

# CROSSLINKS

July-August-September 2007 The quarterly publication of the  
Greater Kalamazoo Area Chapter  
of the American Red Cross  
*Serving Allegan, Cass, Kalamazoo & St. Joseph Counties*



## KAZOO CANTEEN



## 2007 *Kazoo Canteen:* Fun & Fundraising to Support Local Red Cross Services!

The Bernhard Center at Western Michigan University was the site for the 6th Annual *Kazoo Canteen*, held May 19, 2007. The *Canteen* is a fabulous dinner-dance that is the Greater Kalamazoo Area Chapter's signature fundraising event. The *Canteen* is made possible by the musical talents of the **Otsego Jazz Ensemble** and the **Beltline Big Band**, and the support of our media partner, **Kalamazoo Results Radio**.

In addition to the wonderful meal and awesome big band music, guests were treated to tunes by jazz violinist Dr. Barry Ross, and special vocal performances by WKZO Radio hostess Lori Moore, who served as Mistress of Ceremonies for the evening.

The evening also featured a silent auction for outstanding merchandise and services donated by area businesses, and a raffle for three terrific prizes.

The *Canteen* raised approximately \$18,000 for local Chapter operations. The Chapter sincerely thanks all the volunteers and staff members who worked so hard to put this special, and vital event together, as well as the silent auction and raffle contributors. Our corporate sponsors were:

**Canteen Sponsor** - Pfizer, Inc.

**Big Band Sponsor** - Wal-Mart

**Bivouac Sponsor** - MPI Research

### **Chow Line Sponsors**

Blue Cross/Blue Shield of Michigan

Life EMS Metro Toyota Jaguar

Miller, Canfield, Paddock & Stone, PLC

State Farm Insurance Agents James C. Locker & Thomas Taylor

### **Song Sponsors**

Gail Turluck, Ameriprise Financial Agent

Armstrong International

Harold Ziegler LaSalle Bank Prater Chiropractic

### **Table Sponsors**

Family Doctors of Vicksburg Joe Gagie

Sunny Hill Steve Ossewaarde Doug Thompson

### **Dance Card Sponsors**

AAA Automobile Club of Michigan

Allegan General Hospital American Axle

Burnham-Flower Insurance

First National Bank of Three Rivers

Meijer on S. Westnedge



**Photos:** (Top) Dancers and listeners alike enjoy the big band sounds throughout the evening. (Bottom) Chapter staff member Karen Ford shows eager shoppers the merchandise available on her silent auction table.

# Community Presence Implementation Plan Underway

by Marilyn Vineyard, Executive Director

A change in how American Red Cross chapters relate to each others is underway following extensive review. The goals of this plan are to: (1) assure and expand consistent core Red Cross services in all geographic areas; (2) increase efficiency with shared resources and services; and (3) expand the capacity of Red Cross units to serve their communities with more volunteers, blood donors and financial supporters.

The Greater Kalamazoo Area Chapter will become one of about 169 *regional* chapters nationwide, with service delivery coordination and fiscal oversight responsibilities for Red Cross services provided by seven chapters in 18 counties: Allegan, Benzie, Berrien, Branch, Cass, Calhoun, Grand Traverse, Kalamazoo, Kalkaska, Lake, Leelanau, Manistee, Mason, Muskegon, Oceana, Newaygo, St. Joseph and Van Buren. This area runs north some 250 miles from the Michigan/Indiana state line.

The combined population of the 18 counties is roughly 1.4 million, compared to 1.1 million for the Greater Grand Rapids Area and Ottawa County Chapters, which will be a different region.

The seven chapters in our region will retain local leadership, governance and service delivery responsibility. They will work together to gain efficiencies and improvements in service delivery, fundraising, volunteer management and shared administrative services.

Each of the seven chapters will initially appoint two representative to a regional advisory council. This council will determine its structure and operating practices and will be asked to appoint or elect at least two members to serve on the regional chapter board. This council may decide that it should be a different size and composition, and may develop sub-groups to address Fundraising, Disaster, Armed Forces Emergency Services, Health & Safety, Blood, and Communications/Marketing. A session focused on how to think “big picture” in the region will be essential.

In compiling a profile of our region here are a *few* of the key findings:

## Strengths

- Chapters have strong, active disaster teams with only a little “softness” in *some* counties. Relationships with emergency managers are effective.
- The core of national disaster response volunteers is well-trained and experienced in many functional specialties. *Collectively* chapters could handle a mid-sized disaster affecting 150 families without outside help, depending upon the time of year.
- Together chapters have two national ERV’s, at least three other chapter-owned disaster vehicles plus other van vehicles which could be used for mobile feeding. Chapters collectively have *six* utility trailers each of which is stocked and equipped to set up a shelter for 50 people.
- All chapters handle their own military family cases including after hours work. Most of this is done by highly competent and dedicated volunteers.
- Most chapters report positive relationships with third parties

who conduct Red Cross health & safety training, which helps chapters reach more people and generate more revenue.

- Chapters and the Great Lakes Regional Blood Services have effective working relationships. Blood drives are often the most visible Red Cross presence in some communities.

