



## Now Serving Children's Hospital & Research Center Oakland

by *Lisa Bloch*



**CHILDREN'S HOSPITAL  
& RESEARCH CENTER OAKLAND**

Blood Centers of the Pacific (BCP) is now providing blood to patients at Children's Hospital & Research Center Oakland.

outstanding pediatric residency program and subspecialty fellowship programs. Children's research program, Children's Hospital Oakland Research Institute (CHORI), is internationally renowned for taking state-of-the-art basic and clinical research and translating it into interventions for treating and preventing human diseases. CHORI has 300 investigative staff, a budget of about \$50 million, and is ranked among the nation's top 10 research centers in National Institutes of Health funding to children's hospitals. To learn more, visit [www.childrenshospitaloakland.org](http://www.childrenshospitaloakland.org).

BCP has been providing rare blood to Children's Hospital in support of its sickle cell and thalassemia programs for several months and will now provide approximately 10,000 pints of blood and blood components each year. This new partnership continues a history of collaboration between BCP and the hospital, as several former Children's Hospital physicians have gone through BCP's Blood Banking Fellowship program.

*"Both our organizations have a long history of service to our community and we look forward to combining forces to ensure lifesaving blood is always there for the kids and adults who need it."*

-Nora Hirschler, MD, BCP President

"Children's Hospital Oakland's expanded partnership with Blood Centers of the Pacific will allow us to better serve the children of our community," said Betram Lubin, MD, Children's President and CEO.

To learn more or to schedule an appointment to donate blood, visit [www.bloodcenters.org](http://www.bloodcenters.org) or call 888-393-GIVE.

"We're honored to be able to support the lifesaving mission of Children's Hospital & Research Center Oakland," said Nora Hirschler, MD, president of BCP. "Both our organizations have a long history of service to our community and we look forward to combining forces to ensure lifesaving blood is always there for the kids and adults who need it."

Children's Hospital & Research Center Oakland is Northern California's only independent not-for-profit regional medical center for children. Children's Hospital is a national leader in many pediatric specialties and sub-specialties including hematology/oncology, neonatology, cardiology, orthopedics, sports medicine, and neurosurgery. Children's Hospital is also a premier teaching hospital with an

*inside  
this issue*

**Where are they now?, page 3**

**Thank you volunteers!, page 6**

Lifelines is published quarterly by Blood Centers of the Pacific.

**Editor:** Lisa Bloch

**Associate Editor:** Angela Woon

**Graphic Design/Layout:** Gregory Berger

**Contributors:** Lisa Bloch and Angela Woon

**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

**Peninsula Center**

111 Rollins Road  
Millbrae, CA 94030

**Redwood City Center**

570 Price Avenue  
Redwood City, CA 94063

**Diablo Valley Center**

325 N. Wiget Lane, #140  
Walnut Creek, CA 94598

**North Bay Center**

1325 C1 Gateway Blvd  
Fairfield, CA 94533

**Napa Center**

3230 Beard Road  
Napa, CA 94559

**Shasta Blood Center**

2680 Larkspur Lane  
Redding, CA 96002

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

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

# Quick Bits

## Share Your Story

There's no doubt about it, blood donors are important and special people. They take time out of their busy day to unselfishly give of themselves – to help save lives. There are many reasons and motivating factors as to why someone donates blood, and we'd like to hear yours!

Simply mail your answers to: Blood Centers of the Pacific, PR Dept, c/o Angela Woon, Irwin Center, 270 Masonic Ave. San Francisco, CA 94118

Or, bring it in to the blood center when you donate blood.

With your permission, we'll use that information to motivate others to become blood donors too!

