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America’s Blood Centers’ Officers* and Board of Directors

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Northern California Community Blood Bank
Eureka, Calif.

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Indiana Blood Center
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Mississippi Valley Regional Blood Center
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America’s Blood Centers
Washington, D.C.

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Memorial Blood Centers
Saint Paul, Minn.

Jim Covert
Institute for Transfusion Medicine
Pittsburgh, Pa.

Jeanne Dariotis – ex officio
Florida Blood Services Northern Region
Tallahassee, Fla.

Jeroen de Wit – EBA Liaison
Sanquin Blood Supply Foundation
Amsterdam, The Netherlands

Nancy Eckert, MT(ASCP)SBB
LifeSouth Community Blood Centers
Gainesville, Fla.

J. Daniel Garrick, SPHR
Lifeblood, Mid-South Regional Blood Center
Memphis, Tenn.

Martin Grable
Community Blood Center of the Carolinas
Charlotte, N.C.

Dirk Johnson
BloodSource
Mather, Calif.

William Reed, MBA, SPHR
Kentucky Blood Center
Lexington, Ky.

James T. Rutledge, PhD
Coffee Memorial Blood Center
Amarillo, Texas

Michelle Stefan – ex officio
Carter BloodCare
Bedford, Texas

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

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Blood Assurance
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Staff

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Chief Executive Officer

Celso Bianco, MD
Executive Vice President

William M. Coenen
Chief Operating Officer

Lori Beaston
Manager, Conferences & Executive Services

Mack C. Benton, MJ
Manager, Communications

Tammy Burkhardt
Manager, Network Systems
Anne E. Carroll, PhD  
Manager, Government Relations  
Managing Editor, ABC Newsletter

Deanna Du Lac  
Coordinator, SMTQ & Regulatory Services

Matt J. Granato, LLM, MBA  
Director, Marketing & Member Services

Robert Kapler  
Director, Government Relations  
Editor, ABC Newsletter

Kellie Kerr  
Director, Data Administration

Toni Mattoch  
Director, Quality Services

Leslie Norwood  
Coordinator, Accounting & Office Services

Lolita Norwood  
Manager, Office Administration

Abbey Spittle  
Coordinator, Member Services

Ruth Sylvester  
Director, Regulatory Services

Trudy Thompson  
Manager, General Accounting

GSABC  
Group Services for America’s Blood Centers  

Staff

Jerome Haarmann  
President

Jennifer Ficenec  
Vice President, Supply Chain & Business Development

Tiffany Zitzewitz  
Vice President, Strategy & Operations

Susan K. Claffey  
Director, Contracts

Mary Griffin  
Office Manager

Gary Koehn  
Member Account Manager

Holly Peterson  
Business Programs Coordinator

Marge Pierce  
Director, Technical Support

Mike Smith  
Director, Contracts & Member Relations

Gena Swisher  
Business Development Manager

THE FOUNDATION FOR  
AMERICA’S BLOOD CENTERS

Staff

Lauren Ward Larsen  
President and Chief Ambassador

Matt J. Granato, LLM, MBA  
Director of Operations

Tammy Burkhardt  
Development Assistant

The Foundation for America’s Blood Centers

Calm Before the Storm | 2009 Annual Report
The Coming Storm

The shock of the economic downturn in late 2008 coincided with a national flattening of blood use (after steady increases of 2 to 4 percent for over a decade). It also coincided with the end of blood shortages that were at first severe and then tapered, which were caused by malaria and mad cow deferrals.

Our generous blood supply was the result of multiple efforts at increasing public awareness and automated blood collections and focusing on high school drives while lowering the age for eligible donation to 16 in most states.

In addition, hospitals felt pressure like never before to cut costs and a new desire to cut blood use to the bare minimum.

Congress’ 2010 passage of healthcare reform legislation held out the promise of more patients with insurance, as the boomers age and become patients rather than blood donors.

The convergence of these factors led to a year of contemplation and planning for most America’s Blood Centers’ members with a multitude of questions as to what comes next and what our role will be. Will blood use increase or decrease? Will donors be easier or harder to find?

Whatever the answers, the storm is coming. Decline in blood use will force mergers. Pressure on costs with an absence of growth will also force consolidations. Increasing blood demand with smaller numbers of eligible donors will create shortages and drive up costs that hospitals will resist, which will force consolidations – you catch the drift.

We are already seeing it. It’s a trickle, but within the last two years, 12 America’s Blood Centers’ members became part of larger organizations, and the number of conversations about consolidations increases weekly. For community-based organizations, this redefines community and local supply, which is already being redefined by the increasing number of hospitals joining systems and by our nation’s largest blood supplier acting mostly as a single unit.
America’s Blood Centers’ member centers are well positioned for the coming storm. All have good to excellent regulatory compliance records, up-to-date infrastructure, good cash reserves, and relations with their hospitals, with many vertically integrating as hospitals increasingly outsource their transfusion expertise.

Most have gotten the message that “merging from a position of strength” is in the best interest of the patients and hospitals they serve.

And what of America’s Blood Centers? Armed with a new strategic plan that focuses on growing its national and global influence while growing in services to members and service lines to similar international partners, America’s Blood Centers is also poised to navigate through the storm and emerge more influential than ever.

The two group purchasing programs that consist of America’s Blood Centers and its members (Blood Centers of America and GSABC) are merging some programs and forging a strong supply chain partnership.

The Foundation for America’s Blood Centers (FABC) has realigned and hired its “dream” president in the person of Lauren Ward Larsen, a former blood recipient and a national spokesperson for blood donation. She’s already raised more money in her first 60 days than was raised in the previous 600 to support blood donation awareness programs and operational research.

The electronic bridges to interface with America’s Blood Centers’ Data Warehouse are complete and the next year will see the fulfillment of the five-year vision for online benchmarking between members and eventually between international partners.