## Weaknesses

- **FUNDRAISING!** Generally, board members and other volunteers are not as active, experienced or trained as necessary. Some employees need and want more training. Only one chapter reports a strength in special events and that their board “gets it” with fundraising. In some chapters boards believe fundraising is a paid staff responsibility instead of a shared one.
- Balancing budgets because of insufficient income – a uniformly persistent problem.
- United Way support collectively comprises less than 30% of Red Cross support, yet in some counties there is still a perception that if you give to United Way you are giving to Red Cross, so why make a separate contribution to ARC?
- At least five counties have NO major daily print or electronic media, making it difficult to reach their constituents via these “conventional” media.
- Chapters that serve multiple counties cite the diversity of the counties a challenge. They have different norms and expectations; it is sometimes difficult to establish effective relationships, i.e., the perception that “big” county folks are coming to “take over” (or will ignore) the “little” ones; the expense & time involved in sustaining the services in these counties, etc.
- Chapters have the same or fewer employees from what they had even ten years ago, while demands and expectations from funders, national headquarters, financial donors and the public, along with the geographic area served, have increased for most chapters in the region. While volunteers do most of the direct service work, employees provide the glue that supports their work.

## Opportunities

- The regional approach may offer some opportunities to enter “doors” that haven’t been highly accessible to individual chapters. (We don’t know this yet because we’re not at a point where we can test the premise).
- Rural counties are growing faster than are the more urbanized ones, so there may be an opportunity to increase our fundraising results in them and not have as much competition as in the more populated counties. Population in the region expands significantly in the summer -- is there a way to attract summer residents’ support?
- Emergency managers look to ARC for enhanced collaborative efforts in helping them achieve their mission.

*Continued on page 3*

## Threats

- Michigan Community Blood Centers (Grand Rapids-based) is gradually increasing its blood collections in Berrien, Van Buren, Manistee and Grand Traverse Counties. This can cause confusion for donors and communication challenges for chapters.
- United Ways in the region have totally eliminated funding for Red Cross in some counties and have greatly reduced it in others, so there is not a stable base of operational support
- **Competition for contributions and grants is fierce in all areas.** Our services are often not highly visible as are some local issues like poverty or domestic violence, making it difficult to

make our case for helping families affected by house fires, or community-based military families facing an emergency.

- We need to have our preparedness courses offered in a manner that is as user-friendly and flexible as standards allow so that we are the “trainer of choice” for businesses, schools, government and individuals.

This reorganization most definitely is a work in progress, and will be for some time to come. As this issue of *Crosslinks* goes to press it is unclear what the changes will mean for all of the Red Cross personnel—volunteers and employees—throughout the affected area. The one thing that is certain is that the Red Cross will continue to provide its vital services to citizens in need of our help. *Stay tuned!*

## Chapter Honors Long-Time Blood Donors!

Rather than host a single Blood Donor/Blood Drive Sponsor Recognition Breakfast this year, the Chapter took its show on the road to host four Recognition Receptions: one each in Allegan, Cass and St. Joseph Counties and one at the Chapter office. By doing so we hoped to make it more convenient for donors and sponsors to attend. And attend they did!

The Receptions allowed Chapter and Blood Region staff to more personally thank donors and sponsors for their generous, life-saving actions. They also allowed us to present the latest information on the changes in blood donation procedures and eligibility, and answer questions.

During the Receptions we welcomed **52** more people into our Ten Gallon Club for extraordinary lifetime blood donors.

**Photos:** (Right) Dr. Richard VanEnk, Service Delivery Chair for the Chapter and former Chair of Great Lakes Regional Blood Services, presents a Ten Gallon Club certificate to Leslie (Pete) Richardson, who attended the Recognition Reception held in Centreville on May 24. (Below Right) The June 5 Recognition Reception at the Chapter was very well attended, with guests enjoying refreshments and receiving their various gallon achievement awards. (Below left) William Rouster (l) is honored for his 24-gallon lifetime blood donations, while Don Rand (r) is recognized for his 27- gallon achievement.



## Greater Kalamazoo Area Disaster Training Schedule July-August-September 2007

### COURSE DESCRIPTIONS

#### Client Assistant Cards (CAC):

**Caseworkers-** This on-line course introduces participants to the procedures required to issue & activate CACs for local or national disaster operations.

**Client Casework: Providing Emergency Assistance-** Trains Red Cross casework volunteers on proper client interviews and procedures for providing emergency aid.

**Disaster Action Team (DAT) Orientation-** Outlines the expectations of a DAT member.

**Fulfilling Our Mission: Translating Your Compassion into Community Action-** Introduces potential disaster volunteers to the role of the Red Cross in the community's plan for preparing for, responding to and recovering from disasters.

\*Prior to taking any of the courses listed here students must complete the **Introduction to Disaster** course.

**Introduction to Disaster** is available on-line at [www2.redcross.org/flash/course01\\_v01/](http://www2.redcross.org/flash/course01_v01/) For questions about this course please contact Erin Tarnutzer at (269) 353-6180, ext. 113.

You can complete Introduction to Disaster on your home computer, but we recommend that you have a cable, T-1, satellite or other high-speed modem to do so. *A basic dial-up internet connection will be exceedingly slow in handling this presentation.* **You may come to the Chapter and use our computers, with high speed Internet connection for this class! Call Erin to schedule.**

To schedule your enrollment in any of these classes, please call Erin Tarnutzer at (269) 353-6180, ext. 113.

#### Fulfilling Our Mission: Translating Your Compassion Into Community Action

Friday, July 20	6:00 - 9:00 pm
Friday, August 17	6:00 - 9:00 pm

#### Client Casework: Providing Emergency Assistance

Saturday, July 21	8:30 am - 5:00 pm
Saturday, August 18	8:30 am - 5:00 pm

#### Disaster Action Team Orientation

Sunday, July 22	1:00 - 4:00 pm
Sunday, August 19	1:00 - 4:00 pm

Due to Hurricane Season, additional classes may be scheduled. Visit our website, [www.greaterkzooredcross.org](http://www.greaterkzooredcross.org), for updated information, or call (269) 353-6180, ext. 3.



