

# LIFE *stream*

Winter 2010-2011



*Ribbon-cutters at the Grand-Opening and Ribbon-Cutting Ceremony on November 19 were (l to r): Blood Bank president and CEO Bob Travis, Peter Anderson of ABHA Architects, Lieutenant Executive Board Chair Dick Pearce, Blood Bank vice purchasing Anthony Stella, Blood Bank vice*

*Cutting on November 19 were (l to r): Blood Bank president and CEO Bob Travis, Governor Matt Denn, Jeffrey Nowland of Nowland Associates, Blood Bank president of technical services Ellen Kellom, Blood Bank director of facilities and president of administrative services Roy Roper, Vicki Duchene of New Castle County Chamber of Commerce and regional board member, Dover mayor Carleton Carey.*

## Christiana Donor Center Expansion Complete

After nearly two years, construction crews have completed the Christiana Donor Center expansion project. Two events were held to mark the occasion, including a Grand-Opening and Ribbon-Cutting Ceremony on November 19 and an event called "Show-It-Off Sunday" on November 21 for staff, volunteers, board members and their families.

### Expansion Addressed Space Issues

The expansion doubled the size of the Christiana Center. This was necessary to keep pace with technological advances in blood banking and, over the past ten years, the rising need for blood donations on Delmarva. In the past decade, the Blood Bank has gone from 62,207 blood donations in 1999 to 76,627 donations in 2009. Growth in automated blood cell collections and blood testing has also impacted the need for space.

"To provide enough blood for local patients, we have had to recruit many more blood donors. We must also rely on new technology for testing and processing blood. We continue to provide specialized blood services to the hospitals we serve," said Bob Travis, Blood Bank President and CEO. "All of this takes additional

*continued on page 2*



*More than 200 staff, volunteers, and board members attended "Show-it-off" Sunday on November 21 to celebrate and show the center to their family and friends.*

## Longtime President and CEO, Robert L. Travis retires

Robert L. Travis, MS, MT(ASCP)SBB, Blood Bank of Delmarva's President and CEO since 1994, retires effective January 14, 2011.

Through the years, Bob has shared his considerable talents and expertise in making Blood Bank of Delmarva an organization that is respected for its contributions and innovations. He joined the organization in May 1977 as Technical Director. He was hired after an extensive nationwide search, specifically to establish procedures, hire staff, and implement the drawing, processing and delivery of blood products to area hospitals as it transitioned to a full-service blood bank.

*continued on page 3*



*The Juggling Hoffmans were also on hand to entertain the kids (and adults!).*

## Parents of Three Siblings with Sickle Cell Disease Speak Out About Importance of Blood Donations

Christopher and April Hall of Dover say their family of ten “knows and lives the importance of blood donations.”

Three of their eight children have sickle cell disease, a blood disorder that changes the shape of red cells and makes it difficult for them to pass through small blood vessels. In order to avoid life-threatening complications, two of their children have needed regular blood transfusions. Their 5-year-old son, Christopher, still goes to the hospital every month to receive blood.

“Christopher and my 3-year-old daughter, Zondra, proactively received blood transfusions to avoid serious problems,” said April. “The red cells they received helped carry oxygen to every part of their bodies. Blood donors are keeping my children healthy, and I am very grateful.”

Patients with sickle cell disease must receive blood that is closely matched to their own. The closest match for African American patients often comes from African-American donors. Most people who have the sickle cell trait do qualify as blood donors, since the genetic disease cannot be passed by blood transfusion.



## Christiana Donor Center Expansion Complete *continued from page 1*

space. We outgrew the Christiana Center a long time ago, and it was crucial that we expand to accommodate the growth that we’ve seen so far and anticipate and plan for the many other changes and additions still to come.”

There is now a larger Donor Room and Laboratory wing, which provides space for additional donor chairs, equipment, and future growth. The facility’s new design and layout is streamlined to minimize the movement of people through the donation experience and improve the flow of blood products from processing to testing to distribution.

### ***No Impact on Donors during Construction***

The Christiana Center was open and operating throughout the expansion. Other than a few minor inconveniences during specific phases of construction, donors were not affected. Construction began in the winter of 2008.