Finally, America’s Blood Centers has launched its most ambitious and potentially far-reaching endeavor ever. Called AIM (Appropriate Inventory Management), the program helps hospitals reduce blood wastage and overstockage, as well as inappropriate use at the clinical level. At this writing, the web-based version of AIM has been installed by 10 America’s Blood Centers’ members and more than 300 of their hospitals. The electronic data transfer is complete and will roll out in the remaining months of 2010. AIM is also the first real-time blood use forecasting tool, which can detect trends in use early to better plan collection needs.

As you will read in this report, America’s Blood Centers has had many successes last year in the regulatory, legislative, professional development, and community relations areas.

**Bring on the storm! We’re ready.**
**Staff Anniversaries**

FY 2009-10 (April 1, 2009 – March 31, 2010)

**5 Years**

Leslie Norwood  
Coordinator, Accounting & Office Services  
July 2009

**15 Years**

Lolita Norwood  
Manager, Office Administration  
May 2009

**20 Years**

Lori Beaston  
Manager, Conferences & Executive Services  
June 2009

**New Hires**

Anne E. Caroll, PhD, joined America’s Blood Centers in August 2009, as the manager of Government Relations and managing editor of the *ABC Newsletter*. Anne brings a wealth of experience and skill to America’s Blood Centers. Most recently, she served as deputy director of Humanities Journals for Heldref Publications, an academic publisher based in Washington, D.C. She also spent 17 years in academia as an English professor and teacher. She received her doctoral and master’s degrees in English at the University of Maryland and a bachelor’s degree in English at the University of Michigan.

Kellie Kerr also joined America’s Blood Centers in August 2009, as the director of Data Administration. Before joining America’s Blood Centers, Kellie served as director of Hospital Relations at Carter BloodCare, where she had worked since 2002. Prior to Carter BloodCare, she was the manager of Transfusion Services for St. Paul University Hospital in Dallas. Kellie is responsible for all aspects of America’s Blood Centers’ Data Warehouse, including creating opportunities for establishing new metrics for analysis and monitoring national trends. She has a bachelor’s degree in Medical Technology and is certified by the American Society of Clinical Pathologists.
**America’s Blood Centers’ mission** is to help member blood centers serve their communities. The 2009 Annual Report highlights our accomplishments to our membership in serving their stakeholders. Furthermore, it demonstrates how we as an organization assisted not only our own members (internal community), but also the media, the public, and donor communities.

**Helping Our Members Serve Their Hospitals**

**Appropriate Inventory Management (AIM)**

With many improvements in blood safety and availability occurring throughout the last decade, America’s Blood Centers aims to improve blood inventory management and utilization through the use of AIM. The AIM software value proposition:

- Create a community approach to blood management by aligning blood providers’ supply initiatives with hospitals’ usage initiatives to ensure patient transfusion needs are met, and the community maintains inventory levels to be prepared for disasters;
- Provide a partnership between a hospital and a blood center by aligning Key Performance Indicators that have an impact on financial performances and thereby assist in lowering hospital blood-related costs by 15 percent or more. This is done in three ways:
  - Determine how many days worth of inventory are needed based upon annualized transfusion needs, hospital size, clinical services offered, distance from blood provider, storage capacities, and blood product needs for disaster planning;
  - Provide missing data in current supply chain models to reduce wastage experiences; and
  - Reduce unnecessary transfusion by providing utilization reports with local, regional, and national benchmarking to reveal evidence-based best practices.
- Assist hospitals in compliance with AABB and College of American Pathologists standards as well as the emerging Joint Commission standards on monitoring blood usage;
- Minimize disruptions in supply and access to blood products by networking the local, regional, and national blood supply of hospitals and the community blood suppliers;
- Assure fresher blood use by optimizing the community’s blood inventory;
- Optimize the established blood utilization review mechanism without the need for additional staff; and
- Assist hospitals in receiving the Medicare reimbursement incentives to become “meaningful users” of Electronic Health Records (EHR).

Once a blood center commits to participation with AIM, each center is represented on the AIM Users Group. The AIM Users Group grew to 83 members representing 18 centers by February 2010. The major accomplishments associated with its work include:

- Developed hospital profile for benchmarking in alignment with U.S. hospital profiles, clinical category classifications, and inventory management categories;
- Expanded the VANESA (data management system) data collection from two product groups to nine standardized groups;
- Established hospital usage range widths for usage benchmarking (very low, low, moderate, high, and very high);
• Established wastage categories in alignment with established criteria (CAP-Q Probe);
• Determined service line categories in alignment with standard hospital cost centers (including both cardiology and orthopedic services);
• Mapped all product codes (codabar and ISBT 128) to AIM defined product groups;
• Developed technical specifications for data transfers;
• Developed a process for the automatic upload of the blood centers’ data files;
• Developed AIM User Guides and training sessions for both hospitals and blood centers;
• Completed beta testing in all participating blood centers;
• Developed hospital marketing tools for blood center use;
• Developed a plan for automating the collection of inventory, transfusion, and wastage data from hospitals; and
• Identified and released version 1.1 beta testers (BloodCenter of Wisconsin and Community Blood Center of Dayton).

Phase II of the AIM project creates the ability to collect, analyze, and benchmark clinically valid indicators of transfusion outcomes with a goal of providing a computer application for use in hospitals. This application would extract patient-level electronic health information from existing hospital databases to populate a central database with information on the use of blood and blood products and related transfusion outcomes.

**Blood Product Reimbursement**
America’s Blood Centers held two webinars regarding “Blood Costs Added to Market Basket for Improved Reimbursement to Hospitals.” It is estimated that in the last decade about $1 billion in new safety measures have been added to the annual cost of blood. Until recently, it has taken up to five years or more for blood cost reimbursement for hospitals to catch up to hospitals’ realized cost increases. The Centers for Medicaid & Medicare’s mechanism for evaluating the fast-rising prices hospitals pay for certain goods and services is the Market Basket. Blood products gained inclusion in the Market Basket in October 2009.

