

Thank You for a Great 2011

Jackie Fredrick, President and CEO

At this time of the year I reflect back on our accomplishments and challenges of the past year: have we served our communities better, have we advanced our mission and our profession and have we taken care of our people? Change is rapidly upon us everywhere we look and we will be challenged with this new environment for years to come. I don't know of any other blood center that has the talent, the capacity and the broad vision to succeed in this new environment.



Some of our accomplishments have been building a vision for transfusion medicine for the future from donor to patient. TXMD was a glimmer only a year ago and at the end of this week we will have our final review with the second health care system pilot working with both Wheaton and Columbia St. Mary's. We have designed an excellent blood management system from medical expertise to process and IT systems. We are leading in RBC genotyping for donors and patients and we are educating health care professionals across the country and regionally through existing and new systems like be-learning. We have met patients' need for routine and rare blood in WI and across our country. We have taken care of our donors with a focus on meeting their needs in the donation process. Our IT systems have grown in relevance, RFID is ready to pilot. We have begun conversations with other blood centers to achieve strategic alliances.

We have realized our vision for the Medical Sciences Institute with successful grants like REDS 3 and the first Doris Duke grant received in our medical community. We have built a Sickle Cell Disease model to serve a desperately underserved community with our partners at Froedtert and MCW. We have advanced our therapeutic apheresis program with Aurora St. Luke's and Children's and introduced new procedures in transplantation apheresis. We have a new Clinical Trials Office led by Sue Knight. A review of the Benign Hematology program, built by Tom Abshire and team, after over one year of operation was excellent in the eyes of those we serve, Froedtert and MCW. Our CCBD and our Pharmacy program are serving more patients. Our home care treatment program has achieved a new level of service to families in their home. We have met the challenges of staying competitive with our hospitals by changing our pharmacy program model to better serve our major customers.

In transplantation we have provided over 200 organs and hundreds of tissues to patients while caring for donor families. We have established our first partnership with UW Hospital for tissue recovery and expanded our tissue processors. We serve more transplant programs across the country for bone marrow and stem cell transplantation through our Diagnostic Labs and our first living kidney donor program outside of our state. We have new apheresis procedures for transplant patients.

Continued on page 2

New Volunteers in November

Laura Christensen, Greenfield
Kathleen Wenzloff, Screening Events
Rose Grabowski, Marshfield area mobile drives
Lu Pertzsch, LaCrosse area mobile drives
Sheryl Gilbertson, LaCrosse area mobile drives
Carol Anderson, LaCrosse area mobile drives

Volunteer News

Total number of volunteer service hours for December were 2,750.

February Birthdays

- 2/3 Joe Cappuccio, Brown Deer
- 2/4 Betty Brenegan, LaCrosse
- 2/5 Virginia Nelson, Kenosha; Jack Noonan, Greenfield, Media/Mobile Drives; Bea Wiesen Waukesha
- 2/6 Estelle Felber, Brown Deer
- 2/10 Bev Bergmann, Media Drives
- 2/12 Tracy Lechinger, Milwaukee and Media Drives; Sherry Lawrence, Milwaukee and Media Drives
- 2/13 Betsy Freiberg, Manitowoc and Mobile Drives; Betty LePean, Racine
- 2/14 Gary Strothmann, Greenfield and Media Drives
- 2/17 Audrey Labodda, Media/Mobile Drives
- 2/18 Shirley Larson, Manitowoc
- 2/19 Alexis Gibbon, West Bend
- 2/24 Dick Miller, Milwaukee and Media Drives
- 2/26 Peter Schiller, Wauwatosa and Media Drives; Shirley Jovanovic, Greenfield
- 2/28 Pat Jodat, Brown Deer, Mobile/Media Drives; Marcia Molsbee, Media Drives; Rod Denet, Greenfield; Patricia Kure, Wauwatosa

Volunteer spotlight

Name: Edie Pump

How long have you been a BCW volunteer? 10 years.

Why did you want to be a volunteer? We love working with and for Maria. Donors are the greatest people and we enjoy being part of their donor experience.

What's a day-in-the-life for you like? Doctor appointments for Harry and me, volunteering at my synagogue, taking a morning 4 mile walk, short day trips and out to dinner.

One thing most people probably don't know about you?

I was born in Uzbekistan and came to the USA when I was 8 ½ years old.

What is your favorite pastime or hobby? Lunch with friends.

Three words your friends would use to describe you?

Friendly, Giving, Hardworking

Best piece of advice you've ever been given? Be a school teacher, I took the advice.

What is your idea of a great vacation? Travel to Florida and Arizona to visit family.

What event would buy tickets to regardless of price? The price is important to me.

If you could be in any movie, TV show or play, what would it be?

State Lottery Winners.

Season of Giving Blood Drive a Big Success

BloodCenter of Wisconsin hosted the 11th Annual Season of Giving Blood Drive on December 28th and December 29th at the Milwaukee County Zoo. Those attending received a zoo admission ticket for a later date, a limited edition t-shirt and free

entrance to the Milwaukee County Zoo the day of the attempted blood donation.

The Season of Giving blood drive far exceeded the goal – 735 donors attempted to donate blood and a total of 660 units were collected. Of the 735 donors, eight percent were donating for the first time and an additional ten percent were returning after not donating for more than two years.



