



# RED ALERT

VOLUME 10, ISSUE 1, FALL 2008

## Record Year for Disasters Leads American Red Cross to Launch \$100 Million Fundraising Campaign

2008 has been a busy year for American Red Cross volunteers; since January 2008 they have responded to thousands of house fires and more than 60 large-scale disasters. A record number of tornadoes, the worst flooding in the Midwest in 15 years, an early wildfire season and an active hurricane season have steadily drained the Red Cross' Disaster Relief Fund (DRF).

By the time Hurricane Gustav hit the Gulf Coast on September 1, 2008 the Disaster Relief Fund was depleted, leaving the Red Cross to borrow money in order to provide desperately needed disaster relief. Only 11 days later, Hurricane Ike hit, forcing yet more people from their homes. Once again, the American Red Cross was there, providing shelter, clothing, food and other immediate necessities to the victims of this latest disaster. Although media coverage has not matched the scale of these disasters,



September 15, 2008, Wallisville, Texas. Marsha Wilcox stands in the remains of her home following Hurricane Ike.

Photographer: Gene Dailey/American Red Cross

the need is very real; from September 1, 2008 to Oct 1, 2008, over 39,000 volunteers and Red Cross workers have opened more than 900 shelters, served over 11 million meals and snacks, distributed over 100,000 clean-up kits and provided

health and mental health services to more than 80,000 people.

The Red Cross has taken many steps to reduce its disaster response costs and is examining ways to make its fundraising more sustainable. In the short term, however, the Red Cross has launched a \$100 million fundraising campaign to meet the immediate needs of disaster victims. Pennsylvania's 46 American Red Cross chapters have been charged with raising \$5.6 million by year's end. Of the state goal, the American Red Cross of Lackawanna County must raise \$142,000.

You can help victims of disasters like Hurricanes Gustav and Ike by making a donation to the Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to victims of disaster. To make a donation you can mail it to 545 Jefferson Ave., Scranton, PA 18510 or call 1-800-REDCROSS or visit [www.redcross.org](http://www.redcross.org).

## BAE Systems Employees Show Support for American Red Cross

BAE Systems, Inc., of Jessup, is showing its support for the American Red Cross through an 18 month charity challenge. Under the "America Supports You" program, employees of BAE nationwide host fundraising events and take part in volunteering opportunities for

a selected charity. BAE Systems, Inc., in Jessup kicked off their campaign for the American Red Cross in June 2008 with a dunk tank and bake sale that raised over \$1,000. Since then they have also run a 50/50 raffle, volunteered for Operation Homefront, a project to provide backpacks for troops, and donated blood at a blood drive hosted at the plant. The American Red Cross of Lackawanna County wishes to thank the employees of BAE Systems,

Inc., for their generosity and support. To date the campaign has raised \$3,051.11 which will benefit the Chapter's service to military program.



James Silfee and Maureen Maloney (center) of BAE systems present Bob Cherundolo and Cindy Strenkoski of the American Red Cross of Lackawanna County with the first two checks from their employees' fundraising efforts.

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## Gerrity's Stores and Customers Respond to Call for Help

On Sunday, October 5th, Gerrity's customers throughout Lackawanna County dug deep and made a donation to the American Red Cross' Disaster Relief Fund. In return for their generosity they were rewarded with hand-packed groceries, all courtesy of American Red Cross volunteers. Over 20 volunteers, volunteers from the North Pocono High School Red Cross Club and the Chapter turned out to bag groceries at the 5 Gerrity's stores in Lackawanna County. The event, kindly hosted by Gerrity's, brought in over \$800 for the Disaster Relief Fund. The American Red Cross of Lackawanna County wishes to thank Gerrity's owners/managers and Gerrity's customers for their generosity and support. To make a donation to the Disaster Relief Fund, contact the Chapter at (570) 207-0109.



*Gabrielle Fueshko of Scranton makes a donation at the North Keyser Avenue Gerrity's Store. On hand to take the donation, Amber Locker, Red Cross Volunteer and Girl Scout.*

## Prudential Recognizes Chapter Volunteer

Retired Prudential Financial employee, Anthony D'Elia, of Pittston, PA, was awarded a \$1,000 Prudential CARES Volunteer Grants Award, to benefit the American Red Cross of Lackawanna County. Anthony has devoted his time to the organization for 10 years, serving more

than 200 hours in 2007 as a member of the Board of Directors, Disaster Action Team, Emergency Services and Auction Committees. He recently returned from a 3 week deployment where he utilized his skills and experience in setting up and running mass feeding kitchens.

