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Northern California Community Blood Bank
Eureka, Calif.

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Florida Blood Services
Saint Petersburg, Fla.

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Institute for Transfusion Medicine
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*Dirk Johnson*
BloodSource
Mather, Calif.

*Jodi Minneman*
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Coffee Memorial Blood Center
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*as of April 1, 2009*
Michelle Stefan – ex officio  
Carter BloodCare  
Bedford, Texas

Don Thomson  
Community Blood Center of the Ozarks  
Springfield, Mo.

Richard Youngblood, MBA  
Blood Assurance, Inc.  
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**ABC Staff**

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Director, Data Administration

Toni Mattoch, MA, MT(ASCP)SH, SBB  
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Lolita Norwood  
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Gary Koehn  
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Strategic Advisor

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Marge Pierce, MT(ASCP)SBB  
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Gena Swisher  
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Tiffany Zitzewitz  
Director, Administration

THE FOUNDATION FOR AMERICA’S BLOOD CENTERS

Tammy Burkhardt  
Development Assistant
Joint Letter from the CEO and President

“It was the best of times . . .”

We all know what comes next. While the end of 2008 was by no means the worst of times for ABC and its members, the year was very much a “tale of two cities.” The member centers went into 2008 with some of the strongest numbers in over a decade in blood collections, service demand, finances, equity, growth opportunities and expansion. With over $3.7 billion in revenue, 27,000 employees and $2.7 billion in assets, the centers also saw a record of $1.3 billion in “non-blood” revenue. These are expansion areas in medical, diagnostic, therapeutic, tissue, stem cell and transfusion services to the hospitals we serve. While overall annual demand for blood services continued to expand at a modest but steady 2 percent, demand for “other services” have proven to be the real growth opportunity as hospitals, more and more, look to outsource expensive expertise.

However, by the end of 2008, the bad economy had kicked in with multiple unknowns and worries for healthcare and blood services, and so did a new reality of blood supply. Before the “mad cow” donor deferrals in the early part of the millennium, blood centers routinely targeted a three- to five-day blood supply at the blood center as a “safe level” to meet even extreme demands. But deferring about 5 percent of faithful donors (who gave up to 9 percent of annual donations), who spent three or more months in the UK or five years in Europe during the mad cow era, sent many blood centers into chronic or frequent shortages for many years. Huge investments were made in recruiting new donors. And just about the time that centers were getting used to managing a two- to three-day supply, demand began to slow.

All of this came together towards the end of last year. The result was good for centers that traditionally depended on imports because of high demand, and not so good for centers whose main growth was exporting blood to those importers. 2009 appears as a year of “changing dynamics” and not knowing exactly what the future will bring as hospitals look to trim costs as much as possible, while the new administration looks to implement universal health-care coverage that could eventually make hospitals busier than ever.

For ABC, the year began with growth in members and programs, and more opportunities nationally and internationally. The year ended with as much promise and enthusiasm, but a worried membership that wanted fiscal restraint. “Do it all, but with no growth in funding,” was the message. So for 2009, our sights remain high, but our horizon has gotten a bit further away. Since ABC only pursues good ideas – and you never want to discard good ideas – the best alternative is lengthening our timeline. In 2009, we will be testing good ideas, with some falling by the wayside as the really good ones gain momentum. So, we have promises to keep and value to deliver!
ABC accomplishments for fiscal year 2008-09:

- Implemented the Data Warehouse for member benchmarking; starts with five years worth of over 1,000 data elements, for such areas as financial, operational, testing, deferral and productivity;

- Acquired a value-added member hospital inventory management system from England's National Health Service Blood and Transplant; the North American version to be implemented mid-2009, while adding automated data collection on blood recipient outcomes by early 2010;

- Developed a Foundation for America’s Blood Centers (FABC) fundraising plan to help resume demonstration grants to members;

- Signed a Memorandum of Understanding with the National Marrow Donor Program to assist members in cord and peripheral blood stem cell collections and diversity recruitment; also to jointly explore developing a business association to expand patient access to cell therapies;

- Signed an emergency blood contingency agreement with the Israeli Magen David Adom blood program;

- Disseminated a pandemic flu toolkit to assist members in local response preparations;

- Published 48 issues of the ABC Newsletter;

- Registered a record 207 attendees to the Annual Meeting; Interim Meeting with 145;

- Trained 64 medical directors, 135 donor recruitment and communications staff, 37 fund developers and 50 human resources staff at specialty workshops;

- Hosted 27 Webinars for members and rolled out new Listservs for five member networks;

- Developed and analyzed a member satisfaction and strategy assessment: 656 member contacts responded; 51 percent of the total. Results gave ABC high marks for effectiveness; provide guidance for reorganizing approaches to better serve member needs;

- Conducted 12th Annual Awards of Excellence Program;

- Preserved member ability to sell blood-related drugs under regulations of the Prescription Drug Marketing Act; 22 members sell $450 million in derivatives;

- Made members eligible for $2 billion in undesignated health IT grants;

- Organized first national conference on the regulation of blood establishment computer systems (BECS);

- Obtained American Medical Association approval of a resolution supporting blood center inclusion in medical malpractice reforms;

- Worked with FDA, EU regulators and suppliers to standardize clinical trials for new tests and blood related devices;

- Advocated successfully with Nuclear Regulatory Commission to preserve Cs-137 blood irradiators; avoided $21 million in member replacement costs;

- Preserved up to 20 percent of collections from frequent pheresis donors; and

- Rolled out Improving Manufacturing Practices and Quality (IMPAQ): Since 1992, these quality programs have resulted in the training of hundreds of thousands of member staff.
ABC Happenings

Staff Anniversaries
FY 2008-09 (April 2008 – March 2009)

5 Years
Robert Kapler
Director, Government Relations
Editor, ABC Newsletter
March 2009

10 Years
Susan K. Claffey
Director, Contracting
February 2009

25 Years
Trudy Thompson
Manager, General Accounting
April 2008

Staff Retirements

27 Years
Jane Starkey
October 2008
Scientific, Medical, Technical, Quality & Regulatory Services

SMTQR continued to provide support for strategic scientific, medical and technological decisions impacting the health and safety of blood donors, recipients and the blood supply. The department also addressed and assisted members with new guidances and bulletins issued by regulatory and standard-setting agencies that may impact blood centers, or the benchmarking practices related to blood donors, component preparation, testing and blood transfusion.