## American Red Cross Designates Greater Kalamazoo Area Chapter as one of Top Performing in Nation

The Greater Kalamazoo Area Chapter of the American Red Cross has been named one of 80 best-performing chapters in the United States by the national American Red Cross, headquartered in Washington, D.C. A total of 805 chapters were evaluated in fiscal year 2006. To achieve this outstanding designation, our Chapter was scored on a comprehensive set of performance criteria, including service delivery, financial management and governance.

Our Chapter provides Red Cross services to the nearly 522,000 people in Kalamazoo, Allegan, Cass and St. Joseph Counties. Our services include lifesaving health and safety training, responding to disaster incidents, assisting members of the military and their families, hosting lifesaving blood drives and international tracing services.

“This is an outstanding achievement for our Chapter,” said Executive Director Marilyn Vineyard. “This award is the direct result of the hard work of our employees and volunteers, including the members of our local board, and would not have been possible without the support of the citizens in all four counties in our service area.”

In Fiscal Year 2006 (July 1, 2005 - June 30, 2006), 15,447 residents of our communities participated in our CPR and other training courses. The Chapter responded to 90 **local** disasters including housefires and other calamities. We also welcomed 534 new disaster volunteers who responded to the great need wrought by Hurricanes Katrina, Rita and Wilma. Nearly 200 of our volunteers and staff were deployed to aid the victims of those hurricanes, while many others helped keep Chapter operations running during that extraordinary time. **We have calculated that our volunteers provided a combined total of at least 65,456 hours of service to the total hurricane relief effort!**

We also reached out to 304 military personnel and their families in need, and hosted 486 area blood drives. All of this is possible thanks to the generous gifts of time, blood and money provided by the residents of Kalamazoo, Allegan, Cass and St. Joseph Counties.

## Disaster Personnel Procedures

**Editor's Note:** In lieu of Doug Thompson's regular CSTalk article for this issue of *Crosslinks*, below is an edited reprint of the letter that was mailed in May to all of the Chapter's registered Disaster volunteers. This annual mailing included forms that each Disaster volunteer needed to review and update. It also was a reminder on how disaster assignments are processed, and how important it is that Disaster volunteers keep the Chapter advised on their availability for assignment. Please review the letter again, and if you have not updated your records with us, please do so today! -- *Terri Franklin*

Dear DSHR Volunteers:

It is spring and that means that it is time to get ready for hurricane season. It has also been a busy spring. We have deployed volunteers to the Nor'easter storms and the Midwest Tornadoes. To get ready, we need to make sure that we have current paperwork on all volunteers.

We need you to review your DSHR member profile and let us know if there are any items to update.

- We may be missing classes that you have taken in the past year. Please complete the necessary DSHR forms [Health Status Record, Personal Statement of Understanding, and ARC Code of Conduct]. We need new ones on file each year.

- If you have not given us a personal e-mail before, please provide it on your DSHR member profile. National requires one to be deployed this year. We can help you get one if necessary.

- If you do not have DR1 by licenses on your profile, provide your drivers license number & expiration date.

Next, we need to know your availability for National assignment if the need arises. As you hear of weather conditions that might result in a disaster that the Red Cross

would respond to, please let us know your availability – it will save time. And, let us know if your situation changes. Please remember that we have trained you for a job we hope you never have to do and that all volunteers may not get a chance to help each year. **You can let us know your availability by e-mail-- [dshr@greaterkzooredcross.org](mailto:dshr@greaterkzooredcross.org), or by phone -- (269) 353-6180 and select #4 to be connected to the Disaster mail box.**

The standard process when a disaster happens is:

1. A request comes to our chapter from the service center for volunteers by job function.
2. We check our list for available volunteers to match the request. We may have to call additional volunteers to meet the needs of the request.
3. We contact the volunteers to confirm their availability at that time and submit available volunteers' names to the service center.
4. The service center processes the volunteers and makes their assignments.
5. Our chapter is then contacted by the service center with the assignment and we call the volunteer to inform them of the assignment.
6. The volunteer comes to our office to receive assignment details and necessary paperwork.
7. The volunteer makes travel arrangements and leaves for assignment. Currently, volunteers are requested to travel within 24 to 36 hours.

Continued training and active volunteer support of the local chapter are required to remain current as a DSHR volunteer. So check our web site, [www.greaterkzooredcross.org](http://www.greaterkzooredcross.org), and sign up for courses that you need and those you are interested in taking.

*Thanks for all you do for us and the communities we serve.*



### SUPPORT THE CHAPTER - SPONSOR A RIDER!!

The 2007 MI Ride for Red is set for Sun., July 22, 2007 (rain date Sun., July 29), coordinated by **Secure Start Inspections of Kalamazoo**. This bicycle ride fundraiser starts in Kalamazoo and ends at the lakeshore in South Haven by way of either M-43 or the Kal-Haven Trail. It is not a race, just a great way to enjoy riding and raising funds for Red Cross.

Over 40 riders will be collecting donations between now and the ride date. All proceeds will support **local** Red Cross services in Kalamazoo, Allegan, Cass and St. Joseph Counties. Prizes will be awarded to the rider collecting the most donations.

If you are interested in supporting a rider in this great event, or riding yourself, please contact Timothy Bunch, volunteer event coordinator, at (269) 375-7555, or via email: [tim@ssinspect.com](mailto:tim@ssinspect.com).

