Connecting our donors
to our patients
Managing change is fundamental to the success of any organization, but more importantly, an organization must be sound enough to endure change. Our growth over the past few years has positioned us to be more secure when faced with a year like 2010.

Nationwide, blood usage is down. Hospitals are doing fewer procedures and facing the uncertainty that will come as new federal healthcare legislation goes into effect. Our services will always be needed, but we must continue to be resilient and react to the known and unforeseeable changes still ahead.

Within the past few years, we have experienced visible expansion. LifeSouth signs are noticeable throughout the South. With development comes growing pains. The process was expensive and required a lot of appreciated energy from staff, but our expansion has helped us preserve and withstand the challenges of 2010. Because we serve communities throughout Florida, Georgia, and Alabama, if one community experiences a problem, another LifeSouth community is able to help those in need.

This past year, the medical office has made significant strides by increasing marrow collections and expanding the LifeCord program. We are looking forward to utilizing these successes in the future to improve our partnership with the hospitals we serve and providing better services to our patients.

This coming year, many of our long-term goals are becoming a reality. LifeSouth’s custom-made software, IBBIS, has passed important milestones and will improve the way LifeSouth does business. IBBIS will streamline everyone’s jobs and improve safety. The future also includes the construction of two new architecturally distinctive buildings in Montgomery and Huntsville, which will give LifeSouth greater visibility. We will also be seeing new corporate headquarters buildings in Gainesville, Fla.

As these two projects have been in progress for about five years, it is an exciting time to see them come to fruition. IBBIS gives us the flexibility to respond to the upcoming changes, and our growth provides the strong foundation to help withstand future uncertainty in 2011 and years to come. In the next year, I look forward to strengthening our services and LifeSouth as a whole, and I am excited for ribbon cutting before the year is over.
LifeSouth Community Blood Centers

LifeSouth is one of the ten largest community blood providers in the United States, collecting and supplying blood for more than 100 medical facilities in Alabama, Florida, and Georgia. LifeSouth operates 19 regions that include 35 donor centers, 38 bloodmobiles, and 14 indoor blood drive systems, giving us the capability of collecting blood at 90 venues daily.

The LifeSouth Mission

To provide a safe blood supply that meets or exceeds the needs in each community we serve, and to provide a variety of services in support of ongoing and emerging blood and transfusion-related activities.

The LifeSouth Vision

- To be a vital and prominent member of our communities, known for meeting the needs of the entire community, incomparable customer service and unwavering employee excellence.
- To develop the blood supply in each community we serve by increasing blood donations from both new and existing blood donors and optimizing component yields from each donation.
- To be an employer of choice by providing a work environment that continually reiterates and reinforces the value of each employee’s role and offers opportunities for employee development and growth.
- To be recognized as a provider of the safest and highest quality blood components and services by engaging in unrelenting and continuous improvement in our methods and procedures.

The LifeSouth Values

Safety: We are responsible for the safety of our employees, our donors, our patients, and our blood supply.

Teamwork: We work together with mutual respect, personal integrity, a spirit of cooperation, and remarkable professionalism to meet each community’s needs.

A Difference: We make a difference every day by connecting our donors to our patients.

Reputation: We provide ethical, honest, and courteous service to ensure the goodwill of the community.

Stewardship: We efficiently manage our resources and our community blood supply.

2010 Board of Directors

LifeSouth Community Blood Centers is governed by a volunteer Board of Directors. This group of dedicated community leaders provides guidance that enables us to fulfill our mission.

Philip H. Baker
Chairman
Retired

Reeves H. Byrd, Jr.
Vice Chairman
Preferred Management Investments, Inc.

Ronald J. Spitznagel, Esq
Secretary
Retired

Willard Shafer
Treasurer
Retired

Carroll Bennett, DDS
Retired

Herb Bevis, PhD
Retired

Gary Brooks
BBI Construction Management, Inc.

Ronald C. Brown, FLLC
Businessman

Dan H. Bundy
Regions Bank

Avis M. Craig, AICP
Citrus County Property Appraiser’s Office

Georgiann Ellis
Retired

Timothy Flynn, MD
University of Florida

Merritt Fore, III
Burger King

Daniel R. Galasso
Purvis, Gray and Company, LLP

Greg Grisson
M&S Bank

Katherine Laurenzano, MD
Lake City VA Hospital

Lennart E. Lilieholm
P & L Painting & Decorating, Inc.