Highlights include:

- Participated in Inter-organizational Task Forces on Disaster Planning, Pandemic Flu, West Nile virus (WNV), Chagas disease, Recovered Plasma and Biovigilance; AABB Committees (Transfusion-Transmitted Diseases, FDA Liaison and Donor History Questionnaire). In addition, SMTQR is a member of the organizing committee of the annual PhRMA meeting on quality and regulatory issues;

- Presented ABC members’ positions before the FDA Blood Products Advisory Committee (BPAC) and the HHS Advisory Committee on Blood Safety and Availability (ACBSA) on HBV NAT, Chagas testing, Plasma for Future Manufacture and WNV testing triggers;

- Successfully advocated with the Nuclear Regulatory Commission against the unnecessary ban of Cs-137 blood irradiators needed to prepare components for transfusion into immunosuppressed patients. As an added benefit, this resulted in the avoidance of $21 million in member replacement costs;

- Compiled a substantial amount of member data and responded to a Draft FDA Guidance on Automated Platelet Collections that would have had a major impact on collections without the benefit of safety for donors and recipients. FDA accepted many of the suggested changes and included them in the final version. These changes avoided a 12-20 percent loss in collections from frequent platelet donors;

- Reviewed and submitted formal comments to the FDA on numerous guidances and proposed regulations to include the 21 CFR 600 series (Requirements for Human Blood and Blood Components Intended for Transfusion or for Further Manufacturing) proposed rule, and draft guidances on: WNV NAT, Hbc reentry, Parvovirus B19, Good Practices for Tissues and HCT/Ps and Process Validation;

- Reviewed and submitted comments to the International Council for Commonality in Blood Banking Automation, Inc. on the Draft-ISBT Uniform Labeling for Cell Therapy;

- Continued to work intensively with the members, AABB and the FDA on regulatory and standards issues related to the role of the blood center in maintaining donor health: to modify deferrals for malaria, to rationalize approaches to bacterial detection, to resolve the complex issues surrounding the reduction of tattoo deferrals and to review methods for lowering reactions in young donors;
• Provided forums for member review and discussion of strategies for TRALI risk mitigation;

• Reconvened the Donor Error & Injuries Working Group to conclude a long project that is consistent with biovigilance initiatives being developed by AABB and the American Red Cross. Developed a database to aid members in tracking donor reactions;

• Assisted members in navigating the ISBT 128 implementation;

• Contracted with a statistician to develop a QC sampling plan for compliance with the FDA Platelet Guidance based on member data;

• In preparation for a potential flu pandemic, facilitated tabletop exercises at Nebraska Community Blood Bank and the Mississippi Valley Regional Blood Center. Also hosted the Alliance of Blood Operators International Blood Emergency Planning Action Group meeting in Washington, D.C., enabling the group to complete work on the pandemic flu toolkit;

• Established a mechanism to respond to emergency needs in support of the Memorandum of Understanding ABC signed with the Israeli blood program Magen David Adom;

• Conducted the Medical Director’s Workshop and SMT Forum at the ABC Interim Meeting in July 2008. Also planned the SMT Forum and SMT Plenary session at the ABC Annual Meeting in March 2009;

• Conducted and completed planning for the 2nd joint Quality & Technical Directors Workshops;

• Started the ABC “Journal Club,” a program managed by members to keep members up-to-date on relevant literature on transfusion medicine, and conducted two “Journal Club” teleconferences;

• Created several Web-based educational opportunities for members including an SMT Webinar on the provision of blood products for trauma protocols and Quality Education Webinars on Internal Audits and CLIA Assessments/Inspections;

• Completed the development of IMPAQ III, a training program in quality and operations, and planned 11 sessions nationwide;

• Continued to promote and maintain the Quality Assurance (Quality Bytes) and Technical Director Listservs as tools for exchange of information among members. Launched a new Medical Issues Listserv;

• Published two Blood Bulletins: Rh Antigen D: A Review for Clinicians (April 2008) and Fresh Frozen Plasma for Transfusion: A Review (August 2008); and

• Provided scientific/technical support to GSABC on recovered plasma, HTLV-1/2, Parvovirus B19, HIV-1/2 Group O and NAT issues. In addition, provided support regarding EU regulations and the EU inspection process for members that provide plasma to manufacturers of plasma therapeutics like immunoglobulins, anti-hemophilic factor and albumin.
Appropriate Inventory Management

In 2008, ABC launched the enhancement of innovative inventory management software developed and successfully used for over eight years by England’s National Health Services Blood and Transplant (NHSBT).

In eight years of use, NHSBT experienced a decrease of more than 16 percent in the quantity of red blood cells (RBCs) distributed, a reduction of 45 percent and a 5-day reduction in distribution on average. The use of RBCs in the U.S. is 48/1,000 population, a number similar to NHSBT in 2000. Today, blood use in England is 40/1,000 – a 17 percent reduction – much of which is attributed to the use of Appropriate Inventory Management (AIM). A similar reduction in the U.S. could save hospitals nearly $1 billion annually and, more importantly, save millions of patients’ needless exposure to blood transfusion.