America’s Blood Centers developed reference materials for blood center use regarding the provision of appropriate coding of their blood products and services for their hospital clients. Additionally, we issued a news release to national media announcing the change in blood product reimbursement.

**Advocating on Behalf of Our Members before Regulators and Legislators**

**Medical Device Tax**
America’s Blood Centers’ advocacy work helped reduce the potential impact of the medical device tax that was included in the healthcare reform bill. The original Senate version of the bill would have included a tax that would have amounted to nearly $40 billion over 10 years, starting in 2010. First, America’s Blood Centers distributed its official position statement opposing this tax to national media. Staff also encouraged our members to urge their legislators to oppose any medical device tax or fee in the bill, given that blood centers annually spend about $1.5 billion on medical devices and operate on thin margins. More than 20 America’s Blood Centers’ members contacted 40 legislators. Responses from a handful of legislators (Bayh, Feinstein, etc.) indicate that our message got through. The final version of the bill passed with an excise tax that will generate half of the original amount.

**Excise Tax Exempt Fuel Cards**
America’s Blood Centers continued work in the past year to fully implement the fuel excise tax exemption that blood centers received, sending letters and meeting with staff from the Senate Finance Committee and House Ways and Means Committee.

**Cost Effectiveness Bill**
With guidance from our Capitol Hill attorney, the Legislative Committee and America’s Blood Centers’ staff drafted legislative language and began coalition work with AABB and the American Red Cross in anticipation of introducing a bill that would require the Department of Health and Human Services (HHS) to conduct a cost effectiveness study whenever the agency considers imposing a new blood safety measure.
HITECH Rules Comments
America’s Blood Centers lobbied to persuade federal officials to provide Healthcare Information Technology (HIT) funding opportunities for our members. We presented comments at two meetings of the HIT Policy Committee, urging that they keep blood centers’ needs in mind as they craft relevant legislation. America’s Blood Centers’ staff also nominated a member center official for a position on that committee. Most recently, we worked with our Capitol Hill attorney to submit comments to the Centers for Medicare & Medicaid Services on a proposed rule on EHR incentive programs, and on an Office of the National Coordinator interim final rule that sets out standards, implementation specifications, and certification criteria for EHR.

MSM Donor Eligibility
America’s Blood Centers assisted members of the House and Senate in developing strategies and drafting letters to the Food and Drug Administration (FDA) calling for a reconsideration of the lifetime blood donor deferral for men who have had sex with men (MSM).

Prescription Drug Marketing Act Legislation in Florida
America’s Blood Centers assisted the Florida Association of Blood Banks in providing background materials and support on an issue related to the Prescription Drug Marketing Act regulations of the wholesale distribution of blood-related products.

Club 25
With the help of six member blood centers interested in encouraging members of Congress to push for funding for Club 25 programs, we supplied supporting materials to each center and identified senators and representatives that they could contact.

Miscellaneous Regulations
America’s Blood Centers continued to participate in various Interorganizational Task Forces, AABB Committees, Pharma Conferences, FDA Blood Product Advisory Committees, and the Department of Health and Human Services (HHS) Advisory Committee on Blood Safety and Availability on behalf of our members. We advocated to modify malaria deferrals, approve “concurrent plasma,” limit donor Chagas screening, allow more practical approaches to transfusion-related acute lung injury (TRALI) reduction and bacterial detection in platelets, simplify the process for approval of new blood screening tests, identify the role of hepatitis B virus nucleic acid amplification testing in donor screening, and improve the decision-making processes in transfusion and transplantation safety. As a result of our efforts, the FDA changed its interpretation of day of donation to 24 hours from the time of attempted donation and the Joint Commission retracted its 72-hour time limit for consignee notifications.
Investing in Our Internal Community of Members

Webinars
The Human Resources (HR) Steering Committee hosted four audio networking conferences on key issues affecting employees:

- The Employee Free Choice Act and Emerging Labor Relations Issues presentation addressed the emerging labor climate, explored what has driven the efforts behind the Employee Free Choice Act, and described expected outcomes if passed. Discussion points included how to prevent employee relation problems, with a focus on seven key areas within an organization that need to be managed.

- The Management of the Economic Downturn by Members of America’s Blood Centers audio conference focused on the future of the blood banking industry and how HR could help prepare our blood centers for upcoming challenges. A comparative update was given of member blood centers’ operational data from the first and second quarters of 2008 and 2009, and representatives from small and large member blood centers shared best practices for preparing for their organizations’ futures.

- The Fair Labor Standards Act Coverage (FLSA): Exempt vs. Non-Exempt Status webinar addressed the exempt status of blood center employees, particularly donor recruiters, as a labor and employment attorney presented information on the FLSA.

- The Benefit Trends Forecast: Rain or Shine webinar presented timely updates on benefit issues and trends, as well as the latest information on what potential outcomes to expect from upcoming healthcare reform.

The America’s Blood Centers’ Journal Club conducted two webinars, which allowed members to better understand how relevant literature applies to their centers.

The Communications and Donor Recruitment Committees jointly hosted several webinars on key issues affecting donor recruitment and communications staff. Topics included:

- World Blood Donor Day
- Blood Costs Added to Market Basket for Improved Reimbursement to Hospitals
- Back to School with My Blood, Your Blood
- FDA Donor Incentives Policies

48th Interim Meeting
America’s Blood Centers’ Interim Meeting took place in Santa Rosa, Calif., and was hosted by Blood Bank of the Redwoods. It featured a strategy session on outcomes from the Member Satisfaction Survey and the integration of the survey outcomes into America’s Blood Centers’ current strategic plan. The meeting also included an Executive Leadership Forum, that featured a wide range of topics that focused on managing through a challenging global economy, the future of transfusion medicine, and proactive organizational realignment.

