

# The Eyes Have It!

Volume XII • Issue 5

South Dakota Lions Eye Bank

May 2006



Spirit of the North  
Tissue Services

1-800-245-7846  
www.sdleb.org

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## From the Desk of the Executive Director



by Christine Belitz  
Executive Director

In this issue of the "Eyes Have It," I want to answer the question: "How do we move the South Dakota Lions Eye Bank from a good non-profit to a great non-profit?" I would like to answer that question by describing to you what Jim Collins calls the Hedgehog Concept in the social sectors. This information is being taken from a book titled

*Good to Great in the Social Sectors* by Jim Collins.

The Hedgehog Concept evolves around three questions:

1. What your non-profit organization is deeply passionate about?
2. What your non-profit organization can be the best in the world at?
3. What drives your non-profit organization's resource engine?

To answer question #1, "Is our organization deeply passionate about what we do and have we established a known mission statement and core purpose?" The answer would be yes.

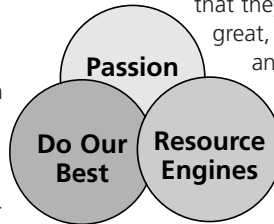
To answer question #2, "Is our organization the best in the world at what we do?" Not yet but we

continue to move closer and closer to that ultimate goal.

To answer question #3, "What drives our non-profit organization resource engine?" The answer to this question is not as easy because it evolves around economics. The three basic components to our resource engine are time, money and brand. "Time" refers to how well we attract people willing to contribute their efforts for free or at rates below what their talents would yield in business. "Money" refers to sustained cash flow. "Brand" refers to how good we are at cultivating a deep well of emotional goodwill and mind share of potential supporters.

The critical step in the Hedgehog Concept is to determine how best to connect all three circles, so that they reinforce each other. To become great, our organization must be able to answer the following question: "How does focusing on what we can do best tie directly to our resource engine, and how does our resource engine directly reinforce what we can do best?"

Another way to look at it is by using the power of the flywheel. "Success breeds support and commitment, which breeds even greater success, which breeds more support and commitment—round and round the flywheel goes on our becoming a great non-profit!"

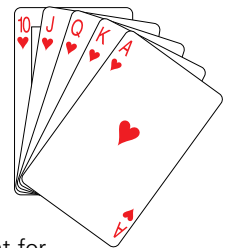


## Draw a Winning Hand for the Eye Bank!

The South Dakota Lions Eye Bank's *First Annual Poker Run* will be held Saturday, July 15 in Rapid City. Registration will be held at the Rapid City Harley Davidson store. The day will include a leisurely drive through the Black



Hills, a meal at the end of the day, a free t-shirt, and prizes. A cash prize of \$500 will be offered for the winning poker hand. This is a new event and we hope that with your help we can make it a success. Though traditionally thought of as an event for motorcyclists, all means of transportation are encouraged. Registration fee will be \$10 per hand or three hands for \$25. If you are willing to sponsor a stop on the route, or if you would like to volunteer for this event in some other way, or for more information, contact Shiloh at 1-800-245-7846 or shiloh@sharingthegift.org.



**Come Run With Us!**

On April 7th the Eye Bank Association of America conducted a reaccreditation inspection of our facility. For several weeks prior to the inspection, we had been working non-stop reviewing our policies, procedures, and data logs in preparation. I'm proud to say the inspectors were very pleased with our current practices and record keeping. Upon completing the audit, they noted no critical deficiencies or potential threats posed by our Eye Bank. Although the EBAA will not release our official accreditation status until the June Conference, we are confident that the South Dakota Lions Eye Bank will receive a two- to three-year accreditation!

On June 6th, Heather Overman, Regional Recovery manager, and I will be attending the June EBAA Conference and taking the EBAA's Certified Eye Bank Technician Exam. After attending the EBAA Technician Education Seminar in March, we feel very prepared for this test.

As of Monday, April 24th, we have been gifted with 74 eye donations and 56 tissue donation cases. Spirit of the North had its first skin donation case since contracting with U.S. Tissue and



**by Ryan Dott**  
Director of Quality Assurance  
and Technical Operations

Cell (now AlloSource) in March. This case generated just over 2 square feet of fresh skin grafts which will be used for treating burn patients regionally and nationwide.

Even though April has been a relatively slow month, we are still showing a 16% increase in year-to-date donations compared to 2005, and down 14% year-to-date compared to 2004. Eye donation is holding steady, showing no significant differences from previous years; down only 6% from last year, but up 4% from 2004.

Our contamination rates are still at an all-time low. For the past four months, AlloSource has commended us on our low tissue culture rates. Spirit of the North has proven itself to be one of the elite few consistently achieving No Growth rates of 80 to 90+% on recovered tissue. 📧 🐦



*AlloSource has commended us on our low tissue culture rates.*

## Come Golf With Us!

This year's golf tournaments have been scheduled and planning is underway. The Sioux Falls tournament will again be held at Prairie Green Golf Course on Friday, June 23 with a shotgun start at 1p.m. The Rapid City Downtown Lions are hosting our West River tournament, and it will be held Friday July 21 at the Elks Golf Course, beginning with a shotgun start at noon. These events always prove to be



a fun and enjoyable way to join together to support the Eye Bank's mission— "To Enable the Restoration of the Gifts of Sight and Health."

