

fall 2006

lifelines

the Blood Centers of the Pacific Newsletter



**Blood Centers
of the Pacific**

a member of the Blood Systems Family



Amanda Forrest, Blood Recipient

A Different Calling

by *Angela Woon*

She had her life all mapped out. She was in her final year at California State University, Chico, and after graduation, she planned on becoming a teacher. But life is unpredictable and doesn't always turn out the way we want, and for Amanda Forrest, it definitely decided to take a different route.

"I was in class one day, and a girl came in to sign people up for a Valentine's Day blood drive," said Amanda, a former account representative in the Donor Recruitment department at BCP. "But in my class of 25 students, no one signed up! I felt really badly for her, so I signed up. Up to that point, I had never even thought about donating blood."

And that was all it took...

Amanda had her "big opera" moment as she calls it, after donating, realizing just how much she liked... blood. She researched the subject at home and even began volunteering at the blood bank canteen. And much to her parents' chagrin, Amanda decided to switch her major (in her graduating year!) to health science with an option in health education.

"It took me another two years to graduate," said Amanda. "But when I did, I moved to Marin and of course, applied for a position at a blood bank."

Amanda was called in for an interview at Blood Bank of the Redwoods (BBR), Santa Rosa, but life proved unpredictable again, taking a turn in another direction in the fall of 2002.

"I was fixing my collar prior to my job interview, when I felt a lump on my neck," said the now 31-year-old. "I paid a visit to the doctor soon after. Upon examination, I learned the lump was just the tip of the iceberg, so I had a biopsy performed."

Amanda was fortunate to get the job at the blood bank but not so lucky with the biopsy results — she was diagnosed with

Hodgkin's disease. In Hodgkin's disease, cells in the lymphatic system grow abnormally and may spread to other parts of the body. As Hodgkin's disease progresses, it compromises the body's ability to fight infection. Lymphatic tissue includes the lymph nodes and other organs that are part of the lymphatic system, which produces blood and protects against germs.

"Donating blood gives a person another day to live. We have that power to save someone's life!"

-Amanda Forrest

Going to Seattle for treatment, Amanda underwent the "Stanford V," a regimen that "blasted" her body with chemotherapy every week for 12 weeks, and thereafter five weeks of radiation.

"In my 10th week of treatment, my immune system felt like it was at a level one or two on a scale of one to 10," said Amanda.
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Lifelines

Lifelines is published quarterly by Blood Centers of the Pacific.

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Irwin Center

270 Masonic Avenue
San Francisco, CA 94118

Downtown Center

250 Bush Street
Suite 136 (Mills Building)
San Francisco, CA 94104

Marin Center

4050 Redwood Hwy
San Rafael, CA 94533

Cupertino Center

19450 Stevens Creek Blvd
Cupertino, CA 95014

Diablo Valley Center (New center!)

325 N. Wiget Lane, #140
Walnut Creek, CA

Peninsula Center (New center in Millbrae coming soon!)

Bayshore Corporate Center
1730 South Amphlett Blvd, Suite 116
San Mateo, CA 94402

Redwood City Center

260-C Main Street
Redwood City, CA 94063

North Bay Center

1325 C1 Gateway Blvd
Fairfield, CA 94533

Napa Center (New center!)

3230 Beard Road
Napa, CA 94559

Vallejo Center

480 Redwood Street, Suite 31
Vallejo, CA 94590

Shasta Blood Center (New center!)

2680 Larkspur Lane
Redding, CA

Ukiah Valley Center

620 Kings Court, #110
Ukiah, CA 95482

For more information or to schedule an appointment, please contact us at 1-888-393-GIVE.

www.bloodcenters.org

Quick Bits

BCP Sponsors Local Team

BCP was a proud sponsor of Team NorCal-Neva in the 2006 U.S. Transplant Games, a four-day athletic competition for recipients of organ transplants. The goal of the Transplant Games is to:

- increase public awareness of the critical need for organ donation;
- demonstrate the success of the transplantation; and
- increase awareness in the transplant community on the benefits of fitness and well-being through transplant athletic programs.

