



SPRING  
2005

# LIFESIGNS

A PUBLICATION OF LIFESHARE BLOOD CENTERS

[www.lifeshare.org](http://www.lifeshare.org)

Gracie Johnson

## Gracie's Story



Gracie Johnson and her mom and dad, Heather and James, are all smiles now that Gracie's A.L.L. is in remission. Acute Lymphoblastic Leukemia (A.L.L.) is the most common cancer in children. The family shared their story and gratitude with donors at the Lake Charles Volunteer Donor Appreciation Luncheon in January.

In September of 2003, Gracie Johnson had been running fever for a few days when her parents decided to see the pediatrician. What Heather and James Johnson thought would be a routine trip to the doctor turned into a day they will never forget. Gracie was diagnosed with A.L.L., a cancer of the blood and bone marrow that progresses rapidly and requires immediate treatment.

Two days after the diagnosis, Gracie was at Texas

Children's Hospital in Houston receiving chemotherapy. She also received platelet and red blood cell transfusions to help combat the disease.

As dedicated volunteer blood donors, Heather and James arranged several blood drives in honor of Gracie, including one at James' National Guard unit. James had recently returned home from the war in Iraq after being injured in the line of duty.

Thanks to quick treatment and the availability of blood products from committed donors, Gracie is now in remission; she receives monthly check-ups to chart her progress. Heather explained to the blood donors in attendance at the luncheon that she wore a red sweater because the color now signifies life to her and she thanked everyone for giving this *Gift of Life*.

# PRESIDENT'S MESSAGE



Margaret E. Wallace,  
LifeShare President and CEO

As LifeShare Blood Centers augments its publicity communicating the increased need for blood donors, financial contributions and volunteer workers, the more individuals ask questions about the pleas for help. I hope that sharing a few details of the evolving blood banking environment will create a basis for understanding our requests.

One way to explain LifeShare's continuous requests for blood is the economics concept of supply and demand. Blood's role as a life-saving resource is limited by the number of human blood donors – there is no substitute. That unique supply is

diminishing due to several factors. Some include demographics such as the aging population and the sheer numbers approaching age 65. Others come from regulatory policies - donor restrictions and deferral policies. Local economic environment also plays a role - fewer employer sponsored blood drives. Travel and lifestyle issues have affected the number of residents eligible or choosing to donate blood. In contrast, the demand for blood components is steadily increasing because of several factors. Greater numbers of patients requiring blood transfusion are being treated in our local hospitals. The use of blood transfusion therapies has grown as new discoveries in transfusion medicine are made. We are constantly seeking new blood donors to meet the growing demand for blood. Supply vs. Demand.

Why must LifeShare fundraise? Safe blood is integral to the delivery of critical health needs. By the time a donor's blood reaches a patient, it has traveled through a complex system of processes and safeguards that

are costly for the blood center. Donor recruitment and retention, safety-enhancing technology and processing improvements, and storing, handling and delivering blood and related services are constantly being improved to meet patients' needs. Improvements that ensure greater safety contribute to the rising costs of managing the community's blood supply. Although costly for blood centers, advances in safety can also create savings for patients by decreasing the risk of infection, reducing the costs associated with blood transfusion complications or reducing the risk of complications from canceled surgeries.

As a non-profit organization, LifeShare uses fundraising to supplement the costs associated with improvements in blood banking, including compliance with regulatory requirements. Successful fundraising helps LifeShare cover its rising costs so that the processing fees charged to medical facilities providing the blood to patients are as minimal as possible. Individuals, corporations, and foundations are all sources of funding. Special events that benefit LifeShare not only raise funds, but also increase public awareness about the fragile nature of our blood supply.

LifeShare depends on volunteer workers to help complete simple tasks necessary to the process of providing blood. Many times these volunteer duties are time consuming and require minimum training. However, volunteers offer an invaluable service in doing those tasks. Their work makes employees available to attend to technologically skilled and more difficult tasks. Duties include copying, filing, ordering supplies, taking inventory, calling donors or blood drive chairpersons, and helping on mobile blood drives to name a few.

It is with the combined help of all LifeShare's volunteers – blood donors, financial contributors, and workers – that we are able to provide high quality services that are cost effective. Ensuring the safest blood supply possible available when patients need it continues to be LifeShare's goal and the foundation of all that we do.

