



Dropletter

VBS invites donors to Celebrate Life's Events by Saving Lives

Virginia Blood Services has introduced a new program, Celebrate Life's Events by Saving Lives. This program invites donors to celebrate donation milestones or other events by inviting friends and family members to join them for a blood donation party.

Our first event will celebrate the upcoming marriage of Montie Harper and Lynn Miller. The couple met while Lynn worked as a fundraiser for VBS and Montie was a dedicated blood donor. Blood donation is a shared passion for the couple. And, since VBS was the site of their introduction and romance, they felt it appropriate to begin their life together inviting friends and loved ones to join them in saving lives.

The couple will greet their guests at the Hamilton Street donor center where Montie is a regular platelet donor (with 200 donations to his credit).

Montie and Lynn hope to bring together friends who have given blood in the past, but also to introduce some who have never given to this

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Virginia Blood Services
is a nonprofit community blood program serving donors and patients in central Virginia.

Spotlight

Given life, giving back Cathy Lauterbach



Cathy Lauterbach helps others to thank those who helped her.

Within just moments, it is clear Cathy Lauterbach is energetic and enthusiastic about her job at The Laurels of University Park, her family and life in general. But that energy and enthusiasm were sorely tested for many months in 2004.

"It all began with a hernia surgery in July of that year," Cathy says with wonder. "I just never seemed to bounce back from that surgery and within just a week or so, things really spiraled out of control."

Generally a fairly simple and straightforward surgery, Cathy's hernia operation appeared to trigger Budd-Chiari Syndrome, a rare and often fatal liver

disease in which the liver suddenly and rapidly deteriorates due to unexplained blood clots. Treatment for Budd-Chiari is limited to a liver transplant and numerous blood transfusions.

The first challenge Cathy faced was getting a correct diagnosis. Because her condition was so rare, it was difficult to pin down. After months of debilitating illness ranging from nausea to infections to jaundice, her disease was finally identified.

Next was a greater challenge. Cathy was very ill, and few doctors had successfully treated Budd-Chiari. Once a doctor was found in Chicago, Cathy flew to Chicago to meet with Dr. Forrest Dodson. Dr. Dodson was shocked at the severity of Cathy's deterioration and put her on the waiting list for an immediate liver transplant. Within two days, on the day before Thanksgiving in 2004, an organ match was identified and Cathy's surgery was scheduled for Thanksgiving Day. Over the course of her

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New VBS laboratory and headquarters building update

Construction is ready to begin on the new Virginia Blood Services headquarters and laboratory. The 60,095 square foot building, which will include a donor center and warehouse, will be designed by architects McKinney and Company and located on 10 acres on Emerywood Parkway in Henrico County. Whiting Turner is the general contractor.

The current VBS laboratory was built in 1982 to process 40,000 blood donations annually, and VBS now processes more than 100,000. In addition to growth, new facilities are needed to accommodate the many FDA regulations that have changed or been added since the existing headquarters' construction. For example, since the laboratory was constructed, 11 tests have been added to enhance blood safety.

The laboratory will also meet the differing safety standards of the European Union, allowing VBS to be an even better steward of donors' gifts. Blood components in high demand in Europe include plasma, which is manufactured into a host of lifesaving products

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News



Susan Linn and Rusty Mooberry welcome employees to the LandAmerica Dell Bowl Game and blood drive.

Making blood donation fun

Most of the time, blood donors say they give blood because it makes them feel good to help others. But there are donors who give blood because it is fun!

Blood drives are fun at LandAmerica, or at least they have been for the past two years. That's because Susan Linn, LandAmerica's blood drive coordinator, really knows how to throw a party.

"I want our employees to get excited when we have blood drives," Susan says. "And they do! Employees volunteer to help me during every drive. They can't wait until they can help again."

LandAmerica's biggest drive in 2005 highlights Susan's skills as a motivator and a party planner. Although Susan moved to Virginia from Pennsylvania just two years ago, it didn't take her long to realize that Richmond has two clearly defined and competitive groups – those loyal to the University of Virginia and those loyal to Virginia Tech.

"I thought making one of the drives a competition between those two groups might be fun. That was the Dell™ Bowl Game blood drive," Susan explains.