The team achieved great success, winning 16 medals. And team member Tracy Copland won the prestigious Woman Athlete of the Year award which she dedicated to her donor family.

BCP is proud to support the NorCal-Neva athletes and the cause of organ donation! For more information on organ donation, visit www.ctdn.org.

Ad Council Launches "Red Defender"

The Ad Council, a nonprofit organization made up of advertising experts who volunteer their time and talent to create outreach campaigns for important causes, recently launched their new "Red Defender" campaign, which seeks to encourage 17- to 24-year-olds to donate blood.

The campaign was developed by the Ad Council, in partnership with American Association of Blood Banks, America's Blood Centers and the American Red Cross.

This campaign, which replaces last year's more serious "Save the World," consists of humorous television spots and an interactive website, www.bloodsaves.com.

We Were There, Too!

Musical bands Gnarl Barkley and The B-52's were there. And so were Blue October, Augustana and Carbon Leaf. BCP, of course, did not want to be left out of the fun that day in Golden Gate Park, San Francisco — it was local radio station 97.3FM, Radio Alice's Now and Zen Fest 2006!

BCP was one of the participants of the entertainment-filled event on September 17th. We had a booth with a cool prize wheel, and people queued up to give it a spin. They could win great prizes from Six Flags Marine World tickets to Giants T-shirts and blood drop beanie babies.

In addition to the fun, excitement and giveaways, we also collected 400 blood donor pledge cards that Sunday!

Next time you see us at an event, come by and say hi!



"Red Defender" is an animated comic book super hero who finds saving the world isn't always easy. This leads to the tag line... "but saving a life is." The idea is to convey to young people that saving lives is easy through donating blood.

The ads will be sent to public service directors throughout the country and we're hoping to see them aired here in Northern California.

The campaign is also being featured on AOL's welcome screen, as well as other high-profile placements on the Web.

NBC's Number One Donor!

by *Deborah Verkouw*

When Fred Valles first came to BCP's North Bay Center – Fairfield (NBC), he was already a four gallon donor in Los Angeles. As a retired law enforcement officer, Fred has always been aware of the need for blood.

Once Fred relocated to Fairfield, he began donating at NBC in 1990. Shortly after his first blood donation, the staff convinced him to try an apheresis donation and he found his niche, giving 24 donations every year since! And if that weren't enough, Fred worked as an Apheresis Ambassador too, spending tireless afternoons on mobile blood drives convincing people to donate platelets.

In April 2006, Fred was honored at the annual Apheresis Recognition Event as our 500 Component Donor, the highest award so far at NBC. When asked how it felt to be NBC's top donor, Fred told us, "I never thought I'd see this happen!" The nurses joked about how Fred helps himself to TUMS, and how in the old days of the two arm procedure, they would have to scratch his nose for him. Fred said, "The one arm procedure is the best thing that has ever happened."

Fred plays Solitaire and Freecell card games on the e-Chair during his donation, and says he goes home after to take a nap. The staff love to see Fred come in to donate every two weeks — his jovial

and generous personality is a treat for all of us here at NBC. Keep coming back Fred!



Fred Valles, NBC's 500 Component Donor

Celebrating Everyday Heroes

by *Angela Woon*

This past September, BCP was proud to unveil our 65th Anniversary report titled, "Everyday Heroes."

BCP was the very first community-sponsored blood bank in the nation,

and we're proud of our continuing commitment to providing the vital link between everyday heroes who donate the gift of life and the patients who depend on this lifesaving gift.

The theme of this publication focuses on our blood donors and the donation experience in general. It highlights our advancements in blood donation from the donor's vantage point, as well as BCP's growth and expansion to better serve these heroes.