## EVENTS

### LifeShare Invitational 2005

#### *Golf for Life*

September 19, 2005

*Squire Creek Golf & Country Club*

*Choudrant, LA*

*Charity Golf Tournament*

*Squire Creek Golf and Country Club*

- Rated 5th Best New Private Golf Course by Golf Digest
- Only Tom Fazio designed golf course in Louisiana
- Home of the 2005 Southern Living Magazine's *Idea House*

Monroe: (318) 651-4415 Shreveport: (318) 673-1517



### **Miracle Match for Life** **Golf Tournament**

The annual Golf tournament held April 8th, 2005, at Brentwood Country Club, Beaumont, Texas, was a great

success! LifeShare Blood Centers-Beaumont was one of 3 nonprofit organizations receiving funds. BASF and TOTAL were the major sponsors for the Friday event.

(Pictures will appear in the next *LifeSigns*.)



Antiques, Classic Chevys, Street Rods, and Corvettes converged on the twin cities of Monroe & West Monroe for a 15-mile car cruise and car show April 22 & 23. The fund-raising event hosted by the Ad Club of Northeast Louisiana

benefited LifeShare-Monroe. Special thanks to the title sponsor of the event the Monroe-West Monroe New Car Dealers Association and the VIP Party sponsor Ameristar Casino of Vicksburg, MS. Photos and event details will be available in the Summer issue of *Lifesigns*.



The Monroe-West Monroe  
New Car Dealer Association

Cooper Buick Pontiac GMC • Cooper Jeep Suzuki • Hixson Autoplex  
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Sparks Nissan Kia • Van-Trow Cadillac Toyota



# ANNUAL LIFESHARE LUNCHEONS ...

## DAVE CLAFLIN KNOWS OF WHAT HE SPEAKS! NATIONAL SPOKESMAN INSPIRES LUNCHEON ATTENDEES

Dave Claflin described himself as a normal guy with a normal life, until he was 39 years old and out of the blue he suffered a critically torn aorta. His triplet daughters had just started kindergarten when the tragedy struck. Over three days, Dave underwent four open-heart surgeries and used 125 units of blood and blood components; he wasn't supposed to survive according to statistics.

Statistics were no match for Dave and the generous blood donors that Dave

credits with saving his life. He also acknowledges a dedicated medical staff, a loving family and many prayers for his recovery. Fully recovered, Dave felt compelled to share his story. His appreciation for the blood donors and other miracle workers was initially shared with the staff of the hospital where Dave was treated in Colorado. His emotional and powerful message of thanks was eventually aired on ABC's "Good Morning America" and now he speaks to groups all over the

nation about giving blood. He calls this lifesaving act of generosity – "Everyday Miracles."

Dave Claflin was the keynote speaker at three of LifeShare's Donor Appreciation Luncheons in January. Alexandria, Beaumont, and Shreveport each provided over 300 luncheon attendees to hear Dave's "Everyday Miracles" speech. Dave, his wife, and triplet daughters live in Boulder, Colorado, where Dave is a managing partner for Sparks Communication.

### ALEXANDRIA



LifeShare-Alexandria welcomed national speaker, Dave Claflin, with a Mardi Gras celebration. The venue was decorated with a Krewe of Life banner with the traditional purple,

green and gold Mardi Gras colors. Approximately 400 guests attended the luncheon and became blood-wiser as a result. Pictured are luncheon guest speakers.



Dave Claflin, a survivor, detailed his experiences as the audience laughed, cried and pondered the possibilities.

### BEAUMONT



Kountze High School sponsored four blood drives in 2004 and had the highest percentage of high school donors in 2004. They received two awards for their special achievements. Pictured are Kountze High School teacher, Jana McEachern; student, Juquetta Powell; group coordinator, Diana Alston; and Benita Davis, LifeShare-Beaumont Recruiter.

Little Cypress Mauriceville (LCM) High School also received two awards at this year's luncheon in Beaumont. LCM won the "Give It Up for Life" contest by generating the largest number of blood donors at their blood drive. They also were recognized for hosting four blood drives in 2004. Pictured L-R are Ashleigh Bennett, Stacy Smith and Katy Berry, the group coordinator.



Nederland High School representatives accepted an award for hosting four blood drives in 2004. Pictured L-R are Benny Soileau, C.J. Wallingsford, Connie Furby and LifeShare-Beaumont Donor Recruiter, Jamie Lombardo.

### SHREVEPORT/BOSSIER

Special Thanks to Bank One for sponsoring the Shreveport Luncheon. Pictured from Bank One are John Peak and Gene Clarke with LifeShare President/CEO, Margaret Wallace. Mr. Clarke is the blood drive chairman for Bank One and Broadmoor United Methodist Church and a Shreveport Civic Advisory Council member.



Mark Hardan, blood drive chairperson for Bossier Parish Community College, was recognized for hosting 5 blood drives in 2004 and achieving 105% of the community college's goal by collecting 231 blood donations. Pictured with Mark is LifeShare-Shreveport Donor Recruiter, Sandra Planchard.

