

# LIFE

# dream

SUMMER 2011

## Summer Blood Challenge In Its Ninth Year

The weather is hot and the enthusiasm is even hotter. Blood Bank of Delmarva's Summer Blood Challenge is in full swing. The SBC is the organization's largest blood donor and membership campaign of the year!

It began Monday, May 23 and will continue through Sunday, September 11. The SBC is a friendly competition among local businesses and organizations to recruit the most Blood Bank members and donors during the summer months. SBC participants will earn chances to win exciting prizes, like one of two \$50 VISA gift cards awarded weekly or one of the "Sea to Shining Sea" Grand Prizes: a \$500 VISA gift card, a 3-day trip to New York City, or an Alaskan Cruise.

"With lots of patriotic-themed holidays during the summer — Memorial Day, Independence Day, Labor Day, Patriot Day, Flag Day, barbecues, baseball, and apple pie — it is also a time when fewer people typically give blood," said Roy Roper,

President and CEO. "We hope the SBC's patriotic theme this year will encourage people to incorporate blood donation into their patriotic summer traditions."

Last year, there were 171 local employers participating in the SBC, which resulted in 7,150 blood donations and 1,980 new Blood Bank members. The 2011 Summer Blood Challenge has 186 participants, an all-time high!

The Blood Bank needs 350 donors every day to keep the **RED** in the red, white and blue and maintain the local blood supply. Check where you work to see if your employer is participating.



Be Someone's Hero  
Give Blood

2011 Summer Blood Challenge



Amy Burnett of Barclays is one of thousands of enthusiastic Summer Blood Challenge participants. She gave a pint of her best at Barclays' on-site blood drive earlier this summer.

## Reflections from Roy Roper

The first seven months of my tenure as President and CEO have gone by quickly. I continue to appreciate the fine people who work for Blood Bank of Delmarva and all those who support us every day. I am pleased to tell you that our local blood supply is stable, our donors enthusiastic and most importantly, the patients we serve have what they need to fight serious illness and injuries. The support of our members and donors continues to inspire us. It is because of them that we are able to do our jobs. This is not to say that we have not experienced challenges—we have—but we have been able to anticipate them and when needed adapt to them. Many other areas of the country endure periodic blood shortages. Here on Delmarva, we continue to meet all of our commitments—to all of our hospitals, patients, members and donors.

I offer my personal thanks to the thousands of people who take the time to give blood. I am grateful to our group sponsors for their continued efforts to help recruit new Blood Bank members, especially those who are so enthusiastic about this year's Summer Blood Challenge. I thank our board and volunteers for their tireless work on our behalf. And lastly, I thank our staff, the best people I know, for their continued dedication to the mission of our organization. The enduring support of all of you will ensure our ability to continue to provide safe and sufficient supplies of blood products for those in need.



Roy Roper

## Blood Transfusions Help Six-Year-Old Overcome Cancer

Justice, 6, from Wilmington, Delaware was taken to the A.I. duPont Hospital for Children emergency room with a tummy ache and distended abdomen. An x-ray and CT scan revealed devastating news. Justice had a tumor in her abdomen and had to be admitted to the oncology unit immediately. Doctors discovered that cancer was in her kidneys, liver and lungs. Justice began chemotherapy 3 days later, underwent a 13-hour surgery to remove the cancer, and continued chemo and regular blood transfusions over the next 11 months.

Excellent medical care and multiple blood transfusions were key to her survival.

"We just received excellent news. Justice is in remission! We are thankful for all of those who provided care, hope and blood for our sweet baby girl," said Sarah Nowlin, Justice's mother. "I am so grateful, and I want to do whatever I can to recruit blood donors to help other children with dire health conditions."

To help patients like Justice, make an appointment to give blood. Blood donors can give whole blood every 56 days. Those who donate platelets, which help cancer and leukemia patients among others, can give every two weeks. Call **1 888 8-BLOOD-8** or visit [www.delmarvablood.org](http://www.delmarvablood.org) for more information.



## Are you under the age of 35 and want to make a difference in your community?

Join the Blood Bank's Young Donor Action Committee! The group develops strategies to recruit and retain younger blood donors on Delmarva. This year, it is projected that 20,000 local patients will need blood transfusions. Without a continued influx of younger blood donors, the future needs at local hospitals may be difficult to meet.

