

LifeLink

A link between donors, volunteers, staff & friends of Stanford Blood Center

FALL / WINTER 2008



Double Trouble»

One new mom feared that her first days as a mother would be the last ones of her life. Learn how speedy doctors and several blood transfusions saved her life.

STANFORD BLOOD CENTER  ***Give blood for life!***

give blood • volunteer • donate money • host a blood drive

Message from the nursing staff»

At Stanford Blood Center, we provide hope for the future: **teaching** tomorrow's leaders in transfusion medicine, **researching** to unlock mysteries inherent in blood, and **connecting** donors to patients every day.

If you have any questions about or suggestions for upcoming issues of *LifeLink*, please contact Brooke Krannich at krannich@stanford.edu, or 650-723-8270.

Special thanks to the following for making our Canteen area more comfortable for donors:
Andronico's, Los Altos
Better Bagels, Mountain View
Hobee's, Palo Alto
JJ&F, Palo Alto
Stanford Floral Design, Palo Alto

Contact Us:
888-723-7831
<http://bloodcenter.stanford.edu>
giveblood@stanford.edu



Stanford Blood Center's refreshed, revisited mission statement is featured in the column on the left. Please take a moment to read it. I want to talk to you about the last phrase: *connecting donors to patients every day*.

A few of us at the Blood Center have recently had the extremely rewarding experience of spending time with blood recipients at Stanford Cancer Center. We have met patients who cover the spectrum of the patient population. From young mothers with children to grandmothers, from a young college student to a retired businessman who was ready to travel the world.

All of these patients have something in common; they all have a type of cancer that requires frequent transfusions of platelets, plasma and/or red blood cells. Another thing they have in common—gratitude.

One thing I've learned from my visits to the Cancer Center is that if it were not for our dedicated donors, these patients would not be able to live their lives. The sentiment expressed by every single patient we've talked with was, "Thank you!" Some of them expressed gratitude for being able to have another day to raise their children or to go to college or just to be able to meet their friends for coffee. Many people take those events and moments for granted, but our patients treasure them and could not have them without your help.

Next time you're in one of our blood donation centers, take a look around. We'll be displaying the photos and stories of the patients we meet during our regular visits to the Cancer Center. You may even run into one of them. Monique, featured below, is one of the beautiful people who has shared her story. She recently stopped by our Hillview donor center and got to meet a few donors. I encourage you to take a few moments during your next donation to write a note to our featured patient; dozens of you have already done so for Monique. We'll mail it for you.

On behalf of the patients I have met, I want to express gratitude to everyone at Stanford Blood Center for the huge difference you are making in the lives of patients. I thank all of you—the first-time donors, the Precious Mettle donors, ABC givers, whole blood givers, volunteers, staff, *everyone*—for the wonderful job you are doing. Life and hope are in your blood, and you share those wonderful gifts with your community. Thank you.

A handwritten signature in black ink that reads "JoAnn Wilson".

JoAnn Wilson, R.N., H.P. (ASCP)
Apheresis Collections Manager

Life & Hope:
It's in your blood.

MONIQUE, a first grade teacher and mother of three, is undergoing treatment at Stanford Cancer Center for a type of leukemia called ALL. Part of her treatment is to receive red blood cells (RBC). The number of units she receives changes with her body's abilities and challenges, but in the recent past, she's received two units of RBCs and one unit of platelets twice a week. When she gets transfusions, she says she feels "much stronger; my legs don't shake, my breathing goes back to normal, my heart rate goes back to normal... If I couldn't receive blood transfusions, I wouldn't be able to live."



calendar

We know you do it to save lives, but here are a few thank-yous we have planned for our donors.

Turkey Gift Card* Prize Drawings

- ALL CENTER LOCATIONS
- MONDAY, NOV. 10 - SATURDAY, NOV. 22

We're talkin' turkey! Donate on one of the dates above and you could be a lucky winner. There will be one winner per day per Center for a total of 36 winners!

*Gift cards are worth \$25.