## Kalamazoo County – July 2007

Mon., July 2	Noon-5:45 pm	Bronson Gilmore Center for Health Ed., Health Care Plaza. <i>Park in Jasper St. ramp; door to the lobby is on the first level of the ramp; take elevator to lower level. Appt: 353-6180, ext. 0</i>
Tues., July 3	11:00 am-4:45 pm	Radisson Plaza Hotel, 200 W. Michigan Ave. <i>Free parking in Radisson ramp, city-owned ramps or water street lot. Bring in ticket to validate.</i>
Thurs., July 5	Noon-5:45 pm	ARC Chapter House “0” Drive, 5640 Venture Ct. <b>Appt: 353-6180, ext. 0</b>
Mon., July 9	Noon-5:45 pm	Portage Community Outreach Center, 7130 S. Westnedge Ave.
Mon., July 9	Noon-5:45 pm	Parkview Hills Clubhouse, 3707 Greenleaf Circle
Tues., July 10	Noon-5:45 pm	Portage Schools Administration Bldg., 8111 S. Westnedge
Thurs., July 12	Noon-5:45 pm	ARC Chapter, 5640 Venture Ct. <b>Appt: 353-6180, ext. 0</b>
Fri., July 13	9:00 am-2:45 pm	National City Bank, One National City Lane <i>(closed to the public)</i>
Mon., July 16	Noon-5:45 pm	Borgess Health Alliance 1701 Gull Rd., Lawrence Education Center
Tues., July 17	Noon-5:45 pm	Haven Reformed Church, 5350 N. Sprinkle Rd., Parchment.
Fri., July 20	11:00 am-4:45 pm	St. Martin of Tours Catholic Church, 5845 E. W Ave., Vicksburg
Mon., July 23	1:00-6:45 pm	Westwood Community Blood Drive @ Westwood Church of God, 811 Gorham Lane
Tues., July 24	1:00-6:45 pm	St. Catherine of Siena, 1150 West Centre, Portage
Wed., July 25	1:00-6:45 pm	ARC Chapter, 5640 Venture Ct. <b>Appt: 353-6180, ext. 0</b>
Thurs., July 26	9:00 am-2:45 pm	State Farm Insurance, 5564 Portage Rd. <i>(closed to the public)</i>
Sat., July 28	10:30 am-4:15 pm	Chapel Hill United Methodist Church, 7028 Oakland Dr.

## Kalamazoo County – August 2007

Thurs., Aug. 2	Noon-5:45 pm	ARC Chapter “0” Drive, 5640 Venture Ct. <b>Appt: 353-6180, ext. 0</b>
Mon., Aug. 6	Noon-5:45 pm	Bronson Gilmore Center for Health Ed., Health Care Plaza. <b>Appt: 353-6180, ext. 0</b>
Wed., Aug. 8	10:15 am-4 pm	Stryker Instruments, 4100 E. Milham Ave. <i>(closed to the public)</i>
Thurs., Aug. 9	Noon-5:45 pm	ARC Chapter, 5640 Venture Ct. <b>Appt: 353-6180, ext. 0</b>
Fri., Aug. 10	Noon-5:45 pm	Borgess Health and Fitness Center, 3025 Gull Rd. <b>Appt: 552-2200</b>
Fri., Aug. 10	Noon-5:45 pm	Richland Township Hall, 8100 North 32nd St., Richland
Mon., Aug. 13	Noon-5:45 pm	Portage Community Outreach Center, 7130 S. Westnedge Ave.
Tues., Aug. 14	10:30 am-4:15 pm	Parker Hydraulic Systems, 2220 Palmer <i>(closed to the public)</i>
Tues., Aug. 14	11 am-4:45 pm	Stryker Medical, 3800 E. Centre Ave. <i>(closed to the public)</i>
Wed., Aug. 15	12:30-6:15 pm	Oshtemo Township Hall, 7275 West Main St.
Thurs., Aug. 16	10:30 am-4:15 pm	Manatron, 510 E. Milham Rd., Portage <i>(closed to the public)</i>
Mon., Aug. 20	Noon-5:45 pm	Borgess Health Alliance 1701 Gull Rd., Lawrence Education Center
Thurs., Aug. 23	1-6:45 pm	ARC Chapter, 5640 Venture Ct. <b>Appt: 353-6180, ext. 0</b>
Mon., Aug. 27	Noon-5:45 pm	Westwood Church of God, 811 Gorham Lane
Tues., Aug. 28	Noon-5:45 pm	Faith Church, 7200 Angling Rd., Portage

## September 2007

The September 2007 Blood Drive Schedules for Kalamazoo, Cass and St. Joseph Counties are unavailable as this issue of *Crosslinks* goes to press. Please check our website, [www.greaterkzooredcross.org](http://www.greaterkzooredcross.org), in mid-August for the posting of the September schedule. Also, additional blood drives may be scheduled in all of our counties in July or August, so also check the website for those additions. We apologize for any inconvenience from this schedule delay. You also may call us at (269) 353-6180, ext. 0, for blood drive schedule updates.

## Cass County – July 2007

Mon., July 23 1:00-6:45 pm Our Lady of the Lake Catholic Church, 24832 US 12, Edwardsburg

**No blood drives scheduled in Cass Co. in August 2007. The September 2007 blood drive schedule in Cass Co. is not yet confirmed.**

# Blood Drive Schedule For July August September 2007

Schedule  
subject  
to change.

Please call  
(269) 353-6180 or  
(800) 382-6382,  
or visit our  
web site to  
confirm dates,  
times & locations.