For more information about the tournaments or to register a team, contact Shiloh at 1-800-245-7846 or shiloh@sharingthegift.org. 📧 🐦

### On Greatness

If you cannot do great things, do small things in a great way.

—Napoleon Hill

## Wanted: Your Story!

Every day hundreds of individuals benefit from the generous decision a donor family made to donate. Sometimes those individual stories, each unique in its own way, seem to get lost in the sheer magnitude of the number of people being affected. After all, one donor can improve the lives of over 80 people. But each of those 80 people, and of course the donor family, have their own story to tell. Consider the following letter from a recipient:

**by Shiloh Oorlog**  
Public Information  
& Marketing

*"Dear Donor Family,*

*"I am writing to thank you for the kind and generous gift of tissue donations from your loved one. I am so sorry for your loss. As a parent of a twenty-year-old foster daughter who I have raised since age 8, I cannot imagine the anguish of your loss. But I am writing to let you know that your decision to donate has changed my life in a very positive way. Also, because all of my 130 sixth grade math and science students know of your decision and its positive impact on me, you may have set an example that will change many other lives in the future.*

*"I needed the transplant to avoid a future knee replacement. I am 54 years old and enjoy running on an age group, female running team, the Impalas. However, an unfortunate fall on a track would have prevented me from running if it were not for your decision. I truly believe my students will remember your decision and value it more and more as they grow older.*

*"I am very grateful for the active lifestyle you and your loved one have given me. I will always remember your kindness. Thank you."*

One of my favorite parts of my job is traveling across the state talking to various Lions Clubs and other community organizations about the benefits of becoming a donor. It's stories like the one you just read that make my presentation complete. The SD Lions Eye Bank would be honored if you'd be willing to share your story with us, and if you'd allow us to share that story with others.

Mail your stories to us at 1321 W. 22nd Street, Sioux Falls, SD 57105, and mark "my story" on the envelope. You may also email your story to shiloh@sharingthegift.org with "my story" in the subject line. If you'd be willing to share your story with your local newspaper, please indicate that in your letter as well.

With your help, we can continue to increase awareness of the importance of becoming a donor. 📧 🐦

# Memorials, Contributions, Club Donations

## Direct Mail Contributors

Ballard & Joyce Blount  
 Joycelyn Erickson  
 Jan Wagner  
 Kenneth Phinney  
 Janell Beck  
 Delia Hansen  
 Myron Fuerst  
 Mike Carmody  
 Rudy Rudel  
 Marie McKittrick  
 Delores Falla  
 Tom & Linda Bartholomew  
 Margaret Barry

## Other Contributors

Brian & Ann Temple  
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 S.D. Community Foundation  
 Vernan Joy  
 Volga Lions  
 William Kunerth  
 Elsie Ondricek  
 PID Al Schock  
 Lois Lienemann  
 John & Roberta Brown  
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 Arnold Braun  
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 Prudential Foundation  
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 Willard Ayers  
 Jim Solon  
 John & Roberta Brown  
 Bob & Melanie Schmidt  
 Frank Marshall



## Club Contributors

Marion Lions Club  
 Sturgis Lions Club  
 Canton Lions Club  
 Milbank Lions Club  
 Rosholt Lions Club  
 Lennox Lions - Ronda Strasser,  
 Zone 6 Member  
 Lennox Lions Club  
 Huron Lioness  
 Mitchell Lions Club  
 Aberdeen Lions  
 Siouxsland Lions  
 Brookings Noon Lions  
 Beresford Lions  
 Eye Opener Lions  
 Eureka Lions  
 Tulare Lions  
 Sioux Empire Lions  
 Magic Mile Lions Club  
 Sioux Rise Lions  
 Aberdeen Lioness  
 Eye Opener Lions  
 Freeman Lions  
 Rushmore Lions  
 Tulare Lions  
 Gregory Lions  
 Lions Club of Yankton  
 Rushmore Lions  
 Watertown Lions  
 Dell Rapids Lions  
 Hot Springs Lions  
 Willow Lake Lions  
 Huron Noon Lions  
 Rapid City Lions Club  
 Madison Lions

