

## Vitals

WWW.SCBB.ORG

To donate blood call 1-866-97-BLOOD  
(1-866-972-5663)

Business office call 941-954-1600

## Our Mission

Suncoast Communities Blood Bank provides a reliable supply of quality blood products and services to hospitals and health centers in need.

**Suncoast  
Communities  
Blood Bank**

1760 Mound Street  
Sarasota, FL 34236

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
MANASOTA, FL  
PERMIT NO. 1098



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Rhonda J. Peters, Director of Development  
Laura Williams, Director of Human Resources

Questions or comments: Jayne Giroux Public Relations & Promotions Manager. [jgiroux@scbb.org](mailto:jgiroux@scbb.org) or 941.954.1600 x1024

## LIFE FORCE Comes to Manatee County



Great minds think alike. Laura Cole (L) and Michelle Cervantes (R), staff members at Manatee Memorial Hospital, each came up with the winning name of the bloodmobile that will exclusively serve Manatee County. "LifeForce" is now rolling the streets of Manatee County, welcoming residents to roll up their sleeves and donate. ♡

## Collection Centers

SARASOTA  
1760 Mound Street  
941-954-1600

Hours:  
Monday – Thursday 8:00 am – 7:00 pm  
Friday 8:00 am – 4:30 pm  
Saturday 8:00 am – 1:00 pm

NOKOMIS / VENICE  
Nokomis Village Shopping Center  
1097 N Tamiami Trail  
1-866-97-BLOOD

Hours:  
Monday – Thursday 8:00 am – 6:00 pm  
Friday 9:00 am – 1:00 pm  
Saturday 8:00 am – 1:00 pm

ARCADIA  
710 N Brevard Avenue  
1-866-97-BLOOD

Hours:  
Tuesday 1:00 pm – 7:00 pm  
Friday 9:00 am – 1:00 pm  
Saturday 9:00 am – 1:00 pm

# The Pulse

Suncoast Communities Blood Bank  
We can't operate without you

Fall 2010

## LAUNCH OF A LIFE SAVING PARTNERSHIP IN MANATEE

Kevin DiLallo, CEO at Manatee Healthcare Systems, was among the first in line to roll up his sleeve and donate blood as Suncoast Communities Blood Bank (SCBB) officially became the sole provider of blood products and blood services to both Manatee Memorial Hospital (MMH) and Lakewood Ranch Medical Center (LRMC).

In addition to supplying blood products, SCBB serves as the transfusion reference laboratory for these two Manatee County hospitals and the provider of direct therapeutic patient services. "Suncoast Communities Blood Bank has a distinguished reputation for providing outstanding customer service to its hospitals, patients and blood donors," says Mr. DiLallo. "They have been in the area for over 60 years, and we welcome them as a vital partner."



*Dr. Magenheimer, CEO & Medical Director of SCBB, greets Manatee Memorial Hospital CEO, Kevin DiLallo, after his blood donation on August 30.*

Dr. Mark J. Magenheimer, CEO and Medical Director at SCBB, joined Mr. DiLallo at the inaugural blood drive at MMH where over

75 employees also donated. "Our blood center is able to save lives because of the thousands of individuals who volunteer to donate blood in service to their neighbors," says Dr. Magenheimer. "We look forward to working with the citizens of Manatee County to help serve their hospitals."



*Lakewood Ranch resident Julie Terwilliger donated a pint at the 9/11 memorial blood drive.*

### New Friends

When WCTQ listener Julie Terwilliger heard that SCBB was now the sole provider of blood products for Manatee Memorial Hospital and Lakewood Ranch Medical Center, she felt a responsibility to donate. Challenged by her younger sister to become a blood donor, Julie has been donating blood three times a year for 15 years. The

Manatee County resident has three children; Kenneth, 16, who attends Lakewood Ranch High School; Emily, 13, and Elizabeth, 11, both students at Nolan Middle School. Julie, a special education teacher's assistant at McNeal Elementary feels, "it is my responsibility to be a blood donor."