Web site:  
[www.greaterkzooredcross.org](http://www.greaterkzooredcross.org)

## St. Joseph County – August 2007

Fri., Aug. 3	Noon-5:45 pm	Mendon United Methodist Church, 320 W. Main St., Mendon
Wed., Aug. 8	9 am-2:45 pm	Burr Oak Tool & Die, 405 West South St., Sturgis ( <i>closed to the public</i> )
Thurs., Aug. 9	9 am-2:45 pm	Burr Oak Tool & Die, 405 West South St., Sturgis ( <i>closed to the public</i> )
Mon., Aug. 13	Noon-5:45 pm	Sturgis Wesleyan Church, 907 N. Nottawa, Sturgis. <b>Appt.: (800) 382-6382, ext. 0</b>
Thurs., Aug. 16	8 am-1:45 pm	Abbott Laboratories, 901 N. Centreville Rd., Sturgis. ( <i>closed to the public</i> )
Wed., Aug. 22	11:30 am-5:15 pm	JoCo Center, 805 Wood St., Three Rivers

## Allegan County – July-August-September 2007

Tues., July 10	1:00-6:45 pm	Martin United Methodist Church, 969 E. Allegan Rd., Martin
Thurs., July 19	Noon-5:45 pm	Hamilton Reformed Church, 3554 M-40, Hamilton
Fri., July 20	Noon-5:45 pm	Open Door Reformed Church, 1683 142nd Ave., Dorr
Thurs., Aug. 16	Noon-5:45 pm	Allegan General Hospital, 555 Linn St., Allegan
Thurs., Aug. 16	Noon-5:45 pm	Plainwell Community Center, 798 E. Bridge St., Plainwell
Tue., Aug. 28	1:00-6:45 pm	Martin United Methodist Church, 969 E. Allegan Rd., Martin
Sat., Sept. 1	8:00 am-1:45 pm	Sandy Pines Campground, 2745 136th Ave., Hopkins
Thurs., Sept. 13	Noon-5:45 pm	Hamilton Reformed Church, 3554 M-40, Hamilton
Thurs., Sept. 13	Noon-5:45 pm	Griswold Auditorium, Hubbard St., Allegan
Fri., Sept. 14	Noon-5:45 pm	Open Door Reformed Church, 1683 142nd Ave., Dorr

No blood drives scheduled in St. Joseph Co. in July 2007. The Sept. 2007 blood drive schedule in St. Joseph Co. is not yet confirmed.

### PINT SIZE HEROES BOOST BLOOD COLLECTION!

The Great Lakes Blood Services Region has begun a new program geared toward the elementary and middle schools, called **Pint Size Heroes**. These are little heroes who make a big difference.

The Pint Size Heroes program is a Red Cross initiative specially designed to introduce children to the blood donation process. The program is comprised of a fun, educational segment and a blood drive held at a participating elementary or middle school. Students are encouraged to play a major role in the process by volunteering at the blood drive and recruiting parents, guardians, or other adults to give blood. A 15-minute educational segment is presented by a Red Cross Representative in classrooms or at a school assembly. Students are taught using age-appropriate curriculum. All students are informed of their school's upcoming blood drive and are encouraged to take home a letter describing the program and to ask a parent, guardian, or other adult to donate blood at their school's drive.

Pint Size Heroes teaches students about blood and blood drives and promotes community service awareness, volunteerism and the positive results of cooperating together for a good cause. This project also helps the Red Cross provide a safe, effective and potent blood supply to our area hospitals.

Giving blood is a lifesaving act, and the kids learn that only 5% of the population gives blood on a regular basis. They also learn that with the donation of one pint, about three lives can be saved and that blood can be donated every 56 days.

Through this innovative program, our children learn the importance of blood as medicine and will help the American Red Cross meet the needs of patients right here in Michigan. They feel a great sense of pride in being able to help so many people in just one day and may be more likely to donate themselves later.

**Many area schools are already participating and finding this program to be very rewarding, but we need your help.** If you know of a school that you would like to see participate, please contact Jane Emanuel at the Chapter, (269) 353-6180, ext. 176, or by cell phone at (616) 340-960. Jane will contact the school and work with the principal, student leaders and parents to coordinate all of the logistics to ensure a successful drive at their school.

Students who recruit donors are rewarded with a special gift, but through the entire blood drive process, the children will realize that the true prize is the rewarding feeling of knowing their efforts have helped to save lives. Call Jane today to become involved.

# Chapter Telephone List

To help reduce our expenses for an outside, after-hours answering service and to take advantage of the full capabilities of our phone system, the Chapter relies on the system to route callers to the appropriate staff member without going through our front desk receptionist.

**But, you need to know who you're calling and his/her extension to reach them quickly.**

So, here is the current staff roster, listed by department. Whenever possible, please use the extension to connect directly with the staff member you're trying to reach. **You can dial the person's extension as soon as your call is "answered" by the phone system.**

If you're not sure which staff member you need to speak with, dial ext. 0 to reach the receptionist.

