



Welcome to **crossroads** - The Henderson County Red Crosser's News Summer 2011 edition

Director from the Director

This year has been anything but boring with so many changes in American Red Cross operations, so many disasters, *and* even more changes! We've lost one of our core team members, Beth Golden, due to the national changes and the word of the day has been "uncertainty". Still, we are the Red Cross and the Red Cross here in our community will continue to be all of us who commit to making the American Red Cross work through the changes. We've struggled to raise the funds to pay for the work we do locally and, nationally, the American Red Cross expects to finish this fiscal year with a \$15 million dollar deficit. Some change is obviously necessary. Let's make our fiscal year beginning July 1 a year that uses the good changes, and overcomes the difficult changes, to be the best group of Red Crossers in the entire national organization. *You*, Red Crossers (volunteers, donors, staff and supporters) will be the key to that success. Please know how much you really are appreciated!

Mike Williams, Executive Director

24th Annual Operation Blood Drive a Huge Success



The 24th Annual Operation Blood Drive on June 23 was a huge success with over 300 donors donating 358 units of blood. Their generosity will potentially save 1,074 lives! We are deeply grateful to Grace Lutheran Church, WLOS-TV and WTZQ for their continuing dedication, commitment and hard work that make the annual Operation Blood Drives so successful. Thank you all - you are true life-savers. We are indebted to the Henderson County Chapter volunteers, the dedicated volunteers from Grace Lutheran, the Hendersonville Civitan Club, and our Carolina Blood Services regional staff who worked tirelessly to make this important event so successful. Our appreciation to our community sponsors: Applebee's, Atlanta Bread Company, Boyd's Automotive, Burger King, Chick-Fil-A, City of Hendersonville, Clement Pappas, Domino's Pizza, Food Lion, Harris Teeter, Hot Dog World, Krispy Kreme, Mean Mr. Mustard's Café, Miller's Fine Dry Cleaning, Mountain 1st Bank, Papa John's Pizza, Pepsi Cola Bottling, Sonic Drive-In, Subway, Three Chopt Sandwich Shoppe, Times-News, United Community Bank and Walmart. Please take time to stop by and thank them. [Click here](#) for pictures of the event, graciously and professionally taken by Cory Wollner.

WE APPRECIATE OUR VOLUNTEERS!

When you look at the history of the American Red Cross, you realize that it was created as a volunteer-driven organization. If you look at the current Red Cross operations in Henderson County you quickly see the same thing – actually 98% of our total local team is made up of volunteers!

Each year, we set aside a day to thank those volunteers and recognize them for their exceptional efforts. On June 14, almost 80 "Red Crossers" gathered for a cookout to celebrate our great volunteers. We were reminded that our disaster responses, blood drives, many of our training classes, administrative functions (like front desk duties, much data entry and computer support), community services (like blood pressure clinics and our blood screening

labs), board leadership and more happen through the efforts of many dedicated volunteers. In fact, the estimated labor value of our volunteers is well over \$55,000 each year!



(Anita Krzywicki)



(Michael Parente)

Individual recognition was given to “Volunteers of the Year”: Anita Krzywicki (Community Services), John Batzold (Blood Services), Michael Parente (Disaster Services), Phyllis Sheldon (Health & Safety Services), Tony Bishop (Administrative Services) and Yolanda Nedwed (overall chapter volunteer of the year).

We also recognized two directors who are rotating off the board with outstanding history of service to the chapter: BJ Slovacek and Jim Bailes.

What a difference each of these volunteers have made to our Henderson County operations!



(Phyllis Sheldon)



(John Batzold)



(Yolanda Nedwed)



(Tony Bishop)



(Red Crossers)

A huge thanks to GO Grocery for donating the great hamburgers, Crystal’s BBQ for donating slaw, Lowe’s for donating hanging fern baskets for award winners, and to our donors who fund most of what we do!

Our volunteers: both workers and donors, *are* the Red Cross in our community – and we respectfully say “Thanks!”

Disaster Services in Action

It seems that the past seven months have been filled with one disaster after another. As our mission states, we “will provide relief to victims of disasters and help people to prevent, prepare for and respond to emergencies”. That is what our local Red Crossers team has done - over and over!