LifeShare-Shreveport Apheresis Recruiter, Melanie Lowe, presents KTAL News-Channel 6 weatherman and regular blood donor, Todd Warren, with a Media Award for the support KTAL provided LifeShare in 2004. Todd does the weather forecast from his donor bed whenever he is eligible to donate.



# ...RECOGNIZE EXCEPTIONAL VOLUNTEERS

## MONROE

Two elementary schools were recognized at the LifeShare-Monroe luncheon. Both George Welch and Claiborne Elementary Schools in West Monroe were honored for their outstanding recruitment of volunteer blood donors. Pictured L-R are Phillip Thomas, LifeShare Donor Resources Coordinator; Ethan Whitehead of George Welch; Brenda Mims, Drive Chairperson at Claiborne; and Michael David Mims of Claiborne Elementary School.



Dianne Rosier accepts the Volunteer of the Year award from Donor Resources Coordinator, Phillip Thomas. Dianne serves on the LifeShare-Monroe Civic Advisory Council and helped with countless promotions in 2004, including the 25-hour blood drive and television remote celebrating 25 years of service. She also planned a successful "Opening Day of Deer Season" promotion and helped at fundraising events benefiting LifeShare-Monroe. She does it all!



Special Thanks to Outback Steakhouse in West Monroe for sponsoring the annual donor appreciation luncheon for the eighth year in a row. Outback manager, Robbie Richie, accepted the Community Partnership Award in recognition of their generous, continued support. LifeShare's Phillip Thomas made the presentation.



Walter and Heather Pullen work tirelessly on behalf of LifeShare Blood Centers. Their 3-year old son, Brittain, was born with a heart defect and has received numerous blood transfusions. The Pullens are also blood drive chairpersons at their church, Trinity United Methodist Church in Ruston. LifeShare-Monroe Donor Recruiter, Shelia Snow, presented the Pullens with a Special Recognition plaque for all their efforts in 2004. The Pullens are also responsible for arranging the first charity golf tournament, September 19, 2005 at Squire Creek Golf and Country Club. (For more information see page 2 or go to [www.lifeshare.org](http://www.lifeshare.org).)

## LAKE CHARLES



Six devoted blood donors each received a 100 Plus Donor recognition certificate at the Lake Charles Luncheon. Pictured from left to right are John M. Richard and daughter Emily, Danny Whatley, Charlotte Romero, Claby Mere, Fred Dayley and Charles Alfred.

Each of these Lake Charles area blood drive chairpersons hosted five blood drives in 2004; they received the Platinum Donor Group award for their organizations. Pictured L-R are Debbie Castille from Moss Regional Hospital; Lola Mitchell from Pine Grove Baptist Church, and Andrew Magel from Sulphur High School.



Platinum Plus Donor Groups hold six or more blood drives a year. Pictured are the recipients of this Award in attendance at the Lake Charles luncheon. From L-R are Joy Simpson from Super WalMart - Hwy14; Darrell Crochet of Friends Supporting Friends; Anna Evans from Ampacet, and Elizabeth Arrington from American Family Radio.

*Thank You  
to all our donors!*

## THANK YOU TO LIFESHARE CONTRIBUTORS

### MONETARY CONTRIBUTIONS

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*Thank you to all our donors*

## GROUNDBREAKING CEREMONY



LifeShare Board of Trustees members and staff proudly shovel dirt at the official ground breaking for the new LifeShare-Alexandria site. The blood center facility will be approximately 17,000 square feet and will offer the latest technology in blood collection and

blood component processing. The new location at 2051 North Mall Drive, across from the Alexandria WalMart, is expected to open in January 2006. Pictured from L-R are LifeShare Board of Trustees members, Vic Sooter and Marvin Easley; Margaret Wallace, LifeShare President/CEO; additional Board of Trustee members, Bob Hoepner, Dr. Jerry Martin and Board Chair Michael Harris; and Denny Moore, Executive Director of the Central Region.

LSBC won eight Addy awards for creative marketing and promotion of blood donor campaigns. In 2005 LifeShare received five Gold Addy Awards and three Silver Addy Awards during the banquet of the local chapter of the American Advertising Federation's Advertising Club of Northeast Louisiana. Gold Award winning campaigns include – "Commit to Life 2004" T-Shirt, the photos of blood recipients on a display wall in the Monroe facility, the Krewe of Life "Be Blood-Wiser" 2005 T-Shirt, and two issues of *Lifesigns*. The Silver Addy winners were the "Give Blood" billboard, "All Gave Some, Some Gave All" T-Shirt, and the "Commit to Life" campaign print materials.