YDAC members have found their experiences on the committee to be worthwhile in career development, community involvement, and networking. The time commitment is minimal. Meetings are held quarterly from 6pm to 7:30pm. We hope you'll join our YDAC team in making a positive difference in the community. To apply for YDAC membership or for more information, please contact Kelly Sakiewicz, Blood Bank of Delmarva's School and Community Blood Drive Coordinator, at **302-737-8405 ext. 796** or [ksakiewicz@bbd.org](mailto:ksakiewicz@bbd.org).



# Daniel Lindley Named Chair of Blood Bank's Executive Board

Daniel F. Lindley, Esq. has been elected Chair of Blood Bank of Delmarva's Executive Board of Directors. This board sets policy for the organization. Lindley has served on the board since 1991 and on its Executive Board since 1996, most recently as Vice-Chair.

"I am excited about this opportunity to help the Blood Bank grow and strengthen its presence in the community," said Lindley. "I want to continue educating the public about the ever-increasing need for blood on the Delmarva Peninsula and expand the Blood Bank's outreach to the younger blood donor population."

Lindley is President of The Northern Trust Company of Delaware in Wilmington. Prior to joining Northern Trust in 2005, he spent 25 years in private law practice in Delaware and served as Managing Director and Trust Counsel at U.S. Trust Company of Delaware.

Mr. Lindley holds a Juris Doctor degree from the University of Virginia School of Law and a Bachelor of Arts degree, magna cum laude, from Williams College. Admitted to the bars of the Supreme Court of the State of Delaware and the United States Supreme Court, he is a member of the Asset Protection Planning Committee of the Real Property, Probate and Trust Law Section of the American Bar Association. He is also a member of the Society of Trust and Estate Practitioners (STEP), the Estate Planning Council of Delaware, and the Estates and Trusts Section of the Delaware State Bar Association.

**Executive Board Officers Elected:** Hinton Lucas, Jr., Esq. (Vice-Chair), Paul A. Kaplan, M.D. (Secretary) and the Honorable Henry W. Supinski (Treasurer)

**Executive Board Members Elected:** Amy Colbourn, John Ferretti and John M. Holloway

**Executive Board Members Re-elected:** Phillip Foster and Alan Greenglass, M.D.

**Regional Board Officers Elected:** Michael Franklin (Chair of Southern Delmarva Regional Board), Emily Cunningham (Chair of Mid-Delmarva Regional Board), Dennis Reardon (Vice-Chair of Mid-Delmarva Regional Board), Teresa Cathell (Chair of Northern Delmarva Regional Board) and Vasan Param (Vice-Chair of Northern Delmarva Regional Board)

**Director Emeritus:** Bernard J. Daney, CPA, William J. Miller, Jr. and Robert L. Travis were honored with this special designation by the Executive Board.



Daniel Lindley

# Blood Bank Volunteers Honored at Annual Reception

Ann Kennard has been volunteering for Blood Bank of Delmarva since 1986. She was honored along with more than 200 other men and women who offer their time and talents in a variety of tasks at the Blood Bank's four donor centers and at over 30 mobile locations, for a total of 13,401 hours in 2010. Mrs. Kennard, who volunteered 626 hours last year, received a standing ovation from her peers. The theme of this year's reception was "One person can make a difference!" These fine people make a difference every single day.

Other top volunteers:

- Edward Smith - Dover Center - 497 Hours
- Rebecca Larson - Christiana Center - 444 Hours
- James Mundy - Christiana Center - 443 Hours
- Elna Jean Mundy - Christiana Center - 443 Hours
- Eugene Redden - Salisbury Center - 359 Hours
- Claudette Evans - Wilmington Center - 308 Hours
- Pearl Carlton - Christiana Center - 281 Hours
- Reed Carlton - Christiana Center - 267 Hours
- Robert Grenda - Wilmington Center - 252 Hours
- Murray Shores - Salisbury Center - 233 Hours
- Joyce Logan - Christiana Center - 200 Hours

**Thank you, volunteers!**



# Student Heroes!

Thank you to high school and college students across Delmarva for saving lives during the 2010-2011 school year! You are all heroes!



