

COMMUNITY CONNECTION

A MILLER - KEYSTONE BLOOD CENTER PUBLICATION

Plans Underway For 2nd Annual "Flight For Life!"

Passengers Prepare to Fly To Hawaii

Last year, more than 200 individuals boarded Miller-Keystone Blood Center's 1st annual fundraising event, the "Flight For Life," where they dined on exquisite cuisine from the area's top restaurants and caterers and enjoyed fabulous entertainment... all while supporting the Blood Center's crucial mission to provide our region with a safe and adequate blood supply.

The Blood Center is excitedly preparing for our 2nd annual Flight For Life event, which is scheduled to take place on Saturday, June 26, at the Mid-Atlantic Air Museum.

Serving as Honorary Chairperson of this year's event is **Raymond H. Melcher, Jr.**, Chairman, President and Chief Executive Officer, Leesport Bank. Assisting as members of the 2004 Flight Committee are: **Cindy Allen, Mary Ann Bosshard, Marie Clemens, Marlene Duchak, Tracey Hoffman, Karen Kramer, Alice Kutz, Donna Reed, Sandra Sheetz, Marybeth Smialek, Wesley Snyder, Susan Speece, Todd Thorp, Rosie Unger, Tricia Vaughn, Wendy Waschitsch** and **Tina Ziolkowski**, and MKBC's **Judy Correll, Linda Merkel, Sheila Prizer, Marsha Springel, Kathy Stumhofer** and **Wendy Wright**.

Sponsorship opportunities for this year's event are now available, and range from a **Charter Flight** sponsor (\$2,500) to a **Frequent Flyer** sponsor (\$300). All sponsor-

ship opportunities include tickets to the event and recognition at the event; premium sponsorship levels also include the company name on any printed materials and the opportunity to take a short air-plane ride around the Berks County area (*weather permitting*).

There are also opportunities for area restaurants and caterers to join our impressive list of organizations providing mouth-watering

Flight cuisine to the 200+ passengers of our event.

In addition, anyone interested in attending the Flight for free can contact the Blood Center to learn more about volunteer opportunities at the event. Last year, more than 45 volunteers supported the Flight, serving in a variety of roles, including greeters, runners, floaters, set-up, clean-up, or other duties as needed. Volunteer shifts run from 5:00 pm-7:30 pm, and 7:30pm-10:00 pm (*with the exception of set-up/break-down*). In exchange for their support, volunteers are provided with the opportunity to sample the excellent Flight cuisine and take part in all Flight activities.

Visit our web site regularly for updates on our very special 2004 Flight event. Or for more information, contact Judy Correll, Manager of Administrative Services, at 610-926-6060, ext. 111, or jcorrell@hcsc.org!

Attendants at the ribbon cutting listen as a representative of the Berks County Chamber of Commerce presents a plaque to the Blood Center in celebration of their new bloodmobile.



Ribbon-Cutting Held For New Bloodmobile

A ribbon-cutting ceremony for Miller-Keystone Blood Center's fourth self-contained blood-mobile vehicle was held on Thursday, January 15, at the Blood Center's fixed site in Reading. The new bloodmobile vehicle was purchased through the

generosity of individuals, corporations and foundations throughout our area.

Joseph Yelo, Vice President, Administration, explains that the new bloodmobile will be based at the Blood Center's Berks County location, but will be used throughout the region served by the Blood Center.

"The bloodmobile vehicle currently used in Berks County went into service in 1993," says Yelo. "Due to increased blood transfusion requirements of patients in regional hospitals over the last few years, the addition of a new vehicle was necessary to collect more blood to meet these demands."



IN THIS ISSUE

- Ribbon Cutting.....1
- Flight For Life.....1
- Donor Testing Services.....2
- Board Notes.....2
- Tributes.....3
- Out & About.....3
- Bloodmobile Calendar.....4



MILLER-KEYSTONE
BLOOD CENTER

is a publication designed to inform our community about the programs and services of Miller-Keystone Blood Center.

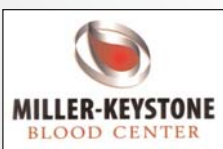
Readers are invited to send their comments and letters to us at the address below.

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Miller-Keystone Blood Center Launches Donor Testing Services Division

Miller-Keystone Blood Center recently announced the establishment of a Donor Testing Services Division.