During Christmas 2010, local Red Crossers had visions of emergency shelters mixed with the



(Princeton Apts – scene of May 11 fire response)

“sugar plums” as nearly a foot of snow fell on Henderson County. Fortunately, power stayed on for most and while our shelter team was on standby alert we never had to house anyone. Still, we had eight local home fire cases during December and another 14 since then. DAT (local Disaster Action Team) has been busy responding with emergency shelter, food, clothing and other immediate needs. While the physical damage didn’t hit us here, we were heavily involved in fundraising and communications in response to the huge Japan earthquake and the resulting tsunami in March.

Then in May, storms began hammering our country and we deployed 33 western NC Red Crossers to assist with responses in Virginia, Eastern NC, Mississippi, Alabama and Tennessee. While those responders, including 10 of our Henderson County team, worked to deliver meals and provide nursing support, emergency shelters and individual support to survivors, those of us left at home followed the daily news reports of the tornadoes, severe thunderstorms and flooding. We trained local responders to be ready to help and we trained community members to be better prepared to take care of themselves with first aid, CPR and free readiness training like “Be Red Cross Ready”.



Red Cross has made, and will continue to make a difference in lives – here in Henderson County, in western NC and beyond! All of this is made possible by our volunteers who give their time, who donate the money that makes our work possible and otherwise support the work of the American Red Cross. Thank you for your part and we invite you to get even more involved. The Red Cross really is “us”!

Red Cross Runway - Another Successful Year

(Stan Shelley & Tiffany Ervin)

The Red Cross held its Red Cross Runway Fashion Show & Brunch event on Saturday, April 16, 2011 at the Hendersonville Country Club. This year marks the 5th Anniversary for the Runway event and yet again, it was a very successful event bringing in nearly \$4,000 for the Henderson County Chapter.

A huge *thanks* goes out to our presenting sponsor Shelley’s Jewelry who donated a gorgeous \$6,000 diamond and Pandora Jewelry to be raffled during the event. This year’s fashions were provided by JC Penney’s of Hendersonville and formal wear from Elite Repeats Boutique.



The following are just some of the folks we want to thank and recognize for making the Runway such an exciting success. *Presenting Sponsor: Shelley’s Jewelry* (with special thanks to Stan Shelley and Joette Humphrey their outstanding support!). *Event Committee:* Tiffany Ervin, Cristina Hull and Victoria Hull for their leadership with planning and organizing the event. *The 2011 Runway Models:* Ruth Birge, Lori Garcia-Hernandez, Roger Hull, Patsy Farmer Jones and granddaughters Anne Jones & Catherine Jones, Chelsea King, Ross Sloan and his daughter Grayson Sloan, Scott Treadway and daughter Ava Treadway, Angela Vaughan, and Fair Waggoner and her daughter Drake Waggoner. What a wonderful job each of our models did walking the Red Cross Runway!

Also, we would like to say thank you to our *supporting show sponsors*: Times News, HPC Printing, Morning Glory Productions, WHKP, WLOS, WTZQ, and The Van Winkle Law Firm. Thanks to all who supported Red Cross Runway 2011 and helped make it an exciting and fun fundraising event. We look forward to next year being even bigger. Hope you can join us!!!



(Photos clockwise from top: Patsy Farmer Jones; Lori Garcia-Hernandez; the Van Winkle Law Firm table; Anne Jones, Ava Treadway and Catherine Jones; the United Community Bank table)

Parting Thoughts from Beth Golden

How wonderful it has been to work with you over the past 4 years supporting the life saving mission of the Red Cross! You have touched my life with joy giving me many dear memories to take with me to Atlanta where I'll be enjoying my daughter and her family. I trust that the blood services team will continue to carry-on with dedication, providing our community blood donors a positive experience. Through you, our program has demonstrated the truth in this quote from Joanna and Ulysses by May Sarton: **"Sometimes fantasy and fact become indistinguishable or, if you will, that hard facts may be turned into miracles when love, imagination, and sheer necessity all work together."** With my best wishes and gratitude, Beth Golden



Editor's note: we have calculated that during Beth's tenure as local Blood Services Director, we collected a total of 2,780 gallons of blood, potentially saving 66,720 lives!