## Administration

Marilyn Vineyard	Executive Director	Ext. 123
Vicki Nower	Executive Assistant/HR	Ext. 124
CJ Schmiege	Receptionist	Ext. 0
Lenora Webster	Receptionist	Ext. 0
Nancy Wilson	Special Projects	N/A

## Communications & Community Relations

Vicki Eichstaedt	C & CR Coordinator	Ext. 121
Jean Peterson	Volunteers & Events Coord.	Ext. 115
Karen Ford	Blood Services Coordinator	Ext. 131

## Community Services & Training

*This Department covers Disaster Response, Armed Forces Emergency Services, Health & Safety, and International Services.*

Doug Thompson	Director	Ext. 110
Russ Papworth	Field Services Coordinator	Ext. 126
Kay Ensfield	Casework Coordinator	Ext. 111
Anne Howley-O'Brien	Casework Coordinator	Ext. 112
Cathleen Haight	Administrative Assistant	Ext. 160
Paul Bostic	Health & Safety Coordinator	Ext. 114
Erin Tarnutzer	Operations/Training Coord.	Ext. 113
Claire Torp	Health & Safety Authorized Provider Coordinator	Ext. 163

*Also call Claire in the Allegan Office: (269) 673-8640*

Kristen Schwannecke	Maintenance/Building Security	Ext. 150
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**Health & Safety Message Line** – register for classes, ask questions, etc. (push "3" when system answers) Ext. 3

**Disaster Services Message Line** – report DAT availability, ask questions, etc. (push "4" when system answers) Ext. 4

## Finance, Facilities & Technology

Dan Crouch	Director	Ext. 125
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## Fund Development

Sean McCann	Director	Ext. 122
Sandi Eversole	Administrative Assistant	Ext. 165

## Chapter Solutions Manager (A Service Area position)

John Sanford	Chapter Solutions Mgr.	Ext. 109
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**All-House Ring:** Ext. 503. Using this extension causes all the phones in the Chapter to ring. Please use it ONLY when you know someone is in the Chapter building to pick up the call. Do NOT leave a message at extension 503.

## Great Lakes Blood Region Employees

*These persons are employees of the Great Lakes Blood Services Region, not the Greater Kalamazoo Area Chapter. Their office hours may not coincide with regular Chapter office hours.*

Molly Bonomo	Donor Recruitment Rep Supervisor	Ext. 176
Ron Dennison	Senior Blood Donor Recruitment Rep	Ext. 178
Jane Emanuel	Pint Size Hero Recruitment Rep	Ext. 176
Shelley Fleming	Staffing Coordinator	Ext. 162
Cheryl Hiatt	Great Lakes Blood Region Supervisor for SW Mich.	Ext. 130

## General Chapter Contact Information

Phone: **(269) 353-6180**

Toll Free: **(800) 382-6382** (available in 269 area code only)

Hours: M, T, W, F -- 8:30 AM - 5:00 PM

Thurs. -- 8:30 AM - 7:00 PM

When calling after-hours, please follow the instructions you'll hear for emergency or non-emergency calls. You can leave a message for a staff member at any time by using his/her office extension.

On-call personnel handle after-hours emergency and military calls. The phone system records the caller's message then sends an alert to the on-call worker that a message is waiting. Emergency and military calls are usually returned within 30 minutes and Disaster Action Team members are alerted as needed.

Fax: **(269) 353-8657**

Allegan office: (269) 673-8640 [staffed part-time]

Cassopolis office: (800) 382-6382 [office is unstaffed]

Centreville office: (800) 382-6382 [office is unstaffed]

Internet: [www.greaterkzooredcross.org](http://www.greaterkzooredcross.org)  
[www.redcross.org](http://www.redcross.org)

Email: [mail@greaterkzooredcross.org](mailto:mail@greaterkzooredcross.org)

To email any Chapter staff members, simply use:  
*their last name@greaterkzooredcross.org*

**For example**, to email Vicki Eichstaedt, email:  
*eichstaedt@greaterkzooredcross.org*

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**UPDATED 6/1/07**

**Help make your home, your workplace and your community a safer place for everyone!**

Take CPR, First Aid or other Red Cross Safety Courses! How about Babysitter's Training for youth ages 11 - 15? Call us at (269) 353-6180, ext. 3, or visit our web site at [www.greaterkzooedcross.org](http://www.greaterkzooedcross.org) for more information or to register. Courses taught at the Chapter Office, 5640 Venture Court, Kalamazoo, MI, unless otherwise indicated.

**July-August-September 2007 Health & Safety Classes schedule**

**First Aid/Adult CPR/AED Courses - \$40**

Sat.	July 14	9:00 am - 4:00 pm
Sat.	August 11	9:00 am - 4:00 pm
Sat.	August 25	9:00 am - 4:00 pm
Sat.	September 15	9:00 am - 4:00 pm

**First Aid/Adult-Infant-Child CPR/AED - \$50**

Sat.	July 14	8:30 am - 5:30 pm
Sat.	July 21	8:30 am - 5:30 pm
Tues.	July 24	8:30 am - 5:30 pm
Sat.	August 4	8:30 am - 5:30 pm
Sat.	August 18	8:30 am - 5:30 pm
Sat.	August 25	8:30 am - 5:30 pm
Tues.	August 28	8:30 am - 5:30 pm
Sat.	September 8	8:30 am - 5:30 pm
Sat.	September 15	8:30 am - 5:30 pm
Sat.	September 22	8:30 am - 5:30 pm
Tues.	September 25	8:30 am - 5:30 pm

**Adult CPR/AED - \$30**

Thurs.	July 5	6:00 - 10:00 pm
Wed.	July 11	6:00 - 10:00 pm
Mon.	July 23	6:00 - 10:00 pm
Thurs.	August 9	6:00 - 10:00 pm
Wed.	August 15	6:00 - 10:00 pm
Mon.	August 27	6:00 - 10:00 pm
Thurs.	September 6	6:00 - 10:00 pm
Wed.	September 12	6:00 - 10:00 pm
Thurs.	September 24	6:00 - 10:00 pm

**Babysitter's Training - \$35**

Sat.	July 14	9:00 am - 4:00 pm
Sat.	August 11	9:00 am - 4:00 pm
Sat.	August 25	9:00 am - 4:00 pm
Sat.	September 15	9:00 am - 4:00 pm