AMC Movie Tickets

- ALL CENTER LOCATIONS
- MONDAY, NOV. 24 THROUGH TUESDAY, DEC. 2
- MONDAY, DEC. 15 THROUGH TUESDAY, JAN. 6

The holidays are a perfect time to catch a movie and we're here to help! Donate on one of the dates above and we'll give you a ticket for AMC Theatres.

Peet's Drink Coupons

- ALL CENTER LOCATIONS
- MONDAY, NOV. 24 THROUGH SATURDAY, NOV. 29
- SATURDAY, DEC. 27

Warm up this winter with a free drink at Peet's Coffee & Tea.

Café Scientifique: *The Dominant Animal: Human Evolution and the Environment*

- STANFORD UNIVERSITY CAMPUS BOOKSTORE (IN WHITE PLAZA)
 - TUESDAY, NOVEMBER 25, NOON - 1:30 P.M.
- Dr. Paul Ehrlich discusses his new book, co-written with his wife, Anne Ehrlich, about human population, dominance, and the rapidly changing world we live in.

Peet's Free ½ Pound-with-Purchase Coupons

- ALL CENTER LOCATIONS
- SATURDAY, NOV. 29
- SATURDAY, DEC. 27

Need to stock up? Save some cash with a buy-one-get-one free coupon for a half pound of Peet's coffee!

Sports Basement Coupons

- ALL CENTER LOCATIONS
- MONDAY, DEC. 15 THROUGH SATURDAY, JAN. 10

Our generous friends at the Sports Basement are once again providing \$15 gift certificates to donors visiting on the dates above. It's a great opportunity to get your winter sports gear!

Healing HeARTs T-Shirts

- ALL CENTER LOCATIONS
- MONDAY, DEC. 15 THROUGH SATURDAY, JAN. 10

Sport the T-shirt designed by a patient at Lucile Packard Children's Hospital! This 2008 edition of our annual holiday gift features art from the Healing HeARTs program, which uses art as a creative outlet for children staying at the Hospital. We'll be offering these shirts to donors who visit on the dates above.

Monday Movie Madness PLUS!

- HILLVIEW & CAMPUS CENTERS
- MONDAYS 7:30 A.M. TO 3:00 P.M.
AT HILLVIEW, 7:00 A.M. TO 10:30 A.M.
AT CAMPUS (BY ABC APPOINTMENT ONLY)

We need your help on Mondays. Donate at 3373 Hillview Avenue in Palo Alto any time on Mondays and you will receive an AMC theatres envelope with movie ticket and vouchers for a small popcorn and a small fountain drink. Receive the same gift pack when you give blood through an appointment for ABC donation at our Campus location, 780 Welch Road, on Monday mornings. Let Stanford Blood Center take you to the movies!



«connecting donors and patients

We're planning another event in early January to connect donors with patients. Stay tuned at bloodcenter.stanford.edu for details as they're available! Here are a few pics from last year's events. Many thanks to blood recipients (counter-clockwise from top left) David, Mike, Meghan, Ron, and Jeannie (and their families) for coming to our Hillview Center and meeting donors.



special holiday hours

(ABC donors should call 888-723-7831 to check appointment availability)

Wednesday, November 26
All centers: 7:30-3

Thursday, November 27
All centers closed

Friday, November 28
All centers closed

Wednesday, December 24
All centers: 7:30-3

Thursday, December 25
All centers closed

Wednesday, December 31
All centers: 7:30-3

Thursday, January 1
All centers closed

Annual Precious Mettle Breakfast

Each year, we host a breakfast for those donors who have given blood 100, 200, 300, 400, yes, even **500 times**»

On October 30, we at Stanford Blood Center got to share the most important meal of the day with some of the most important people in our community: fiercely loyal blood donors. This elite group of 399 people have donated blood 100 times or more, and have given enough blood to save tens of thousands of people.

“It’s the highlight of my year,” said blood donor **Dennis Briskin**. “This is one place I can go to rub elbows with the most dedicated, public health-oriented people I know. To put my shirt on and see others in their shirts, it’s such a special event unlike anything I do throughout the year.”