CPR Saturday – A Lifesaving Success

Thanks to Pardee Hospital, we were able to offer free CPR classes in 5 locations on March 12. We trained over 650 western NC people in this lifesaving skill, including nearly 200 here in Henderson County. Special thanks to all the volunteers who made it possible; including the instructors, registration and test correcting assistants and location volunteers. Our location partners were Pardee Hospital, Pardee Health Education Center, Girl Scouts, YMCA and the Mountain 1st Operations Center. Thanks to everyone who worked so hard to make this a success!

OUR HEROES!

During March, “super heroes” did everything but leap tall building and speed faster than a flying bullet as they raised \$32,000 for local Red Cross operations! *Charlie Cranford*, of Morrow Insurance, chaired our first time “Heroes of the Red Cross” fundraising campaign and, with his incredible team of Heroes, lead us in one of the most successful fundraising efforts in Chapter history. There was also an available on-line donation component of Heroes and we ended up with one of the top nine online campaigns in the American Red Cross this year. *Charlie’s Heroes Leadership Team* consisted of Nicola Barksdale (First Citizens Bank), David Feldmeth (Wachovia Bank), Rocky Hyder (Henderson County Emergency Manager), April Killough (Blue Ridge Community College), Scott Larned (Elks Club), Kevin Parries (Carolina Village), Dr. Dave Sink (retired college president), Linda Thomas (Morrow Insurance) and Jason Wells (Park Ridge Hospital). The team created events ranging from silent auctions to jewelry parties, barbeque dinners with basketball to barbeque dinners with bluegrass and from “farm bingo” to 5K runs. Kevin Parries, the executive director at Carolina Village, led the biggest group response as his Carolina Village team raised over \$8,000 in response to a challenge from the Polk County retirement community of Tryon Estates. Kevin was recognized for leading the top Hero fundraiser team, followed closely by Linda Thomas’s dynamic team. Ross Sloan, market executive for Carolina First/TD Bank, was recognized as the top individual fundraiser. Thanks to Charlie, his team and the \$32,000 they brought in to the chapter, we will finish the year “in the black” as opposed to the huge deficit that we posted last year. The Red Cross does great work here in Henderson County but it obviously can’t happen for free. To all of our Heroes - a super Thank You!



National Award of Merit Goes to Local Youth

On June 8, an appreciative crowd gathered to present Nathan Hallock with the American Red Cross Lifesaving Award for Professional Responders. Nathan, a 17 year old lifeguard at the YMCA, saved two children while working his shifts in March and April of this year. His supervisor, Karen Budro, nominated Hallock for the national award. Present at the ceremony were his parents, the assistant principal of his school (West High), city officials (City Council member Jeff Collis), as well as American Red Cross representatives. Nathan was presented with the merit medal as well as a certificate for his lifesaving actions. Congratulations Nathan! Thanks for keeping our pools safe!

Become a Red Cross First Aid/CPR Instructor

Learn to save a life – and teach those skills to others! Interested in becoming a First Aid and CPR instructor or know someone who might make a good instructor? The Chapter is offering an instructor class August 1, 2 and 4 from 5:30-9:30 pm. Candidates must be current in their First Aid and CPR certifications and complete online materials prior to class time. Call Andrea at 693-5605 for more information.

For more information about YOUR Red Cross, call 828-693-5605 or visit us online at www.heredcross.org

**The CHAMPIONS of the Henderson County Chapter
of the American Red Cross**

Please support these CHAMPION supporters of your local Red Cross!



Bojangles' of Western North Carolina
2011 Red Cross Silver Champion



A DIVISION OF
MAGNUM OPUS GRAPHICS, INC.
2011 Red Cross Silver Champion



Mountain 1st
Bank & Trust
2011 Red Cross Silver Champion



**MORRIS
BROADBAND**

2011 Red Cross Gold Champion

Pardee

2011 Platinum Champion & Presenting Sponsor of
the March 2011 "[Pardee Hospital Presents CPR Saturday](#)"

SHELLEY'S
Jewelry

2011 Platinum Champion and Presenting Sponsor of
the April 2011 "[Shelley's Jewelry Presents the Red Cross Runway](#)"

Times-News

2011 Red Cross Gold Champion



THE
VAN WINKLE
LAW FIRM

2011 Red Cross Gold Champion

**Thanks to all of our Corporate & Business Sponsors CHAMPIONS
- from the staff and board of the American Red Cross - Henderson County!**

To become a Champion of the Red Cross, please contact Executive Director [Mike Williams](#): 828-693-5605