"The establishment of our new Donor Testing Services Division was made possible after the opening of our in-house NAT (nucleic acid testing) laboratory in July 2003, and subsequent renovations to our laboratory department, which were completed in January 2004," says Robert Arana, Director of Laboratory Services. "The Food & Drug Administration (FDA), which licenses and regulates blood centers across the nation, required the implementation of NAT, the next generation of testing for infectious disease, on all blood donor samples. This testing enables the Blood Center to detect infections of HIV, HCV, West Nile Virus and other diseases at earlier stages."

Arana explains that the Blood Center's Laboratory Services include:

- Testing performed six (6) days a week; results within 24-hours of receipt
- A professional, experienced staff, available through a customer helpline 24 hours per day, seven (7) days per week
- Test results available electronically, or via fax transmission
- Testing nomenclature customized to reflect an organization's current terminology, and
- Immunohematology reference laboratory

services, including patient/donor antibody resolution, rare blood inventory and platelet antibody screening and cross-matches.

"The establishment of this laboratory further improves the safety of our community blood supply, while supporting our overall efforts to keep costs to our regional hospitals under control," says Joseph Yelo, Vice President, Administration, noting that this new state-of-the-art technology, combined with the Blood Center's ideal location in the transportation hub of the Northeast, allows the Blood Center to provide customers with high-quality, cost-effective donor testing services.

"With the Blood Center's ability to test 100,000 to 200,000 blood donor samples per year for both our region and other blood centers nationwide who do not possess this new technology, the new Donor Testing Services Division enhances the Blood Center's stature in the U.S. blood collection industry as a full-service laboratory," Yelo concludes.

The Blood Center's Donor Testing Services Division operates out of the Blood Center's headquarters, located at 1465 Valley Center Parkway, Bethlehem.

For more information, contact Joseph Yelo, Vice President, Administration, at 800-223-6667, or jjelo@hcsc.org.

Board Notes

Miller-Keystone Blood Center is pleased to announce the addition of **Mary Hahn** and **Susan Speece, Ph.D.** to our Board of Directors!

Both Hahn and Speece were appointed to the Board in January 2004. Hahn currently serves as the Vice President of Patient Services for St. Joseph Medical Center, while Dr. Speece serves as the Dean and CEO of Penn State Berks/Lehigh.

The Blood Center is also pleased to report that MKBC's **Judy Correll**, Manager of Administrative Services, was recently elected to the Board of Directors of the Pennsylvania Association of Blood Banks.

Volunteers Needed!

The Blood Center has an urgent need for canteen attendants and donor aides on blood-mobile sites throughout Berks County.

Canteen attendants and donor aides continue to be needed at our fixed site in Bern Township, as well.

For more information, contact Marsha Springel, Assistant Director of Volunteer Services, at 610-926-6060, or mspringel@hcsc.org, or visit the "Volunteer Opportunities" link on our web site, located at www.GIVEaPINT.org.

OUT & ABOUT

In Memory Of Angela Hohl

A memorial drive for Angela Hohl was recently held at Daniel Boone High School in Birdsboro. (Photo right) Some of Angela's classmates display their "blood buddies," while (photo below) displaying their certificate of appreciation are Angela's parents and drive coordinators Harvey and Sue Hohl.



Volunteers attending the Blood Center's holiday social included (photo left) Doris Koerner, Margie Veil and Joan Oakes, and (photo below) Jack Smith, Jean Kocher and Nancy Seifert.



A very special "thank you" to East Penn Manufacturing in Lyon Station, for their continued support of Miller-Keystone Blood Center. In photo above, Susan Muth registers for her donation; in photo below, 10-gallon donor Carl Sayer awaits his donation.

Also holding a blood drive recently were High Point Baptist Academy and Brownie Troop 166! Displaying their certificates of appreciation are Marcy Shingle (left) of High Point Baptist Academy; Mary Ellen Moreland (right), Brownie Troop Leader; and Brownie Alex Moreland.



Thank You National Penn Bank!

Congratulations to blood drive coordinator Mary Sell, who recently coordinated her first blood drive for Reliant Energy / Titus Station! For scheduling their blood drive during Christmas week, MKBC treated this group of donors with pastries and a special gift basket.



A very special "thank you" to National Penn Bank for the holding of three blood drives annually! In photo right, drive coordinators Lloyd Reichenbach and Sandy Swavely smile for the camera.



This past holiday season, the Blood Center participated in Reading Christmas parade. Taking part in the event were (left to right) Russell Marker, Evelyn Marker, MKBC's Marsha Springel, Matthew Stumhofer, and MKBC's Kathy Stumhofer.