This year, we added 41 new names to the Precious Mettle list. A *Mercury News* article highlighted a few of the long-timers: **Dick Tagg** (581 donations and counting), **Dennis Briskin** (258 donations and counting), and **Tami Turner** (346 donations and counting).



left: **Dr. Juliana Gaitan**, Fellow, Stanford University School of Medicine, presented information about donating granulocytes - a delicate blood component that’s only collected on an as-needed basis in emergency cases.



above: **Dick Tagg**, left, and **Dennis Briskin** hold up a quilt made out of Dick’s Stanford Blood Center milestone T-shirts.

Milestones



100 donations:

Matthew Bartlett

- Charles Blankenship
- Gail Brian
- David W. Campbell
- Robert Canham
- James Diemer
- Terence Donovan
- Stuart E. Ferguson
- Margaret Govea
- Mary Sue Grasshof



Michele Grundmann

- Jennifer Harris
- Bruce Heflinger
- Mark Justman
- Thomas Landgraf
- Stephen Lazarus
- James May



Kenneth McKenzie

- Dennis Monlux
- Kenneth Neas
- Judy Ocken
- Michael Patrick O’Reilly
- Kevin Weiby
- Charlotte Winguth
- Bradford Wood
- David Yang



200 donations:

Dennis Barton

- Hank Chezar
- Bob Laughead
- William T. Roberts



300 donations:

Stanley Jensen

Mary Nelson



400 donations:

- Fred Van Den Haak
- Eugene Valenzuela



500 donations:

- David G. Mitchell



blood donors who never stop giving»

Frank Dunkel is by all means a veteran blood donor. This dedicated octogenarian has been giving blood for over sixty years, in several different cities including Los Angeles, Burlingame, Chicago, and Palo Alto, and has experienced numerous different collection methods.

When Frank first started donating, the blood was transfused literally from person to person; donor and recipient were placed on side-by-side gurneys, and the needle in Frank's arm was connected to a tube that led to the needle in the patient's arm. The blood flowed right out of his body and into hers. "It was the most unique blood experience I'd ever had," Frank said.

His dedication is all the more impressive considering his aversion to needles. "I'm deathly afraid of needles, but I do it anyway," he remarked. "If it wasn't for volunteers donating blood, patients would expire in hospitals."

Furthermore, Frank has made blood donations a family affair. Oftentimes he is accompanied by his daughter, **Leza Dunkel**, and niece, **Teresa Bahr**. "Uncle Frank called me and said 'let's give blood!'" said Teresa with a smile. "He goes like clockwork." They have been giving together for so long that they have established their own traditions: "We have a contest to see who can pump their blood out fastest, and then we go out for lunch," explained Teresa.

When Frank first started donating... the needle in Frank's arm was connected to a tube that led to the needle in the patient's arm.

companies who know how to connect with our donors»

Sports Basement donates gift certificates to our blood donors that can be redeemed for athletic supplies at local Sports Basement stores; we really appreciate the donations, and are excited to give Sports Basement the opportunity to reach out to potential customers. As our Marketing Manager John Williams says, it's "a textbook example of how a partnership can work for both parties."

"It's been well-received by those who donate blood, and we are just glad that we can give them something that adds value to their sense of community involvement," remarked Sports Basement's Marketing Manager **Robert Chang**. "We believe it's important because blood donors are greatly needed. We view our contribution as an important program because any one of us, our friends, family, or co-workers can be affected by shortages of blood."

Sports Basement's contributions are especially ideal because, notes John, "this is an area with a tremendous amount of sports-minded people. Sports Basement addresses that population, and many of these people are donors. We like to present promotions to donors we know they'll enjoy or participate in."

Robert Chang is also involved with other nonprofit medical organizations including one of his own creation, Climbing for a Cure. Robert founded this organization after his sister passed away from cancer in 2001. The basis of Climbing for a Cure involves climbers scaling the world's highest peaks to promote prevention, education, proper diagnostic action, donations, and support programs of cancer groups.