48th Annual Meeting
Community Blood Centers of South Florida hosted this year’s Annual Meeting in Fort Lauderdale, Fla. Participants heard presentations from a variety of speakers on reducing reactions among young blood donors, emerging arboviruses, the potential impact of xenotropic murine leukemia virus-related virus (XMRV), and the storage age of red blood cells. The meeting culminated with the 13th Annual Awards of Excellence ceremony.

Professional Development and Training
America’s Blood Centers’ Quality and Technical/ Lab Director’s Steering Committees planned and conducted the Quality/Technical Directors Workshop in Chicago, Ill., for 107 attendees. The program included numerous education topics, such as trauma protocols, pre-pooled components, component automation, TRALI, Radio Frequency Identification, donor reinstatement, validation from various regulatory perspectives,

America’s Blood Centers’ Quality Education Subcommittee also organized and conducted four webinars, which provided additional educational opportunities for more than 1,200 members from the Quality, Technical Director, Collections, HR, and Donor Recruitment Forums.
retraining techniques, EU plasma updates, travel errors, benchmarking, and LEAN. Participants also were given opportunities for networking and sharing best practices through group discussion and poster displays.

A Financial Management Workshop took place in Denver, Colo., at which participants learned about “Beyond Budgeting” and important new updates to the annual IRS 990 tax return.

The SMT Steering Committee planned and organized the SMT Forum/ Medical Directors Workshop in Santa Rosa, Calif. The topics focused on TRALI, transfusion reactions, granulocyte transfusions, new treatments for thrombocytopenia, cellular and plasma therapies, blood management and utilization, source and recovered plasma standards, and a pandemic flu update. Attendees took part in several networking opportunities including group discussions and donor case studies.

This year’s Fund Development, Communications, and Donor Recruitment Workshop took place in Denver, Colo., as host Bonfils Blood Center welcomed 84 participants from almost 40 America’s Blood Centers’ member centers to four days of learning and networking. For the first time, the workshop offered sessions on the topic of fund development. America’s Blood Centers recognized that staff from our member centers fulfill several roles at the blood centers, including fundraising, and thus would benefit from a “one-stop” educational opportunity. Workshop topics included fundraising among blood donors, fundraising in times of economic turmoil, online fundraising, uses of electronic media, emerging issues in blood banking, overcoming PR challenges associated with high-school recruitment, diversity donor recruitment, sport teams blood drives, and successful high-school recruitment.

Improving Manufacturing Practices and Quality (IMPAQ) III
America’s Blood Centers’ IMPAQ III Committee developed and launched the third iteration of this successful educational program in April 2009. The nine nationwide sessions attracted 130 attendees from America’s Blood Centers’ member centers and their hospital customers. The curriculum included instruction on new techniques to fully implement quality in blood centers, preparing for FDA inspections, an update to EU plasma standards and inspections, metrics and benchmarking, project management, blood center training, and competency assessment.

Financial Management
Additionally, America’s Blood Centers conducted several industry-wide surveys that enabled members to benchmark key performance indicators for identifying best practices and trend analysis in order to prepare for future industry needs. These surveys ranged from reporting key financial ratios and executive compensation to employee benefits.

Benchmarking Programs
The Quality Assurance Benchmarking Subcommittee reviewed and released four quarters of Microstrategy data reports to participants. Data collection continues to be ongoing as the subcommittee began the benchmarking process in the spring of 2010.

Disaster Assistance
America’s Blood Centers provided ongoing information on the 2009 H1N1 Influenza outbreak to assist members in their response, while participating on national and international calls shaping blood industry response to pandemics.
Member Assistance
The Donor Error & Injuries Working Group proposed to adopt the AABB Donor Hemovigilance Task Force’s signs and symptoms mapping to reactions to ease data transfer, and comparability. The Donor Tracker tool was revised and released reflecting the changes.

We initiated a self-study program for webinars, which provides America’s Blood Centers’ members with maximum educational opportunities, as well as P.A.C.E.® credits for member technical and quality staff, thus helping to fulfill state licensure requirements.

New Website for Members Launched
In October 2009, America’s Blood Centers’ members gained access to a new and improved website. It contains hundreds of resource documents in all aspects of blood banking, as well as access to networking through Listservs and member forums. It also contains a collection of tools to assist members in their daily activities. The site is organized by America’s Blood Centers’ departments, projects, and blood center disciplines to aid with navigation. More than 2,100 individuals have access to the website. Members can access the site at https://members.americasblood.org.

Peripheral Blood Stem Cells
America’s Blood Centers worked with the members of the Peripheral Blood Stem Cell (PBSC) Committee to identify the priorities and concerns of blood centers that collect PBSCs and recruit potential donors. Staff collected data on the costs incurred by centers as they participate in such activities, compared to their reimbursement rates from the National Marrow Donor Program (NMDP). Additionally, we participated in two meetings, in January and March 2010, with NMDP and representatives from centers that collect PBSCs.

Assisting Our Members with the Blood Donor Community, Media, and the Public

13th Annual Awards of Excellence Recipients
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. At the Awards of Excellence ceremony that took place at the America’s Blood Centers Annual Meeting in Fort Lauderdale, Fla., corporations, civic groups, media, and individuals received acclaim for saving lives through blood donation and for supporting non-profit, community-based blood programs.