Michael J. Lukowski, MD
University of Florida

John Mallory
Retired

Perry C. McGiff, Jr.
Retired

C. Gary Moody, Esq.
Moody & Salzman, P.A.

Donald Rothwell, PhD
Retired

Everett Scroggie, Jr.
Retired

Mark Shertzer, MD
Southeast Alabama Medical Center

Carl Smith
Waffle House

Rob Smith
HealthGroup of Alabama

Richard A. Staab
Intermed Biomedical Services, Inc.

Joe T. Stough, III
Mobile Infirmary Medical Center

Michael Wofford
Vision Communications, Inc.
Glory 1330 WCTJ Radio
3 pints is the average red blood cell transfusion.

**Georgia Regions and Donor Centers**

**Georgia District**
- Greater Atlanta Region (Hub), Atlanta
- Southern Crescent Region, McDonough
- Northeast Georgia Region, Gainesville

**Florida Regions and Donor Centers**

**Northern Florida District**
- Civitan Region (Hub), Gainesville
  - Chiefland Donor Center
  - Newberry Road Donor Center
  - Alachua Donor Center
- Putnam Region, Palatka
- Suwannee Valley Region, Lake City

**Southern Florida District**
- Hernando Region (Hub), Brooksville
  - Citrus Region, Lecanto
    - Inverness Donor Center
  - Marion Region, Ocala
    - Dunnellon Donor Center

**Alabama Regions and Donor Centers**

**North Alabama District**
- North Alabama Region (Hub), Huntsville
  - Huntsville Hospital Donor Center
  - Huntsville Hospital Women & Children’s Donor Center
- Marshall Region, Albertville
  - Cullman Donor Center
- Morgan Region, Decatur
  - Decatur General Hospital Donor Center
- Shoals Region, Sheffield
  - Eliza Coffee Memorial Hospital Donor Center

**Central Alabama District**
- Birmingham Region (Hub), Birmingham
  - Brookwood Donor Center
  - St. Vincent’s East Donor Center

**South Alabama District**
- Montgomery Region (Hub), Montgomery
  - East Alabama Region, Opelika
  - Wiregrass Region, Dothan

**Coastal Alabama District**
- Mobile Region (Hub), Mobile
  - Mobile Infirmary Donor Center
  - Baldwin Region, Daphne
    - Thomas Hospital Donor Center
Connecting our donors to our patients

Fords share a donor lesson from close to home

As the only rider to pedal all seven Five Points of Life bike rides, Rodney Ford covered thousands of miles crisscrossing the country, hearing stories about the impact donors can make. It turned out that his biggest lesson was standing right by his side. On March 25, he became a living kidney donor, and his wife Syrita was on the receiving end.

Both are recovering well. Syrita, who spent nine months doing dialysis for eight hours every night, says the gift from Rodney was a life changer. “It’s wonderful with a capital W,” she said. “He told me I’m passing him in energy levels.” “It’s very obvious to me,” Rodney said of the impact of the transplant. “She’s almost like the twenty-something I married. She’s much more vigorous, and it’s not like she wasn’t spunky before.”

The treatment included a plasma exchange, during which she received 108 units of plasma. She also received two units of red blood cells during her recovery. “Being on the receiving end made me glad I’d been a donor,” Syrita said. “For me to get all of those units, it took a lot of people to stretch out their arms.”

A long-time blood and platelet donor, and an advocate for cord blood and marrow donation, Rodney says being a match for Syrita was better than winning the lottery. “Seeing what it’s producing is better than anything the doctors could have promised,” he said.

Marrow donation begins with a fun evening out

When Curtis Sayler attended last year’s Five Points of Life fundraiser, “An Evening With the Rat Pack,” he was looking for a fun evening out. He never expected it to be a life-changing experience.

“Every time watching DVDs of his favorite TV show, “Entourage,” and listening to his iPod. Four days later, he was feeling fine and back on the golf course. He missed only two days of work. The donations are anonymous. All he knows is that his match was a 28-year-old woman suffering from a form of leukemia. Sayler said the experience was positive, and urges others to sign up. “We have the ability, if we’re willing, to improve someone’s life, possibly to save a life. It’s amazing to think about that,” he said.
Building financing and planning will lead to big changes in 2011

The crash of walls tumbling down on the old Var Heyl Building at corporate headquarters Aug. 16 signaled the start of what will be a very busy year of construction across LifeSouth.