In this virtual football game, donors gave their favorite team one point when they donated blood. The competition was closely followed all day. Aside from the incentive such intense competition brings, Susan also provided incentives to those who may not have been college football fans. Susan convinced a vendor, Dell™, to donate a home computer system for a donor drawing.

"Everyone was really enthusiastic about seeing their team get more points," she says. "Of course, it helped that Ted Chandler, our CEO, added to the fun by adding a UVA cap to our display table."

Each of the blood drives Susan coordinates has a theme, decorations and exciting items that have been donated by LandAmerica's vendors and corporate neighbors. These include a romantic weekend at the Sheraton Park South, motor coach day tours, and six-month memberships at American Family Fitness.

And if all that isn't enough, Susan arranges for donors to be entertained while they give blood.

"We show some Johnny Carson Tonight Shows in the donation area," Susan explains. "We tried movies, but they were too long. So showing Johnny Carson and classic sit-coms, like 'I Love Lucy,' seems to work out better."

"This is also my only way of participating in blood donation," Susan adds. "My mother had always given blood. And as soon as I turned 18, I began giving regularly. But five years ago, I was unable to continue donating. Now I've found another way to participate."

Susan's new way of participating includes constantly providing education about the importance of donation. With themes from rock and roll to the celebration of spring, Susan makes sure LandAmerica employees remain aware of and looking forward to their next blood drive.

"I feel blessed to be working at a great company like LandAmerica," Susan says. "Leadership flows at every level of the company and employees at all levels donate blood at our drives."

While Susan has the benefit of working for a company with a strong commitment to community service, she goes above and beyond to make sure the message of the importance of participation is heard. We send a very special thank you to Susan and the employees of LandAmerica. ♦

Donor Profile

Celebrating health by saving lives
Tom Arrington



Tom Arrington uses his donation time to catch up on life.

"I may never be able to endow a hospital wing, but giving blood is something I can afford ... it's a way I can make a difference. And I'm committed to encouraging others to donate, too."

Those aren't empty words for Tom Arrington. As a Platelet All-Star, he has made a commitment to donate platelets at least six times a year. "My own annual goal is to give blood 18 times," he says. As of September 2006, he is almost there, with a total of 15 donations so far.

That's quite a commitment and an accomplishment for a man who only recently began giving blood. That first time was simply to set a good example for his daughter.

"It was in September 2004 and I was going through a difficult period," Tom admits, "and all I wanted was for my daughter to see me doing something good. Then there it was ... a blood drive at a fire station. I made my donation, and it felt good to know I had helped someone."

After his third or fourth whole blood donation, a blood collection specialist at the Arboretum donor center suggested that he become a platelet donor. That, of course, increased the level of his commitment, since the donation process is a bit longer than it is for whole blood and also increased the number of times he would be eligible. But that, too, was a good thing.

As a busy general contractor and

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What a difference five years makes.

On the morning of September 11, 2001, Virginia Blood Services was experiencing a severe blood shortage.

News came of the two attacks on the World Trade Center, then the Pentagon, then the crash in Pennsylvania.

What little blood we had we shipped to the hospital closest to the Pentagon, which expected to admit many injured people.

The tragic fact we now know is that very little blood was transfused to the victims of what we now call 9-11. Few were injured; many were killed. A study conducted shortly afterwards found that blood needed for attack victims that week was measured in hundreds of units, not thousands.

More than 3,000 people gave blood at VBS on September 11 and the three days afterwards. Thousands more wanted to give but were asked to return later, when blood was sure to be needed. VBS closed operations that weekend in order to avoid collecting blood that would needlessly outdate.

Two people in particular who came to give on September 11 made a lasting impression on us:

Both said they had last given blood on December 7, 1941, the day Pearl Harbor was attacked!

At VBS, we found the arrival of these donors after an interval of 60 years to be quite thought provoking. We wondered how we had failed to reach them and convince them that every day brings hundreds of life threatening emergencies that require

blood transfusions for people in our communities.

The attacks on 9-11 came at a critical time in VBS history. Donations at VBS and many American blood centers were beginning to decline, as FDA regulations ruled out more and more people as potential donors.

Something had to change at VBS. And change we did.

Five years later, September 11 finds VBS on a three-year run of increasing donations, helped by new technology that allows us to collect two red blood cell units during one donation, and dozens of other changes, large and small, that have made our operations more efficient and effective:

- Today, we do much more advertising. Our message is everywhere, on television, radio and billboards.
- We have added two more donor centers to our service area, one in Chester and one in Harrisonburg.
- Changes we have made in our blood drive employees' work schedules greatly reduced turn over, leading to more experienced employees who can provide better service to donors.
- Blood shortages are farther apart and of shorter duration.

So, as I listened to Governor Tim Kaine's comments about the impact of 9-11 on our lives, I found that I agreed with his optimistic assessment that "the nation is much stronger than five years ago."

So is Virginia Blood Services.

Sincerely,

Robert E. Carden, Ph.D.
President and CEO
Virginia Blood Services



Building Update

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including vaccines and treatments for hemophiliacs. Most plasma manufacturers are now located in Europe.

VBS President and CEO Robert Carden analyzed the home addresses of more than 200 Richmond area employees and determined that the search for land would be confined to areas close to existing facilities on Westwood Avenue and Hamilton Street.

"Our new building will allow us to consolidate staff now spread across three buildings," Carden said. "We look forward to the closer communication and more efficient operations the building will make possible." ♦

Have You Signed Up?

Friends



Life

Friends 4 Life and Platelets All-Stars members who meet their commitment to donate blood and want to receive

limited edition apparel can now choose their sizes, all the way from small to XXXL, or donors may opt to receive no apparel at all. But, to choose your size or opt out, **you must sign up, join the program, and tell us your preference.**

Visit us online at www.vablood.org and click on the Friends 4 Life/Platelet All-Stars enrollment button. Or pick up, a Friends 4 Life/Platelet All-Stars brochure at VBS donor centers and blood drives. You can fill out the commitment form and send it in. Or you call a telephone recruitment representative at (804) 213-4105 or (800) 989-4438 to enroll on the phone.

Frequent donors are the backbone of a strong and successful community blood service, ensuring that year-round blood needs are met. Join us today!



Spotlight

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surgery, as well as a subsequent one, Cathy required many units of blood – in addition to her new liver – to stay alive.

“More than 90,000 people are on the waiting list today for organs to save their lives,” Cathy says. “Those and more lives are saved when people donate blood, too.”

She continues, “I have been blessed with my family, my employer and with donors – who give not only organs, but blood. Blood saved my life, too.”

Cathy expresses her gratitude with more than just words of thanks. She spends many volunteer hours speaking for LifeNet about the need for organ donation.

“I’ve been talking to people about how to become organ donors for nearly a year,” Cathy explains. “But I had forgotten about how difficult it is to get people to give blood, too!”

“Two weeks ago, I was at the mall and there was a blood drive there. I knew I had to do something,” she says. “I went up to the staff there and told them I wanted to hold a drive at my workplace. The ball started rolling and the first drive at The Laurels of University Park is in early October.”

“Employees are signing up. But I have posters everywhere ... including the restrooms. They can’t get away from me,” she is proud to say. “But I’m not just talking to employees. I’ve told nearly everyone I know about giving blood, how important it is and that they need to sign up to donate at our drive.”

“I can’t give blood myself because of my transplant. But I’ll always tell everyone how important giving blood is,” she says. “I know. There is no doubt ... blood saved my life.”

Cathy was lucky ... someone donated a liver in time to save her life, and many gave blood to save her life, too. Now, she is giving back. ♦



Where in the world ...

You just never know where you might see Virginia Blood Services. This VBS umbrella was taken on vacation this spring by our Southern States blood drive coordinator Reinhart Reiss. His wife, Lind, is seen here at Newark Castle south of St. Andrew’s, Scotland.

If you have pictures of VBS items as worn or used in interesting travels, please forward them to Susan McConnell, smcconnell@vablood.org. Your pictures may appear in a VBS publication. ♦

Celebrate

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unique opportunity to save lives.

While Montie and Lynn’s event is in honor of their upcoming wedding, other donors with events and milestones to celebrate are invited to plan their own events, from donation milestones, to birthdays and anniversaries or in honor of friends or loved ones who depend on blood products to maintain their health.

Congratulations to Montie and Lynn. Thank you for your dedication and commitment to each other and to Virginia Blood Services.