**First Aid Courses - \$30**

Mon.	July 9	6:00 - 10:00 pm
Wed.	July 25	6:00 - 10:00 pm
Mon.	August 13	6:00 - 10:00 pm
Wed.	August 29	6:00 - 10:00 pm
Mon.	September 10	6:00 - 10:00 pm
Wed.	September 26	6:00 - 10:00 pm



**Infant/Child CPR - \$30**

Mon.	July 2	6:00 - 10:00 pm
Thurs.	July 19	6:00 - 10:00 pm
Mon.	August 6	6:00 - 10:00 pm
Thurs.	August 23	6:00 - 10:00 pm
Thurs.	September 20	6:00 - 10:00 pm

**RECERTIFICATION for Adult-Infant-Child CPR/AED - \$30**

Tues.	July 10	9:00 am - 1:00 pm
Tues.	August 14	9:00 am - 1:00 pm
Tues.	September 18	9:00 am - 1:00 pm

**CPR/AED for Professional Rescuers Courses - \$40**

Sat.	July 21	8:30 am - 5:30 pm
Sat.	August 4	8:30 am - 5:30 pm
Sat.	August 18	8:30 am - 5:30 pm
Sat.	September 8	8:30 am - 5:30 pm
Sat.	September 22	8:30 am - 5:30 pm

**You may register for our classes on line!**

Go to [www.greaterkzooedcross.org](http://www.greaterkzooedcross.org) and click on the Health & Safety Services button on the home page to get to class registration. Payment is required to confirm your class registration. If you cannot register on-line call us at (269) 353-6180, ext. 3; or toll-free at (800) 382-6382, ext. 3.

**Health & Safety Classes Available in Allegan County!**

The Allegan County Service Center of the American Red Cross offers First Aid, CPR and Babysitter Training Courses. Call the Service Center at (269) 673-8640 or (800) 382-6382 to register. The courses listed below are taught at the Allegan County Service Center, 425 Hubbard St. in Allegan. (No July courses taught in Allegan.)

Tues., Aug. 7	6:00 - 10:00 PM	Adult CPR/AED	\$30	Tues., Sept. 4	6:00 - 10:00 PM	Adult CPR/AED	\$30
Thurs., Aug. 9	6:00 - 10:00 PM	Infant/Child CPR	\$30	Thurs., Sept. 6	6:00 - 10:00 PM	Infant/Child CPR	\$30
Tues., Aug. 14	6:00 - 10:00 PM	First Aid	\$30	Tues., Sept. 11	6:00 - 9:00 PM	First Aid	\$30

**Register for more than one class and get a discount on class fees for the 2nd and 3rd classes! The price for one class is \$30; for two classes is \$40 and for three classes is just \$50. Call the Allegan Service Center at (269) 673-8640 and ask about the multiple class discount.**

***The following persons have made financial gifts to the Chapter in memory of or in honor of someone special from March 1 - May 31, 2007***

<b><i>In Memory of:</i></b>	<b><i>By:</i></b>
Phil Ackerman	Marilyn J. Vineyard
Louise Bevins	Roger, Carolyn & Aileen Dixon Tony & Pat Gless
Raymond W. Boze	Luella A. Boze Mr. & Mrs. William R. Humphrey Michael & Velma McLeod William & Jean Miller
Lorence & Virginia Burdick	Betsy V. Thorne
Margaret Cummings	American Red Cross Hospitality Committee Marilyn J. Vineyard
Harriet Folz-Angell	Julie B. Broman Thomas & Clara English John & Beverly Folz Jack & Carol Hinterman Cliff & Betty Hooks Deborah J. Martin Michael & Toni McLaughlin Susan & Ed Schober
Tony Griffin	Robin & Kallie Griffin
Marguerite Hoffman	Rosemary Kirby
Henry Edward Lee	D'Anne Nightingale
Elizabeth McAfee	American Red Cross Hospitality Committee Marilyn J. Vineyard
Carol Menck	Ken & Evelyn Essar
Thelma Pratt	Marilyn J. Vineyard
Hermiena Selles	Marilyn J. Vineyard Marcia Verdries Egon & Veronika Heib John & Tina Dyksma A. Francine Kryger Virginia Spitters Tim & Jennifer Kosak Kenneth & Elaine Riebe
Willie Webster	Lenora Webster

*A gift to Red Cross in memory of or in honor of a loved one, or to commemorate a special event, is a gift that keeps on giving! Call Sean McCann, Director of Development, at (269) 353-6180, ext. 122, to find out more.*

<b><i>In Honor of:</i></b>	<b><i>By:</i></b>
Jeannette Baas <i>In Honor of Her Birthday</i>	Morris DeRyke
Ted Hartridge <i>On becoming Chapter Chair</i>	Francis & Muriel Southon
Bruce Kocher	Ruth & Ed Heinig
Gordon & Elizabeth Peckham	Anonymous



What if your local American Red Cross Chapter earned a penny every time you searched the Internet? Now it can!

Here's how: **www.GoodSearch.com** is a new search engine that donates half its revenue, about a penny per search, to the charities its users designate. You use it just as you would any search engine, and it's powered by Yahoo!, so you get great results.

Just go to **www.goodsearch.com** and be sure to enter "American Red Cross – Greater Kalamazoo Area" as the charity you want to support. Just 500 people searching four times a day will raise about \$7,300 in a year without anyone spending a dime! And, be sure to spread the word!

## **Health and Safety Services Seeks Instructors!**

**T**he more people who are trained in First Aid, CPR, Aquatics and other safety issues, the safer our communities are for all of us. Red Cross safety courses are in demand more than ever before. To help meet that demand, we need additional instructors!