## Looking for the perfect gift, but not sure what to get?

The American Red Cross of Lackawanna County offers gift certificates for the following classes:

- ✦ Infant & Child CPR
- ✦ Adult CPR
- ✦ First Aid
- ✦ Pet First Aid

Or maybe your car is missing a First Aid Kit? Pet First Aid Kits are also available.

For more information, gift ideas and prices call (570) 207-0117



## Volunteer Spotlight

The American Red Cross of Lackawanna County is proud to announce Tom Thorne, the subject of this fall's Volunteer Spotlight. Tom, a volunteer at the Chapter for over 4 years, recently received recognition for reaching the 8 gallon mark in blood donation. He also recently assisted the blood department, stepping in when a member of the blood services department was taken ill. Tom is a member of one of the Chapter's Disaster Action Teams that respond to emergencies in Lackawanna County. He also regularly represents the Red Cross at community events, such as National



*Linda Gavin, Blood Services Director, presents Tom Thorne with his 8 gallon blood donation award.*

Night Out, promoting the organization's mission and educating people about disaster preparedness. Like the Red Cross' mission and promise to be there when you need us, Tom is always on hand to provide assistance, whether it is representing the Chapter at community events, responding to house fires or helping to maintain the Chapter's emergency response vehicles. Asked what drew him to the Red Cross, Tom said that it was the opportunity to be of assistance to someone in their time of need. We thank Tom for this service and dedication.

## CHIEF EXECUTIVE OFFICER'S CORNER



Bob Cherundolo  
*Chief Executive Officer*

I don't know about you, but I can hardly believe that the end of 2008 is just around the corner. Where has the time gone?

2008 has been a very busy year in relation to disaster relief. Devastation hit many areas of our country but miraculously spared our community. Our national organization responded to California wildfires, central U.S. floods, Midwest tornadoes and hurricanes like Fay, Gustav and Ike in Alabama, Florida, Louisiana, Mississippi, and Texas. Locally, we deployed 11 trained volunteers to the trouble areas and sent our Emergency Response Vehicle as well.

All of the above activity has resulted in the depletion of our national Disaster Relief Fund (DRF) necessitating our organization to borrow money in order to continue relief efforts.

And, for only the second time in its history, the American Red Cross appealed to Congress for and received an appropriation of \$100 million to help the cause. We also have launched a national fundraising campaign to replenish the DRF in the event future disasters strike. And, officially we are still prone to hurricane activity to the end of November.

Throughout all of this, we were prepared for our community residents because of your unselfish contributions of time, money and blood. Your generous support not only enables us to be responsive to disasters but allows us to deliver other services, such as assisting families of military personnel with emergency communications and conducting educational programs in the community to help people prevent, prepare for and respond to emergencies.

We are grateful for the help you freely provide through your donations of time, blood and money. We look forward to your continuing help as we face potential shortfalls in local giving because of the community's generous response to national emergencies. Your ongoing support is necessary to ensure that we remain prepared to respond when needed.

*Bob Cherundolo*

## 11 Local Volunteers Take Time Out to Help Disaster Victims

Since Hurricane Gustav hit the Gulf Coast on September 1, 2008, 11 volunteers from the American Red Cross of Lackawanna County have been deployed to assist with disaster relief operations. The Lackawanna County volunteers were among the 18,000 Red Cross volunteers from around the U.S. who have provided assistance to the victims of Hurricane Gustav and Ike. The Lackawanna County Disaster Services Volunteers were deployed to shelters, call centers, distribution centers, and kitchens.

The Lackawanna County Chapter and the victims of Hurricane Gustav and Ike are indebted to Jeffrey Banks, Elaine Barnes, Valarie Davidian, Marie Ehrich, Tony D'Elia, June Ejk, Wayne Frick, Sharon and Tom McArdle, Mike Pagnotti, and Shirley Siragusa who dedicated an average of 3 weeks of their lives to help others in their time of need.

To learn more about the American Red Cross' relief operations in the hurricane affected areas, visit the online newsroom at: <http://hurricaneike.wordpress.com/>

If you are interested in becoming a Disaster Services Volunteer, please contact Charlotte Wright at (570) 207-0112.



## Remember how much you used to worry about your kids?

Well, now they're the ones doing the worrying; about you living alone; about the chance that you might fall with no one there to help.

But there is a way to help ease their fears, and maintain your independence. It's called Lifeline.