AIM will provide hospitals with an evidence-based tool that establishes best practices for transfusions, assures transfusion needs are met with an adequate supply, aids emergency preparedness, reduces wastage, decreases blood related costs by better inventory management and promotes compliance. AIM will be developed and implemented in two phases over two years.

AIM Phase One is a Web-based data management system that will:

• Collect from and provide information to blood services and hospitals regarding individual and community-wide blood inventories;

• Benchmark and trend blood center and hospital inventory, wastages and transfusion performances against a national database, which will also identify best practices for product management; and

• Assist hospitals in compliance with AABB and CAP standards as well as meeting emerging Joint Commission standards on monitoring blood usage.

AIM Phase Two, which will be operational in early 2010, is an electronic blood utilization management system that will:

• Replace manual entry of inventory and transfusion data for most hospitals;

• Capture patient transfusion data by the Medicare Severity Diagnosis Related Group (MS-DRG);

• Capture transfusion indicators specific to product groups and physicians;

• Benchmark transfusion outcomes by MS-DRG, length of stay, patient age, sex and by hospital/physician using a national database, which will identify best practices in blood management;

• Become a tool that can be used as an aid in demand forecasting; and

• Document transfusion reactions and help hospitals and blood centers develop intervention strategies.

The start-up cost of $200,000 is being shared among the participants. The initial consortium consists of 10 ABC members: The Blood Center of Iowa, The Blood Connection, BloodCenter of Wisconsin, Carter BloodCare, Community Blood Center (Dayton), Community Blood Services (New Jersey), Indiana Blood Center, LifeShare Blood Centers (Louisiana), Mississippi Valley Regional Blood Center and Northern California Community Blood Bank.
Government Relations

The activities of the Government Relations department help to fulfill ABC’s mission “to help member blood centers serve their communities.” It does this by shaping new laws and regulatory policies through grassroots advocacy, coalition membership work and lobbying (both direct and indirect). Using this combination of legislative advocacy and grassroots outreach, the Government Relations department helps strengthen local relationships with elected officials, while forging a national identity for community blood centers. This past year was a busy one for Government Relations staff working with senior management on policy issues.

Blood Included in Regularly Updated CMS Market Basket

Ending a decade-long lobbying effort by ABC and other organizations, the federal government, in May 2009, issued a proposed rule that would for the first time provide a separate line item for blood costs in the hospital Inpatient Prospective Payment System (IPPS). The rule would take effect in fiscal year 2010, starting Oct. 1. The figure is based in part on blood and organ banks’ cost data from the Producer Price Index (PPI), to be used as a proxy in the patient/

Diagnosis Related Groups Market Basket. Inclusion means that the lag between a price increase to hospitals and increased reimbursement will be no longer than a year to 15 months. This will assure that price increases that exceed inflation get accounted for in hospital reimbursement. The market basket will pick up any increases for safety measures.

ABC Members Obtain Status as “Health-Care Provider” Eligible for Health Information Technology Funding in Economic Stimulus Package

Members are now able to seek federal funds for developing new standards and applications that will allow blood and transfusion centers to track blood from the donor to the patient. Other initiatives will enhance redundancy and interoperability between different applications (e.g. donor management, donor recruitment, infectious disease testing) within the blood organization. ABC staff and Capitol Hill attorneys are now determining how, when and for what projects members may seek federal health IT funds.
**PDMA Final Rule Protects Distribution Rights**

Ending a more than 14-year struggle initiated by ABC, the Food and Drug Administration (FDA), in October 2008, published a final rule allowing blood centers to continue to distribute blood-related drugs. The rule removes a threat to members’ ability to distribute over a quarter of a billion dollars in plasma derivatives and other blood-related drugs. The rule cleared up federal regulations for blood centers and hemophilia diagnostic centers that also perform health-care services by allowing the establishments to continue activities that were previously threatened by narrow exclusions to the Prescription Drug Marketing Act. ABC staff filed three sets of comments, attended numerous meetings, conducted a survey to gauge the financial impact of losing the right to distribute blood-related drugs and kept the issue on the radar screen of FDA attorneys throughout the run-up to the final rule.

**Excise Tax Implementation**

ABC submitted comments to House and Senate committees for inclusion of language in a tax corrections bill that would allow blood centers to obtain fuel credit cards that subtract excise taxes. Staff continues to seek meetings on the issue with Congressional staff, who have conceded that this needs a legislative remedy, but say they are waiting for the right legislative vehicle, such as a technical amendment bill for tax legislation, to insert language.

**Legislative Day**

Members of ABC visited the offices of at least 50 federal lawmakers on Legislative Day during the ABC Annual Meeting, held March 21-24 in the Washington, D.C. area. Legislative Day is ABC’s biennial outreach effort to strengthen ties between blood centers and their representatives on Capitol Hill. Blood centers advocated for two major initiatives: the insertion of legislative language that would allow independent, community blood centers to obtain credit cards that automatically deduct the federal excise tax on fuel purchases; and a provision that will include blood centers in the list of health-care providers eligible to benefit from any pending or future federal medical malpractice reform legislation.

**AMA Recommends Blood Centers Enjoy Liability Relief**

In June 2008, the American Medical Association approved a resolution advocating that blood centers be covered under any health-care liability reform legislation. For many years, ABC has been trying to get not-for-profit blood centers included in both federal and state health-care liability reform bills. Though rare, when a patient contracts a transfusion-transmitted disease or illness, the not-for-profit, charitable blood center is typically sued, regardless of whether it took all possible measures in compliance with FDA regulations.
Human Resources

Human Resources Workshop: Strategies for Creating the Employee Experience
Since 2002, the ABC Human Resources Steering Committee has planned and organized biennial workshops that focus on HR best practices and programs that are unique to blood banking, as well as those that are common throughout all industries and organizations.