Most Creative Blood Drive Awards
Boots vs. Badges 2009 Kick-Off Event
Nominated by Coffee Memorial Blood Center

Alpha Phi Alpha Fraternity, Inc.
Delta Gamma Lambda Chapter – Cincinnati, Ohio
Nominated by Hoxworth Blood Center

Hollywood Boulevard Cinema
Nominated by LifeSource (a division of the Institute for Transfusion Medicine)

Most Productive Blood Drive Awards
Northwest Community Credit Union
Nominated by Lane Memorial Blood Bank

Battle of the Orange and Blue
Nominated by MEDIC Regional Blood Center

Miami Dolphins “Touchdown for Life” Blood Drive
Nominated by Florida’s Blood Centers

School Blood Drive Award
Cottage Grove High School
Nominated by Lane Memorial Blood Bank

Media of the Year Award
Clear Channel New Orleans/Baton Rouge
Nominated by The Blood Center (New Orleans, La.)

Corporation of the Year Award
Greenberg Smoked Turkeys, Inc.
Nominated by Carter BloodCare

Larry Frederick Award
Bob Wise
Nominated by Florida Blood Services
National Humanitarian Service Award
Phyllis Shires
Nominated by Nebraska Community Blood Bank

Thomas F. Zuck Lifetime Achievement Award
Francine Décary, MD, PhD, MBA, OQ
Nominated by Héma-Québec

President’s Awards

Extraordinary Service on Behalf of Members
Cathy Bryan
President and CEO, Blood Bank of the Redwoods

David Perez
President and CEO, CaridianBCT, Inc.

Louis F. Rossiter, PhD
President, Surgical Outcomes, LLC

My Blood, Your Blood

My Blood, Your Blood
The My Blood, Your Blood program has been widely adopted by America’s Blood Centers’ members since its launch 10 years ago. Throughout 2009, America’s Blood Centers distributed more than 500 programs in the U.S. and Latin America. Through exhibition at the national and regional National Science Teachers Association conferences in Fort Lauderdale, Phoenix, and Philadelphia, staff garnered nearly 800 leads for the program.

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

Outstanding Corporate Citizen Award
In recognition of their exceptional support of World Blood Donor Day 2009, America’s Blood Centers recognized Nexcare Bandages as an Outstanding Corporate Citizen. In October 2009, America’s Blood Centers’ leadership traveled to New York City to present Nexcare with the award and also discuss future partnership plans between the two organizations. Nexcare Bandages is only the second company to receive the award since its inception in January 2009.

National César Chávez Blood Drive Challenge
America’s Blood Centers partnered with the College Assistance Migrant Program Alumni Association for their second annual National César Chávez Blood Drive Challenge. Through this initiative, college campuses across the country hosted blood drives with America’s Blood Centers’ members in honor of civil rights leader César Chávez to raise awareness of the need for blood donation amongst Hispanic and Latino communities.

This year’s Blood Drive Challenge scheduled 115 blood drives, with a total of 10,231 registered donors. Nearly 3,000 of these donors were first-time donors and over 3,200 were of Hispanic or Latino descent. By the end of the initiative, more than 8,000 units of blood were collected, along with registrations for both the National Bone Marrow Registry and organ and tissue registries.
Platelets across America
In August 2007, Al Whitney, a retired factory worker from Avon Lake, Ohio, launched his personal initiative Platelets across America with the assistance of America’s Blood Centers. In an effort to raise awareness of the need for platelets, Mr. Whitney has been traveling across the country, in hopes of donating platelets in all 50 states. From April 2009 through March 2010, Mr. Whitney donated in 12 states – Alabama, Arizona, Georgia, Kansas, Minnesota, Nebraska, New Hampshire, New Jersey, New Mexico, North Dakota, Oregon, and South Dakota – bringing his grand total to 35 states.

World Blood Donor Day
“Celebrating the gift of blood” 14 JUNE 2009

World Blood Donor Day / give
Nexcare™ Brand and America’s Blood Centers collaborated for the first Nexcare give program, a nationwide blood donation awareness initiative centered around World Blood Donor Day on June 14.

With the support of hundreds of participating community blood centers nationwide, the Nexcare give program inspired Americans with a message of hope, and it helped to spread the word by distributing limited-edition Nexcare Bandages marked with the word give. A symbol for the cause, the Nexcare give bandages served as a badge of honor for blood donors, thanking them while encouraging others to get involved. The give campaign received national recognition, including an appearance by America’s Blood Centers Chief Executive Officer, Jim MacPherson, on “Fox & Friends” on the Fox News Channel.

The partnership received more than 65 million media impressions from TV, online media, newspapers, magazines, and radio stations nationwide. The estimated media value is more than $10 million. Nexcare Bandages’ microsite (www.nexcare.com/give) received more than 100,000 visitors during the campaign period. America’s Blood Centers’ member centers and Nexcare distributed 600,000 free bandages. Additionally, Nexcare contributed $10,000 to the Foundation for America’s Blood Centers.

YouTube Channel
America’s Blood Centers launched its very own YouTube channel. YouTube, an enormously popular video sharing website, allows users to upload, view, and share video clips. Our channel contains testimonials from both donors and recipients, as well as facts on blood donation, information on the blood donation process, statements from America’s Blood Centers’ spokespersons on emerging issues within the blood banking community, and the annual Awards of Excellence banquet videos. Visit us at www.youtube.com/americasbloodcenters.
Ydonate

America’s Blood Centers and Donor Dialogue partnered to develop Ydonate, a Facebook application specifically designed to create value to both the blood donor and the blood center. The downloadable application is personalized for the blood donor and then localized to the blood center to generate donations and boost retention through an online community. Ydonate launched at the end of June 2009 and has gained more than 160 fans. This tool is offered free to all America’s Blood Centers’ members. Download the application at http://bit.ly/8JZ7Fl.

Thank A Donor

America’s Blood Centers launched an online community that offers blood transfusion recipients the chance to connect with blood donors. The new website, Thank A Donor (www.thanksdonor.com), aims to forge meaningful connections between the people who donate blood and the people who receive it.