Name: \_\_\_\_\_

1) Why do you donate blood?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2) When was your first blood donation? Tell us about it.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3) Have you or do you know someone who's used blood? If so, please explain.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4) May we contact you for follow-up questions? If yes, please fill out the following information, which will not be shared with outside parties.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Thank you for sharing your comments with us! Blood Centers of the Pacific has my permission to use my name and comments in blood center materials (Website, brochures, newsletters, etc...)? Yes No (circle one)

Please sign and date: \_\_\_\_\_

# Where are they now?

Through the years, BCP has featured several stories about people who've used blood to motivate the community to donate blood. Many have spoken at our recognition events and have become strong advocates for the blood donation cause.

You may have wondered what happened to them, what their progress is and what they are doing now. In the next few *Lifelines*, we will feature a series entitled "Where are they now?" about these patients who, because of blood donors, have another tomorrow. This winter, we feature Lauren Ward Larsen.



**Lauren Larsen** had her whole life before her. She was happily married and had a successful career in the corporate world, having spent 16 years in management and marketing. But in the spring of 2000, Lauren's life changed when she experienced pregnancy complications during the birth of her daughter Clare, triggering the need for more than 200 pints of blood.

As a result, she unexpectedly assumed the role as a blood donation advocate, appearing in television public service announcements; speaking at more than 200 national and regional transfusion medicine conferences, service organization meetings, and blood center events, including BCP's donor recognition luncheons.

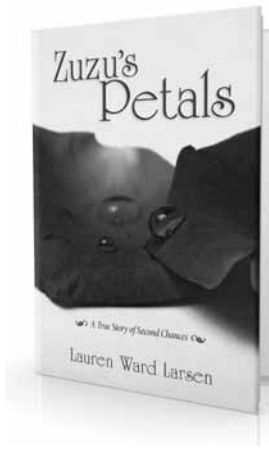
Currently, Lauren is the President and Chief Ambassador of the Foundation for America's Blood Centers, which supports the independent blood centers that collect half the United States' blood supply.

For all of her grassroots efforts to promote blood donation, Lauren was awarded the 2001 Larry Frederick Award from America's Blood Centers. And she is also the recipient of the 2006 Outstanding Achievement Award presented by AABB.

In addition to her work with nonprofit blood centers, Larsen is also active in several other causes. In 2006, she hosted the largest fundraiser to date for the Preeclampsia Foundation, and she offers CEU courses for nurses, seeking to raise awareness about the warning signs and potential devastation of preeclampsia. In 2007, she and her husband, Jeff, launched a grassroots initiative to drill wells in war-torn areas of Southern Sudan, bringing a clean and safe

water supply to thousands of local villagers. Their next drilling expedition is scheduled for December 2011.

Most recently, Lauren is the author of the memoir, *Zuzu's Petals: A True Story of Second Chances*, which chronicles her experience with near-fatal preeclampsia and the unexpected life that unfolded as a result. Following is a note from Lauren:



*I originally began writing Zuzu's Petals: A True Story of Second Chances to help others understand the depth of suffering that accompanies a long-term stay in the intensive care unit, and to offer encouragement to those in similar situations. But the longer it took me to put my story on paper (nine years to be exact), the more time I had to reflect on the impact that hundreds of people—nurses, doctors, blood donors, family members, and friends—had had on my*

*life—not only saving it, but forever changing it. You see, nearly dying actually taught me how to live, and with this shift in perspective and priorities came an overwhelming sense of gratitude. And that gratitude demanded expression.*

*I began by hosting a grassroots campaign to thank nonprofit blood centers, which then evolved into an eight-year national speaking tour with fundraisers benefiting America's Blood Centers, the Preeclampsia Foundation and Project Education Sudan. Through the hundreds of talks I gave, I began to understand the power that storytelling could have in inspiring others to turn their compassion into action.*

*With that in mind, Zuzu's Petals has a unique author-publisher agreement in place to donate at least ten percent of the publisher's selling price to causes related to my story—blood donation, preeclampsia research and education, and access to clean water in southern Sudan.*

*With love, light, and laughter...*

*Lauren*

If you'd like to buy a signed copy of Lauren's book or read more about the causes she supports, visit [www.laurenwardlarsen.com](http://www.laurenwardlarsen.com).