## Longtime President and CEO, Robert L. Travis retires

continued from page 1

Prior to that time, the Blood Bank was partly a scheduling agency that sent its members to hospitals to give blood. Bob was named Assistant Executive Director in 1980 and became Executive Vice President in 1990.



Robert L. Travis

He was named President and CEO in September 1994 upon the retirement of his predecessor, Ken Edwards.

Bob has an extensive background in the clinical laboratory and blood banking fields. He has served on the boards of AABB, Blood Centers Exchange (BCx) Risk Retention Group, and

America's Blood Centers. He was named the AABB Outstanding Administrator in 2003. As President and CEO, Bob has witnessed the Blood Bank's 50th anniversary and the name change to Blood Bank of Delmarva. Blood usage, testing, technology and healthcare reforms have all impacted this organization and other blood centers nationwide. Since his arrival in 1977, the Blood Bank has gone from an organization scheduling 25,000 blood donors a year at hospitals to supplying over 100,000 units of blood and blood products to hospitals and collecting blood at 34 locations throughout Delmarva.

### *A Bittersweet Farewell:*

Dear colleagues and friends,

As retirement nears and my days serving as Blood Bank of Delmarva president and CEO come to a close, it is with mixed emotions that I write this letter.

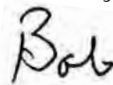
Memories from the past 33 years are passing through my mind as I reflect back on my time at this wonderful organization. I vividly remember my first day — May 15, 1977. In my new role as Technical Director, I was charged with helping the organization transition into a full-service blood bank that provided blood products rather than sending donors to the hospitals. As you can imagine, it was quite the undertaking! In less than three months, we purchased the equipment, wrote the procedures, hired and trained the staff, received approvals, and began collecting, processing, testing and distributing blood. That was a turning point for the organization and it paved the path for its future direction.

Although the Blood Bank has evolved over the years to keep pace with increased blood usage, testing, and innovations in blood collection technology, there has been one constant — the dedication and unwavering loyalty of the people behind the organization. What a privilege it has been working with our staff, volunteers, board, members, donors and other supporters. I know I share their pride in this organization and its lifesaving mission.

Blood Bank of Delmarva is recognized as a first-class blood banking program and community partner, and I want to express my sincere appreciation to all who have made this possible. Their commitment and extraordinary talents are inspiring. I am humbled to have had the opportunity to work with people who have given Blood Bank of Delmarva that degree of support.

As I turn over the reins to our incoming president and CEO Roy Roper, I feel good knowing the organization is in great hands. My time here at Blood Bank of Delmarva has been a tremendously rewarding experience and one that I will never forget.

Sincerely,

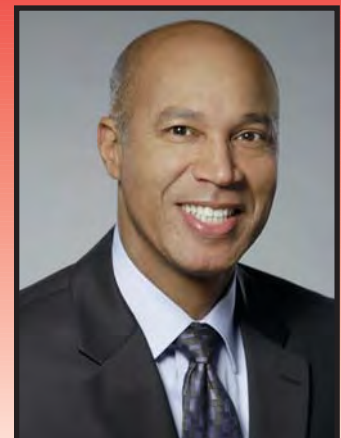


Robert L. Travis, President and CEO

## Roy Roper selected as new President and CEO

Blood Bank of Delmarva's Executive Board of Directors selected Roy Roper as President and CEO to succeed Bob Travis effective January 14, 2011. Mr. Roper was hired in December 2009 as Vice President of Administrative Services. He immediately became a positive presence and valuable contributor to daily operations. Over the past several months Roy lead development of the Blood Bank's strategic plan which was recently approved by the Executive Board.

Roper has resided in Delaware for 16 years. In addition to prior leadership positions with Cigna, United Healthcare and AstraZeneca, he has extensive management consulting experience and holds a Masters degree in Organization Development from American University.



Roy Roper

# Two Men... Two Important Missions



## Blood Recipient Pedals Cross-Country to Raise Awareness about Need for Blood

Blood recipient Larry Frederick stopped by the Blood Bank to meet with staff and donors after completing a 52-day, 3,847 mile bike trip from California to New Hampshire. This stop was part of the second phase of his journey, a cross-country drive home. The goal of Larry's biking campaign, called "Life Across America," was to raise awareness for and promote blood donation.