We salute these extraordinary heroes and hope they will inspire more people to become quiet lifesaving heroes. And we also thank our blood donor "models" who posed for the publication.

Copies of "Everyday Heroes" can be found at all our center locations. It is also available online at www.bloodcenters.org.



Wendy Dressel, a busy mom and an everyday hero

Go BCP-1291!

by | Angela Woon

It was the place to be that Sunday, July 16, 2006. The day could not have been anymore perfect with the sun shining and more than 25,000 people gathered at Golden Gate Park for a good cause — the 20th Annual AIDS Walk in San Francisco.

BCP wanted to give back to the community and joined in on the fun and benefit event that helped fundraise for the San Francisco AIDS Foundation and 43 HIV/AIDS organizations serving five Bay Area counties.

Our team, BCP-1291, comprised of more than 35 employees, friends (the four legged kind as well), and even two blood donors from Vacaville! We raised \$4,385 in donations and were proud to finish the 10 kilometers walk.

AIDS Facts and Statistics

- In the United States, women account for a growing share of new AIDS diagnoses, rising from 8 percent in 1985 to 27 percent of new AIDS diagnoses in 2003.
- More than one million people in the United States are estimated to be living with HIV — a first since the height of the AIDS epidemic in the 1980s.
- If current trends persist, AIDS could claim up to 100 million lives worldwide by 2020. At this rate, AIDS will be the worst epidemic in human history.
- As many as one-third of those infected with HIV do not know they are HIV positive. Get tested!

(Source: www.aidswalk.net)



Team BCP helping to change the course of the AIDS epidemic.

Putting Our Heads Together

by | Angela Woon

Representatives from several health-related organizations joined BCP and the Leukemia & Lymphoma Society this past August at the very first “Nonprofit Network Meeting” held at the Irwin Center, BCP’s headquarters in San Francisco.

Among the participants during the informal luncheon were the: Women’s Cancer Resource Center, American Cancer Society, Asian American Donor Program, Iron Overload Diseases Association, American Liver Foundation, Blood Systems Research

Institute, California Transplant Donor Network, and Children’s Hospital and Research Center, Oakland.

Each organization shared their mission and brainstormed how we can partner and work together to better serve and educate the public about their goals. The meeting was a great success and we’re excited to meet again this fall to take the next step in this new partnership!

Taking Coordinators Out to the Ball Game!

by Angela Woon



BCP celebrated its blood drive heroes this past July during the Blood Drive Coordinators Awards Recognition Event. The honorary occasion was held for the first time at AT&T Park, San Francisco.

More than 165 blood drive coordinators, their guests and BCP staff attended the evening event and were treated to a baseball game—San Francisco Giants versus Milwaukee Brewers! BCP Medical Director Kim-Anh Nguyen, M.D., thanked our blood drive heroes for

their dedication and commitment to the community, and talked about the latest blood donation developments.

The highlight of the evening was the awards ceremony, as blood drive coordinators who had reached a milestone came up to receive their special plaque. Chris Bross from the Federal Building was honored for the Best New Coordinator, Best Improved Account was given to CNET, and the Nancy Ramsey award was presented to Fred Kelley of the Foster City Community. The Nancy Ramsey Award is given annually to a blood drive coordinator for their outstanding service and commitment to the community.

Although the Giants lost that night, everyone still enjoyed the event and had a good time! Thank you again to all our blood drive coordinator heroes for all your hard work throughout the year in helping to save lives!



Director of Recruitment Don Burghardt addressing the audience of blood drive heroes

Shasta Blood Center Moves After 50 Years

by Angela Woon

After serving Shasta County for more than 50 years, BCP's Shasta Blood Center (SBC) moved this past summer to its new home located at 2680 Larkspur Lane, Redding. Construction of the center began a little over a year ago, and at its completion occupies 8,000 square feet, double the size of the old one!

SBC now houses six donor beds, four e-Chairs and four enclosed history booths. BCP is proud of our new location and hopes to serve our blood donors in the area even better!