Many thanks to the following volunteers who donated 595.25 hours to help make the drive a huge success:

Ron and Jan Applebee
Tia Baas
Bev and Mel Bergmann
Deborah Bock
Susan Bomberg
Nancy and Joe Boppre
Michael Brainerd
Amanda Browning
Kathleen Costello
Roseanne Day
Pat Diamond
Carl Diedrich

Robert Dirk
Jolene Epding
Patricia Fernandez
Jessica Ferra
James Fiala
Eileen Figueroa
Belle-Anne and Philip Freund
April and Paul Friedrich
Emma Gehrman
Joyce and Ken Gilgenbach
Sue Hills
Bill Jaeger
Donald Jeanis
Mel Johnson
Jeanne Kamperschroer
Ray Klabunde

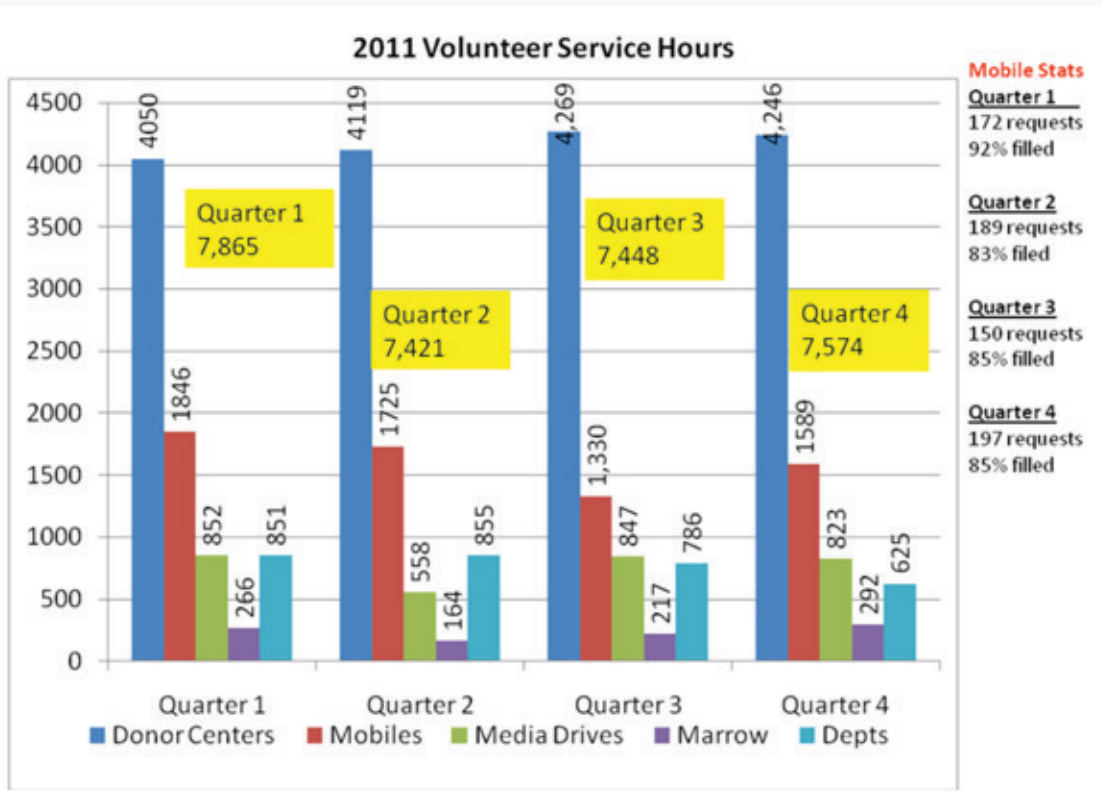
Hanna Knurr
Jessica Kondrakiewicz
Rosemary Kraemer
Barbara Kramer
Carole Krochak
George Kuhagen
Arlene Kurzer
Sandy Laedtke
Tracy Lechinger
Harold Lenhardt
Alice and Dick Miller
Bill and Beverly Miller
James Miller
Donald Mortensen
Robert Nadon
Phyllis Navarrete
John Noonan
Esther Ortiz

Stefania Passyka
Kay and Otto Pena
Donna Pinnow
Brandon Pokrzewinski
William Polzin
Joe Puca
Michael Quade
Dick Radomski
Suzi Rehn
Loretta Rehn
Jerry Roslawski
Peter Schiller
Mitzi Schumacher

Anita Sievert
Meghan Smith
Michael Socha
Gary Strothmann
John Thompson
Nicholas Tomovich
Arlene Tyszka
Gwyn VanderHeyden
Judy Wehrli
Kathleen Wenzloff
Janice Wilinski
Albert Wilkinson
Paahoua Xiong

Volunteer Statistics Summarized

The graph below represents a look at the service hours donated by the volunteer team in 2011. If you are interested in more detailed information or would like to know your total service hours you provided in 2011, let me know. I'd be happy to share this information with you. Thank you for your time, energy and commitment to BloodCenter's mission of saving lives.



New Volunteer Opportunity

Scanning Volunteer – Do you like to work on computers? If the answer is yes, we could use your help. This new volunteer role would require you watch the computer screen as the page is being scanned in to see that the data is not crooked and there are no discrepancies as it scans. It does not require that you are advanced in computer skills, but does require that you are

comfortable using computer-like equipment. It's pretty simple once you get the hang of it. If you have 2 to 4 hours a week you can share with us at our downtown headquarters' location (638 N. 18th Street – parking lot available), please contact me as soon as possible (Maria.Radomski@bcw.edu or 414-937-6364).

Ask Maria?

How many volunteers currently support BloodCenter? 328

Do we need additional volunteer support to our mission? Yes

Where could we use extra volunteer helping hands? Almost all of our donor centers still need volunteer support during their hours of operation. Additionally, we still need volunteer support for our mobile, marrow and media drives. Child care support is always a need for our media drives.

Can you help fill those vacancies? Yes.

How? As you visit with donors at our centers or while you are at blood drives, talk to them about why you volunteer, how BloodCenter's mission impacts their community, and our need for volunteer support. Encourage them to contact me and, as always, thank them for their lifesaving donation.