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*- Jon Trozzolo, Donor Pg 4*

# CBC news

keeping you up-to-date with your Community Blood Center

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## volunteering at CBC is a "win-win" situation

Winning! While this word is not new to our vocabulary, it is one that has recently been made popular by a television celebrity. Community Blood Center also has an infectious attitude of winning with its dedicated group of volunteers.

When Mary Ann Allen finishes a volunteer shift at Community Blood Center, she feels great and feels like she is winning. Mary Ann has been a volunteer driver in CBC's "Drivers for Life" program since its inception in 2009. This wife of 42 years, volunteers two plus hours each week; putting tracks down on the Olathe-Overland Park route for the organization.

Volunteer work is important to Mary Ann; she also serves as co-chair of Dance in the Park, an event that takes place at Roanoke Park in Kansas City. The September event features brilliant dance artistry from ten dance troupes in the Kansas City area. She has helped build this organization over the past three years and enjoys dance herself stemming from her days as a ballet dancer for the Kansas City Ballet Company.

When this life-long Kansas Citian is not volunteering, she can be found diligently managing an office for a marketing firm in Midtown Kansas City, a position she has held with the same company for the past 26 years.


Mary Ann continues to share her time because she says it makes her feel good. "I have had so many blessings in my life that it is now time for me to give something back. Every time I leave the CBC offices on 4040 Main, it feels wonderful to think that I have been able to do something to help a person, perhaps make someone else's life a little better and maybe even save someone else's life at literally no cost to me except for my time. The staff at CBC also makes me feel very important and appreciated. It is a win-win situation."

Mary Ann Allen and her fellow volunteers at CBC keep driving and winning! Community Blood Center's Volunteer Program, "Drivers for Life", was selected winner of the 2010 "Award for Excellence" by the Midwest Association for Healthcare Volunteer Resource Professionals. Each year the award recognizes an outstanding member healthcare volunteer program. The award acknowledges the value of



volunteerism to individual lives and institutions; promotes good will toward the organization and encourages volunteer service that exceeds expectations of customers.

If you are ready to take that next step and join a fantastic team as a volunteer with Community Blood Center, contact Volunteer Services Manager Pam Keenan at 816.753.4040 or pkeenan@cbckc.org

By the way, if you were wondering, the volunteer drivers deliver life-saving human blood, not that "Tiger Blood" that is used by that TV celebrity referenced earlier. 

 **Community Blood Center**  
Save a Life. Right Here, Right Now.  
[www.savealifenow.org](http://www.savealifenow.org)

## coming soon

Community Blood Center has a number of events coming this Fall and we want to make sure you don't miss out. Schedule your appointments now to make sure you get the benefits from being a loyal and dedicated donor with CBC.



### August 15-19, Sporting Kansas City Week.


This annual blood drive is in partnership with Kansas City's Major League Soccer team. Each registered donor will receive a Buy One Get One Free ticket voucher to a 2011 regular season home game at Livestrong Sporting Park in Kansas City, Kansas. The stadium is Kansas City's coolest and most spectacular sporting venue. Donors will also have the opportunity to win other great prizes including autographed Sporting KC merchandise and memorabilia.

### September 3-5, Double Points Days.

Donors can earn double points on these three days. The points can be used in CBC's Save a Life Rewards program. Items in the online store include AMC Theatres Movie passes, beach towels, rolling beverage coolers, shoulder bags and many other great CBC-branded items. Earn a maximum of 600 hundred points with one donation when you give your life-saving platelets, plasma and whole blood. For questions on your eligibility to donate platelets, plasma and whole blood, please contact Community Blood Center at 866.647.4040.



### November 21-26, Kansas City Chiefs Week.

The Kansas City Chiefs once again will hold their annual blood drive with Community Blood Center during Thanksgiving Week. The drive features an appearance by a current member of the Chiefs and many former Chiefs players at CBC's location on 4040 Main. Donors are also treated to a Scimeca's Italian Sausage tailgate lunch on Tuesday, November 22nd and all registered donors receive a commemorative Chiefs-CBC Blood Drive t-shirt. But that's not all; donors also have the opportunity to win signed Chiefs merchandise and memorabilia along with a grand prize of game tickets to a 2011-12 regular season home game. 

# just the type

If you're among the 45% of the population who has been identified with Type O blood, welcome! We don't have to tell you how cool it is to be Type O. As you probably know Type O is the "universal" blood type which means it can be given to just about anyone in need. Talk about being everyone's best friend. You win the popularity contest. Blood centers can't get enough of you. Neither can hospitals. Your blood type is and always will be in constant demand.

Because so many people have Type O blood, you can safely assume there are plenty of donors, right? Wrong. Some Type O's can't donate. Others aren't interested. Still others have never given it a thought. All the more reason for you to encourage your friends, colleagues, family and acquaintances with Type O blood to give often and give regularly... like these fun and quirky (as in "different in a good way") thirty-something Type O donors do:



**Name:** Christina Beard  
**City:** Olathe  
**Occupation:** Marketing Coordinator, Harmon Construction, Inc.  
**Why she donates:** "It is an easy, quick way to serve and makes such a huge impact."

Christina Beard is living proof that no matter how busy you are, you can still find time to donate. She works two jobs, does freelance design work on the side, contributes to the community, sings at her church – and still fits time in her jam-packed schedule to stop by the Community Blood Center and give blood. And there's nothing hit-and-miss about her donation schedule. She's as regular as a clock.

"I started donating blood with my Dad as soon as I was eligible, practically every 56 days," she said. "We are both type O- and are eligible to give baby bags. We're passionate about giving to save lives and volunteering in other ways in the community."

A typical day in Christina's life goes like this. She works as marketing coordinator for Harmon Construction, Inc. during the day and then goes to her night job as a manager at a retail store. In between, she does freelance design work. Her most recent project was pro bono for a new ministry in downtown Kansas City. On Sundays, she and her husband serve as worship leaders at Olathe Bible Church where they contribute in other ways, as well.

She and her husband have something else in common – their commitment to giving the gift of life. "It is an easy, quick way to serve and makes such a huge impact. You know when you leave that you may have just saved lives. And some day you may be in the position of needing blood yourself."



**Name:** Erin Butsch  
**City:** Kansas City  
**Occupation:** Personal Support Specialist, Women's Employment Network  
**Why she donates:** "Once I saw that my blood was tagged with the 'baby blood' tag, I was hooked."

Erin Butsch learned to set boundaries as a probation officer with the Johnson County Court Services for six years. But when it comes to donating blood, she has no limits. She gives as often as she can. She started donating as a freshman at the University of Kansas. This was after her father inspired her by showing off his one-gallon pin. Erin is one of only 7 percent of all people who have Type O- blood – the preferred type for babies needing exchange transfusions. "Once I saw that my blood was tagged with the 'baby blood' tag, I was hooked."

Erin's also hooked on downtown Kansas City. She works there, at the Women's Employment Network. As a personal support specialist, she helps women make career transitions and change their lives. She also lives in downtown Kansas City. In fact, she and her fiancé are renovating a 105-year-old house near Hospital Hill as weekend warriors. She paints, he tears down ceilings. "The first time Shannon and I donated together before we were engaged, the woman who worked with me told us 'The couple who donates together, stays together.'" This turned out to be true. Erin and Shannon will tie the knot this summer.

You would never guess this committed donor gets a little squeamish when she donates. "I encourage others to donate by sharing that I sometimes have a rough time in the donating process. I feel a little faint, but I'm only uncomfortable a few minutes out of my entire day. If that saves a life, it's so worth it."




**Name:** Katie Cowan  
**City:** Leawood  
**Occupation:** Entrepreneur  
**Why she donates:** "It's the easiest way to help the community and give back."

If you ever have the chance to meet Katie Cowan, be sure to check out that ring on her finger. It's from the French-inspired, fashion jewelry company she owns with her mom, Pam.

It all started when Katie went to Italy to work as an au pair. When her parents came to visit Milan, they stopped by Katie's favorite jewelry store, Camille Lucie. That spawned the idea for Put a Ring on It, one of only two Camille Lucie franchises in the United States selling a unique line of cocktail rings, bracelets and earrings. Katie and her Mom have been selling the jewelry at gift marts, and plan to open a storefront soon.

So, how does this relate to blood donation? For many business owners, the last thing on their mind is giving up their precious time to give blood. Not Katie. She donates her precious Type O+ blood at church and school blood drives, every few months. Like a business meeting or sales call, she puts it on her calendar. "I make time for it. You just do it. It becomes routine," she said.

She's been donating for about 10 years now, ever since high school. She even found time to donate while working as the administrative assistant to former Athletic Director Lew Perkins at the University of Kansas. It's tricky fitting blood donations in between non-stop games, trips with the team, and thrilling national championships.

Tricky, but so rewarding. "It's the easiest way to help the community and give back." 

At Community Blood Center, the satisfaction of our donors is extremely important. If ever you have feedback regarding an experience with CBC, feel free to call us at 1.888.647.4040, email [Donor\\_Support@cbckc.org](mailto:Donor_Support@cbckc.org) or fill out the Customer Feedback Form located under the Services heading on our website, [www.savealifenow.org](http://www.savealifenow.org)




[www.facebook.com/cbckc](http://www.facebook.com/cbckc)



**Gallon  
Grad  
Program**

## gallon grad program

Community Blood Center's Gallon Grad program keeps high school donors engaged year round. The program encourages high school students to donate at least eight times prior to their graduation date. Eight donations are the equivalent of one gallon. Students who achieve the goal receive special recognition from CBC and an opportunity to win great prizes including a laptop computer. In 2010, the program had more than 2,200 participants from more than 125 high schools.


The winner of the laptop was Michelle Masoner, an incoming senior at Central High School in St. Joseph, Missouri. To learn how you can be a member of the Gallon Grad program please visit Community Blood Center's web site [www.savealifenow.org](http://www.savealifenow.org) and click the Blood Drives tab. 



## gift of smiles brings cool treats


Community Blood Center's Gift of Smiles program provides nearly 30 sickle cell patients at Children's Mercy Hospitals and Clinics with blood for their monthly transfusions. Patients in the program range in age from toddlers to high school students. Many of the patients require as many as four to five units of blood each month for their transfusions.

CBC staff members recently surprised the children in the program at their annual Camp Courage Summer Camp in Linwood, Kansas. Through the generosity of CBC donors who donate their points back to CBC in the Save a Life Rewards program, a Kona Ice ice cream truck made a visit to cool off the kids on a hot summer day. The campers enjoyed the ice cream, snow cones, shaved and flavored ice along with the unique branded wrap of the vehicle.

Community Blood Center is looking for donors to be a part of the Gift of Smiles program. Donors have the opportunity to give their blood to one of these wonderful children every 56 days. African-American donors have a 43% likelihood of being a specific match to a child in the program. To learn more about the program, please visit [www.savealifenow.org](http://www.savealifenow.org) and click the Blood Drives/Donating Blood tab. 

## iDonate blood drive campaign rocks!

In May Community Blood Center launched its iDonate campaign to encourage high school students to donate at Neighborhood Donation Centers and to hold blood drives at their schools during the Summer. The program has been successful in communicating the need for blood to the dedicated high school blood donor. High school students account for nearly 15% of CBC blood collections annually.

The iDonate campaign featured great prize incentives for students who donated from May through August. Prizes included iTunes gift cards, iPod Shuffles, an iTouch and the grand prize, an iPad. Donors were also notified of CBC summer promotions including Summer of Fun at Schlitterbahn, Royals Week and Battle for Blood. The highly-successful program will return in 2012 with more great prizes. To learn how you can hold a summer blood drive in conjunction with the program in 2012, contact Michaelle Gall at Community Blood Center [mgall@cbckc.org](mailto:mgall@cbckc.org) or 816.753.4040. 



Make your next  
appointment online.  
Visit [www.savealifenow.org](http://www.savealifenow.org)

 **Community  
Blood Center**  
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 **Children's Mercy  
HOSPITALS & CLINICS**  
Kansas City

# donor profile

## Jon Trozzolo: it takes all “types” to save a life



There is no stereotypical blood donor. They come in all sizes, shapes and colors. You really can't pick one out in a crowd either. It could be the young man who sacks your groceries. The principal of your child's school. The colleague who sits on the same committee you do. Or it could be the guy on stage playing rhythm guitar in a blues/rock band.

Meet Jon Trozzolo – business owner, TV and video producer, independent film maker, community supporter, musician, father ... and committed blood donor making a difference.

Jon started donating blood 28 years ago when he worked for KSHB-TV 41 as chief videotape editor/news photographer. “We did a story about the Community Blood Center and the demand for – and shortage of – blood. I thought to myself, this

is ridiculous. We have so many healthy people walking around and so many unhealthy people are in need of blood. There shouldn't be a shortage.”

And so he began a lifetime of giving. If only one percent of all Americans would think the same way and give donate, blood shortages would disappear for the foreseeable future. That is according to the 2007 Nationwide Blood Collection and Utilization Survey Report, Department of Health & Human Services.

### “My blood donation is a gift of life.”

Jon carves time out of a very busy schedule to donate blood and do his part to fill the need. Not an easy task. Jon has many professional and personal irons in the fire. In 2009, he fulfilled a dream when he became partner and general manager of StagePort, the largest green screen sound stage production facility in Kansas City, Missouri, located in the Crossroads Arts District. “I saw a real need for this type of facility in the downtown area,” Jon said.

StagePort is specifically designed for photography, film, video, TV, sound recording, auditions, workshops and casting calls. It is acoustically designed for sound quality and includes dressing rooms, hair and makeup stations, a full kitchen – everything clients may need for commercial and corporate productions.

Jon already was running a full service production company also located in the Crossroads Arts District. Crossroads Media Group, which Jon founded in 2007, provides top quality, diverse productions that include television, radio commercials, web videos, corporate video, commercial, educational, industrial, photography and live events productions.

He's also active in the Kansas City community. He's a member of the Chamber of Commerce, Kansas City Historical Foundation, Habitat for Humanity, Independent Filmmakers Coalition, Kansas City Film Festival Committee, CinemaKC, Kansas City Jazz Ambassadors, American Heart Association and Juvenile Diabetes Research Foundation. “I get satisfaction knowing I am giving back to my community. Our community does and


provides so much for us. We are so fortunate as Kansas Citians to have what we have.”


And then there's his band. The Burnt Ends of Kansas City plays folk rock and blues at local venues, private parties and benefits. “I really got into blues and jazz before I graduated from Park University. I worked at KCUR-FM 89.3 as producer and host of a jazz program.” That experience contributed to a hobby he still enjoys today – collecting old radios, TVs, cameras, clocks and jazz and blues 78rpm records.

The fact that Jon has Type O- blood makes him a little more “typical.” Almost 40% of the population has Type O blood – the universal blood type and the only blood type that can be transfused to patients with other blood types. “The community and hospitals always need Type O donors because their blood may be transfused to a person of any blood type in an emergency. It feels good to support the community and the hospitals,” he said.

### “Donating blood makes me feel good – emotionally, psychologically and especially spiritually.”

Jon admits his donations were “off and on” for a few years. But two things happened to change that. First, his father died, causing something to click inside. “I was going through a really tough time emotionally. I wanted to give something of myself to help others. I am blessed to be healthy and able to give to others in the community who are sick or injured. Whether I know them or not, they have a need and my blood will benefit them.”

The second “aha” moment came after a conversation with his oldest son. At the young age of 16, David was already a blood donor. Jon remembers the day the Community Blood Center donation van came to his kids' school. “My son said ‘Come on Dad, if I can do it, you can do it.’” 

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