank's position to meet its challenges. Ellen Kellom (VP of Technical Services) and Roy Roper (VP of Administrative Services) have been with us for seven months and have already made important contributions our organization.
- The Blood Bank was honored by the American Diabetes Association for its pioneering work in diabetes screening. Other blood banks across the nation have followed our lead and instituted similar programs to offer free glucose testing for donors.
- Large-scale blood drives were significant. We had record results for the CAA Blood Drive at the University of Delaware and the Beach Blanket Blood Drive in Ocean City, MD. Both events support maintaining the local blood supply during peak holiday periods and winter months, when fewer folks donate.
- The Blood Bank joined the social networking movement by launching its own Facebook page. Be sure to check it out at

[www.facebook.com/delmarvabloodbank](http://www.facebook.com/delmarvabloodbank) for regular updates, great stories about donors and patients and to learn more about the need for blood.

- Major snowstorms this past winter did slow blood collection on Delmarva. During February, more than five feet of snow fell, making it impossible for donors to keep their appointments. School blood drives were postponed and donor centers were closed for several days. Once the weather cleared, loyal donors helped us replenish the supplies by answering our call to give blood.
- The Blood Bank's high school blood drive program recently celebrated its 25th year. We are grateful to the many students and faculty members who have supported this important effort over the years.

We are thankful to our members, blood donors, group sponsors, regional board members and volunteers who unselfishly give their time to help support our efforts in providing blood and related products to our community.

A final thanks is for our dedicated employees who work tirelessly to ensure a safe and adequate blood supply for all the citizens of Delmarva.

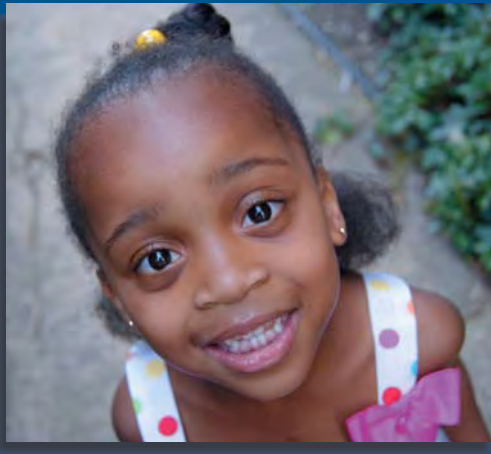
**Thank you!**

## Welcome New Group Sponsors

American Van & Storage  
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 Betts and Biddle Eye Care  
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## Where Do Blood Donations Go? To Patients Like Kailyn.

Three-year-old Kailyn is alive today because of blood donors. She was born with a congenital heart defect and needed three open-heart surgeries before she was seventeen months old. Each time she had surgery, she needed blood transfusions.

"Every time I go to the Blood Bank and give blood, I think about those other people who were sitting in my seat at one time, giving the blood that became a part of Kailyn," said Kailyn's mother, Lynn-Holly. "I'm extremely grateful."

Join Lynn-Holly in saving lives! Make an appointment to give blood. Call **1 888 8-BLOOD-8** or visit [www.delmarvablood.org](http://www.delmarvablood.org).

## BLOOD BANK OF DELMARVA ANNOUNCES NEW VICE PRESIDENTS

Roy Roper is Vice President of Administrative Services for Blood Bank of Delmarva. He is responsible for all operational administrative departments within the organization, including Accounting, Information Technology, Marketing, Public Relations, Membership, Donor Scheduling, Facilities and Purchasing.

Ellen Kellom is the Blood Bank's Vice President of Technical Services. She oversees all technical departments, including Donor Services, Laboratory and Product Management.

Both Mr. Roper and Ms. Kellom bring many years of experience and expertise to the organization.



### **Roy Roper**

Before joining Blood Bank of Delmarva, Mr. Roper served as President of Roper Consulting Group, a management consulting firm specializing in improving organizational operations and effectiveness.

Prior to that, Mr. Roper worked extensively in the managed care and pharmaceutical industries, holding

key leadership roles at Cigna, United Healthcare and AstraZeneca.

Mr. Roper received a Master of Science degree in Organization Development from American University, is an adjunct faculty member at Wilmington University and serves as an Advisory Board Member to the University of Delaware Master's in Organizational Effectiveness program. Mr. Roper and his wife reside in Wilmington, Delaware.



### **Ellen P. Kellom**

Prior to the Blood Bank, Ms. Kellom served as Director of Laboratory Services with the Cancer Treatment Centers of America (CTCA) at the Eastern Regional Medical Center in Philadelphia, where she played a key role in the start up of that location, as well as the Phoenix site. She also has a decade of management experience working for Aurora Healthcare as a Laboratory Supervisor and for the Blood Center

of Wisconsin, where she obtained her training as an SBB (Specialist in Blood Banking) and managed a donor collection site among other duties.

A native of Michigan, Ms. Kellom holds a Master of Science degree in Transfusion Medicine from Marquette University. She received a BS degree in Applied Biology from Ferris State University, in addition to MT and SBB certification from the American Society of Clinical Pathologists. Ms. Kellom is a CAP inspector and Lead Assessor for AABB, which sets standards for blood banks throughout the world. She resides with her husband and daughters in Oxford, Pennsylvania.



## Jane Frelick Celebrates 90th Birthday by Giving Platelets

Jane Frelick, one of the Blood Bank's most dedicated donors, celebrated her 90th birthday by giving platelets. She has already donated more than 10 gallons and this was her 43rd platelet donation. When asked what brings her in so often, she said "because I can!" Jane hopes that by demonstrating how easy it is to donate platelets, which often go to cancer and leukemia patients, she will be inspiring others to give it a try.

To learn more about platelet donation, call 1 888 8-BLOOD-8 or visit [www.delmarvablood.org](http://www.delmarvablood.org).



## A QUARTER CENTURY OF SAVING LIVES!

St. Mark's High School in Wilmington held a blood drive in April that officially marked the 25th anniversary of the Blood Bank's High School Blood Drive Program. The Spartans were the pioneers—they hosted the first drive on Delmarva back in 1985. Since then the program has grown dramatically. There have been 80,879 blood donations at local high schools and up to 242,637 lives saved (one pint of blood can be used for as many as three patients).

Thank you Delmarva High Schools!



Girl Scout Service Unit 97 from the Girl Scouts Chesapeake Bay Council

## YUM! Girl Scouts Donate 600 Boxes of Cookies!

It's no secret that blood donors love the canteen cookies. The cookie selection in Salisbury was even sweeter this spring, thanks to some local young people.

The Girl Scout Service Unit 97 from the Girl Scouts Chesapeake Bay Council delivered 600 boxes of cookies to the Blood Bank's Salisbury Donor Center.

Blood Bank of Delmarva was chosen as a recipient of this cookie donation through an annual campaign called "Operation Taste of Home." The campaign allows the public to buy Girl Scout cookies that will be sent to military troops around the world and to local organizations on Delmarva.

## Do You Have a Story to Tell?



Let us know if you or someone you know has needed a blood transfusion to survive or if you donate blood for a special reason. We'd love to hear all about it! Contact Carrie Aiken at [caiken@bbd.org](mailto:caiken@bbd.org) or 302-737-8405 ext. 778.



Barbara Niedbalski, former St. Mark's school advisor, and two of the student leaders who helped coordinate the first high school blood drive in 1985 joined Blood Bank staff and current St. Mark's staff for a recognition ceremony at the April 15 drive. From left to right: St. Mark's Principal Mark Freund, former St. Mark's school advisor Barbara Niedbalski, former student coordinator Bob Novack, St. Mark's school advisor Barbara Reilly, former student coordinator Alex Meloro, and Dave Bank, Blood Bank Director of Public Relations.

# Honor a Friend or Loved One With Your Blood Donation

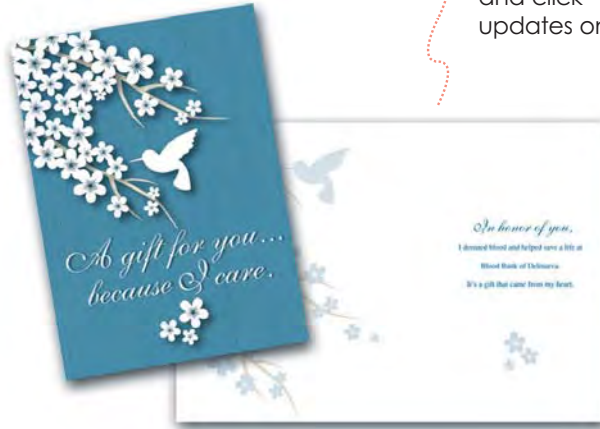
When you come in to give blood at any Blood Bank site, you can get a nice card to give a friend or loved one sharing your good deed.

The card says "In honor of you, I donated blood and helped save a life at Blood Bank of Delmarva. It's a gift that came from my heart."

With this card, you can choose to include an insert that says either "The blood I gave today was credited to your Blood Bank membership." or "I gave blood and started a new Blood Bank membership for you."

This idea was inspired by Eileen Dalton of Wilmington, a mother and cancer survivor. Her new foundation, "Give Blood for Your Mother," partnered with the Blood Bank in May to encourage people to give blood in honor of their mom for Mother's Day.

The cards are available at all Blood Bank locations including mobiles.



## OUR FACEBOOK FRIENDS CAN WIN SOME CASH!

### Friend us on Facebook!

Visit [www.facebook.com/delmarvabloodbank](http://www.facebook.com/delmarvabloodbank) and click "Like." We post videos, photos and updates on important Blood Bank events.

Once we reach 1000 fans, we'll be randomly drawing names for prize packs, including \$10 gift cards and other goodies. We're almost there... help us spread the word!



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