# Not Your Average Joe

by | Diane Lai



(L to R) Former BCP Account Representative Gertrude Stopper, BCP Account Representative Diane Lai and Blood Drive Coordinator Joe Sweeley

Completely personable and a true gentleman, he has gone out of his way to make each blood center staff member comfortable and welcome at every blood drive.

He also understands the importance of blood donation. "I know that people need blood," said Joe. "And it makes me feel good knowing that I can help someone I have never met." During the

After working for 42 years, United Airlines blood drive coordinator and dedicated blood donor Joe Sweeley plans on retiring from his company at the end of January 2012.

"If you ask my friends here, they will say I haven't started working yet," said Joe. As you can tell, Joe's a pretty funny

guy. Completely personable and a true gentleman, he has gone out of his way to make each blood center staff member comfortable and welcome at every blood drive. He also understands the importance of blood donation. "I know that people need blood," said Joe. "And it makes me feel good knowing that I can help someone I have never met." During the seven years Joe has been a blood drive coordinator, he has helped collect more than 3,000 pints of blood, saving more than 9,000 lives! "If nobody gave blood, think of all the people that wouldn't be alive today," he said.

Joe enjoys being a blood drive coordinator, and has always gone above and beyond his duties in order to help spread the word and get his employees involved. He also likes being a blood donor because he gets a chance to see and talk to fellow donors and make new friends. United Airlines staff give blood at quarterly drives held at the Maintenance base at the San Francisco Airport.

We thank Joe for all his dedication and hard work thusfar, and are sad to be losing him next year, but we know his hard work with the United Airlines blood drives will carry on long after his retirement! When asked what his plans are once he retires Joe said, "That's the hardest question of all. Spending time with my wife, keeping active, and doing whatever my body will let me do."

## Connect with BCP!

Find us on:



**Blooddrops**

[www.bloodcenters.org/blog](http://www.bloodcenters.org/blog)



**Twitter**

[twitter.com/blooddrops](http://twitter.com/blooddrops)



**Facebook**

[www.facebook.com/bloodcenters](http://www.facebook.com/bloodcenters)

Don't forget to also add us to your email signature, and invite your friends to join our networks!

# New Year's Commitment: Be a lifesaving hero

For 31 years, National Blood Donor Month has honored the heroes among us who give the gift of life: blood. While many are trying to synthesize blood or reproduce its effects, today there is no substitute. And every two seconds, someone needs blood. This year alone, more than five million patients will require blood transfusions as they recover from accidents or surgery or receive treatment for leukemia, cancer and other diseases.

“At Blood Centers of the Pacific (BCP), we encourage individuals to commit to finding the hero in themselves by giving blood at least 3 times a year,” says Nora Hirschler, M.D., President of BCP. “If all eligible people would make and keep that 3-time-a-year commitment, blood needs in the Bay Area would always be met.”



*Reese is a playful child thanks to the generosity of strangers. (Shown here with mom Emilie.)*

## **Emilie and Jeremy pay it forward for Reese**

Little Reese was born a fighter. She has Williams Syndrome, a condition that can present life-threatening cardiovascular problems. At just one month old, Reese had open-heart surgery. “I remember

seeing the bag of blood when it was delivered to her hospital room for one of her transfusions,” recalls her mom, Emilie. “I thought that I didn’t even know the person who this came from, but they were saving my daughter’s life.”

Now 2, Reese recently started preschool. She loves watching movies and eating chocolate. Her parents, Emilie and Jeremy, are

Gold donors — giving blood at least three times a year to help others — just as generous strangers did for their daughter.

## **Become Gold**

Make a commitment to blood or platelet donation in 2011. Each time donors keep their appointment, they earn a new level of commitment — bronze, then silver and gold. Each donation also earns points for shopping in the Hero in Me Rewards Store. Visit [www.bloodcenters.org](http://www.bloodcenters.org) for more information.