7,774 donors drawn

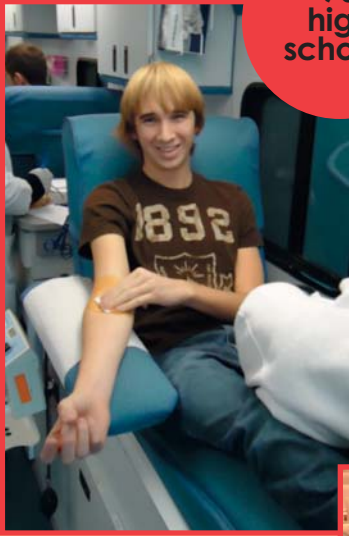


- AI DUPONT • APPOQUINIMINK • ARCHMERE • JAMES BENNETT • BRANDYWINE • BOHEMIA MANOR • CAB
- CECIL COLLEGE • CECIL COUNTY SCHOOL OF TECHNOLOGY • CHARTER OF WILMINGTON • CHESAPEAKE COLLEGE
- DELMAR • DEL TECH - WILMINGTON CAMPUS • DEL TECH - OWENS • DICKINSON • DOVER HIGH • EASTON •
- LAKE FOREST • LAUREL • MARDELA SPRINGS • MCKEAN • MIDDLETOWN • MILFORD • MT. PLEASANT •
- POCOMOKE • POLYTECH • QUEEN ANNE'S CO. • RISING SUN • SALESIANUM • SALISBURY SCHOOL • SALISBURY
- ST. ELIZABETH • ST. GEORGE'S • ST. MARK'S • STEPHEN DECATUR • SUSSEX CENTRAL • SUSSEX TECH •
- WEST NOTTINGHAM • WICOMICO • WIDENER LAW • WILLIAM PENN • WILMINGTON CHRISTIAN • WILMINGTON

130 blood drives



70  
high  
schools



11  
colleges/  
universities



CALLOWAY • CAESAR RODNEY • CAMBRIDGE - DORCHESTER • CAMPUS COMMUNITY • CARAVEL ACADEMY • CHRISTIANA • COL. RICHARDSON • CONCORD • CRISFIELD • DELAWARE STATE UNIVERSITY • DELCASTLE ELKTON • GLASGOW • HODGSON • HOLLY GROVE CHRISTIAN • HOWARD • INDIAN RIVER • KENT COUNTY NEWARK • NORTH CAROLINE • NORTH DORCHESTER • NORTH EAST • PADUA • PARKSIDE • PERRYVILLE CHRISTIAN • SALISBURY UNIVERSITY • SANFORD • SEAFORD • SNOW HILL • SMYRNA • ST. ANDREW'S TOWER HILL • UMES • UNIVERSITY OF DELAWARE • URSULINE • WASHINGTON COLLEGE • WESLEY COLLEGE FRIENDS • WORCESTER PREPATORY • WOR-WIC COMMUNITY COLLEGE • WOODBRIDGE

## Why Do I Donate Blood?

By: Don Smith, a regular blood donor with Blood Bank of Delmarva

"There was a time in my youth when I did not donate blood. Then I took an all-expense-paid, four month vacation in beautiful Parris Island, SC, courtesy of the United States Marine Corps. The day came for blood donations, and our Senior Drill Instructor (DI) encouraged the entire platoon to participate. He ended by asking if there were any questions. One recruit asked if it hurt. The rest of the platoon braced for the expected harangue about weakness, and the irrelevance of pain. Our Senior DI,

a thrice-wounded veteran of three tours of Vietnam, silently scanned the platoon before answering in an unexpected soft voice. 'Getting shot hurts. Watching another Marine die because the Corpsman doesn't have enough blood to keep him alive hurts. No Marine is ever going to die because this Marine is afraid of a little pin prick.' God willing, I will continue to donate blood for another third of a century."

To join Don in the lifesaving act of giving blood, call **1 888 8-BLOOD-8** or visit [www.delmarvablood.org](http://www.delmarvablood.org).



# “Give-N-Get” Promotion Rolled Out to Student Members

To encourage frequent blood donations among student members, the Blood Bank has rolled out the “Give-N-Get” promotion. By giving blood, student members earn chances to win \$100 VISA gift cards monthly and larger prizes, like an iPad, quarterly. Each blood donation earns student members another chance to win. For more information, visit [www.delmarvablood.org](http://www.delmarvablood.org).



Zach Webb, a student at Seaford High School, won a gift card in February.



Craig Parker, a student at University of Delaware, won a gift card in March.



Carolyn Powell, a student at Tower Hill School, won a gift card in April.



Sam Rooney, a student at University of Delaware, won a gift card in May.



Dean James, a student at Stephen Decatur High School, won an iPad in April.



Michael Waite

## Michael Waite Named Director of Marketing & Community Relations

Michael Waite, former on-air radio personality at WJBR, joined the Blood Bank team in February as Director of Marketing & Community Relations. Michael serves as the organization's media spokesperson, manages community relations and all internal and external communications, and oversees a team of account executives and school blood drive coordinators in enhancing recruitment and retention of Blood Bank members and group sponsors.