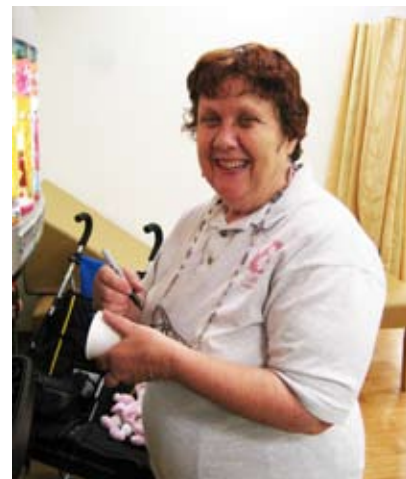
Robert draws on this experience for his altruism toward organizations working to save lives, saying "It really taught me that business is not just about profit and gain, it also can be very successful in helping others in the community."

volunteers who love what they do»

Blood donors at the Mountain View location of Stanford Blood Center have no doubt been fortunate to have **Anne Delfino** taking care of them as a volunteer in the canteen. She graciously dedicates her time to help out for five hours every week. Giving comes naturally to Anne's family; she has been a volunteer for over four years and her husband is a dedicated apheresis donor approaching his 200th donation.

She is also grateful for the cheery, healthy atmosphere that comes with volunteering at SBC. "The people here are nice. And nobody here is sick. You can't be sick here!" she noted with a smile.

Anne enjoys her tasks as a volunteer, happily socializing with donors, providing them with tasty snacks and drinks, and fetching apples from local supermarkets for the canteen. She feels her primary task is to "just make people happy. They can't faint on my shift!"



Double Trouble»

One new mom feared that her first days as a mother would be the last ones of her life. Learn how speedy doctors and several blood transfusions saved her life.

On the morning of May 31, 2007, Chris Zable and her husband, **Harold**, eagerly arrived at Stanford Hospital for the scheduled C-section of their twin daughters, Rebecca and Michelle. Everything seemed to be going fine until nurses “tried to get me up and moving right away but it wasn’t going well. I was unsteady on my feet,” Chris says. By that evening, she felt dizzy and began blacking out. “Harold pulled the emergency cord and then doctors and nurses rushed in the room.”

Chris was bleeding internally and her blood pressure had dropped dangerously low. She had uterine atony; her uterine muscles were not contracting normally and she was hemorrhaging. Doctors immediately transfused the first of more than 20 units of red blood cells, platelets, plasma, and cryoprecipitate to try to stabilize her while they worked to control the bleeding. “Twenty people saved my life,” said Chris. “Now, I get to see my babies grow up and they get to have a mommy.” Unfortunately, Chris required an emergency hysterectomy to save her life.

Chris encourages those who are able to give blood to do so frequently. “Donating blood is an unambiguously good act. It goes to someone who needs it and helps them. Period.” She has been a blood donor herself. “It’s a really satisfying thing. You walk out feeling you’ve done something good.”

Now keeping up with twin toddlers occupies Chris’s time. Rebecca and Michelle each have distinct personalities and she enjoys staying home to raise them. They are healthy, active girls who enjoy trips to the park and reading books, especially *Good Night, Gorilla*. Harold was able to take a year off work to spend lots of time with Chris and his daughters. “They have a special bond because he was with them so much that first year,” she said.

Chris and Harold made a generous donation towards the purchase of Stanford Blood Center’s new bloodmobile. Chris said, “we give to charity every year. That year, it was clear that we got this amazing benefit in terms of saving my life.”

In September, the new vehicle finally hit the road after years in the planning, allowing the Blood Center to reach more donors and help keep up with increasing hospital demand. The bloodmobile boasts two medical history rooms, five donor beds, and the capacity for two automated blood-collection machines that allow donors to give specific blood components, such as plasma or red blood cells. Thanks to the Zables and many other financial donors, Stanford Blood Center is looking forward to using the bloodmobile to help countless patients like Chris now and in the future.

“Twenty people saved my life. Now, I get to see my babies grow up and they get to have a mommy.”



Chris and her beautiful twin daughters, Michelle (left) and Rebecca (right).

We've Got Wheels»



Now we have three vehicles to help us meet our community's blood supply needs.

At long last, our new bloodmobile was unveiled this fall at an event called "We've Got Wheels". "It's been a long process," commented Facilities Manager Michelle Harmon, but "it was well worth the wait." People (including Chris Zable and her husband Harold, featured on the adjacent page) and organizations from our community who contributed money, products, and services to aid our acquisition of this new bus were invited to the event. "It's an exciting time," remarked Manager of Donor Recruitment Susan Morris. "Having this new bus allows us to expand our service capacity and be more efficient in terms of the people we can reach."