The 2008 ABC Human Resources Workshop, held in Seattle, Wash., had a representation of nearly 40 member organizations in attendance and boasted a 20 percent registration increase (50 participants) over the 2006 workshop. In addition to its peer-networking value, the workshop addressed topics regarding employee onboarding, technology, wellness and more. This program was approved for 10 (general) recertification credit hours through the Human Resource Certification Institute.

Education and Personal Development
The ABC Human Resources Steering Committee hosted three Audio Networking Conferences on key issues affecting HR staff:

Affirmative Action Plans
This audio conference focused on federal affirmative action regulations and compliance issues. In 2007, the Office of Federal Contract Compliance Programs enforcement efforts resulted in a record $51,680,950 in back pay and annualized salary and benefits for 22,251 American workers who had been subjected to unlawful employment discrimination. Ninety-eight percent was collected in cases of systemic discrimination – those involving a significant number of workers or applicants subjected to discrimination because of an unlawful employment practice or policy.

New ABC Tools for HR Professionals
This presentation addressed new ABC communication tools including the launch of the new ABC HR Listserv, a tool that allows the exchange of ideas on blood center HR issues, and the ABC Data Warehouse.

How to Manage HR in Today’s Economy
This high-level presentation provided an overview of creative ways companies are cutting costs, regulatory issues to consider when restructuring staff and benefits, and the most effective ways to manage a reduction in staff.

Comprehensive Benefits Survey
The ABC Human Resources Steering Committee published the results of its first-ever Comprehensive Benefits Practices Survey. The survey yielded an excellent member response rate of 80 percent. The data will be used to develop content within the ABC Data Warehouse for member use.
Communications and Member Services

My Blood, Your Blood
The My Blood, Your Blood program has been widely adopted by ABC members since its launch nine years ago. Throughout the fiscal year, ABC distributed nearly 700 programs in the U.S. and Latin America. A successful email campaign announcing the availability of the program to schools and other educational organizations yielded over 800 direct requests from schools to ABC members.

The My Blood, Your Blood program is made possible by the commitment and financial support of the Foundation for America’s Blood Centers.

Donor Recruitment and Marketing Workshop
The ABC Communications and Donor Recruitment Workshop held in Las Vegas, Nev., attracted over 120 participants. Nearly 50 ABC blood center members were represented at the workshop. Topics included media relations, new social media, relationship building, donor research and surveys, tools of the trade, incentives in blood donor recruitment, recruitment for automated collections, youth recruitment, O-Negative donors and building a winning sales team.

The ABC Communications and Donor Recruitment Steering Committees worked together in 2008 to plan and organize this workshop and additional educational seminars that focused on best practices and programs in the fields of blood donor recruitment, donor marketing, education, communications and public relations. These workshops have been a valuable forum for ABC members to exchange ideas, share practices and present lessons learned.

National Blood Donor Registry
After the tragic events of September 11, 2001, ABC launched the National Blood Donor Registry on AmericasBlood.org. The registry allows Web site visitors to notify community blood centers of their interest in becoming volunteer blood donors by completing the contact information form. Since 2002, 12,870 donors have registered online, 3,933 of them between April 1, 2008 and March 31, 2009, a 46.48 percent increase over the previous year.

Outstanding Corporate Citizen
America’s Blood Centers issued its first-ever Outstanding Corporate Citizen seal to Johnson & Johnson, a world leader in health-care products and pharmaceuticals. The presentation took place in January 2009, during a reception for blood donors at Johnson & Johnson’s World Headquarters located in New Brunswick, N.J.

America’s Blood Centers’ corporate program was designed to recognize businesses who are socially responsible and understand that being part of a local community is about more than providing jobs – it is also about creating a better and healthier community. To receive the seal of Outstanding Corporate Citizen, companies must pledge to become a blood donation advocate by committing to conduct blood drives in partnership with America’s Blood Centers’ members in the communities in which the company operates.
Multicultural Donor Initiative

Following a round of primary and secondary research in previous years, ABC released the “Multicultural Market Entry Plan” (MMEP), a comprehensive guide designed to provide ABC members with effective marketing tools and turn-key recruitment strategies to support increased blood donation from minority populations. In the U.S., the MMEP focuses specifically on Hispanic and Black Americans; in Canada, the focus is on Black and Chinese Canadians. In addition to focusing on individual donor prospects from these populations, the MMEP also places a particular emphasis on those who are in a position to affect a person’s decision to donate blood. These include institutional partners (companies and organizations that organize blood drives and the individuals who lead these efforts), donor-facing staff at the blood centers who make an impact on a donor’s experience while donating and key “influencers” in the community (e.g. journalists, celebrities, clergy, medical personnel, etc.) who have the ability to inspire and influence people to donate blood. The plan introduces seven researched strategies to recruit and retain minority populations. These strategies address the two most common approaches in diversity donor recruitment: the “recruitment-extensive” approach, with the goal of increasing the stock of rare-donor units, and the “retention-focused” approach, with the goal of retaining a larger percentage of diverse donors.

ABC-D Program Demonstrates ROI

ABC members participating in the ABC-D Program, an initiative launched in 2007 to improve recruitment, retention and donation frequencies to increase annual blood collections in a three-year period, have begun reaping the benefits of their investment. All participating members have reported increased collections. Most importantly, members reported an improvement in frequency and one-time donor retention rates, two key indicators of the program’s success. By incorporating the programs tactics into their long-term recruitment and marketing plans, and learning from each others’ successes and challenges, participants were able to efficiently improve blood donation trends in their home markets.

Media Relations

ABC distributed six press releases during the year. Staff and spokespersons conducted numerous interviews, while assisting the following print and broadcast media outlets:

- Associated Press
- The Birmingham News (Birmingham, Ala.)
- CNN
- The Daily Iowan (Iowa City, Iowa)
- FDA Week
- The Morning Call (Allentown, Penn.)
- MSNBC.com
- National Public Radio
- The New York Times
- Orlando Sentinel
- Press Democrat (Santa Rosa, Calif.)
- Reuters
- Rockford Register Star (Rockford, Ill.)
- The Star-Ledger (Newark, N.J.)
- USA TODAY
- Villages Daily Sun (Villages, Fla.)