"When I heard that SCBB was providing the blood for Manatee Memorial and Lakewood Ranch, I wanted to support the hospitals my family would use. I feel good about giving blood to SCBB because I know they will be there if we need them."

## WHY SELECT A LOCAL COMMUNITY BLOOD BANK?

*From the CEO & Medical Director*

As a local community blood bank, SCBB is in the unique position to be highly responsive to the needs of individual physicians. Ours is a partnership with our hospitals and allows us to provide the highest quality healthcare possible to our citizens and visitors.



The analysis concluded that our operational efficiencies, combined with our highly skilled staff, assured success, allowing us to embrace this new partnership.

Our partnership is not limited to the hospitals we serve. If not for the thousands of volunteer blood donors, neither SCBB nor the hospitals in our community could function. We look forward to working with the people and communities of Manatee County so

We were honored when approached by Manatee Healthcare Systems to become the sole provider of blood products and services for Manatee Memorial Hospital and Lakewood Ranch Medical Center. Accepting this new challenge required considerable deliberations by our board of directors and senior staff. To fully meet the needs of these two hospitals would require an additional 9000 units of red cells and 850 units of platelets annually. Direct patient therapeutic procedures would increase by as much as 75%. We would need to open a minimum of two new collection centers in Bradenton and Lakewood Ranch, acquire hundreds of thousands of dollars in collection equipment and hire additional staff.

that together we provide Manatee Memorial Hospital and Lakewood Ranch Medical Center with the best healthcare in the region. We will open two new locations in Manatee County by the end of the year. In the meantime, any resident wishing to donate blood can do so at the blood mobile located in the Manatee Memorial Hospital parking lot every Monday from 9am to 3pm.

Our decision was predicated on two principles: 1) the expansion could not impinge on existing service to our hospitals and patients, and 2) we would need to hire the staff and acquire the instruments necessary to assure the same level of service to the Manatee hospitals, patients and donors.

Mark J. Magenheim, MD, MPH  
CEO and Medical Director

### A Partnership with our Medical Community

“The Emergency Departments of Manatee Memorial Hospital and Lakewood Ranch Medical Center depend on SCBB for our supply of blood in emergency situations. Sometimes just a few minutes means the difference between life and death and having this much needed product immediately available to us allows us to perform our jobs more effectively. Please consider supporting SCBB and donating your blood today. It could be your neighbor’s life that you save tomorrow.” *Teresa Rawe, D.O., Medical Director of Emergency Services - Lakewood Ranch Medical Center and Manatee Memorial Hospital*

“Blood, vital for life. None of our bodily functions can work without it. Doctors and surgeons cannot treat without it, and we cannot live without it. We welcome SCBB to the Manatee Memorial family to help us help our patients.” *Anthony Pizzo, M.D. F.A.C.C. F.A.C.P. Bradenton Cardiology Center*

## GIVING THE GREEN

### SunTrust – giving the red and the green



Margaret Callihan, CEO of SunTrust Banks and a life-long blood donor, presented Mark Magenheim, MD, with a \$5000 gift from the SunTrust Foundation.

“A community cannot run without a strong and vibrant local blood bank,” says Ms. Callihan. “Suncoast has been here for our community for over 60 years. We are grateful for the important work they do and for the thousands of volunteer blood donors.”

### Anonymous donors make a major gift

We affectionately refer to platelets as liquid gold and those who donate this precious fluid as a rare breed. The Spring 2010 issue of The Pulse featured a story about our need to acquire a new platelet collection instrument called a Trima. A local couple read the story and presented SCBB with a check for the full \$55,000 purchase price. They have personal family experience with the critical need for platelets, and they believe in giving back to their community. They also wish to remain anonymous so we'll just call them our secret angels.