Thank A Donor allows visitors to upload images, videos, and a description of their connection to blood donation. Visitors to the social networking site can browse profiles or participate in a conversation, create a personal profile, and interact with others via the site’s comment feature. Using the site’s search function, visitors also can browse the profiles of others, using keywords to find donors or recipients with mutual interests or backgrounds.

In addition to networking, Thank A Donor also serves as an informational resource for those inspired by the conversation and interested in donating blood, time or making a financial contribution.

Blood Bytes

Lauren (then a national blood donation advocate) and Jeff Larsen (Jeff@InTheTelling.com) produced a series of digitized, high-definition, cinematic-quality videos entitled Blood Bytes. These nine videos range in running time from 30 seconds to six minutes and feature real people who have a personal connection to the cause of blood donation including recipients, donors, and blood drive sponsors.
Johnson & Johnson provided educational funding for the Larsens to produce these videos, which are now available on YouTube for those interested in promoting the cause of blood donation. View the videos directly on America’s Blood Centers’ YouTube channel by clicking the following link www.youtube.com/americasbloodcenters.

Members can use these videos in a variety of ways to reach out to a wide range of audiences. Each video has a different message and target market, including high school donors, minority donors, apheresis donors, and blood donation recipients. The videos can be embedded on a blood center’s website and social media pages, shown at high school blood drives, or even provided to the media. This is a free, high quality resource that blood centers can use to supplement their current donor recruitment strategy.

Media Relations
America’s Blood Centers distributed seven press releases during the year. Staff and spokespersons conducted numerous interviews, while assisting the following print and broadcast media outlets:
- ADVANCE for Medical Laboratory Professionals
- Associated Press
- Atlanta Parent
- Bakersfield Californian (Bakersfield, Calif.)
- BBC Radio
- Better Homes and Gardens
- Business Journal of Milwaukee
- BusinessWeek
- Carolina Newswire
- CBS News
- Charlotte Sun Herald
- Chicago Tribune
- CNNMoney
- Daytona Beach News Journal
- Dow Jones Newswires
- Erie Times-News (Erie, Pa.)
- FDA Week
- Fox News Channel
- Georgia Magazine
- Ladies’ Home Journal
- Miami Herald
- MSNBC.com
- National Public Radio
- The New York Times
- Orlando Sentinel
- Parents.com
- Pittsburgh Parent
- RealSimple.com
- Redbook
- Reuters
- St. Petersburg Times (St. Petersburg, Fla.)
- Scottsdale Health
- Tampa Bay Business Journal
- The Tampa Tribune
- USA TODAY
- The Wall Street Journal

These articles covered a variety of topics including:
- Behavioral-Based Donor Deferrals
- Blood Shortages
- Donor Incentives
- Donor Reactions
- The Economy’s Impact on Blood Donations
- Executive Compensation
- H1N1’s Impact on the Blood Supply
- Old Blood vs. Fresh Blood
- Paid Plasma Donations
- Safety of the Blood Supply
- Service Fees
- Sixteen-Year-Old Donor Legislation
- World Blood Donor Day
The Foundation for America’s Blood Centers

‘Twilight Mom’
In October 2009, the Foundation for America’s Blood Centers (FABC) began supporting Andrea Hayes, a self-proclaimed ‘Twilight mom’ and author of Confessions of a Twilight Mom, a book filled with entertaining stories of how her fascination with Stephanie Meyer’s Twilight slowly took over her life and the deeper inspiration she gained. After she had spent many successful years in business development, she opted to stay home with her children. Surprised by her instant devotion to Twilight, Ms. Hayes began a journal, hoping to gain some perspective. She soon realized that there were possibly other mothers who would identify with her experiences and get a good laugh from reading her entries. She became determined to publish Confessions, so that many of the moms out there would know that they were not alone and so that she could perhaps stir up memories of how their love for Twilight began. Early on, Ms. Hayes decided to donate part of the book profits to FABC, since her daughter received three separate blood transfusions, when she was six months old, that ultimately saved her life. Andrea donated more than $1,110 to FABC over the past year. Visit www.confessionsofatwilightmom.com to obtain your copy of the book and support the Foundation.

Online Donations
In the era of Facebook and Twitter, FABC was determined not to be left behind. For that reason, the 2009 annual appeal went “green” by soliciting donations via email only and providing prospective contributors an online form so they could securely donate to the Foundation. Since then, the online donation process has been used countless times by Foundation supporters and fundraisers to provide an easy and inexpensive way to make a difference.

Lauren Ward Larsen President and Chief Ambassador
After an extensive and thorough search, FABC announced in March 2009 that national blood donation advocate Lauren Ward Larsen would take over as president and chief ambassador of the Foundation. Ms. Larsen joined FABC almost exactly 10 years after she became a blood recipient.
Ms. Larsen’s life took a dramatic shift in the spring of 2000 when near-fatal complications during childbirth triggered medical complications that required more than 200 pints of blood, platelets, and plasma. The experience spurred her to become a crusader for volunteer blood donation.

She is also the author of the memoir Zuzu’s Petals (due out in November 2010), which chronicles how she became a blood recipient and the unexpected life that unfolded as a result. For her grassroots efforts to promote blood donation, Ms. Larsen was awarded the 2001 Larry Frederick Award from America’s Blood Centers. She also received the 2006 Outstanding Achievement Award from AABB.

In her new role, she began expanding the sources of funding for the Foundation and became the public face of the Foundation to the media and philanthropic organizations.

Grant Awards
Over the past year, FABC awarded $304,968 to America’s Blood Centers and its member centers. FABC’s revamped Member Grants Program provides financial support for members’ operations as well as donor awareness and education initiatives.