## Memorials/Honorariums

Charles Wray in memory of Colleen Wray  
 Beresford Lions Club/Lounsbery Family  
 in memory of Warren Lounsbery  
 Carrie Godak Family in memory of Carrie Godak  
 Deuel County Lions Club in memory of Norman Knutson  
 Roger & Karen Braaten in memory of Colleen Wray  
 Roger & Karen Braaten in memory of Marie Oliver  
 Sarah & Charles Johnson in memory of Cornea Donor  
 Roger & Karen Braaten in memory of Evelyn Breuer  
 Dennis & June Van Asch in memory of Donella Gardner  
 Brian Leitheiser in memory of Tammy Leitheiser  
 Phyllis Ptak in memory of William "Bill" Ptak  
 Kathryn Altstadt in memory of My Donor Family  
 Janet Keenan in memory of Dennis Keenan  
 Roger & Karen Braaten in memory of Verlo Mortinsen  
 S.D. PDG Association in honor of:  
 Robert Olson - Henry Baker Award  
 Roger & Karen Braaten in memory of William Foote  
 Freeman Lions in memory of PDG Erwin Gros  
 Roger & Karen Braaten in memory of Gladys Janssen  
 Roger & Karen Braaten in memory of Darlene Larson  
 Roger & Karen Braaten in memory of Erwin Gross  
 Roger & Karen Braaten in memory of Mary Wright  
 S.D. PDG Association in honor of  
 Galen Jones & Ralph Jensen  
 Lynn Olson in memory of Gloria Hanson  
 Verne & Bev Foss in memory of Dr. Leslie T. Olson  
 Verne & Bev Foss in memory of Alvin Conraads



## GRANT UPDATE

**O**ur three-year Native American grant is winding down. It doesn't seem possible that the program will end August 31st. We have filed for a one-year no-cost extension and because we

have been frugal with the funds, we will be able to keep things going for a while longer. We want to keep presenting information as long as we can. The Lions Eye Bank has also

**by Joan Hammond**  
 Administrative Assistant

submitted a small grant to help with this extension. We should find out by the end of May if that will occur. In some areas where Arliss Keckler, our Native American specialist, is not as familiar, progress is just beginning. We wish we had known how many people have had transplants. Privacy is very important, and unless you are trusted, information stays private.

We are trying to expand our grant program at the Eye Bank by looking for other grants in fields that will enhance our mission. This is a very slow process. We hope in 2-3 years time we will see significant results. 📧 🕊

## New Project:

## Recovery of Nerves to Begin Soon

**H**appy Spring! We have started recovering skin again. We are doing local donors with local funeral homes to begin with until we can get out and talk to out-of-town funeral homes.

**by Heather Overman**  
 Regional Recovery Mgr.

We will soon begin the recovery of nerves for a research company. We are very excited about this and are waiting for kits to arrive so we can begin this process.

I have been working with the Rapid City and Aberdeen offices on hiring more staff. We have a great group of people working for us in both facilities but are looking for a few more to help staff our call schedule. It is my goal to have both satellite facilities running independently. 📧 🕊

# DONOR STATISTICS

(January 1 – April 30, 2006)

HOSPITAL:	Eye Donors	Tissue Donors
Avera Heart Hospital, Sioux Falls	1	1
Avera McKennan Hospice, Sioux Falls	1	
Avera McKennan Hospital, Sioux Falls	10	
Avera Queen of Peace Hospital, Mitchell	4	3
Avera Sacred Heart, Yankton	1	1
Avera St. Lukes Hospital, Aberdeen	7	2
Brookings Hospital	1	3
Chadron (NE) Community Hospital	1	
DeSmet Memorial Hospital	1	
Flandreau Community Hospital	1	
Freeman Community Hospital		1
Huron Regional Medical Center	4	4
Lead/Deadwood Community Hospital	1	2
Milbank Area Hospital / Avera Health		1
Mobridge Regional Hospital	1	
Pipestone (MN) Hospital		1
Platte Hospital	1	
Rapid City Regional Hospital	9	8
Redfield Community Memorial Hospital	1	2
Rosebud IHS Hospital	1	1
Sioux Valley Hospital, Sioux Falls	21	14
Spitzer Funeral Home, Aberdeen	1	1
St. Joseph's, Dickinson ND		1
St. Mary's Hospital, Pierre	1	
Tyler (MN) Healthcare		3
VA Medical Center, Ft Meade		1
VA Medical Center, Sioux Falls	3	
Windom (MN) Area Hospital		1
Winner Regional Healthcare	1	1
Worthington (MN) Regional Hospital	2	2

## Services Expanding in Area States

The South Dakota Lions Eye Bank and Spirit of the North Tissue Services continues to expand into parts of Nebraska, North Dakota, and Minnesota. Our office has staff readily trained and available to provide in-services for area hospitals offering training on the referral process and donor education presentations. Our staff is always eager, willing and prepared to provide donor education presentations to community clubs, churches, and local health fairs. Please

**by Karen Hudson**  
Director of Hospital Development

feel free to contact our office for more information or to schedule an in-service and/or educational presentation. Call 1-800-245-7846.

The South Dakota Funeral Directors Association will be holding their annual convention on Monday and Tuesday, May 15th and 16th at the Ramkota Convention Center in Sioux Falls. The South Dakota Lions Eye Bank and Spirit of the North Tissue Services are excited to sponsor keynote speaker Jack Adams, who has over 40 years' experience in the funeral service. Mr. Adams will be educating directors on donation and restoration of the donor after donation. Our goal is to educate funeral directors on donation policies and procedures, and to provide information for the restoration of the donor after donation. ☎ 🐦