Lifeline is a medical alert designed to reduce the risk of living alone. In the event of a fall or emergency, help is available at the push of button.

To find out more, contact the American Red Cross of Lackawanna County:

Cheryl Straka: (570) 207-0118

Fax: (570) 344-6534

Email: [cstraka@neparc.org](mailto:cstraka@neparc.org)

**Lifeline**  
Personal Response and Support Services

# New Name, Same Service to the Community



*Alex Kelly (Board Member), Gary Drapek, President & CEO of United Way of Lackawanna County, Bob Cherundolo, CEO of American Red Cross of Lackawanna County, Mayor Christopher Doherty, Tom Noone (Board Member), Bill Bellucci (Board Member). Photo courtesy of Guy Cali Photography.*

On July 22, 2008, staff, volunteers, Board of Directors, city and county officials and members of the community gathered to celebrate an exciting event for 2 American Red Cross Chapters. Effective July 1, 2008, the Scranton Chapter and Carbondale/Forest City Chapter of the American Red Cross united in a formal merger to create the American Red Cross of Lackawanna County. "This is an exciting and progressive time for the American Red Cross of Lackawanna County. A realignment of our structure is giving us the means to serve the people more effectively, efficiently, and economically," said Bob Cherundolo, CEO of the American Red Cross of Lackawanna County.

The new chapter serves over 230,000 people residing in Lackawanna County and parts of Susquehanna and Wayne County. The merger hasn't changed the face of the American Red Cross in the local area; both the Carbondale and

Scranton buildings have remained open, allowing ease of access for the community and for volunteers from around the area to continue to dedicate their time and expertise to enable the American Red Cross to fulfil its mission.

The merger has created a stronger single unit able to respond to the community's needs; providing blood drives, teaching life-saving skills, responding to disasters such as house fires and providing services to the military. Board Members from the Carbondale/Forest City and Scranton Chapters have united to provide guidance and oversight to the newly formed American Red Cross of Lackawanna County.

## Chapter Welcomes New Board Members

The Scranton Chapter of the American Red Cross, a participating agency of the United Way of Lackawanna County, held its Annual Meeting at Arcaro and Genell's restaurant in Old Forge. Close to one hundred people attended the meeting to elect new officers, board members and recognize exemplary members of the community for their outstanding humanitarian efforts and support of the Scranton Chapter.

The elected officers for the 2008-2009 board year were William Bender (Chapter Chair), John P. Kearney (Vice Chair), Joseph Quinn (Treasurer), and Lou Kirchen (Secretary). The newly elected members of the board include Bill Bellucci, Tom Noone, and Alex Kelly, who joined the Board as part of the merger effective July 1, 2008.



# 6th Annual Golf Tournament Raises \$38,000

The American Red Cross of Lackawanna County would like to thank all of the participants and sponsors of the 6th Annual Golf Tournament. Held at the beautiful Glenmaura National Golf Club on September 22, 2008, the tournament successfully raised over \$38,000. The winners of this year's tournament were Ed Gregorczyk, Brian Lonergan, Phil Pettinato and Dave Rudis with a score of 58.

The Chapter would like to express its gratitude to Louis DeNaples, this year's Tournament Honorary Chair, and also to Premier Sponsor

Keystone Sanitary Landfill, Inc. The success of the day was also due in large part to the support of our media sponsor,



*Golf Committee Members (front row) Tom Lamar, Peter Danchak, Bob Cherundolo, Richard Suraci, Joe Earyes, Alan Schoen, Jim Tressler, Bill Bender, Brian Mott and Bill Davis. (Back Row) James Palumbo, John Kearney and Brian Lonergan.*

WNEP TV.

Our thanks go to the following organizations for their support of the tournament; Bender Team Merrill Lynch,

Comcast, Dougherty, Leventhal & Price, LLP, International Salt Company, Insalaco Development Group, John P. Kearney & Associates, Maines Paper & Food Service, Mohegan Sun and PNC Bank. We would also like to thank all those who supported the tournament through the sponsorship of Greens, Holes, Flags and Hole in One Competitions.

With the help of our participants we were able to surpass our goals and previous successes.

The participation and sponsorship of the tournament not only guaranteed its success, but also

ensured that when victims of disaster in Lackawanna County need us most, the American Red Cross will be there to help.