People who are 17 and older and in good health are eligible to donate. Additional height/weight requirements apply to donors 22 and younger, and donors who are 17 must have a signed permission from a parent or guardian. Appointments may be made at [www.bloodcenters.org](http://www.bloodcenters.org).



**MAKE  
LIFESAVING  
A HABIT**

# Thank you Volunteers!

by Angela Woon

The venue was “Chez BCP” with two conference rooms at BCP’s headquarters in San Francisco transformed into a “restaurant,” a few BCP staff played servers... and our guests? Volunteers who were being honored for their time, talent and dedication to BCP.

This past October 25th, more than 50 volunteers attended the Volunteer Appreciation Luncheon. BCP took the opportunity to treat our volunteers to a scrumptious meal, giveaway bags and raffle prizes.

The highlight of the event was when Anita Keyak and Tony Vecchio were each honored for reaching 5000 and 7000 volunteer hours in 2008 and 2009 respectively. Longtime volunteer Don Franklin (who was unable to attend) was also named the recipient of the Bernard Haines Award (named for a dedicated volunteer who passed away) for his outstanding community service.

Thank you to all our volunteers—we couldn’t do it without you!



*Anita Keyak and Tony Vecchio receiving their plaques for reaching the 5000-hour and 7000-hour volunteer milestone*

# Thank You Heroes!

**Congratulations to the following blood drive sponsors for hitting or beating their blood drive goals for the third quarter 2010.**

## July

ADP - Pleasanton

Bay Area Air Quality Management District -  
San Francisco

Benicia Community - Benicia

BioMarin Pharmaceutical - Novato

Boston Scientific - Fremont

Bridgepointe Parkway Blood Drive - San Mateo

Build.com - Chico

Century Centre Blood Drive - San Mateo

Changing Lives Christian Ministries  
- Hilltop Mall

Chico CCC - Chico

Customs and Border Protection - San Francisco

Delta Dental of California - San Francisco

Dow Chemical - Pittsburg

Dublin Corporate Center - Dublin

Electronic Arts - Redwood City

Empire Realty- Danville

Genentech - South San Francisco

Ghirardelli Chocolate - San Leandro

GoKart Racer - Burlingame

Kampai Sushi - Redding

KQED - San Francisco

Leo R. Schrupp Memorial Blood Drive

sponsored by First Priority Financial - Fairfield

Los Medanos College - Pittsburg

Marin County Motorcycle Association  
- Petaluma

Marin Municipal Water District - Corte Madera

Movies 14 - Redding

Oracle - Pleasanton

Oracle - Redwood Shores

Peninsula Jewish Community Cntr - Foster City

Red Bluff Community - Red Bluff

San Mateo County Employees - Redwood City

San Mateo Information Technology &

Accounting Service Center - San Mateo

SF Federal Building - San Francisco

Simpson Gumpertz & Heger - San Francisco

Solano Assoc.of Realtors - Vallejo

State Compensation Insurance Fund

- San Francisco

Surprise Valley Community - Cedarville

Thornhill Property Services - 221 Main

- San Francisco

Tinseltown - Chico

Tyco Electronics - Menlo Park

# *Blood drive sponsors continued*

Vestra Resources, Inc. - Redding  
Westfield Solano/Solano Community  
Blood Drive - Fairfield