These articles covered a variety of topics including:

- Behavioral Based Donor Deferrals
- Blood Shortages
- Donor Incentives
- Donor Reactions
- Economy’s Impact on Blood Donations
- Executive Compensation
- Hepatitis B Testing
- “Old” Blood vs. Fresh Blood
- Paid vs. Unpaid Donations
- Safety of the Blood Supply
- Service Fees
- 16-Year-Old Donor Legislation
America's Blood Centers and its members celebrated World Blood Donor Day by thanking repeat donors and continuing to encourage donors to give blood more than once a year. The 2008 theme of Many Happy Returns promoted both altruistic and regular blood donation.

In honor of World Blood Donor Day, Larry Frederick began his Life Across America 2008 journey. The retired police officer was injured in the line of duty in 1982 and received more than 100 pints of blood. He demonstrated his appreciation to donors nationwide through Life Across America 2008. This 50-day bicycle ride from Oregon to New Hampshire, a 3,360-mile stretch, began on World Blood Donor Day and culminated in August, as Larry received an award of recognition from ABC upon finishing the ride.

Spokespersons
As part of a new media relations strategy, ABC formed a panel of seven spokespersons to address both the media and general public. The ABC spokespersons were filmed at the Interim Meeting, answering general questions on their areas of expertise. Brief video clips have been placed on ABC’s YouTube channel at www.youtube.com/americasbloodcenters for both media and public access. Spokespersons include:

- **Dr. Celso Bianco** (America’s Blood Centers) – “Old”/New Blood and Chagas
- **Donald Doddridge** (Florida Blood Services) – Donor Recruitment, Awareness and Blood Donation
- **Dr. Louis Katz** (Mississippi Valley Regional Blood Center) – Infectious Disease (including West Nile virus and vCJD) and Men Who Have Sex with Other Men (MSM) Deferrals
- **Dr. Germán Leparc** (Florida Blood Services) – (Spanish) Donor Recruitment, Awareness and Blood Donation

- **Jim MacPherson** (America’s Blood Centers) – Donor Recruitment, Awareness and Blood Donation
- **Dr. Susan Rossmann** (Gulf Coast Regional Blood Center) – TRALI, General Hematology and “Old”/New Blood
- **Dr. Dan Waxman** (Indiana Blood Center) – TRALI and MSM

**2008 Five Points of Life Bike Ride**
Over 10 years ago, LifeSouth Community Blood Centers started the Five Points of Life Bike Ride, a cross-country bike ride intended to raise awareness of the need for all five points of life: blood, apheresis, marrow, organ and tissue, and cord blood. Since its start, subsequent rides have occurred every other year.

In 2008, America’s Blood Centers sponsored a team as they met with donors, recipients, media and community leaders along their journey. The 2,000-mile, 30-day ride traveled through six southeastern states including Alabama, Florida, Georgia, Mississippi, South Carolina and Tennessee.

**Education and Personal Development**
The Communications Committee and Donor Recruitment Committee jointly hosted several Webinars on key issues affecting donor recruitment and communications staff. Topics included:

- MSM Deferrals and the Effect on High School and College Blood Drives
- Introduction to ABC’s Multicultural Market Entry Plan
- Emerging Issues: Clear Answers for the Media and Public
- Corporate Partnerships
- Paid Advertising in Donor Recruitment – Do’s and Don’ts
“This year, America’s Blood Centers honored the nation’s top organizations and individuals for promoting volunteer blood donation and awareness of the everyday need for blood.”

12th Annual Awards of Excellence

This year, America’s Blood Centers honored the nation’s top organizations and individuals for promoting volunteer blood donation and awareness of the everyday need for blood. Corporations, civic groups, media and individuals received acclaim for saving lives through blood donation and for supporting non-profit, community-based blood programs at the Awards of Excellence ceremony that took place at the ABC Annual Meeting in Washington, D.C.

Most Creative Blood Drive Award
City of Beeville
Nominated by Coastal Bend Blood Center

DAY Rakta Samarpan
Nominated by LifeSource

Dragon*Con
Nominated by LifeSouth Community Blood Centers

Most Productive Blood Drive Award
Nueces County Courthouse
Nominated by Coastal Bend Blood Center

Cincinnati Financial Corporation
Nominated by Hoxworth Blood Center

Lakewood Church
Nominated by Gulf Coast Regional Blood Center

School Blood Drive Award
Inter-Fraternity Council at the University of Virginia
Nominated by Virginia Blood Services

Bob Moore Saturn Challenge Award
Dean Sather, Owner and General Manager, Saturn of Amarillo
Nominated by Coffee Memorial Blood Center
Media of the Year Award
Lone Star 92.5 (KZPS-FM)
Nominated by Carter BloodCare

Corporation of the Year Award
Toyota Motor Manufacturing Kentucky
Nominated by Kentucky Blood Center

Larry Frederick Award
Ethan Patten
Nominated by LifeSource

National Humanitarian Service Award
City of Washington, Iowa Blood Drives
Bi-Monthly Civic Sponsorship Rotation
Nominated by Mississippi Valley Regional Blood Center

President’s Awards
Extraordinary Service to Members
Edward M. Mansfield
Attorney, Belin Lamson McCormick Zumbach Flynn

Extraordinary Service on Behalf of Members
Nora V. Hirschler, MD
Chief Executive Officer, Blood Centers of the Pacific
The Foundation for America’s Blood Centers (FABC) continued fundraising among vendors as a part of the For the Sake of the Patient™ campaign. A five-minute video, available at http://bit.ly/fsop_video was developed featuring campaign chair David Perez (CaridianBCT) introducing and describing each of the campaign’s four initiatives:

- **Expanding Donor Diversity**
  Communities are best served when their blood donors fully represent their population. Through this initiative, the FABC seeks to increase the diversity of donors to reduce shortages of blood in specific populations.