**How about you?** We can teach you the skills necessary to become a certified Red Cross instructor for First Aid/CPR, Aquatics and our popular Babysitter's Training.

**We especially need Babysitter's Training Instructors! The demand for this course is greater than we can meet with our current roster of instructors.**

Instructor training is **free** if you will volunteer to teach one class per month (three per quarter) for the Chapter. Contact Erin Tarnutzer at (269) 353-6180, ext. 113, for more information.

## President Bush Signs Legislation To Modernize American Red Cross Governance

The President signed legislation on May 11, 2007, that will modernize the governance structure of the American Red Cross and enhance its Board of Governors' ability to support the critical mission of the Red Cross in the 21st century.

"The American Red Cross is very grateful to President Bush, Members of Congress, our Governance Advisory Panel, other non-profit and for-profit governance experts and the entire Red Cross family for their outstanding support throughout this transformational process," said Bonnie McElveen-Hunter, Chairman, American

Red Cross. "This day and this legislation are truly historic for the Red Cross as we better prepare ourselves to meet the challenges facing us not only today but most importantly, for tomorrow."

Last year, the Red Cross initiated a comprehensive assessment of its governance structure that culminated in the publication of a 156-page report entitled, "American Red Cross Governance for the 21st Century." Throughout the review process, a group of independent governance experts, led by Karen Hastie Williams, generously donated their time and expertise to the Red Cross Board.

Based on this report and its unanimously approved recommendations, the Board sought urgent Congressional approval of its recommendations of which the most significant reforms included:

- To downsize the 50-member Red Cross Board to 12-25 members by 2009 and to 12-20 members by 2012, and the creation of a Red Cross Cabinet Advisory Council.
- To clarify the role of the Board to focus solely on governance and strategic oversight.
- To clarify the three categories of board members into a single category of membership; these individuals will be elected by the full Board.
- To establish a new Office of the Ombudsman that will provide annual reports to Congress.

To review the Red Cross Board of Governors complete governance recommendations, "American Red Cross Governance for the 21st Century," please visit [www.redcross.org/report/bogoct2006](http://www.redcross.org/report/bogoct2006).

## Be Red Cross Ready

*We can't expect our neighbors to listen to us about being prepared to respond in an emergency if we aren't, so it should be part of our involvement with this organization & our mission to "Be Red Cross Ready" ourselves.*

**Some of the things we all need to do are:**

- Post emergency telephone numbers by phones (fire, police, ambulance etc.).
- Show each family member how and when to turn off the water, gas and electricity at the main switches.
- Teach each family member how to use the fire extinguisher (ABC type), and show them where it's kept.

- Stock emergency supplies and assemble a Disaster Supplies Kit.
- Determine the best escape routes from your home. Find two ways out of each room.
- Teach children how and when to call 911 or your local Emergency Medical Services number for emergency help.
- Verify adequate insurance coverage.
- Install smoke detectors on each level of your home, especially near bedrooms.
- Take a Red Cross First Aid and CPR class.
- Find the safe spots in your home for each type of disaster.
- Conduct a home hazard hunt.

## Health & Safety-Blended Learning

We offer a new option for Red Cross First Aid and CPR training, **Blended Learning**. The first portion of the training is accessed via an Internet connection. (A high-speed Internet connection is needed to use the program effectively.) Once students passed that portion, we schedule them for the training and testing of the skills taught.

Details are available at [www.greaterkzooredcross.org/health/health.htm](http://www.greaterkzooredcross.org/health/health.htm), click on the "on-line community course catalog"; or by calling one of the H&S staff at (269) 353-6180, ext 3.

## Armed Forces Emergency Services (AFES) Seeks Volunteers

Armed Forces Emergency Services is looking for volunteers to train as after-hours caseworkers. Contact Kay Ensfield at (269) 353-6180, ext. 111, or Anne Howley-O'Brien at (269) 353-6180, ext. 112 for information.



Serving the people of Kalamazoo, Allegan, Cass and St. Joseph Counties.

5640 Venture Court  
Kalamazoo, MI 49009-1860

Phone: (269) 353-6180

Toll Free: (800) 382-6382 (from 269 area code only)

Fax: (269) 353-8657

Allegan office: (269) 673-8640

Cassopolis office: (800) 382-6382

Centreville office: (800) 382-6382

Internet: [www.greaterkzooredcross.org](http://www.greaterkzooredcross.org)

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

Email: [mail@greaterkzooredcross.org](mailto:mail@greaterkzooredcross.org)

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### Holiday Closings

**Wednesday, July 4, 2007  
for Independence Day**

**Monday, September 3, 2007  
for Labor Day**

**Emergency calls are answered  
24-hours-a-day when the office is closed.  
(269) 353-6180 or (800) 382-6382**

**DON'T MISS IMPORTANT INFORMATION! This Red Cross Newsletter contains:**

**\* The First Aid, CPR, Babysitting and Disaster Training Classes Schedules for July-Aug.-Sept. 2007**

**\* The Blood Drive Schedules for Kalamazoo, Allegan, Cass & St. Joseph Counties.**

**You also can find those schedules on-line at [www.greaterkzooredcross.org](http://www.greaterkzooredcross.org)**

### **2006 - 2007 Board of Directors**

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**Mail To:** American Red Cross 5640 Venture Ct., Kalamazoo, MI 49009

**Fax:** (269) 353-8657

**E-mail:** [mail@greaterkzooredcross.org](mailto:mail@greaterkzooredcross.org)

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PLEASE LET US KNOW!!**