



THE BLOOD CENTER
OF NEW JERSEY
45 South Grove Street
East Orange, NJ 07018

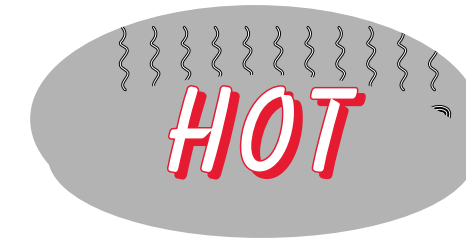
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THE BLOOD BUDDY

THE NEWSLETTER OF THE BLOOD CENTER OF NEW JERSEY SPRING 2004

JOIN US FOR A **H.O.T.** SUMMER

**HELPING
OTHERS
TOGETHER!**



IT'S ABOUT LIFE

ALYX CELEBRATING ITS FIRST BIRTHDAY WITH THE BLOOD CENTER OF NEW JERSEY



Beginning as a pilot project last spring, the Alyx automated collection system is now firmly in place

at the Blood Center of New Jersey. Donors giving at our West Orange donor center have seen lots of it, as have donors in many community and corporate blood drives. It allows for the collection of just red cells, with plasma, platelets, and saline returned to the donor. This innovative technology by Baxter Healthcare provides double the amount of red cells, which are always in need for hospital patients.

Hundreds of Alyx units have been donated this year, and more and more donors are choosing the Alyx!



Gary Truehart, Shop Steward for Local 68, Tropicana gives on the Alyx as Donna Fedosh, Alyx technician looks on.

"Donors like the Alyx because they often feel better after the donation since they are not losing any



A record 56 Alyx units were collected on April 13th at Local 68 IUOE's annual blood drive at the Taj Mahal in Atlantic City.

volume," said Eric Senaldi, MD, director of medical affairs. "Saline replaces the red cells which alleviates some donors' feelings of tiredness. Also, donors like the ease of donating twice as many red cells with one visit, and they really appreciate not being called again to donate for 4 months, the deferral time between Alyx donations," he added.

Special thanks to all the donors who have made Alyx a part of their donating experience!

Our Mission

"To provide quality service to our donors, patients, and hospitals by furnishing blood and blood products consistent with the highest possible medical and professional standards while operating in the most efficient, cost-effective manner."

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Summer...is coming! Warm weather, vacations, barbecues, picnics, and most likely...blood shortages.

When you are making plans with family and friends this season, please put "save a life" on your list. Your donation will make the difference in someone's life.

There are lots of opportunities to donate this summer. Whether you prefer donating whole blood, red cells with an Alyx machine, or combinations of products with an apheresis machine, we can help.

We have a number of special drives, donor parties, and promotions scheduled. Check out our web site at www.bloodnj.org regularly or give us a call at 800-BLOODNJ, ext.140.

You can make a difference!

**SPECIAL DRIVES
AT THE DONOR CENTERS
West Orange & Parsippany**

Thursday, July 1st
3 pm - 8 pm

Wednesday, Sept. 1st
3 pm - 8 pm

"O" DRIVES

Tuesday, July 13th
Belleville Elks

Wednesday, July 14th
Avenel First Aid Squad

Wednesday, August 4th
Westfield American Red Cross

Sunday, August 22nd
Union Elks Lodge

Saturday, August 28th
Sparta Junior Woman's Club

1-800 BLOODNJ, ext.140!

**THERE ARE 2,232 HOURS
IN THE SUMMER - CAN WE
HAVE ONE (OR MORE) OF
YOURS?**

SUMMER PROMOTIONS

POPCORN



July 1 - September 7th
All donors receive a microwaveable bag of popcorn!

MOVIES

Each week, one pair of movie tickets will be raffled off to a lucky donor!



ICE CREAM



Any group chairperson who meets goal with at least 20 donors will receive a \$15 gift certificate to Friendly's. Interested in running a blood drive? Call 800-256-6365, ext. 109.

SUMMER FUN

In June, July, and August, one H.O.T. summer cooler filled with summer fun will be raffled off.

You Never Expect it to Happen to You

As a driver employed by the Blood Center of New Jersey for over 13 years, Earl Rowland admits he may have taken blood donations for granted, but no more. Today, he tries to encourage more people to donate blood and makes a point to thank those that do. He thinks a lot about those who will need the blood that he delivers to hospitals every week.

Here is the reason.

November 21, 2002 was a day not unlike many other weekdays for Earl and his wife Fadairo. They had decided to commute to work together from their home in Mt. Olive, Earl to his job with The Blood Center of New Jersey and Fadairo, a chiropractor, to her Newark office. Driving up Route 46 in Budd Lake, Earl started to pass a slower car and hit a patch of black ice. Skidding uncontrollably, Earl lost control of the vehicle as it crashed through a guard rail and down a 9-foot ravine.

Earl and Fadairo had to be extricated from the car by rescue workers using the "Jaws of Life." Then, because the hill was slippery, a helicopter had to be

dispatched to transport the couple to Morristown Memorial Hospital.