Through the efforts of its volunteer Board of Directors, the Foundation maintained the momentum of For the Sake of the Patient – a focused fundraising effort – and strengthened the Member Grants Program. Sixteen proposals were presented to the Foundation during the summer 2009 RFP process. The Foundation board decided that in times of economic turmoil, members needed funding support more than ever.

Reviewing the proposals was also a great reminder of the talent and skills that exist among the membership. The programs presented were all deserving and encouraged the board to continue its fundraising efforts. One of the conditions for being awarded a grant is the development of a program or project that can be easily replicated by another blood center with an expectation of similar outcomes. In addition, all of the resources developed with funding provided by FABC are to be made available to all America’s Blood Centers’ members.

Member grant recipients include:

Blood Centers of the Pacific’s Blood Bytes Social Media and Broadcast PSA/Video Series ($70,000)

Blood Centers of the Pacific, based in San Francisco, Calif., developed a series of public service announcement-style videos for the exclusive use of America’s Blood Centers’ members on their websites, social media sites, and for television broadcast. Like the original Blood Bytes, developed by In the Telling and funded by Johnson & Johnson, this series also makes use of real recipients and donors, but focuses on stories and messaging specifically targeting four key areas: minority recruitment, bone marrow registry recruitment tied to the blood donation message, young adult and student recruitment, and recruitment of O-negative donors. These videos are now available exclusively to the membership. For more information about downloading them or ordering custom animated tags, contact the series producer, Jeff Larsen, at Jeff@InTheTelling.com.

Carter BloodCare’s Population Health & Wellness Initiative ($50,000)

Carter BloodCare, based in Bedford, Texas, proposed three pilot studies to measure key health indicators of diabetes and cardiovascular disease in blood donors. The first study will measure A1C values (a measurement of blood sugar that represents the average glucose in a person over the preceding 3-4 weeks) in approximately 25,000 individuals donating at high school blood drives. Donors with elevated measurements will receive information explaining the results and advising further examination by a physician if indicated. The second study will analyze data on blood donors’ cholesterol and blood pressure results to determine covariance with determinants such as gender, ethnicity, age, geographic location, and frequency of blood donation. The third pilot study will determine levels of C-reactive protein (CRP) in approximately 25,000 blood donors. Elevated CRP levels are an indicator of cardiovascular disease risk. Donors with elevated measurements will receive information explaining the results and advising further examination by a physician if indicated.
Coffee Memorial Blood Center’s Enhancing the High School Blood Drive Experience ($45,558)

Coffee Memorial Blood Center (CMBC), based in Amarillo, Texas, proposed the expansion of materials distributed to all 52 high schools in CMBC’s service area and the development of a High School Blood Drive Planning Guide for coordinators and student committees. In addition, an educational video will be produced for use by school nurses and medical personnel, as well as high school drive coordinators and students. The main goals of this program are to improve the quality of the donation experience at high schools through enhanced efficiency and to promote donor safety among high-school aged donors by adding processes supported by scientific evidence to decrease the risk of donor reactions.

LifeSouth Community Blood Centers’ Five Points of Life in the Classroom ($60,000)

LifeSouth, based in Gainesville, Fla., will develop educational materials for elementary, middle, and high school students with an emphasis on the five ways to share life through blood, marrow, cord blood, apheresis, and organ and tissue donation. The curriculum will include education about the importance of maintaining a healthy lifestyle.

Additionally, the Foundation provided the following grants to America’s Blood Centers:

My Blood, Your Blood Education Marketing Campaign ($43,780)

The My Blood, Your Blood Education Marketing Campaign is an integrated direct response marketing and publicity campaign to drive exposure and distribution of the My Blood, Your Blood educational video and teaching resources program for children and teens. The campaign includes the development of an innovative marketing plan, search engine optimization, and distribution through diverse venues. As part of research and development for the next phase of supplemental resources for education partnerships and youth recruitment, staff will conduct both quantitative and qualitative research with blood center representatives and educators.

National Initiatives and Resources ($35,630)

This grant supports a variety of national initiatives including National Blood Donor Month, National Donor Day, World Blood Donor Day, the Outstanding Corporate Citizen Program, and Life across America. These initiatives not only partner America’s Blood Centers’ members with a variety of national corporations and organizations to help maintain an adequate blood supply, but the national efforts, both in the U.S. and Canada, also focus on providing local blood centers and corporate affiliates with strategies and tools to recruit donors and promote blood donation. Additionally, this grant allows America’s Blood Centers to develop and maintain resources that benefit the entire membership such as 1-888-USBLOOD, the National Blood Donor Registry, and the Emerging Issues & Best Practices in Communications and Donor Recruitment webinar series.
Foundation Contributions by America’s Blood Centers’ Members

Fulfilling 2008 Pledges
Blood Systems
Indiana Blood Center
Institute for Transfusion Medicine

New Pledges
The Blood Connection
Florida’s Blood Centers
Héma-Québec
Miller-Keystone Blood Center

CORPORATIONS

Fulfilling 2008 Pledges
CaridianBCT, Inc.
Pall Corporation

New Pledges
3M Health Care
Belgian Red Cross
bloodbankpartners.com
Charter Medical, Ltd.
Global Med Technologies, Inc.
HemoCue
L & S Custom Coaches, Inc.
Novartis
Roche Corporation
Sparta Systems
Title21 Software