Check out our new digs at:
2680 Larkspur Lane
Redding, CA 96002
(530) 221-0600.



Shasta Blood Center's new home

Thank You Heroes!

Congratulations to the following blood drive sponsors for hitting or beating their blood drive goals for the second quarter 2006.

APRIL 2006

Acacia Pacific-California - San Francisco
Advent Software - San Francisco
Airport Corporate Center - Burlingame
Antioch Community - Antioch
Applied Signal Technology - Sunnyvale
Archbishop Mitty High School - San Jose
Broadmoor Property Owners Assoc. - Colma
California Real Estate mgmt. - San Francisco
Capuchino High School - San Bruno
CH2M - Redding
Congregation Kol Shofar - Tiburon
Copart - Fairfield
Country High School - Vacaville
Electronic Arts - Redwood City
Fall River Mills Community - Fall River Mills
Happy Camp Commun. Arts & HS - Happy Camp
Hines-301 Howard - San Francisco
IRS - San Jose
Junipero Serra H.S. - San Mateo
Kaiser - San Rafael
Kaiser Shadelands - Walnut Creek
Longs Drugs - Corporate Office - Walnut Creek
Mad River Community - Mad River
Meyer Corp - Vallejo
Mills High School - Millbrae
One & Two Corp. Ctr. - Concord
Oracle - Redwood Shores
Osborne Capital Mgmt. - San Mateo
Pacific Union College - Angwin
Price Less Foods - Yreka
Rambus - Los Altos
San Mateo Co. Employees - Redwood City
San Ramon Valley High School - Danville
Sequoia High School - Redwood City
SF Airport Maintenance - San Francisco
SF Firefighters Local 798 - San Francisco

SF Public Utilities Commission - San Francisco
SFSU - Nursing School - San Francisco
St. Patrick/St. Vincent High School - Vallejo
St. Veronica's Catholic Church - S. San Francisco
Symantec - Mountain View
Temple Sinai - Oakland
The Gap - San Bruno
Triage Consulting - San Francisco
U.S. Army Corps. of Engineers - San Francisco
USS Possco - Pittsburg
Vax-Gen Marina Blvd. - Brisbane
Walmart - Yreka
Wells Fargo - Folsom St. - San Francisco
Wells Fargo - Market St. - San Francisco
Wells Fargo - Montgomery St. - San Francisco
Yreka Community - Yreka

MAY 2006

Acalanes High School - Lafayette
Adin Community - Adin
Admin. Office of the Courts - San Francisco
AT&T Fairfield
Bank of America - 1455 Market St. - San Francisco
BioMarin Pharmaceutical - Novato
Blue Shield of Calif. - San Francisco
Butte Valley High School - Dorris
California Culinary Academy - San Francisco
China Basin Landing - San Francisco
Church of Jesus Christ LDS - Napa
City College of SF - San Francisco
City of Santa Clara - Santa Clara
College of the Siskiyous - Weed
Contra Costa Times - Walnut Creek
Doubletree Hotel - Burlingame
El Camino High School - S. San Francisco
Ernst & Young - San Jose
Fosters Wine Estate - Napa

French Amer. International School - San Francisco
Genentech - S. San Francisco
Half Moon Bay High School
Hayfork Community - Hay Fork
Holy Rosary Church - Antioch
Intermune - Brisbane
Jamba Juice - San Francisco
Jesse Bethel High School - Vallejo
Korean Presbyterian Church - Pleasanton
KPMG - San Francisco
Kublacon Game Convention - Long Beach
Lewiston Community - Lewiston
Lincoln High School - San Francisco
Modoc High School - Modoc
Mt. Shasta Community - Mt. Shasta
Oakwood Athletic Club - Lafayette
Pacifica Community - Pacifica
PG&E DeAnza Yard - Cupertino
Piedmont Hills High School - San Jose
Round Mountain Community - Round Mountain
Sausalito Women's Club - Sausalito
Savi Technology - Sunnyvale
Shorenstein & Co. - San Francisco
Solano Assoc. of Realtors - Vallejo
Solano C. Office of Education - Fairfield
St. Helena High School - St. Helena
Surprise Valley Community - Surprise Valley
Terra Nova High School - Pacifica
Tulelake - Tulelake
U.S. Court of Appeals - San Francisco
U.S. Dept. of Hlth. & Human Svcs. - San Francisco
Union Pac. School of Dentistry - San Francisco
USF Delta Sigma Pi - San Francisco
Valero - Benecia
Vanden High School - Fairfield
VF Outdoor Inc. - San Leandro
Waddell & Reed - Campbell