### Grant for Information Technology Study

SCBB received an \$18,000 grant from the Gulf Coast Community Foundation of Venice to conduct an information technology study. The study analyzed the blood bank's technical operations and processes, to help it maximize efficiencies, and evaluated the business processes for

redundancies in order to identify potential cost savings. The findings and recommendations of the study will be implemented in the coming fiscal year.

“The Foundation Board recognized that this plan will help Suncoast Communities Blood Bank continue to thrive as a first-rate healthcare organization. The grant allows for the blood bank to strategically manage growth and further operational efficiency,” says Teri A. Hansen, President and CEO of the Foundation. “We believe in providing the resources that will help our community members solve problems and move forward. By supporting the blood bank, we are furthering the future of quality healthcare for all of our residents.”



Teri A Hansen, President and CEO of the Gulf Coast Community Foundation.

### Helping Hands Grant

The Allstate Foundation awarded SCBB a \$1000 grant to



Brian Kolba, local Allstate Agent, has raised \$3670 in support of SCBB's programs and instruments.

honor local Allstate agent, Brian Kolba, because of his commitment to the blood bank and to his community. Mr. Kolba has raised \$3670 in support of SCBB's programs and instruments. “Brian has been a good friend to SCBB for many years,” says Rhonda Peters, Director of Development. “We are so grateful to have Brian advocating for blood donation.”

## “PROMISES TO KEEP AND MILES TO GO BEFORE I SLEEP”

*A message from Rhonda Peters, Director of Development*

**SCBB** has a fleet of seven bloodmobiles (buses) that conduct over 1000 blood drives throughout Sarasota, Manatee and DeSoto counties each and every year. The average number of miles on our buses is 100,000!

Our bloodmobiles are the work horses of our collections team. They are our mobile blood banks, providing a safe, comfortable and cozy environment for donors. They allow us to travel where it is most convenient for our donors: to schools, churches, businesses, community centers. We work these buses like mules – generating the power required to run the air conditioning and collection instruments and traveling well over 100,000 miles. And they have kept their promise of service to us. Yet, we must prepare for the inevitable retirement of at least one of these buses in the next few years.

As members of our collection team, each of our bloodmobiles have been given names to personalize them. Consider their ages and years of service.

In order of seniority...

Half Pint – 22 years old

Lifesaver – 18 years old

Life Force – 15 years old

Charity – 13 years old

Blood Hound – 13 years old

Quick Draw – 5 years old

Blood Vessel – 4 years old

While no one can be certain as to Robert Frost’s meaning behind his celebrated poem “Stopping by Woods on a Snowy Evening,” what seems evident is the notion of commitment and responsibility. I share the story of our buses because we need your support and commitment as we launch a campaign to purchase a new bloodmobile. Having one of our bloodmobiles out of service for even one day can impact a hospital’s ability to perform surgeries and provide treatments. A new bloodmobile will cost \$235,000. We begin our fundraising campaign today with an anticipated delivery date of spring 2012.

Please consider making a gift to the “HOP ON THE BUS” fund. You can make your gift online at <http://scbb.org/financialgifts.htm> or utilize the attached envelope. Your charitable gift is tax-deductible and multi-payments can be arranged. For more details please contact me at 954-1600 x1033.

Thank you for your kind consideration.



Rhonda J. Peters  
Director of Development



## SCHOLARSHIP AWARDS

Suncoast Communities Blood Bank awarded 45 graduating seniors with scholarships totaling \$26,150 to pursue post-secondary education opportunities. This year marked the highest participation in applicants and funds awarded since the program began five years ago. SCBB employees contributed over \$6,000 to the Generation Give fund through the "Dollar for Scholars" program. The program allowed contributions to be made through payroll deductions and fundraising activities. On June 10, 2010, SCBB hosted a dinner and reception at Cosimo's Too at Westfield Mall to present the scholarships.

During the 2009-2010 school year, SCBB registered 3,209 students and collected 2,725 units of blood which represents 10% of total donations.