- **Bridging Our Generations**
  This program aims to increase blood donors 18- to 49-years-old through sustained national awareness campaigns with a goal of achieving at least a 5 percent annual growth rate of donations within this population by 2012.

- **Building Community Wellness**
  With blood centers able to provide important new instruments to help communities gauge and improve their health, the FABC will encourage community blood centers to be stronger health-care advocates by empowering individuals in their service areas to better manage their own wellness, while encouraging new and repeat donors.

- **Advancing Quality Transfusions**
  Through the use of Radio Frequency Identification (RFID) technology, this initiative, For the Sake of the Patient™, seeks to increase productivity, safety and create superior traceability for all blood products, while decreasing errors and operational overhead.

**Contributors**

*President’s Circle ($100,000 - $249,999)*
- Blood Systems, Inc.
- CaridianBCT
- Indiana Blood Center
- Institute for Transfusion Medicine
- Pall Corporation

*Benefactor ($75,000 - $99,999)*
- Abbott Diagnostics
- Octapharma

*Pacesetter ($50,000 - $74,999)*
- Chiron Corporation
- Roche Diagnostics Corporation

*Patron ($25,000 - $49,999)*
- Haemonetics Corporation
- Johnson & Johnson
Members

CANADA

Héma-Québec
4045 Côte Vertu Blvd
Saint-Laurent, Québec H4R 2W7
(514) 832-5000
(514) 832-1025 (fax)
www.hema-quebec.qc.ca

UNITED STATES

Alaska
Blood Bank of Alaska
4000 Laurel St
Anchorage, AK 99508-6312
(907) 222-5600
(907) 563-1371 (fax)
www.bloodbankofalaska.org

Arizona
Blood Systems
6210 E Oak St [85257-1104]
PO Box 1867
Scottsdale, AZ 85252-1867
(480) 946-4201
(480) 675-5767 (fax)
www.bloodsystems.org

California
Blood Bank of the Redwoods
2324 Bethards Dr
Santa Rosa, CA 95405-8537
(707) 545-1222
(707) 575-8178 (fax)
www.bbr.org

Blood Centers of the Pacific
270 Masonic Ave
San Francisco, CA 94118-4496
(415) 567-6400
(415) 921-6430 (fax)
www.bloodcenters.org

BloodSource
10536 Peter A McCuen Blvd
Mather, CA 95655-4128
(916) 456-1500
(916) 366-0798 (fax)
www.BloodSource.org

Central California Blood Center
4343 W Herndon Ave
Fresno, CA 93722-3794
(559) 389-5433
(559) 389-5502 (fax)
www.cencalblood.org

Delta Blood Bank
65 N Commerce St [95202-2371]
PO Box 800
Stockton, CA 95201-0800
(209) 943-3830
(209) 462-0221 (fax)
www.deltabloodbank.org

Houchin Community Blood Bank
5901 Truxtun Ave
Bakersfield, CA 93309-0610
(661) 323-4222
(661) 327-8242 (fax)
www.hcbb.com

LifeStream
384 W Orange Show Rd [92408-2028]
PO Box 5729
San Bernardino, CA 92412-5729
(909) 386-6800
(909) 381-2036 (fax)
www.lstream.org
Northern California Community Blood Bank
2524 Harrison Ave
Eureka, CA 95501-3280
(707) 443-8004
(707) 443-8007 (fax)
www.nccbb.org

San Diego Blood Bank
440 Upas St
San Diego, CA 92103-4900
(619) 296-6393
(619) 296-0126 (fax)
www.sandiegobloodbank.org

Colorado
Bonfils Blood Center
717 Yosemite St
Denver, CO 80230-6918
(303) 341-4000
(303) 340-2751 (fax)
www.bonfils.org

Delaware
Blood Bank of Delmarva
100 Hygeia Dr
Newark, DE 19713-2085
(302) 737-8400
(302) 737-8233 (fax)
www.delmarvablood.org

Florida
The Blood Alliance
7595 Centurion Pkwy
Jacksonville, FL 32256-0518
(904) 353-8263
(904) 358-7111 (fax)
www.giveblood.org

Community Blood Centers of South Florida
1700 N State Road 7
Lauderhill, FL 33313-5006
(954) 735-9600
(954) 735-2839 (fax)
www.cbcsf.org

Florida Blood Services
10100 MLK Jr. St N [33716-3806]
PO Box 22500
Saint Petersburg, FL 33742-2500
(727) 568-5433
(727) 568-1177 (fax)
www.fbsblood.org

Florida’s Blood Centers
8669 Commodity Circle
Orlando, FL 32819
(407) 248-5000
(407) 248-5095 (fax)
www.floridasbloodcenters.org

LifeSouth Community Blood Centers
4039 Newberry Rd
Gainesville, FL 32607-2342
(352) 224-1600
(352) 334-1066 (fax)
www.lifesouth.org

Northwest Florida Blood Services
(division of Florida Blood Services)
1999 E Nine Mile Rd
Pensacola, FL 32514-7747
(850) 473-3853
(850) 475-9221 (fax)
www.nfcblood.org

Southeastern Community Blood Center
(division of Florida Blood Services)
1731 Riggins Rd
Tallahassee, FL 32308-5317
(850) 877-7181
(850) 877-7435 (fax)
www.scbcinfo.org

Suncoast Communities Blood Bank
1760 Mound St
Sarasota, FL 34236-7761
(941) 954-1600
(941) 951-2629 (fax)
www.scbb.org