If you are interested in observing your significant donation milestone or life event with a Celebration at the donor center of your choice, please contact Susan A. McConnell, (800) 989-4438 or SMcConnell@vablood.org. ♦

Donor Profile

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an active participant in sports, from long distance running to taking flying lessons, coaching for a football association and even stock car racing, not surprisingly, Tom sometimes feels the need to slow down.

“Donating blood became a time of reflection for me to evaluate what was going on in my life and planning what my next steps should be,” Tom confesses. “I definitely get something back.”

VBS gets more than just Tom’s blood every few weeks, too. Tom has made an all out commitment to promote blood donation among his friends, co-workers and acquaintances.

In October 2006, Tom will run in the Marine Corps Marathon in Washington, DC. Although, he has run in half marathons before, this will be Tom’s first full marathon. He hopes to make this a “Run for Life,” reinforcing his commitment to training and fitness, as well as his commitment to saving lives by giving blood.

In May, Tom sent a letter to his friends announcing his plan to participate in the Marine Corps Marathon and encouraging them to support him by making an appointment to give blood. He explains, “I want to advance my interest in running beyond my own satisfaction to involve some benefit for others.”

As he states in his letter, “Those you benefit by donating blood are not theoretical and faceless beneficiaries; they are the deserving and appreciative among us who have serious medical conditions or who have suffered from serious accidents.”

While most of us never think of blood donation as an “extreme sport,” Tom Arrington has taken that one donation in 2004 from an example for his daughter to a passionate pursuit to save lives and an example for all of us. VBS, and the patients we serve, are extremely grateful. Thank you. ♦

Contributions to VBS

Anonymous
Basic Necessities
Blue Ridge ESOP Associates, Inc.
Charlottesville Radio Group
Chick-Fil-A - Richmond
Commonwealth 20
Domino's - Palmyra
Jayne Clement
Jersey Mike's
Junior Federated Women's Club
of Chester
B. Frank Lewis
Lucky's Convenience Stores
Mario's
The Mark Addy Inn
MIDAS of Richmond
NewMarket Corporation
Philip Morris Employee
Community Fund
Julia Rogers
Roma's Restaurant
State Farm Insurance
Cynthia Sterrett
University of Virginia Bookstore
Ukrop's – Oxbridge Square
Vito's
Wyndham Hotel

In memory of Wilma Bowers:

George Ferguson

In memory of Danny Cameron:

George Ferguson

In memory of Patsy Crowder:

George Ferguson

In memory of Josephine Witt:

Thomas L. Baldwin

Mrs. Ferebee Bowman

Gertrud King

Jamie L. Richards and

John Rooney

Lynn Young, Sr.

Welcome New Donor Groups

These organizations began sponsoring blood drives with Virginia Blood Services between June 1, 2006 and September 31, 2006.