### 2010 Scholarship Committee:

Dr. Ronald Fisher, Pauline Becker, Sherri Reynolds, Dr. Mark J. Magenheim, Julie Platt and Shelby Tudor.

### Statewide Recognition – AGAIN

For the third consecutive year, Sarasota Military Academy (SMA) received recognition from the Florida Association of

Blood Banks (FABB) for Most Donations in the category of schools with 150 or less seniors. SMA's outstanding student participation in support of blood drives during the 2009-2010 year resulted in a record breaking 105% participation in the four campus blood drives. Colonel William Brockman accepted the award and trophy at the FABB annual meeting held in Miami.

### Garrett Pruse, Recipient of a SCBB Scholarship



You last saw Garrett his senior year of high school. Now a University of Central Florida freshman, blood donor and recipient of a Suncoast Communities Blood Bank Generation Give Scholarship, Garrett has big plans. A graduate of Riverview High School, the political science major has law

school in his future. Garrett used the scholarship to purchase his text books. "Giving blood is a simple and painless way to help save lives. Donating is one of the easiest ways to participate in a great philanthropic effort," said Garrett.

### 2010 Scholarship Recipients

| Student Name      | High School        | College/University              |
|-------------------|--------------------|---------------------------------|
| Tameka Mays       | Booker             | Edwards Waters College          |
| Victoria Anthony  | Booker             | Flagler College                 |
| Keinna Campbell   | Booker             | St. Joseph's College            |
| Jasmine Jordan    | Booker             | Univ of South Florida           |
| Hazel Young       | Booker             | State College of Florida        |
| Carolina Schwaner | Cardinal Mooney    | Emory Oxford College            |
| Gabi Edelmann     | Desoto High        | Univ of Central Florida         |
| Gabriel Coone     | Desoto High        | South Florida Community College |
| Clarissa Horton   | Desoto High        | South Florida Community College |
| Cheyenne Emrich   | North Port         | State College of Florida        |
| Molly McKinney    | Pine View          | Stanford University             |
| Garrett Pruse     | Riverview          | Univ of Central Florida         |
| Katie Daly        | Riverview          | State College of Florida        |
| Ryan Bentley      | Riverview          | Univ of Central Florida         |
| Melissa Phillips  | Riverview          | State College of Florida        |
| Kavanaugh Bugatti | Riverview          | Florida State University        |
| Mackenzie Morey   | Riverview          | Univ of Central Florida         |
| Matthew Phillips  | Riverview          | State College of Florida        |
| Samuel Downey     | Riverview          | Florida State University        |
| Jordan Penner     | Sarasota Christian | Univ of Central Florida         |
| Rayna Lounsbury   | Sarasota Christian | State College of Florida        |
| John Newton Jr.   | Sarasota High      | State College of Florida        |
| Richard Musior II | Sarasota High      | State College of Florida        |

| Student Name      | High School       | College/University                       |
|-------------------|-------------------|--|
| Nicole Hobbs      | Sarasota High     | Univ of South Florida                    |
| Megan Bufkin      | Sarasota High     | Florida Gulf Coast University            |
| Kylie Sterling    | Sarasota High     | University of Florida                    |
| Kara Kiszak       | Sarasota High     | State College of Florida                 |
| Tyler Walburn     | Sarasota High     | State College of Florida                 |
| Kayla Miller      | Sarasota High     | Florida State University                 |
| Tiffany Blus      | Sarasota High     | State College of Florida                 |
| Tyler Miller      | Sarasota High     | SCTI                                     |
| Avory Block       | Sarasota High     | Florida Southern College                 |
| David "DJ" Crymer | Sarasota High     | State College of Florida                 |
| Shay Walker       | Sarasota Military | State College of Florida                 |
| Zachery Brodil    | Sarasota Military | State College of Florida                 |
| Joseph Hurst      | Sarasota Military | North Georgia College & State University |
| Kristin Jutras    | Venice High       | Univ of South Florida                    |
| Jonathan Benson   | Venice High       | Univ of Central Florida                  |
| Erick Bennett     | Venice High       | Santa Fe College                         |
| Frederick Freeman | Venice High       | State College of Florida                 |
| Noah Carpenter    | Venice High       | State College of Florida                 |
| Bailee McGinnis   | Venice High       | Florida Gulf Coast University            |
| Chelsey Wingham   | Venice High       | State College of Florida                 |
| Kyle Suttles      | Venice High       | Florida State University                 |