Michael has significant media, marketing and management experience. He spent the majority of his career in the broadcast business, the last 17 years at WJBR-FM in Wilmington, Delaware. During his tenure at WJBR, he was General Manager, Program Director, Vice President of Operations, morning show host and afternoon show host.

Michael and his wife of 31 years, Kathy, live in Wilmington, Delaware. They have two sons, Matthew and Jonathan.

## Tamika Stewart Joins Blood Bank as Director of Donor Services

Tamika Stewart joined Blood Bank of Delmarva as Director of Donor Services in April. She was selected from a pool of excellent internal and external candidates. Ellen Kellom, Vice President of Technical Services, says, "her enthusiasm, breadth of experience, and leadership skills make her a perfect fit for this role."

Tamika has a unique background, combining both business leadership and healthcare skills and experiences. In addition to her early career focus in providing and managing behavioral health services, Tamika has more than a decade of experience spanning a range of healthcare business areas including operations, utilization management, commercial services, marketing, program management, and strategic planning. Previous employers include Friends Hospital, Wes Health System, and Northwestern Human Services, all in Philadelphia, PA. In those organizations, Tamika demonstrated her ability to develop, improve and deliver existing healthcare-related services.

Tamika has a Masters of Business Administration from St. Joseph's University, a Masters of Social Work from Temple University, and Six Sigma Greenbelt Certification from Villanova University. She graduated with a BS in Psychology from Delaware State University. Tamika is originally from Lewes, DE.



Tamika Stewart.

## Frank Hendrick named Vice President of Administrative Services

Frank Hendrick has joined the Blood Bank of Delmarva as Vice-President of Administrative Services, effective July 5, 2011. He will provide executive leadership for the Administrative Services departments including Finance & Accounting, Facilities & Purchasing, IT, Marketing & Community Relations, and Member & Distribution Services. The department Directors in these areas will now report directly to Frank. Frank will also be a member of the Blood Bank's Executive Team.

Frank brings a strong background in Hospital Operations leadership, most recently serving as the Chief Administrative Officer & Assistant Vice-President of Operations for Cherry Hill Hospital in New Jersey (Kennedy Health System). He has also been a member of the leadership teams at Alfred I. DuPont Hospital for Children in Wilmington, DE, and Mercy Catholic Medical Center in Darby, PA. Frank earned his MBA in Health and Medical Services Administration from Widener University, and a BS in Business Administration from Shippensburg University.

Frank has extensive experience in leading similar administrative services areas in the Healthcare industry. He brings expertise in materials/supply chain management, planning and project management, and operations improvement. He and his wife, Fran, have been married 31 years and live in West Chester, PA. They have three children.



Frank Hendrick



# What You Should Know About Chronic Fatigue Syndrome (CFS) and Blood Donation

## What is Chronic Fatigue Syndrome (CFS)?

CFS, also known as chronic fatigue and immune dysfunction syndrome (CFIDS) or myalgic encephalomyelitis (ME), is a complex and debilitating illness that affects the brain and multiple body systems. There is no test, known cause or cure for CFS. The syndrome is diagnosed by doctors after performing a careful medical history, physical examination and series of laboratory tests.

## CFS and Blood Donation

Although there are currently no specific federal recommendations regarding the deferral of individuals with CFS or other diseases that have been associated with murine leukemia virus-related virus (XMRV) infection, Blood Bank of Delmarva is taking a conservative approach with the deferral of these donors.

Some studies have associated XMRV infection with CFS and suggested that the virus may be transmissible through blood. However, at the present time these disease associations have yet to be confirmed, and there is currently insufficient data to conclude that XMRV is transmitted through blood transfusion.

For the safety of those with CFS and transfusion recipients, blood donors with the syndrome will be deferred while research continues. If you have CFS, please provide us with your contact information so we can let you know if and when our recommendations change.



## Welcome New Group Sponsors

- Amick Farms LLC
- BMS Massage
- Cavaliers Country Club
- Chesapeake Inn
- Chesapeake Woods Center
- Chimes Delaware
- F. Schumacher & Co.
- Hollywood Casino
- Phil's Blood Bank Bunch
- Phil's Family & Friends
- Premier Physical Therapy & Sports Performance
- Sonitrol Security of DE Valley
- X-Traordinary Women



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