Arrington

Central Virginia Electric Co-op

Ashland

McKinney and Company

Charlottesville

Brown Auto Super Center

UVA Newcomb Hall

Chester

Pearson Government Solutions

Chesterfield

Hampton Park

Lowe's - Winterpock Road

Noble Warriors

O. B. Gates Elementary School

Colonial Heights

Wesley United Methodist Church

Craigsville

Craigsville Augusta Springs First Aid Crew

Daytona

Curves - Dayton

Doswell

Doswell Ruritan Club

Emporia

Family YMCA of Emporia

Fife

Goochland Farm Bureau

Fishersville

UPS

Fork Union

Rivanna Lion's Club

Harrisonburg

Curves – Harrisonburg

Harrisonburg Tourism and Visitor Services

Hopewell

Brighter Living Assisted Living

Hercules Working for Charity Club

Jarratt

Boar's Head Provision

Louisa

Bank of Louisa

Lyndhurst

Sherando-Lyndhurst Ruritan Club

McKenney

Cutbank Baptist Church

Mechanicsville

Atlee Chiropractic

Walnut Grove Baptist Church

Midlothian

Church of Jesus Christ of Latter-day Saints

Countryside Christian Church

Primrose School of Midlothian

Mitchells

Coffeewood Corrections Center

Nellysford

Mountain Area Realty

Palmyra

E. W. Thomas

Petersburg

Central State Hospital

Powhatan

Deep Meadow Correctional Center

Powhatan Library

Prince George

L. L. Beazley Elementary School

Richmond

Antioch Baptist Church

Battery Park Christian Church

Gospel Baptist Church

Gravel Hill Baptist Church

Joppa Lodge # 30

Lexington Court Rehabilitation Center

Lodge of Strict Observance # 2077

Loveland Distribution

Meridian Lodge # 284

Metropolitan Lodge # 11

New Fitness for Ladies

Planned Parenthood

Prospect Homes

St. James Baptist Church

South Hill Enterprise

Temple Lodge # 9

Varina Episcopal Church

Virginia Career Institute

Westover Hills United Methodist Church

Ruckersville

Movie Gallery

VBS named recipient of fundraising efforts

Virginia Blood Services is pleased to announce that the 19 clubs in the Lee District of the Junior Federated Women's Clubs, located in central Virginia, have selected our organization to benefit from two years of fundraising activities.

"Many other nonprofits were considered, and we are deeply grateful that we were selected," said Laura Cameron, Vice President, Fund Development.

The clubs kicked off their

commitment at an event at VBS on August 20. Club members heard from VBS President Robert Carden and toured our laboratory, which will be the focus of the first round of fundraising. Thirty-six plasma expressors at a cost of \$16,000 will be funded.

"Plasma expressors make true the statement that every blood donation can save three lives," Cameron said. "They do the work of separating whole blood into its components: red blood cells, platelets and plasma."

Benefit events began with a golf tournament on October 18 and may

include dances, Casino Nights, fashion shows and auctions. The Lee District Junior Project, the official name of club members' activities with VBS, has a long history of fundraising events for nonprofits, made successful by the diligent and creative work of hundreds of women.

"We are excited to support VBS in its lifesaving mission," said Amy Cobb, who chairs the Lee District Project.

If you are interested in attending or helping with any of these events, contact Laura Cameron at lcameron@vablood.org or (804) 213-4122. ♦

VBS Sends You Its Best!

Meet Cleola Logan VBS Team Manager



Cleola Logan, makes donors and employees feel at home at the Arboretum donor center.

It's all about commitment and relationships for Cleola Logan.

"I came to Virginia Blood Services 28 years ago," Cleola is proud to say. "When I find a place I like, I stay!"

"Until I had my children, I

worked as a phlebotomist at blood drives," Cleola explains. "After that, I worked in patient services at the Westwood location, and then I worked at the Hamilton Street donor center."

Her patience, dedication and skill were recognized recently with a

promotion to team manager at the Arboretum donor center.

"Cleola has come a long way, being instrumental in mentoring and coaching fellow co-workers," says Julie Miller, center collections manager. "It has been an honor to watch her grow and accept the new challenge of team manager."

In addition to making sure the floor runs smoothly and resolving day-to-day issues, Cleola's primary responsibility as the Arboretum team manager is to maintain relationships. She and her team have an obviously close and effective working relationship and consistently take the time and effort to make their donors, and each other, feel at home.

"Being in a donor center is a little different than working on a blood drive," Cleola shares. "We see our donors more often, know them by name and they know us! It's on ongoing relationship, both with them and with the staff here."

There is also excitement on the

horizon with news that the donor center is expanding to include some adjoining office space.

"We have a lot to look forward to here! We are upgrading our center to be more like the other donor centers once our expansion is complete," Cleola says with her warm smile. "Our interview rooms will be more comfortable and have doors for additional privacy. Plus, we'll have more beds – including more room for automated donations. And, our refreshment area will also be more comfortable and relaxing for donors after they have given blood."

Building relationships is the secret to Cleola's success at VBS. She does this by listening, being courteous, making an effort to understand what others are feeling and by showing respect. Add to that her positive outlook and welcoming smile, and you have a winning combination ... and the reason Cleola is one of VBS's best. Congratulations, Cleola! ♦



Richmond Area:

2111 North Hamilton Street
Richmond, VA 23230

9200 Arboretum Parkway, Suite 102
Richmond, VA 23236

4040-A Cox Road
Glen Allen, VA 23060

4211 Old Hundred Road
Chester, VA 23832

Charlottesville Area:

2401 Hydraulic Road
Charlottesville, VA 22901

University of Virginia Medical Center
West Hospital, Suite 1206
Charlottesville, VA 22903

Augusta Medical Center
64 Sports Medicine Drive
Fishersville, VA 22939

Harrisonburg:

RMH Blood Center
100 E. Grace Street
Harrisonburg, VA 22801

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