## COMMUNITY HIGHLIGHTS

### Boots & Badges 2010

#### Arcadia

Boots (Fireman) took the prize once again in Arcadia. Fire Chief Glen Prescott accepted the winners' plaque from SCBB Director of Development, Rhonda Peters on behalf of the DeSoto County Fire Department. The Chief immediately went into the donor center and gave another pint!



*Rhonda Peters, SCBB's Director of Development presenting the Boots and Badges plaque to Fire Chief Glen Prescott.*

#### Sarasota

Badges (Policemen) wins in Sarasota. Sheriff Tom Knight accepted the trophy on behalf of law enforcement from Dr. Magenheim and special guest Larry Frederick at the August 13 awards ceremony. Mr. Frederick, a retired police officer who was wounded in the line of duty, received 110 units of blood and travels the country testifying to the importance of blood donation.



*Larry Frederick (center) pictured with Sarasota Sherriff department, Police department and Highway Patrol.*

### 13 agencies supported the 2010 Boots & Badges competition:

DeSoto County Sheriff  
DeSoto County Fire Department  
Englewood Fire District  
Florida Highway Patrol  
Longboat Key Fire Department  
North Port Police Department  
North Port Fire Department

Sarasota County Fire Department  
Sarasota Police Department  
Sarasota County Sheriff's Office  
Venice Police Department  
Venice Fire Department

Sponsors: Firehouse Subs, Beef 'O' Brady's, Seacoast National Bank and Canoe Outpost

### What Color Do You Bleed?

It was Gators vs. Bulls as Florida hosted South Florida for the historic rivalry match-up. Benjamin Noles, a Bulls fan, was the lucky winner of two 50-yard-line tickets to the big game on Saturday, September 11. The tickets, donated by a long-time SCBB friend, were a big hit among the 812 donors who registered.

Benjamin's mother, a nurse at SMH and regular donor at SCBB,



encouraged him to come in and donate blood. "She tells me often how my one blood donation could help save others, even babies." Benjamin plans to attend State College of Florida to earn a degree in multimedia.

### 9/11 Memorial Blood Drive

106.5 CTQ and Suncoast Communities Blood Bank teamed up to host a 9/11 National Day of Service Memorial Blood Drive in Lakewood Ranch – Main Street. 69 donors registered to show support of their local area hospitals: Lakewood Ranch Medical Center, Manatee Memorial Hospital, Sarasota Memorial Hospital and Doctor's Hospital. Each donor received gifts from Ed's Tavern, Eduardo's Cantina & CTQ radio station.



*Ken Bird and Randi Pritchard donated blood at the 9/11 Blood Drive.*

### SCBB Appoints Public Relations and Promotions Manager



Jayne Giroux has joined the staff of Suncoast Communities Blood Bank (SCBB) as the Public Relations and Promotions Manager. In this role, Jayne will oversee all SCBB communications, community and media relations and special events.

Jayne has more than 20 years of non-profit management experience in community and media relations, development and large-scale event planning. Prior to joining SCBB Jayne served as the Executive Director of the Southwest Florida Region of the Arthritis Foundation and as the Development Officer for the South Florida Museum in Bradenton. Jayne also worked as an independent contractor consulting with non-profit agencies in the development of marketing strategies, donor cultivation, special event training and board development.

A life-long resident of Manatee County, Jayne will be instrumental in introducing the citizens and businesses of Manatee County to SCBB and the valuable role it serves in the community.