At the hospital, Earl had a number of serious injuries, including a badly broken arm, several broken ribs, severe chest bruising, and head and mouth injuries. Because of the blood loss from his arm, head, and mouth injuries, Earl needed transfusions of type O positive blood while in the emergency room. Fadairo was a bit luckier, having sustained less severe injuries, but was still very shaken up and bruised.

"The person that needs blood receives a very special gift - a gift from a stranger who thought to help another human being. Thank you to blood donors for giving me that very special gift."

Earl Rowland

In addition to his work at the blood center, Earl has been a firefighter with the East Orange Fire Department for 26 years. Because of the extent of his injuries, Earl was out of work with the Blood Center for over nine



Earl Rowland, loading up the BCNJ van with life-saving blood for a hospital delivery.

months and could not return as a firefighter for over 15 months.

He considers himself lucky to be alive and healthy once again and is grateful to the rescue workers, the doctors, and to those blood

donors who saved his life.

He now has a deeper appreciation and respect for all of the blood donors who regularly give the gift of life to others.

"The person that needs blood receives a very special gift - a gift from a stranger who thought to help another human being. Thank you to blood donors for giving me that very special gift."

A Devil of a Good Time!



Several group chairmen take a moment with former Devils 2003 Stanley Cup playoff hero, Mike Rupp. Left to right are BCNJ

account representative Tamara Britt; Mark Monteyne, chairman of the Verizon Wireless blood drives, Rupp, Janet and Jeff Billig of the Livingston Abraham Men's Club. The Devils game fund-raiser against the NY Islanders in December was the most successful yet, with 250 tickets sold and raised \$1500 for BCNJ programs and services.

It was tears and roses as BCNJ bid Gloria Brown good-bye. Gloria recently retired after 35 years as a phlebotomist. Many donors appreciated her gentle touch and asked for her by name when they came to donate. Presenting her with roses and a "heart of gold" necklace is Tina Ilao, BCNJ president and CEO. Looking on is Sonia Szwedski, apheresis technician and friend.

Good Bye Gloria!



Share Love Share Life Holiday Program Highlights

The Share Love, Share Life program was designed to highlight the need for blood donations from Thanksgiving to mid-January. As part of the program, donors were invited to bring donations of food and toys to the

Parsippany and West Orange donor centers for those less fortunate. Donors were more than generous with hundreds of toys and cans of food donated. Kevin Origoni, a Park Ridge high schooler, collected close to 500 toys as part of his Eagle project. Our thanks to all who participated through their donations of food, toys, and blood!



Even Santa took some time out of his busy season to encourage others to donate blood!



Children at Trinitas Hospital will be enjoying donated toys for some time to come. Pictured left to right are Za Za Chamberlain, BCNJ account representative; and from Trinitas Hospital: Janice Wernock, child life coordinator; Janey Aiyegbo, RN; Kim McKinney, RN; and Ann Baran, senior vice-presi-



The Peter Ho Clinic's Pediatric AIDS unit of St. Michael's Medical Center was one beneficiary of the donated toys. Pictured left to right: Tamara Britt, BCNJ account representative, Irma Yerovi, casemanager, Karen Swartz, Pediatric Nurse, and Roger Cooper, MD, Pediatric Infectious Disease Specialist.



The food donated was delivered to the Community Food Bank of New Jersey. BCNJ alumnus Laura Sodano, now with the food bank, accepts the food donations from BCNJ account representative Za Za Chamberlain.

Top Donor Groups 2003

The Blood Center of New Jersey would like to thank all of our donor group coordinators and volunteers who work hard throughout the year to help keep the blood shelves full.

Congratulations to our top groups of 2003.

Corporate/Business:

Prudential Insurance Company - 1329
Automatic Data Processing, Inc. - 705
Verizon Wireless - 507

Non-Corporate:

NJ Masonic Blood Program - 2447
Queen of Peace/West Milford First Aid Squad - 814

Somerset Community@St. James Church, Basking Ridge - 528

Millburn/Short Hills, Chapter, American Red Cross - 441

Union Elks Lodge - 349

South Brunswick Community - 338

VFW District IV - 330

Westfield/Mountainside Chapter, American Red Cross - 265

Lincoln Technical Institute, Union - 223

Bayonne Fire Department - 221

Local 68, International Union of Operating Engineers - 209

Kearny Board of Health - 207

Hopatcong Fire Department - 205

HOLD THAT DATE
THE BLOOD CENTER OF NEW JERSEY FOUNDATION

Second Annual Golf Classic

TUESDAY, SEPTEMBER 21, 2004
CRESTMONT COUNTRY CLUB
WEST ORANGE

Golfers and Volunteers Needed to Serve on Committees!
For more info or a brochure, contact Judy Daniels at
800-652-5663,x104 or jdaniels@bloodnj.org.

...GIVE US YOUR EMAIL ADDRESS WHEN YOU DONATE...GET YOUR CHOLESTEROL SCREENING IN A FEW DAYS...WIN A DINNER FOR TWO DURING OUR MONTHLY RAFFLE...!