IT WAS THE BEST OF TIMES...
Georgia
Shepard Community Blood Center
1533 Wrightsboro Rd
Augusta, GA 30904-4078
(706) 737-4551
(706) 733-5214 (fax)
www.shepardblood.org

Hawaii
Blood Bank of Hawaii
2043 Dillingham Blvd
Honolulu, HI 96819-4024
(808) 845-9966
(808) 848-4737 (fax)
www.bbh.org

Illinois
Central Illinois Community Blood Center
1134 S 7th St
Springfield, IL 62703-2493
(217) 753-1530
(217) 753-0689 (fax)
www.cicbc.org

Community Blood Services of Illinois
1408 W University Ave
Urbana, IL 61801-2398
(217) 367-2202
(217) 367-6403 (fax)
www.bloodservices.org

Heartland Blood Centers
1200 N Highland Ave
Aurora, IL 60506-1498
(630) 892-7055
(630) 892-4590 (fax)
www.heartlandbc.org

LifeSource
1205 N Milwaukee Ave
Glenview, IL 60025-2498
(847) 298-9660
(847) 803-7685 (fax)
www.lifesource.org

Rock River Valley Blood Center
419 N 6th St
Rockford, IL 61107-4148
(815) 965-8751
(815) 965-8756 (fax)
www.rrvbc.org

Indiana
Indiana Blood Center
3450 N Meridian St
Indianapolis, IN 46208-4437
(317) 916-5150
(317) 916-5005 (fax)
www.indianablood.org

South Bend Medical Foundation
530 N Lafayette Blvd
South Bend, IN 46601-1098
(574) 234-4176
(574) 234-1561 (fax)
www.sbmflab.org

Iowa
The Blood Center of Iowa
431 E Locust St
Des Moines, IA 50309-1930
(515) 288-0276
(515) 288-0833 (fax)
www.bloodcenterofiowa.org
Mississippi Valley Regional Blood Center
5500 Lakeview Pkwy
Davenport, IA 52807-3481
(563) 359-5401
(563) 359-8603 (fax)
www.bloodcenter.org

Siouxland Community Blood Bank
1019 Jones St [51105-1751]
PO Box 1566
Sioux City, IA 51102-1566
(712) 252-4208
(712) 252-1013 (fax)
www.siouxlandbloodbank.org

Kentucky
Kentucky Blood Center
3121 Beaumont Centre Cir
Lexington, KY 40513-1709
(859) 276-2534
(859) 233-4166 (fax)
www.kybloodcenter.org

Western Kentucky
Regional Blood Center
3015 Old Hartford Rd
Owensboro, KY 42303-1349
(270) 684-9296
(270) 684-4901 (fax)
www.wkrbc.org

Louisiana
The Blood Center
315 S Johnson St
New Orleans, LA 70112-2211
(504) 524-1322
(504) 592-1580 (fax)
www.thebloodcenter.org

LifeShare Blood Centers
8910 Linwood Ave
Shreveport, LA 71106-6508
(318) 222-7770
(318) 222-8886 (fax)
www.lifeshare.org

Michigan
Michigan Community Blood Centers
1036 Fuller Ave NE [49503-1300]
PO Box 1704
Grand Rapids, MI 49501-1704
(616) 774-2300
(616) 233-8623 (fax)
www.miblood.org

Minnesota
Memorial Blood Centers
737 Pelham Blvd
Saint Paul, MN 55114-1739
(651) 332-7000
(651) 332-7001 (fax)
www.memorialbloodcenters.org

Mississippi
Mississippi Blood Services
1995 Lakeland Dr
Jackson, MS 39216-5095
(601) 981-3232
(601) 984-3783 (fax)
www.msblood.com

Missouri
Community Blood Center
4040 Main St
Kansas City, MO 64111-2390
(816) 753-4040
(816) 968-4047 (fax)
www.savealifenow.org
Community Blood Center of the Ozarks
220 W Plainview Rd
Springfield, MO 65810-2619
(417) 227-5000
(417) 227-5415 (fax)
www.cbco.org

Community Blood Services
970 Linwood Ave W
Paramus, NJ 07652-2399
(201) 444-3900
(201) 444-3906 (fax)
www.communitybloodservices.org

Hoxworth Blood Center,
UC Academic Health Center
3130 Highland Ave
PO Box 670055
Cincinnati, OH 45267-0055
(513) 558-1200
(513) 558-1300 (fax)
www.hoxworth.org

Nebraska
Nebraska Community Blood Bank
100 N 84th St Ste 200
Lincoln, NE 68505-3101
(402) 486-9400
(402) 486-9429 (fax)
www.don8bld.org

New York
New York Blood Center
310 E 67th St
New York, NY 10065-6275
(212) 570-3000
(212) 570-3195 (fax)
www.nybloodcenter.org

LifeShare Community Blood Services
105 Cleveland St
Elyria, OH 44035-6166
(440) 322-5700
(440) 322-6240 (fax)
www.lifeshare.cc

New Jersey
The Blood Center of New Jersey
45 S Grove St
East Orange, NJ 07018-4198
(973) 676-4700
(973) 676-4933 (fax)
www.bloodnj.org

North Carolina
Community Blood Center of the Carolinas
4447 South Blvd
Charlotte, NC 28209-2674
(704) 972-4700
(704) 972-4699 (fax)
www.cbcc.us

Ohio
Community Blood Center
349 S Main St
Dayton, OH 45402-2736
(937) 461-3450
(937) 461-9217 (fax)
www.cbccts.org

Oklahoma
Oklahoma Blood Institute
1001 N Lincoln Blvd
Oklahoma City, OK 73104-3299
(405) 297-5700
(405) 297-5513 (fax)
www.obi.org

Oregon
Lane Memorial Blood Bank
2211 Willamette St
Eugene, OR 97405-2800
(541) 484-9111
(541) 484-6976 (fax)
www.lmbb.org
Pennsylvania
Central Blood Bank
875 Greentree Rd
Pittsburgh, PA 15220-3508
(412) 209-7000
(412) 209-7175 (fax)
www.centralbloodbank.org

Central Pennsylvania Blood Bank
8167 Adams Dr
Hummelstown, PA 17036-8625
(717) 566-6161
(717) 566-7850 (fax)
www.cpbb.org

Community Blood Bank of Pennsylvania & Western New York
2646 Peach St
Erie, PA 16508-1895
(814) 456-4206
(814) 452-3966 (fax)
www.fourhearts.org

Miller-Keystone Blood Center
1465 Valley Center Pkwy
Bethlehem, PA 18017-2292
(610) 691-5850
(610) 691-5423 (fax)
www.giveapint.org

Rhode Island
Rhode Island Blood Center
405 Promenade St
Providence, RI 02908-4823
(401) 453-8393
(401) 248-5750 (fax)
www.ribc.org

South Carolina
The Blood Connection
1099 Bracken Rd
Piedmont, SC 29673-9644
(864) 255-5000
(864) 242-4824 (fax)
www.thebloodconnection.org

Piedmont Blood Center
175 Dunbar St
Spartanburg, SC 29306-5108
(864) 582-6366
(864) 585-1567 (fax)
www.piedmontbloodcenter.com

Tennessee
Blood Assurance
705 E 4th St
Chattanooga, TN 37403-1916
(423) 756-0966
(423) 752-8460 (fax)
www.bloodassurance.org

Lifeblood, Mid-South Regional Blood Center
1040 Madison Ave
Memphis, TN 38104-2198
(901) 522-8585
(901) 523-8671 (fax)
www.lifeblood.org

Lifeline Blood Services/West Tennessee Regional Blood Center
828 N Parkway
Jackson, TN 38305-3000
(731) 427-4431
(731) 422-4712 (fax)
www.lifelinebloodserv.org

Medic Regional Blood Center
1601 Ailor Ave
Knoxville, TN 37921-6702
(865) 524-3074
(865) 521-2642 (fax)
www.medicblood.com

Texas
The Blood and Tissue Center of Central Texas
4300 N Lamar Blvd [78756-3421]
PO Drawer 4679
Austin, TX 78765-4679
(512) 206-1266
(512) 458-3859 (fax)
www.inyourhands.org
Carter BloodCare
2205 Highway 121
Bedford, TX 76021-5950
(817) 412-5000
(817) 412-5991 (fax)
www.carterbloodcare.org

Coastal Bend Blood Center
209 N Padre Island Dr
Corpus Christi, TX 78406-2002
(361) 855-4943
(361) 855-2641 (fax)
www.coastalbendbloodcenter.org

Coffee Memorial Blood Center
7500 Wallace Blvd
Amarillo, TX 79124-2149
(806) 358-4563
(806) 358-2982 (fax)
www.costumblood.org

Gulf Coast Regional Blood Center
1400 La Concha Ln
Houston, TX 77054-1887
(713) 790-1200
(713) 790-1007 (fax)
www.giveblood.org

South Texas Blood & Tissue Center
6211 W IH-10
San Antonio, TX 78201-2023
(210) 731-5555
(210) 731-5505 (fax)
www.bloodntissue.org

Texoma Regional Blood Center
3911 N Texoma Pkwy
Sherman, TX 75090-1925
(903) 893-4314
(903) 893-8628 (fax)
www.texomablood.org

Virginia
Virginia Blood Services
2825 Emerywood Pkwy
Richmond, VA 23294-3719
(804) 359-5100
(804) 359-5379 (fax)
www.vablood.org

Washington
Cascade Regional Blood Services
220 S “I” St [98405-4221]
PO Box 2113
Tacoma, WA 98401-2113
(253) 383-2553
(253) 572-6340 (fax)
www.crbs.net

Inland Northwest Blood Center
210 W Cataldo Ave
Spokane, WA 99201-2217
(509) 624-0151
(509) 232-4527 (fax)
www.inbc2.org

Puget Sound Blood Center
921 Terry Ave
Seattle, WA 98104-1256
(206) 292-6500
(206) 292-8030 (fax)
www.psbc.org

Wisconsin
Blood Center of Northcentral Wisconsin
211 Forest St
Wausau, WI 54403-5516
(715) 842-0761
(715) 845-6429 (fax)

BloodCenter of Wisconsin
638 N 18th St [53233-2194]
PO Box 2178
Milwaukee, WI 53201-2178
(414) 933-5000
(414) 933-6803 (fax)
www.bloodcenter.com

Community Blood Center
4406 W Spencer St
Appleton, WI 54914-9106
(920) 738-3131
(920) 738-3124 (fax)
www.communityblood.org
IT WAS THE BEST OF TIMES...
Financials

Expense Summary
April 2008 through March 2009

- ABC SUPPORT: 43.16%
- SCIENTIFIC, MEDICAL & TECHNICAL: 18.42%
- MEETINGS & WORKSHOPS: 11.04%
- COMMUNICATIONS & MEMBER SERVICES: 10.26%
- GOVERNMENT AFFAIRS: 7.26%
- ADMINISTRATIVE SERVICES (GSABC/FOUNDATION): 6.81%
- GRANTS: 3.06%

TOTAL: $3,593,576

Revenue Summary
April 2008 through March 2009

- MEMBERSHIP ASSESSMENTS: 67.68%
- ADMINISTRATIVE SERVICES (GSABC/FOUNDATION): 15.63%
- MEETINGS & WORKSHOPS: 11.51%
- GRANTS: 2.98%
- PROGRAMS: 2.04%
- INTEREST: 0.17%

TOTAL: $3,676,902
2008 Annual Report