Donors at the New Hanover United Methodist Church drive in (city) enjoy refreshments in the canteen.



Congratulations St. Peter's Church!

Recently holding their first blood drive with Miller-Keystone was St. Peter's Church in Reading. Thank you to Fr. Wakefield (photo below) for his assistance in planning this very special drive!



Holding their first blood drive in December was the Knights of Columbus-Light of Life Council. Special thanks to drive coordinator Fred Henrich (photo right), for his efforts in coordinating a very successful blood drive!



TRIBUTES

Laura Baker
Julia Boyer
Margaret Brady-Nallo
Josephine Breen
Daniel Bukowski
David Carlino
Leonard Delvecchio, Sr. M.D.

Anna Deturk
Theo Engelhardt
Kenneth Eyrich
Barbara Fisher
Robert Frey III
David W. Grant
Patsy Jones

John Kissinger
Andrew Kwiatkowski
Ronald Leeper
Martin Miller
Elaine Peiffer
John Robertson M.D.
Suzanne Robitzer

Fred Savage
Dr. John P. Scully
Barbara Smith
Cody Smith
James D. Smith, Jr.
Mariam Stephens
Harold H. Stoyer

Curtis Stricker
R. Joan Warren
Lisa Weberroth
William Yoder

Thank you to these individuals and organizations for their significant financial contributions to Miller-Keystone Blood Center!

APRIL

- 1 Donna Rhoades
- 2 Berks Network
- 3 Limerick Power Plant
Fairgrounds Square Mall
- 4 Caron Foundation
- 5 PA State Employees
- 6 Reformation Lutheran Church
- 7 Pinnacle Sports
Ctr City Churches@Trinity Lutheran
- 8 St. John's Ref. Church
- 9 HealthSouth
Shoemakersville Lions
- 10 Sheraton
- 11 Trinity Lutheran Church
Swamp UCC
- 12 BCTC-West
- 13 Boyertown Community
- 14 Oheb Shalom Reform Cong.
- 15 Sovereign Bank - Penn St.
World Gym
- 16 Parsons Energy & Chemicals
- 17 East Penn Manufacturing
Weidenhammer Systems
- 18 Quadrant
East Penn Manufacturing
- 19 Saturn / AW Golden

- 20 Light of Christ Council
- 22 Governor Mifflin High School
- 23 Reliant Energy
- 24 T-SHIRT DAY AT MKBC!
- 25 MKBC CLOSED - HAPPY HOLIDAY!
- 26 T-SHIRT DAY AT MKBC
- 29 St. James UCC Limerick
- 30 St. Joseph Medical Center
- 31 T-SHIRT DAY AT MKBC

MAY

- 1 MKBC CLOSED - HAPPY HOLIDAY!
- 6 Kutztown Lions
- 8 Boscov's East
Channel 69
Keystone Rehab Sys
- 12 Schwarzwald Lutheran Church
- 15 East Penn Manufacturing
- 19 Zion UCC-Windsor Castle
- 22 Arrow International
- 26 Blue Mountain Academy-Hambg
- 28 Fairgrounds Square Mall
- 29 Wal-Mart - 5th St.

JUNE

- 2 Sacred Heart Church
- 3 Zion Blue Mt. UCC
- 4 Berks Heim=

- 5 Sovereign Bank Wyomissing
- 6 Pottstown Mem Med Ctr
- 9 World Electronics
- 10 Tursak
Boyertown Area
- 11 Boscov's Administration
Penn State Berks
East Penn Manufacturing
- 12 Reading Hospital/Med Ctr
Channel 69 News
East Penn Manufacturing
- 13 Reading Hospital/Med Ctr
- 14 Reading Royals
- 16 Days Inn
- 17 Bally Mennonite
- 18 Travelers Insurance
Muhlenberg Community
- 20 Berks Cty Intermediate Unit
- 21 7th Masonic Distric
- 23 Gov. Mifflin High School
- 24 Tulpehocken High School
- 25 Tulpehocken High School
Oley Valley High School
- 26 Tulpehocken High School
Channel 69 News

* indicates employee-only drive

The Miller-Keystone Blood Center collects blood nearly every day of the week at local businesses, schools, churches and other organizations. If you or your group would like to participate in a bloodmobile that is scheduled, or if you would like to sponsor your own blood drive, please contact the Donor Resources Department at 610-926-6060 or 800-486-2566.



MILLER-KEYSTONE
BLOOD CENTER

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