INDIVIDUALS

Pam and David Allen
Robin Baliszewski
Lawrence Barker
Lori Beaston
Kevin Belanger
Dr. Celso Bianco
Patrick Bradley
Peter Braun
Amanda Brown
Jeff Bryant
Alan Cable
Dr. Jeffrey Chell
Kathy and Bill Coenen
Judy Ann Cohen
Marlyn and David Cohen
Jeanne Dariotis
Michael Dash
Jan Bachmann-Derthick
Sunny Dzik
Dean Eller
Norman Felker
CJ Fraleigh
J. Daniel Garrick
Martin Grable
Matt Granato
Bobby Grigsby
Linda and John Guthrie
Gregory Hart
Andrea Hayes
Amanda and Nelson Hellwig
Dirk Johnson
Lauren Ward Larsen
Linda Jean Cohen Levin
Shauna Levinson
Jim MacPherson
Lee Milner
Lee Nance
Barbara and Harry Nevins
Michael Parejko
Marge Pierce
Michael Pleasant
Allan Ross
Diane Roush
Dr. James Rutledge
Dr. Kathleen Sazama
Thomas Schallert
Carol and Paul Schnyder
Stacy Sime
Michelle Stefan
Wendy Stewart
Christine Swinehart
Mary Ann Tourault
Robert Travis
Ramona Walker
Dr. Dan Waxman
Robert Weis
Dr. Bruce Wellman
Dr. Thomas Zuck
Members of America’s Blood Centers

**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.donateblood.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.igiveblood.org

Community Blood Centers of South Florida
1700 N State Road 7
Lauderhill, FL 33313-5006
(954) 735-9600
(954) 735-2839 (fax)
www.cbcfsf.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 Blood Services Northern Region
(a division of Florida Blood Services)
1731 Riggins Rd
Tallahassee, FL 32308-5317
(850) 877-7181
(850) 877-7435 (fax)
www.scbcinfo.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
(a division of Florida Blood Services)
1999 E Nine Mile Rd
Pensacola, FL 32514-7747
(850) 473-3853
(850) 475-9221 (fax)
www.nfbcblood.org

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

Georgia
Shepeard Community Blood Center
1533 Wrightsboro Rd
Augusta, GA 30904-4078
(706) 737-4551
(706) 733-5214 (fax)
www.shepeardblood.org

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

LifeSource
(a division of the Institute for Transfusion Medicine)
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
LifeServe Blood Center
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

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 Blood
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

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 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

Central Jersey Blood Center
494 Sycamore Ave
Shrewsbury, NJ 07702-4205
(732) 842-5750
(732) 842-1617 (fax)
www.cjcblood.org

Community Blood Council of New Jersey
1410 Parkside Ave
Ewing, NJ 08638
(609) 883-9750
(609) 883-9419 (fax)
www.communitybloodcouncil.org

Community Blood Services
970 Linwood Ave W
Paramus, NJ 07652-2399
(201) 444-3900
(201) 444-3906 (fax)
www.communitybloodservices.org
New York
Community Blood Service of Upstate New York Transplant Services
110 Broadway
Buffalo, NY 14203
(716) 853-6667
(716) 853-0673 (fax)
www.unyts.org

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

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

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.lmmb.org

Pennsylvania
Central Blood Bank
(a division of the Institute for Transfusion Medicine)
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 Northwest Pennsylvania & Western New York
2646 Peach St
Erie, PA 16508-1895
(814) 456-4206
(814) 452-3966 (fax)
www.fourhearts.org

The Institute for Transfusion Medicine
Five Parkway Center
875 Greentree Rd
Pittsburgh, PA 15220
(412) 209-7300
(412) 209-7395 (fax)
www.itxm.org

Members of America’s Blood Centers
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.org

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) 358-1200
(806) 358-2982 (fax)
www.thegiftoflife.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) 232-4532 (fax)
www.inbcsaves.org

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

Members of America’s Blood Centers
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
ABC Officers and Board of Directors

The Members
- Provide nearly half of the U.S.'s hospital care
- Serve more than 3,500 hospitals
- Serve local communities throughout America
Members of America’s Blood Centers:

In over 90% of the U.S. and nearly one-quarter of Canada’s blood supply, hospitals and health-care facilities serving more than 150 million people at more than 600 blood donor centers
Expense Summary
April 2009 through March 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC SUPPORT</td>
<td>42.79%</td>
</tr>
<tr>
<td>SCIENTIFIC, MEDICAL, AND TECHNICAL</td>
<td>15.56%</td>
</tr>
<tr>
<td>MEMBER SERVICES</td>
<td>14.80%</td>
</tr>
<tr>
<td>MEETINGS AND WORKSHOPS</td>
<td>9.58%</td>
</tr>
<tr>
<td>ADMINISTRATIVE SERVICES (GSABC/FOUNDATION)</td>
<td>7.32%</td>
</tr>
<tr>
<td>GOVERNMENT AFFAIRS</td>
<td>7.07%</td>
</tr>
<tr>
<td>GRANTS</td>
<td>2.86%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$3,874,903</td>
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</table>

Financials
Revenue Summary
April 2009 through March 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>MEMBERSHIP ASSESSMENTS</td>
<td>64.28%</td>
</tr>
<tr>
<td>ADMINISTRATIVE SERVICES (GSABC/FOUNDATION)</td>
<td>15.44%</td>
</tr>
<tr>
<td>MEETINGS AND WORKSHOPS</td>
<td>10.24%</td>
</tr>
<tr>
<td>PROGRAMS</td>
<td>7.42%</td>
</tr>
<tr>
<td>GRANTS</td>
<td>2.59%</td>
</tr>
<tr>
<td>INTEREST</td>
<td>0.04%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$ 3,883,201</td>
</tr>
</tbody>
</table>

Calm Before the Storm | 2009 Annual Report
Fiscal Year 2009/2010 Stoplight Data
(April 1, 2008 - March 31, 2009 / April 1, 2009 - March 31, 2010)

Legend
Percentage of America’s Blood Centers’ members reporting:

- '09 = 3 days supply or more
- '10 = 2 days supply
- = 1 day supply or less

Week 9 = Week of Memorial Day
Week 11 = Week of World Blood Day
Week 14 = Week of Independence Day
Week 22 = Week of Labor Day
Week 35 = Week of Thanksgiving
Week 39 = Week of Christmas
Week 40 = Week of New Year’s