## **August**

Administrative Office of the Courts  
- San Francisco  
Amyris - Emeryville  
Bank of America - San Francisco  
Calvary Temple - Concord  
Church of Jesus Christ LDS - Palo Alto  
Club Sport Pleasanton - Pleasanton  
Coastside Lutheran Church - Half Moon Bay  
College of the Siskiyous - Weed  
Department of Child Support Services - Fairfield  
East Bay Fellowship - Danville  
Elks - San Rafael  
Embarcadero Center - San Francisco  
Financial Engines Inc. - Palo Alto  
First Republic Bank - San Francisco  
First United Methodist Church - San Leandro  
Fort Jones Community - Fort Jones  
Foster City Community - Foster City  
Franklin Templeton - San Mateo  
Golden Gate Nat'l Rec Area/SF Maritime &  
US Park Police - San Francisco  
Hines 560 Mission Street - San Francisco  
IRS - San Jose  
Kilroy Realty - 303 2nd St. - San Francisco  
Movies 14 - Redding  
Moylan's Brewery & Restaurant - Novato  
Pacific Shores Club - Redwood City  
Peninsula Masonic Lodge - San Carlos  
PG&E - Beale - San Francisco  
Phillip Burton Federal Building &  
US Courthouse - San Francisco  
PMI Mortgage Insurance Co. - Walnut Creek  
Queen of the Valley - Napa  
Refinery at Richmond - Richmond  
San Mateo Medical Center - San Mateo  
San Quentin State Prison - San Quentin  
Scientopia Discovery Center - Napa  
Sequoia Hospital - Redwood City  
SF Firefighters Local 798 - San Francisco  
SF State - San Francisco

Shasta College - Redding  
Shasta Regional Medical Center - Redding  
Silicon Image - Sunnyvale  
St. Joseph Parish - Mountain View  
St. Helena Community - St. Helena  
Stonestown Galleria - San Francisco  
Tinseltown - Chico  
Tractor Supply - Red Bluff  
U.S. Forest Service - Vallejo  
Wells Fargo - San Francisco  
Wild Orchids the Salon - Antioch  
Yreka Community - Yreka

## **September**

AAA California State Automobile Association  
- Fairfield  
Alza Corporation - Vacaville  
Balboa Café - San Francisco  
Balboa Café - Mill Valley  
Benicia Community - Benicia  
Benicia High School - Benicia  
Cal Trans - Redding  
Cengage Learning - Belmont  
Centennial High School - Corning  
CH2M Hill - Redding  
City Employees - Daly City  
City of Santa Clara - Santa Clara  
Cross Pointe Community Church - Redding  
Crosswinds Church - Dublin  
Del Monte - San Ramon  
Dominican University - San Rafael  
Dutch Bros - Redding  
Fairchild Medical Health Fair - Yreka  
First United Methodist Church - Napa  
Foothill High School - Palo Cedro  
Google - Mountain View  
Google - San Francisco  
Grace Fellowship Church - San Francisco  
Hogan High School - Vallejo  
Holy Spirit Church - Fremont  
Jesse Bethel High School - Vallejo  
John F Kennedy High School - Richmond  
Kaiser Permanente - Pleasanton  
Live Oak High School - Antioch  
Mountain Lakes High School - Shasta Lake City

Movies 14 - Redding  
Napa High School - Napa  
Napa State Hospital - Napa  
Pinewood High School - Upper Campus  
- Los Altos  
Pioneer High School - Redding  
Rambus - Los Altos  
Red Bluff Community - Red Bluff  
St. Peter's Catholic Church - Pacifica  
Salesforce.com - San Mateo  
SF Police Department - San Francisco  
SF Sheriff's Department - San Francisco  
SF State - San Francisco  
SF Superior Court - San Francisco  
SF-VA Medical Center - San Francisco  
Social Security Admin - Richmond  
Solano Community College - Suisun City  
Symantec - Mountain View  
Tamalpais High School - Mill Valley  
Tinseltown - Chico  
Travis Air Force Base - Fairfield  
UC Hastings College of the Law - San Francisco  
United Airlines - San Bruno  
Unitek College - EMT Boot Camp - Fremont  
Vallejo High School - Vallejo  
Visa Inc. - Foster City  
Weed High School - Weed  
YouTube - San Bruno  
Yreka Community - Yreka



Blood Centers *of the Pacific*

270 Masonic Avenue  
San Francisco, CA 94118



# *lifelines*

Why do you give blood?

*“I give because I am healthy and able to give.”*

-Elaine Butler, BCP Blood Donor