The bloodmobile is a universally beneficial acquisition: more donors have the opportunity to donate at their convenience, we're able to better reach out to the community and collect more of the life-saving substance hospitals are so grateful to have, and patients of today and tomorrow reap the benefits. We are immensely grateful to all who supported our drive for a bloodmobile and extend a heartfelt thank you to everyone involved.



Clockwise, from top left: Geoff Belanger, assistant training supervisor at the Blood Center, christens the new vessel with a champagne bath; Medical Director and founder of the Blood Center, Dr. Ed Engleman, says a few words to the crowd; guests were treated to the sounds of Carol Alban's flute trio, which included the didgeridoo.

Myth confirmed:

Two years ago, Stanford Blood Center held a gala auction that raised approximately \$80,000 for the new bloodmobile. One of the lucky bidders was **Eric Freidenrich**, who won the prize of hanging out with the hosts of *Mythbusters*, a popular show on the Discovery Channel that debunks scientific myths. It turned out to be a perfect prize for Eric and his son, **Theo**, who are both fans of the show as well as avid supporters of the Blood Center. "We were happy to be able to go and help Stanford Blood Center," said Eric. "It was a win-win all around."

Eric and Theo met up with special-effects experts Adam Savage and Jamie Hyneman for lunch and stuck around for some filming. "It was really amazing," remarked Eric. "Theo was pretty much speechless." The Friedenrichs got along well with Adam and Jamie, swapping questions and sharing an affinity for Toyota Priuses. "They were unbelievably friendly and nice. The way they are on TV is exactly how they are in real life," said Eric. Eric and Theo helped out with an episode that disproves the myth that corked bats can hit baseballs farther, and the two of them can actually be seen on the final edit of the show. In the end, they took away both knowledge and memories. For Eric and Theo, "it was the experience of a lifetime."





Give blood for life!

STANFORD BLOOD CENTER

3373 Hillview Avenue
Palo Alto, CA 94304-1204
<http://bloodcenter.stanford.edu>

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Hillview

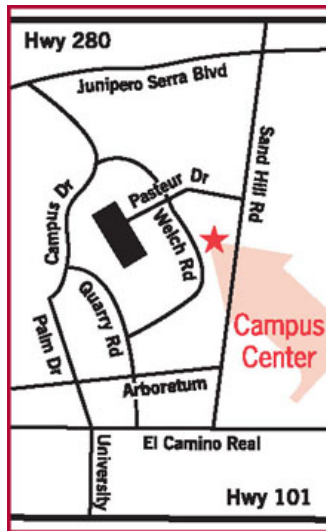
Donor Center
3373 Hillview Avenue
Palo Alto, CA 94304



Monday 7:30 am to 3:00 pm
Tuesday 7:30 am to 3:00 pm
Wednesday Noon to 7:30 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed

Campus

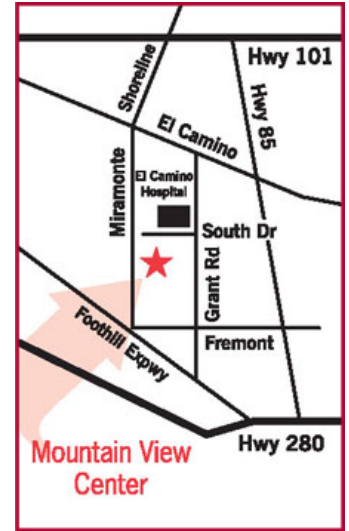
Donor Center
780 Welch Road, Suite 100
Palo Alto, CA 94304



Monday Noon to 7:30 pm
Tuesday Noon to 7:30 pm
Wednesday 7:30 am to 3:00 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed

Mountain View

Donor Center
515 South Drive, Suite 20
Mountain View, CA 94040



Monday Noon to 7:30 pm
Tuesday 7:30 am to 3:00 pm
Wednesday Noon to 7:30 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed