



*John O'Hara Recipient... see page 4*



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# CBC news

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

August - October/2010

A Quarterly Publication of  
Community Blood Center

## gallon grads

leaders, heroes and – hopefully – lifelong donors



*Phil Clark, Principal, Olathe South High School ; Marianne Cameron, Gallon Grad Award Recipient; Jeff Bacon, Assistant Director Donor Recruitment, CBC  
Angie Verstraete, blood drive chair person and teacher.*

By the time Jakob Keller graduated from Raymore-Peculiar High School last spring, he had already given the gift of life – nine times. He is one of a prestigious group of high school graduates recognized by the Community Blood Center's new Gallon Grad Program for their life-saving contributions to our community's blood supply.

To earn the Gallon Grad award, a high school student must donate at least eight times before graduation. That's one gallon – more than most people donate in a lifetime. Pretty amazing when you consider these, after all, are just kids.

But Gallon Grads are different. Their ability to set a goal and make a commitment is clearly the stuff our future leaders are made of. And their willingness to step in and get involved when they see a need makes them true high school heroes.



**Studies show people who donate in high school are more likely to give throughout their life.**

Often the lifelong habit of blood donation starts in high school. Jakob said "There was a blood drive at school and I thought why not? I soon found out I have O- blood and that they needed a lot of it." Learning he could donate through the ALYX system, a unique way to donate red blood cells, fueled his desire to give even more.

"Not everyone has the hemoglobin count or the weight for it. It's great knowing I can donate a pint of blood, save two people's lives and do a major service for the community," he said.

Like Jakob, Juston Sanger didn't think much about donating until a blood drive came to his school. The Bishop LeBlond graduate quickly got hooked by how good donating made him feel. "I like to help people." He even coordinated future blood drives as a member of his school's blood drive committee.

For Montanna Benson, it wasn't "if" she was going to start donating, but "when." This Maryville High School graduate said "At my house, it's just one of those things that you do. My Mom has donated for as long as I can remember." Montanna said she feels the proudest when an hour or two after donating she goes shopping with the band still on her arm and people say "hey, you gave blood today, good job."

Marianne Cameron never hesitated to roll up her sleeve when the blood drive came to Olathe South High School. However, she knows some of her friends are afraid. "They don't like needles and this keeps them from donating." Faithfully donating not only sets a good example for her peers. It makes her happy. "After I give, I feel like I have helped someone."

All of these graduates can proudly add "Gallon Grad" to resumes that already are rich with the academics, achievements, clubs, sports and other activities that define a high school leader. All have undoubtedly inspired fellow students to do the right thing and donate. And all – because they started donating at such a young age – are well on their way to becoming lifelong donors who make a life-saving difference in their community and the lives of others.

## 2010 gallon grads

STUDENT	HIGH SCHOOL	DONATIONS
Juston Sanger	Bishop LeBlond	8
Bryson Taylor Tinker	Savannah	10
Marianne Cameron	Olathe South	8
Ron Stephenson	Raymore-Peculiar	8
Katelyn Rivers	Liberty	9
Montanna Benson	Maryville	8
Jakob Keller	Raymore-Peculiar	9

## plan on it!

find out what is going on at community blood center



### August 16-20 Wizards Blood Drive Week

All registrants receive a Buy One Get One Free ticket voucher for remainder of the 2010 regular season and have the opportunity to win merchandise and memorabilia from the Wizards. Don't miss Wizards Day, Tuesday, August 17! There will be a FREE Scimeca's Italian Sausage Lunch, at all locations. At 4040 Main, Dynamo, the Wizards' Mascot will visit along with a Wizards Player to sign autographs!



September 4  
**DOUBLE BONUS POINTS DAY!**

Earn double the points when you donate the Saturday before Labor Day. You can earn valuable points for your blood donation and exchange them for CBC merchandise, movie tickets, or give them back as a donation to different hospitals in our area. For more information go to [www.savealifenow.org](http://www.savealifenow.org) and click on the Save A Life Rewards icon.

# service in their blood

## local media members/donors say

There's a striking difference between some members of the local media – and everybody else. Whether working in front of the TV cameras or behind the scenes, they don't stop at simply delivering the news. They step in and get involved when they see a need. They are dedicated blood donors, each living out their own unique definition of "service."

Take Fox 4 Anchor/WDAF-TV Senior Reporter Phil Witt, for example. He started donating blood before he joined the Kansas City news community more than 30 years ago. He believes we each have an obligation and a responsibility to help other people. "Teddy Roosevelt said this country won't be a good country for any of us to live in unless we make it a good place for all of us to live in and it really is true. Unless we improve the lives of everyone, then we're not a civilized society," Phil said.

And then there's John Mertz who is probably best known as host of many of KCPT's fundraising broadcasts. John started giving blood when he was in high school and, to date, has donated over five gallons. "Service to me means people doing what they do best to help others. Whether you can emcee a dinner, attract a crowd or turn an event into a success, do that," John said.

NBC Action News Executive Producer Brooke Givens gives yet another definition of service. "To me, service is helping where you can. I help at school, at church, at work. I give blood. I try to give money here and there," Brooke said. She started donating blood when she was 18 years old. Her "ridiculous need to help others" has resulted in nearly three gallons of lifesaving blood.

Her husband Shane, a director at NBC Action News, mirrors his wife's feelings. "My definition of service is doing whatever you can to help. It doesn't have to be a lot. If everyone tried to give just a little, I think it would improve so much," Shane said. He started donating blood about 10 years ago and for a while also donated platelets. After a family member became ill, he increased his visits to the donation center to 3-6 times a year and has donated 1 ½ gallons.

It may be easy for some to forget about the need for blood. But not so easy for these news professionals. "Everyday the news is right in front of me. You hear about car wrecks and tragedies and a lot of people hurt. Donating blood seems like a little thing I can do to give back and help," Shane said.

"Being in the news industry, I am privy to information on how blood saves lives and the need for it. When Community Blood Center would alert the media of a critical shortage – particularly around holidays like Memorial Day, July 4th and Labor Day – it made me realize the huge need to build up the blood supply," John said.

John has not been shy about using his high-profile job as a TV personality to build awareness of how easy it is to donate. Early in his career, he'd broadcast his midday show from the site of a blood drive and even donate while live on the air. "I wanted people to see it isn't painful, I didn't get groggy or faint and I wasn't lying down. It was a way to show you can give blood and go back to work," John said.

## Community service is not something they "do", but a part of who they are.

Why do they keep giving, year after year?

For Phil, it's the joy of giving back. "It really does lift a person's heart to contribute and help other people," he said. "We can simply spend half an hour donating blood. The impact that can have on individuals who are suffering and need the lifesaving infusion is profound."

For John, learning he was a rare donor and had a rare opportunity to save lives turned donating into a passion.




John Mertz (right) of KCPT-TV

The staff at Community Blood Center used it to hook me," he laughed.

He said he's come to appreciate the required health screening he's given before donating. When the staff noticed his blood pressure creeping a little higher each year, they advised him to get it checked. "I did see my doctor and I did have high blood pressure. I would not have known this otherwise."

All agree the staff at Community Blood Center is nothing short of superb. John said "Donating regularly has allowed me to get to know several of the people. It's like seeing friends when I go in. The process is incredibly well organized. You get in, you get out, the staff is fun to be around and very competent."

Brooke gives at the 40th and Main Neighborhood Donation Center because it's conveniently located around the corner from where she works. A busy working mother of three daughters with little time to spare, Brooke said "I always tell the staff they get one shot and if they don't make it, that's all. So far, everyone's made it in one shot."

"They do it right. They uphold really high ethical and safety standards. There hasn't been a single person I have encountered there who hasn't matched up to this standard. I feel very strongly that Community Blood Center is an extremely valuable organization in our community and the work they do is vital to the health of our community," Phil said. 



Jay E. Menitove, M.D.,  
President/CEO and Medical Director

## from the desk of Jay E. Menitove, M.D.

In this issue of CBC News, we highlight the achievements of "Gallon Grads", recent high school graduates who donated eight times before graduation. Their accomplishments are especially inspiring and their rewards (the good feeling they enjoy from helping someone) are equally rousing. These remarkable individuals serve as role models and, hopefully, will be lifelong blood donors.

It has only been a few years since Missouri and Kansas 16 year olds have been eligible to donate blood. In 2006, the Missouri and Kansas legislatures passed laws lowering the donor age to 16 from 17. Governors Blunt and Sebelius signed the legislation. During the 2006-2007 high school season, more than 4,000 16 year olds gave the "gift of life." During the most recent school year, these high school students donated 5,000 units. Along with the "Gallon Grads", we anticipate many will remain committed to the community blood program.

High school students obviously, are not the only ones who enjoy donating blood. On page 2, we present comments from local media notables. Interestingly, their thoughts mirror those of the younger generation – community service and helping others. Ditto for the type O donors featured on page 3.

And, who are those at the other end of the process? They are recipients like John O'Hara (page 4). To me, it's all about sharing our fortunate good health with those needing time to mend or recover from an accident, surgery, or intensive therapeutic regimen.

Indeed, "community service is not something they do, but a part of who [we] are". Thank you for all you do for our community and Saving a Life, Right Here, Right Now!

**Our Mission:**  
*To provide a volunteer blood supply and support services that meet the needs of patients, donors, physicians and hospitals.*



# just the type

If you're among the 45% of the population who has been identified with Type O blood, welcome! With this issue of CBC News, we're unveiling a new column – full of Type O news and information – designed just for you.

We don't have to tell you how cool it is to be a 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 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:**  
Nicholas Segura  
**City:**  
Kansas City, MO  
**Occupation:**  
Founder,  
385AGENCY.com  
**Why he donates:**  
"Giving blood is just another way to be connected to the world."  
**Follow Nicholas:**  
<http://twitter.com/NicholasSegura>

No one would think for a moment that entrepreneur Nicholas Segura is conventional. Even as a child, he stood out as one of the few Hispanic kids in his Catholic grade school. Today, as founder and owner of a multi-cultural marketing and talent firm, he is breaking new ground by helping clients communicate to emerging ethnic groups such as the Hispanic market. Then there's the way he goes about marketing his company. Facebook. Twitter. Fan pages. To say he's extremely connected to the world is an understatement.

Curiously, this connectedness has a lot to do with his commitment to giving blood. "Our world is getting smaller. By being on Facebook and watching friends connect with other friends, you will know how small the world is. Giving blood is just another way of being connected to the world. You share what you have and can give. I don't have a lot of money I can give out, but what I can give is certainly a pint

## 16th annual battle for blood



After a two-year absence from atop the victory stand, Kansas City area fire departments have reclaimed the coveted Champions Cup in Community Blood Center's Annual Battle for Blood.

The 16th edition of this friendly competition took place from June 26 – July 6 at Kansas City area Community Blood Center Neighborhood Donation Centers. The Fire Departments came out on top this year with 1031 registered donors on their side compared to 912 for Kansas City area Police Departments.

The Police won the Champions Cup in 2008 and 2009 with dramatic come back wins on the final day of the competition, but this year the Fire led the race from start to finish with leads that reached nearly 200 donors. The closest the Police came this year was 64 donors on the second to last day of the competition.

of blood every eight weeks. That doesn't cost me anything at all," Nicholas said. And to think his motivation to give blood grew out of a childhood fear of needles. "I am one of those types of people who, instead of running away from my fears, I face them head on. So one day, a blood drive came to my high school and I thought 'I am getting over this fear.'" Since that day, Nicholas has regularly and generously donated over 1 ½ gallons of his precious and life-saving Type O blood. To best understand the original and colorful person Andee Weinfurt is, you only have to click on her blog where she



**Name:**  
Andee Weinfurt  
**City:**  
Weston, Missouri  
**Occupation:** Author,  
Copywriter, Columnist,  
Blogger  
**Why she donates:**  
"To know that you can make such a difference and it's so easy, there's just no way you can't give."

**Follow Andee:** <http://andeeveinfurt.blogspot.com>

regularly shares the "big news in my little world." Or check out her biweekly column in The Weston Chronicle for her irreverent look at life and love in a small town. Or read her book, So This Is Christmas ... and Other Daily Disasters, where you'll find a collection of her best newspaper columns and blog entries. Add to all that her day job as a copywriter for Glynn Devins, an agency focused on marketing senior living communities, and you can safely say Andee is not only a prolific, but influential writer – particularly in her community of thirty-somethings.

But there's something else you need to know about Andee. She's a regular blood donor who's given nearly 2 gallons of blood since she started donating 16 years ago in high school. Today she is passionate about giving her blood which is even rarer than O positive; she is part of the 7% of the U.S. population that is O negative. Additionally Andee is CMV negative – this combination makes Andee not just a universal donor, but a baby saver! You see her blood type, combined with CMV negative, is the kind that babies require since their bodies are so fragile. "There is just no excuse for not sharing it," she said.

And she uses every platform she has to convince others to give donating a try, just once, because she knows the chance they'll go back is good. "If you never again take my advice, please do it this time when I tell you to visit the Community Blood Center. You really do have the power to save a life. Believe me; it's amazing when you know you have."

Be sure to check out this spot in the next CBC News for more cool Type O news and profiles. And encourage your Type O friends to do the same!

"The event was absolutely wonderful, we're grateful for the time, energy and donations given by both the Police and Fire Departments from all participating municipalities. They encouraged family, friends and citizens in their communities to get out and help save a life with a simple blood donation." stated Stann Tate, CBC Marketing Director.



## CBC on YouTube

If you're interested in sharing CBC's story with your friends, neighbors or with someone on the other side of the globe, you can do so by forwarding the CBC YouTube URL [www.youtube.com/kccb](http://www.youtube.com/kccb)

The YouTube page features professional broadcast quality videos that have been produced with our donors in mind. You can share information with others on CBC's special programs including Gift of Smiles Sickle Cell program, How to Produce a Top-performing High School Blood Drive and other inspirational videos including archived TV news stories.

Take a few minutes to view the videos and post them on your Facebook page or email the links to someone who may enjoy learning more about how important blood donations are in our community.



## CBC's summer of fun a huge success!



Community Blood Center donors recently found out that the best way to beat the heat is to donate blood with CBC.

Community Blood Center and Schlitterbahn recently partnered

on a "Summer of Fun" promotion that gave donors an opportunity to pick-up a Buy One Get One Free voucher after registering to donate their life-saving blood at CBC mobiles and Centers from mid-May through mid-June.

The promotion proved to be a tremendous success and assisted CBC in keeping an adequate supply of blood on the shelves during what is a typically difficult time to collect blood as many people prepare for summer vacations and outdoor activities. During the first week of the five-week promotion, Community Blood Center had nearly 575 appointments booked online as a result of a single email campaign.

"Community Blood Center is thankful for the partnership we have with Schlitterbahn. They're not only a valuable asset to the entertainment options we have in Kansas City, but they're truly a community partner that understands how important blood donations are to sustain life." said David Graham, CBC Vice President of Donor and Hospital Services.

Schlitterbahn is a \$750 million dollar world-class water park resort that is still in the initial stages of development. The family-oriented park features uphill water coasters, mammoth tubing rivers including world's longest tidal wave river, three huge slides, a white water tube chute and 13 mini slides for children, three relaxing beach areas and a giant hot tub with a swim-up refreshment bar. To learn more about this incredible vacation destination visit [www.schlitterbahn.com](http://www.schlitterbahn.com)

## when you donate blood with CBC, you are helping someone in your community




**John O'Hara** is a local news personality, but not one you'd recognize from television. He has his own web-based, community driven news program called DIYnews.org. On this program, he covers area events like Feed the Need, Meals on Wheels and blood drives. While covering one of Community Blood Center's blood drives in Olathe, John became reacquainted with CBC.

In August of 1995, John was involved in a home explosion which left him with burns on more than 90% of his body. After his older brother Mike pulled him from the burning house, fire fighters and EMT kept him alive while he was transported to KU Medical Center for treatment. It was at the hospital that John first became acquainted with Community Blood Center, when he needed multiple blood transfusions to recover from his burns.

*"The Fire Fighters and EMT kept me alive initially, but without the blood transfusions, I wouldn't be alive today and wouldn't have the wonderful family I do now."* ~John O'Hara

Since John has experienced first-hand how important donating blood can be, he's now made it his mission to educate the members of his community on the benefits of being a blood donor. The message he sends to all his viewers is, "be a hero, save a life with the simple act of donating blood."

To see John's footage of CBC's Battle for Blood and other area blood drives, visit [www.diynews.org](http://www.diynews.org) 



*Community Blood Center is always working hard to improve and enhance your donor experience. In the past six months CBC has created partnerships with the following businesses which directly benefit our donors... We hope you will support these partners that support your Community Blood Center.*