Larry is a former Oakland police officer who had a near-death accident while on duty. During a traffic stop, he was

struck by a car going 65mph. He needed 110 pints of blood to survive. Though this accident forced him to retire from the career that he loved, Larry refused to let personal tragedy keep him down.

"As I started my recovery, I started riding a bicycle. At first, I just went down my street and thought 'oh good, I made it that far.' Pretty soon, I went around the block, and then it was two blocks, and I found out that the more I rode, the better I felt," said Larry.

"As I began to feel stronger, I wanted to give back to the cause that saved my life. 'Life Across America' has given me that opportunity."

To see pictures from his trip, go to the Blood Bank's Facebook page at [www.facebook.com/delmarvabloodbank](http://www.facebook.com/delmarvabloodbank).

## Ohio Man Makes the "First State" his 40th State in a Mission to Donate Platelets Nationwide

As part of a personal mission to donate platelets in every state, 73-year-old Al Whitney, a retired factory worker from Avon Lake, Ohio, donated platelets at the Blood Bank's Christiana Center on November 4. Delaware was the 40th state that Mr. Whitney visited in his cross-country quest to raise awareness for platelet and whole blood donation. He began his platelet donation quest in August 2007.

"Giving blood is easy and rewarding, and I want to demonstrate that to as many people as I can," said Mr. Whitney. "That's been my inspiration for this mission."

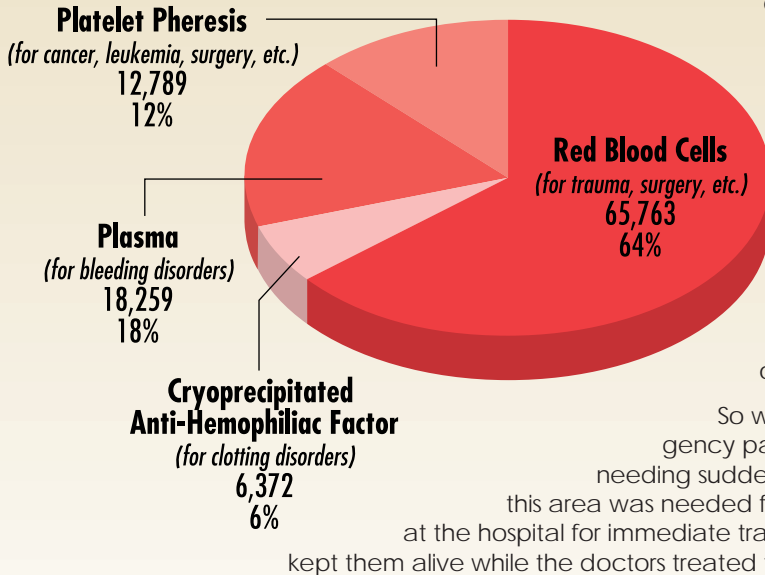
Mr. Whitney donated his first pint of blood in 1965. He has donated over five gallons of whole blood and has made 668 platelet donations over the years. In addition to his lifesaving contributions, Mr. Whitney has worked with his community blood center for more than three decades organizing blood drives and recruiting donors.



# ANNUAL REPORT

## Where Does The Blood Go?

### Products Produced FY 2010



After you give blood, have you ever asked yourself... where does all that blood go? There are annual statistics included in this newsletter; but they only tell part of the story. There is so much more—specifically the huge impact of your donation and those of your fellow donors. The fact is that blood and blood products are helping save lives in a wider variety of ways than ever before. Until it leveled off a little last year due to the economy, blood usage has been increasing at a steady rate for the last two decades. Simply put, blood is keeping more people alive than ever before.

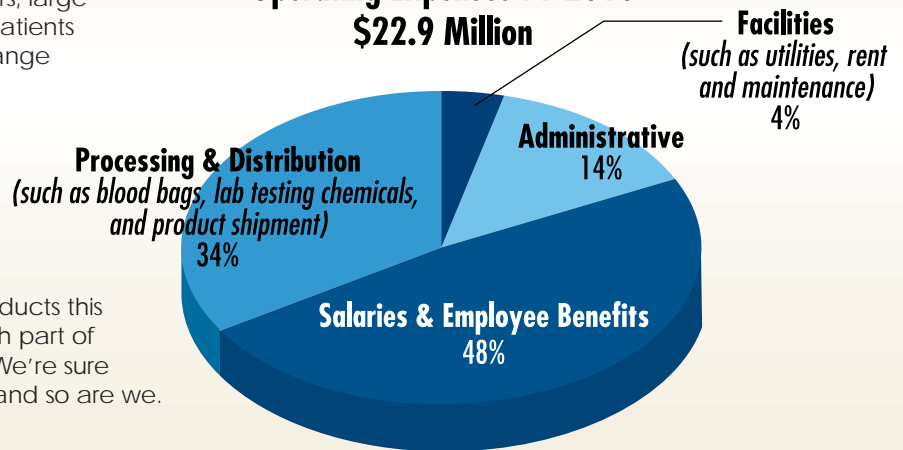
More than 100,000 blood products were needed last year by patients in the 16 hospitals served by Blood Bank of Delmarva. That's over 12,500 gallons of lifesaving liquid!

So where did it all go? Most of that blood was used by emergency patients... people who were in auto accidents or those needing sudden, emergency surgery—in fact, over 50% of blood used in this area was needed for an unplanned occurrence. The blood had to be ready at the hospital for immediate transfusion when the patient needed it. Those transfusions kept them alive while the doctors treated their injuries.

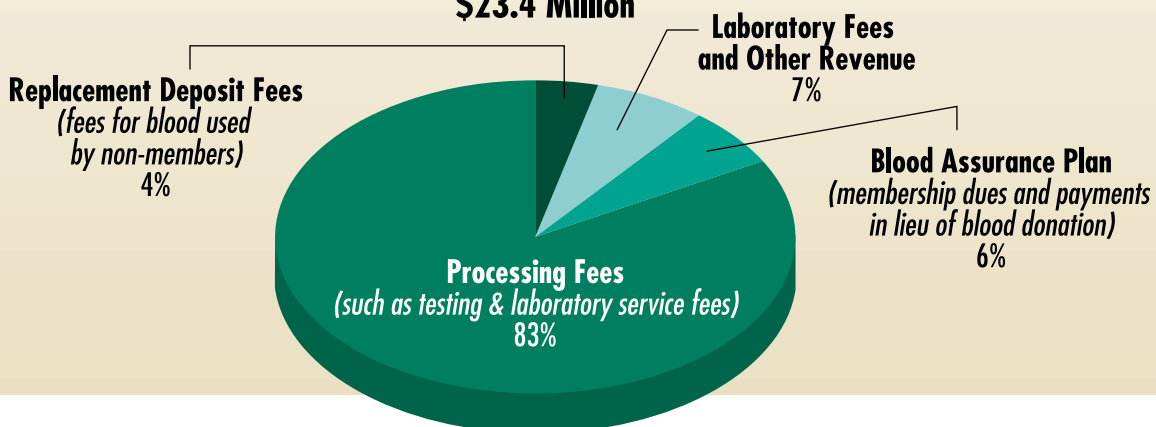
Some of the blood needed last year was donated by people who gave it for their own use in a planned surgery such as a hip replacement. For others, large quantities of plasma were transfused to patients who needed to have a full plasma exchange multiple times to treat an auto-immune condition. And many of the blood products, particularly platelets, were needed by cancer and leukemia patients. These patients often require multiple units of platelets per week.

So, for the people who gave more than 74,000 donations of blood and blood products this past year, we are extremely grateful. Each part of your blood went to save someone's life. We're sure they are thankful for your commitment—and so are we.

### Operating Expenses FY 2010 \$22.9 Million



### Support & Revenue from Operations FY 2010 \$23.4 Million



# "I Donate Blood Because I Can"

When asked why Robert Gates of Dover, Delaware has been a loyal LifeSaver donor over the years, the answer was simple. "Because I can," he said.

Robert has grown up with living proof of the importance of blood donations. His identical twin brother was a "blue baby" at birth. He was born with a congenital heart defect that caused an inadequate oxygenation of his blood.

"Because of this, he needed blood transfusions to survive," Robert said. "I'm not a hero. I donate blood because I know it is needed and I want to help other patients with my rare blood type. I've donated about 5 gallons of blood and I don't plan on stopping any time soon."

Robert said he's not a hero, but the patients on Delmarva may disagree.

To make an appointment to donate, call **1 888 8-BLOOD-8** or visit [www.delmarvablood.org](http://www.delmarvablood.org).

*Robert (on the right) and his brother, Bill as babies*



*A recent shot of Robert (on the left) with his brother, Bill*

## Welcome New Group Sponsors

Acme-Smyrna  
Adly T. Awayes  
Adstrategies, Inc.  
Ashley Furniture Homestore  
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CEC Suite 108  
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Deerfield Golf & Tennis Club  
Delaware Freezers Inc.  
Delaware Settlement Svcs  
Easton Club East Community Assoc.  
Employees of Rudy's Body Shop  
First State Crane Service  
FMC North Salisbury  
FMC Rehoboth Beach-  
Fraunhofer Center for Molecular Biotechnology  
Hilton Wilmington/Christiana  
Kaufman Financial Services  
KPIA Blood Group  
Local 27 Retirees Club of Del-Mar  
M & T Bank Cambridge  
Medtix Family  
Millcroft  
Motech Americas  
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Network Search  
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Skyline United Methodist Church  
Spring Arbor Community  
Stanley Steemer  
Triangle Health Alliance  
United Distributors of DE  
UPS Freight  
Wal-Mart - Cambridge  
Winter Place Animal Hospital

**Do You Have A Story To Tell?  
We're All Ears!**



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.

# Sharing Blood Resources

Resource Sharing is a cooperative effort among blood centers to manage their blood inventories to meet fluctuating local needs, to assist with blood shortages around the country and to occasionally meet military requests. Realizing that blood is a living tissue with a limited shelf life, it is important to have a system in place to use every unit of blood before it expires.

At Blood Bank of Delmarva we have an inventory management system that provides a very reliable supply for patients in local hospitals. To accomplish this, we must collect sufficient quantities of each type of blood to meet expected and emergency needs at local hospitals. Those needs change daily and sometimes result in surpluses, which may be sent to other blood centers to avoid wastage. Occasionally, it is also necessary for us to import blood products from other areas.

By decreasing wastage, resource sharing also allows the Blood Bank to maintain lower fees which results in a reduction of local health care costs. We can only do this through the generosity and commitment of our members and donors.

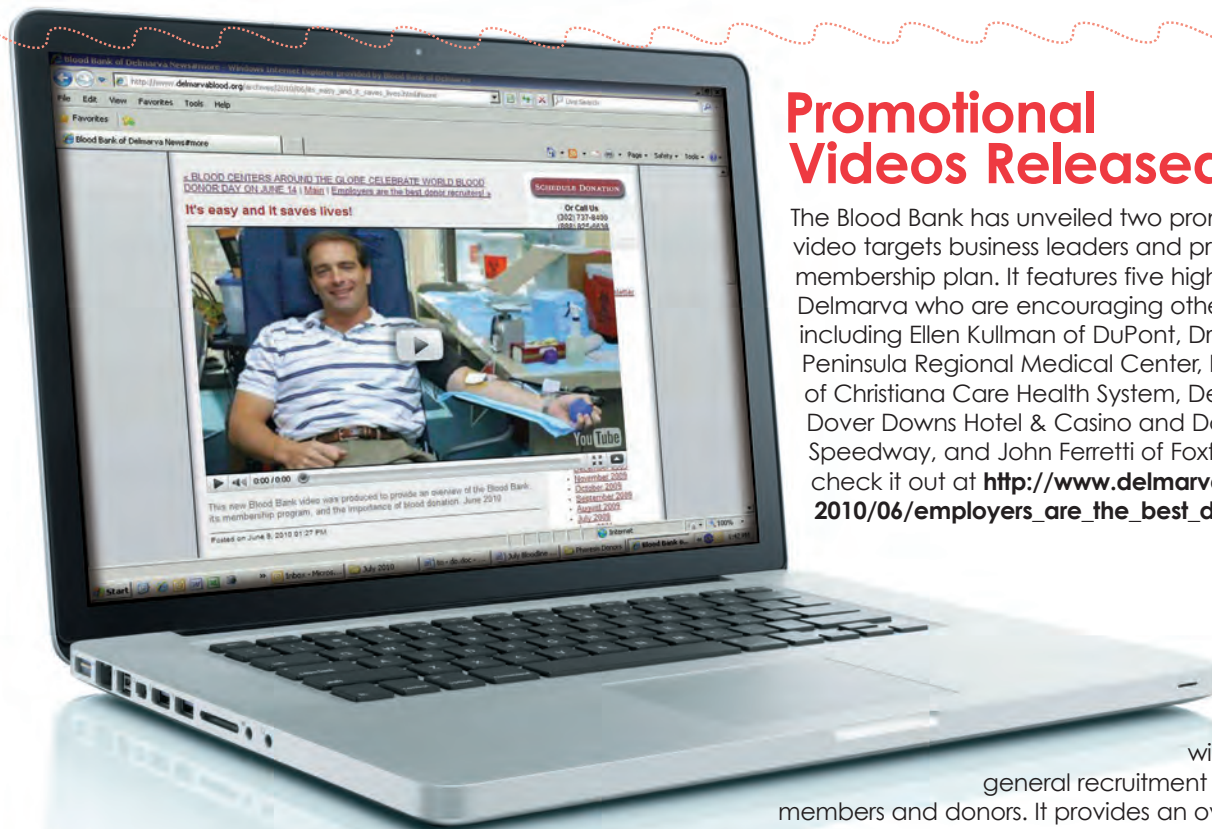
Finally, resource sharing ensures that precious resources are not wasted by expiring, but instead are used as intended — to save lives.

We thank you for your ongoing support.



## Hospitals Served by Blood Bank of Delmarva

1. Atlantic General Hospital
2. Bayhealth Medical Center - Dover
3. Bayhealth Medical Center - Milford
4. Beebe Medical Center
5. Chester River Hospital
6. Christiana Care Health System - Christiana Hospital
7. Christiana Care Health System - Wilmington Hospital
8. Dorchester General Hospital
9. Easton Memorial Hospital
10. McCready Memorial Hospital
11. Nanticoke Memorial Hospital
12. Nemours/Alfred I. duPont Hospital for Children
13. Peninsula Regional Medical Center
14. St. Francis Hospital
15. Union Hospital
16. V.A. Hospital - Elsmere



## Promotional Videos Released

The Blood Bank has unveiled two promotional videos. One video targets business leaders and promotes the group membership plan. It features five high-profile CEOs on Delmarva who are encouraging others to get involved, including Ellen Kullman of DuPont, Dr. Peggy Naleppa of Peninsula Regional Medical Center, Dr. Robert Laskowski of Christiana Care Health System, Denis McGlynn of Dover Downs Hotel & Casino and Dover International Speedway, and John Ferretti of Foxfire Printing. You can check it out at [http://www.delmarvablood.org/archives/2010/06/employers\\_are\\_the\\_best\\_donor\\_r.html](http://www.delmarvablood.org/archives/2010/06/employers_are_the_best_donor_r.html).

The other video will be used for the general recruitment of Blood Bank members and donors. It provides an overview of the Blood Bank, its membership program, and the importance of blood donations. It also features stories and interviews of local blood donors and recipients. You can check it out at [http://www.delmarvablood.org/archives/2010/06/its\\_easy\\_and\\_it\\_saves\\_lives.html](http://www.delmarvablood.org/archives/2010/06/its_easy_and_it_saves_lives.html).

# University of Delaware Supports Successful CAA Blood Drive

Blood Bank of Delmarva and University of Delaware teamed up in November to hold the 9th Annual CAA Blood Challenge—Delmarva's largest one-day blood drive of the year. There were 812 donors recruited to give blood.

The CAA Blood Challenge pits the University of Delaware against eleven other schools in the Colonial Athletic Association. It requires each college or university to pick one day during the fall to conduct a campus-wide blood drive. The school with the most blood donations wins. Results from all the other drives are kept a secret until the last college or university has their draw. UD won the first four years of the Challenge but has been defeated by Drexel University in recent years.

This massive event would not be possible without great planning and the cohesive, hard work of BBD staff members and volunteers. All Blood Bank of Delmarva donor centers were closed during the blood drive, and most employees worked at the event in some capacity.



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and click "Like."

We post videos,

photos and

updates on important

Blood Bank events.

We've just surpassed

1,500 fans and are

very appreciative

to our members,

donors, and friends

for the support!

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