Blood drive sponsors continued

JUNE 2006

Accenture - San Francisco
Axiom Digital - San Mateo
Advent Software - San Francisco
Applied Biosystems - Foster City
Beringer Vineyards - St. Helena
British Motors - San Francisco
Bureau of Engineering-Van Ness - San Francisco
C/Net Networks - San Francisco
Calif. Pacific Med. Ctr. - San Francisco
Calif. Veterans Home - Yountville
Cell Genesis - Hayward
City of Vacaville - Vacaville
Club One - Almaden - San Jose
Coastside Lutheran Church - Half Moon Bay
Conoco Phillips - Rodeo
Del Monte - San Francisco
Deloitte & Touche USA - San Francisco
Delta Dental of Calif. - San Francisco
Dolby Labs - San Francisco
Embarcadero Center - San Francisco
Employee Wellness Administration - Martinez
First Republic Bank - San Francisco
Foster City Community - Foster City
Golden Gate Bridge SF - San Francisco
Goodrich - Fairfield
Hunter Douglas - San Jose
Hyatt Regency - Burlingame
Kaiser Call Center - Vallejo
Kaiser Hospital - San Francisco
Kaiser Permanente - S. San Francisco
Kentfield Fire Department - Kentfield
Lakewood Apartments - San Francisco
Lockheed Martin - Sunnyvale
Marin Assoc. of Public Employees - San Rafael
Marvell Fitness Center - Santa Clara
Northrup Grumman - Sunnyvale
Pacific Shores Club - Redwood City
Partnership Health Plan - Fairfield
Prime 11 Cinemas - Anderson
Rosendin Electric - San Jose
Rreef Management - San Francisco
San Mateo City Hall - San Mateo
Seton Medical Center. - Coastside - Moss Beach
SF Chapter, Boy Scouts of Amer. - San Francisco
Sikh American Group - Fremont
Solano Community Blood Drive - Fairfield
Solano County Bar Assoc. - Fairfield
St. Matthew Lutheran Church - Walnut Creek
State Comp. Ins. Fund - San Francisco
Theravance - S. San Francisco
United Airlines - San Bruno
US Postal Service - Redding
Weaverville Emergency Preparedness - Weaverville
Willits High School - Willits
xpedx-Hayward - Wiegmen Rd. - Hayward
Yreka Community - Yreka

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“I needed an emergency blood transfusion but I did not want to receive blood, I wanted to be the one who gave blood – I was now on the other side of the equation.” Fortunately, Amanda did receive six pints of the precious substance, which saved her life. “It was the best cocktail I ever had!” she laughed.

According to Amanda, she is now “cancer free.” She thanks her family and friends for being her rock. And in June 2005, she even walked a 26.2 mile marathon in Alaska!

Amanda went on to work as a high school coordinator/account representative at BBR for three years before working at BCP. She believes that just asking someone to donate blood makes a big difference, as it did for her on that day when someone asked her

to. “Donating blood gives a person another day to live,” said Amanda. “We have that power to save someone’s life!”

Recently, Amanda decided to return to school to further her studies. We thank her helping to save lives through her work at BCP, and for motivating others to donate blood by sharing her inspirational story. And we wish her well in her future endeavors!