## American Red Cross November 2008 Health & Safety Courses

MON, NOV 3	CPR FOR THE PROFESSIONAL	8:30a.m.- 5:00p.m.
THUR, NOV 6	INSTRUCTOR TRAINING (1 OF 4)	5:00p.m.-9:00p.m.
FRI, NOV 7	FIRST AID	9:00a.m.-12:30p.m.
MON, NOV 10	ADULT CPR/AED	5:00p.m.-9:00p.m.
WED, NOV 12	INFANT/CHILD CPR	9:00a.m.-2:00p.m.
THUR, NOV 13	INSTRUCTOR TRAINING (2 OF 4)	5:00p.m.-9:00p.m.
SAT, NOV 15	FIRST AID/CRP/AED	9:00a.m.-4:00p.m.
TUE, NOV 18,	FIRST AID	5:00p.m.-9:00p.m.
WED, NOV 19	PET FIRST AID	9:00a.m.-1:00p.m.
THUR, NOV 20	INSTRUCTOR TRAINING (3 OF 4)	5:00p.m.-9:00p.m.
FRI, NOV 21	ADULT CPR/AED	9:00a.m.-2:00p.m.
MON, NOV 24	INSTRUCTOR TRAINING (4 OF 4)	5:00p.m.-9:00p.m.

Please call Tina Lawton today at (570) 207-0117 to register for a class.



## Take Time to Prevent Home Fires This Winter

Like your neighbors, you are probably readying yourself for winter. Putting away the garden furniture, filling the oil tank, getting out the thicker blankets. But are you prepared for one of winter's biggest threats? Home Fires.

Every winter, nearly 47,000 fires occur, claiming more than 500 lives, causing more than 2,200 injuries, and costing \$554 million in property damage. It is easy to become complacent about fire safety, but the U.S. Fire Administration estimates that having a working smoke alarm reduces one's chances of dying in a fire by nearly half. Here are a few simple tips that you can take to prevent home fires, make your home safer and protect your family this winter:

### Simple Tips to Prevent Home Fires

- Keep all potential fuel sources (newspapers, matches, bedding, clothing, carpets and rugs) at least three feet away from heat sources, such as space heaters, fireplaces and stoves.
- Provide constant adult supervision in rooms with lit candles or fires.
- Never leave a fire in the fireplace unattended. Extinguish the fire before going to bed or leaving the house.
- Never use a cooking range or oven to heat your home.
- Turn off portable space heaters every time you leave the room or go to sleep.
- Have wood and coal stoves, fireplaces, and chimneys inspected annually by a professional, and cleaned if necessary.
- If you must use space heaters, place them on a level, hard and nonflammable surface (such as ceramic tile floor), not on rugs or carpets or near bedding or drapes.
- Keep children and pets away from space heaters.

### Simple Steps to Make Your Home Safer

- Install a smoke alarm outside each sleeping area and on each additional level of your home. If people sleep with doors closed, install smoke alarms inside sleeping areas, too. Use the test button to check each smoke alarm once a month. When necessary, replace batteries immediately. Replace all batteries at least once a year. Smoke alarms become less sensitive over time.
- Consider having one or more working fire extinguishers in your home. Get training from the fire department in proper use of your extinguishers.
- Determine at least two ways to escape from every room of your home. Consider escape ladders for sleeping areas on the second or third floor. Learn how to use them and store them near the window.
- Select a location outside your home where everyone would meet after escaping. Practice your escape plan, especially with children, at least twice a year and revise as necessary.

## McDonalds of Greater Scranton Making Life Safer for Area Children

On August 20, 2008, 50 children gathered at Weston Park, Scranton, to celebrate their graduation from the Save a Life Summer program. Sponsored by McDonalds of Greater Scranton and coordinated by the American Red Cross of Lackawanna County, Save a Life Summer is an educational program designed to teach participants valuable safety skills. Over the course of 10 weeks this summer, children aged 6 to 9 years old attending the Boys & Girls Clubs of NEPA learned essential skills such

as first aid, water safety, fire safety, what to do in an emergency and how to make a 9-1-1 call. The American Red Cross of Lackawanna County wishes to thank Carol and Albert Mueller of McDonalds of Greater Scranton, whose generous sponsorship made the program possible. Our thanks also go out to the volunteer presenters who donated their time and expertise to the program.

*Ronald McDonald presents Austin Decker, winner of the t-shirt competition, with his 2008 Save a Life Summer t-shirt.*



# Give Blood and Take Home a Spooktacular T-Shirt

We would like to say a big Thank You to all of you who donated blood this summer. Summer is one our most difficult times to collect blood, but with your support we were able to meet the demand for blood products in area hospitals.

Recently we asked our donors to complete a donor survey when giving blood and the # 1 comment was "Where are the T-Shirts?"

Well your requests have been honored. From October 20 – November 1, 2008, all presenting blood donors at local American Red Cross blood drives will receive a free Halloween T-Shirt. To find a blood drive near you in October, call the blood services department at (570) 207-0106.

Just consider this – your gift, the time you make to give, can give someone the time to live!

## 97.9X Rocks and Wendy's Show their Support

If you passed by the Wendy's on Davis Street, Scranton on August 13, 14 or 15, 2008, you may have noticed something unusual – people on the roof. For a third year running, 97.9X and Wendy's of Davis Street hosted their fundraiser for the American Red Cross of Lackawanna County, Roof-a-Thon 2008. The DJ's of 97.9X broadcasted live from the roof of Wendy's from 6.00 a.m.-7.00 p.m., encouraging listeners to stop by and make a donation, buy a 97.9X/American Red Cross t-shirt or visit [www.979X.com](http://www.979X.com) to bid on rock memorabilia. American Red Cross volunteers were on hand to collect donations and Wendy's supported the event with refreshments for the DJs and volunteers. In addition, Wendy's donated \$1.00 dollar from every Frosty sold during the 3 days directly to the American Red Cross of Lackawanna County.

The event was a huge success, raising over \$13,000 all of which will go to the American Red Cross of Lackawanna County to provide assistance to victims of disaster in Lackawanna County.

The Red Cross would like to express its gratitude to Citadel Communications, 97.9X General Manager



*Staff members Kristen Sampson and Susan Benzeleski model the exclusive 97.9X American Red Cross t-shirts sold at this year's Roof-a-Thon.*

Bill Palmerie, Promotions Director Casey Consagra, on-air personalities: James McKay, Jim Bone, Michelle Taylor, Zoey and everyone at 97.9X who helped with the event. We are indebted also to Steve Kepic, owner/operator of Wendy's and his employees for their hospitality and support; we couldn't have achieved this without them.

### Board of Directors

William H. Bender- Chapter Chair  
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TBD- Secretary

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Susan Benzeleski-Coordinator  
Peggy Corcoran-Staff Support

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### Development

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Tina Lawton-Coordinator  
Donna Clingaman-Instructor  
Cheryl Straka-Lifeline Program Coordinator

Branch Office-Carbondale  
Mary Miller-Program Manager  
Ivy Tomaine-Staff Support

# November 2008 Blood Drive Schedule

American Red Cross of Lackawanna County  
545 Jefferson Avenue, Scranton, PA 18510

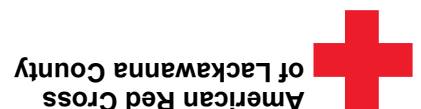
Date	Location	Address	City	Time	
Thur Nov 6	Trinity Church	58 River St	Carbondale	1pm -6pm	open
Sun Nov 9	East Side Hose Company	458 Salem Ave.	Archbald	9am -2pm	open
Mon Nov 10	CMC School of Nursing	1800 Mulberry St.	Scranton	12noon -4pm	open
Wed Nov 12	Marywood University	2300 Adams Ave.	Scranton	11am -5pm	open
Thur Nov 13	St. Marks Episcopal Church	1109 Church St.	Moscow	1pm -6pm	open
Sun Nov 16	Scranton Donor Site	208 Meadow Ave.	Scranton	9am -1pm	open
Wed Nov 19	Penn State University	120Ridgeview Drive	Dunmore	10am -4pm	open
Thur Nov 20	Peckville Assembly of God	3364 Scr- Carbondale Hwy	Olyphant	1pm -6pm	open
Sun Nov 23	Scranton Donor Site	208 Meadow Ave.	Scranton	9am -1pm	open
Sat Nov 29	St. Lucy's Church	949 Scranton St.	Scranton	10am -4pm	open

Scranton 207-0106~Carbondale 282-2520~Scranton Donor Site 344-8996  
NEPA Blood Center 1-800-GIVELIFE

**Scranton Donor Site - NEW HOURS**  
208 Meadow Ave, Scranton

Days:	Hours:
Tuesday & Wednesday	1pm - 6pm
Thursday	1pm - 7pm
1st & 3rd Saturday of each month	8:30am - 1pm

**Donate blood today  
and change a life,  
starting with your own.**



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Scranton PA 18510

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