This past year set the stage for the changes ahead, with several major accomplishments, including:

• In December, a $30 million bond was approved.
• In Mobile, LifeSouth purchased the (size) building we had been leasing.
• The purchase of a 5 ½ -acre site near Huntsville was finalized.
• Two buildings are coming to Alabama as plans for identical 18,370-square-foot homes for LifeSouth in Montgomery and Huntsville are expected in 2011.
• Construction is underway on the new 19,000-square foot office and conference building at corporate headquarters.
• Work has also started to transform the former church in Gainesville, Fla., into a two-story, 15,000-square-foot conference center and office space.

The move from the drawing board to reality should make for an exciting year ahead.

More than 1000 volunteers at the annual North Florida donor picnic came together to create this striking visual reminder of the importance of donating blood.

IBBIS moving forward in big steps

On Oct. 23, the entire IBBIS V.2.0 package was sent to the U.S. Food and Drug Administration for review. Just seven weeks later, the FDA had completed its 510(k) review. The agency, which handles submissions from Fortune 500 companies, said that LifeSouth’s entry was the best presentation they’d ever received for such a review.

With the government’s approval, the team put the software to work, rolling out IBBIS V.2.1 to the hubs on May 25. IBBIS V.2.2, which will allow LifeSouth to label units with the ISBT (International Society for Blood Transfusion) 128 labels, is slated for roll-out on Sept. 20. This will integrate the new software with the whole system, from donor registration and the labeling of components to the delivery to our hospitals.

IBBIS Timeline:

- 4/7/08: Discussion and information gathering
- 8/05/08: IBBIS V.1.0 shipped to the FDA for review
- 2/11/09: FDA approves IBBIS V.1.0
- 10/23/09: First donor registered with IBBIS V.1.0
- 12/08/09: IBBIS V.2.0 shipped to the FDA
- 5/25/10: FDA approves IBBIS V.2.0
- 09/20/10: Expected roll-out of IBBIS V.2.2

2004  4/7/08  8/05/08  2/11/09  10/23/09  12/08/09  5/25/10  09/20/10
FINANCIAL INFORMATION

Statements of Activities
(In Thousands of Dollars)

Revenues Relative To:

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Components &amp; Services</td>
<td>$73,379</td>
<td>98%</td>
</tr>
<tr>
<td>Other Income</td>
<td>$1,155</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Total Revenue**
$74,534 100%

Expenses Relative To:

<table>
<thead>
<tr>
<th>Expense Description</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donor Recruitment</td>
<td>$4,264</td>
<td>6%</td>
</tr>
<tr>
<td>Blood Collection &amp; Distribution</td>
<td>$36,845</td>
<td>51%</td>
</tr>
<tr>
<td>Laboratory</td>
<td>$14,559</td>
<td>20%</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$14,752</td>
<td>20%</td>
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<tr>
<td>Depreciation &amp; Amortization</td>
<td>$2,416</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Total Expenses**
$72,836 100%

Statements of Financial Position
(In Thousands of Dollars)

Assets:

<table>
<thead>
<tr>
<th>Asset Type</th>
<th>Amount</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$14,479</td>
<td>34%</td>
</tr>
<tr>
<td>Long Term Assets</td>
<td>$26,607</td>
<td>63%</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$1,082</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Total Assets**
$42,168 100%

Liabilities & Net Assets:

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<thead>
<tr>
<th>Liability Type</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Current Liabilities</td>
<td>$7,779</td>
<td>19%</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$584</td>
<td>1%</td>
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<tr>
<td>Long Term Debt</td>
<td>$11,864</td>
<td>28%</td>
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<tr>
<td>Net Assets</td>
<td>$21,941</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Total Liabilities & Net Assets**
$42,168 100%

Cash Flow Summary:

<table>
<thead>
<tr>
<th>Cash Flow Description</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>$74,534</td>
<td></td>
</tr>
<tr>
<td>Less Operating Expenses</td>
<td>$(70,420)</td>
<td></td>
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<tr>
<td>Less Capital Expenses</td>
<td>$(3,089)</td>
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<tr>
<td>Less Debt Payments</td>
<td>$(633)</td>
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</tbody>
</table>

**Net Cash Flow**
$392

FY 2010 Trends

- Assets: 11%
- Blood Donations: 3%
- Total Components: 4%
- Revenue: 2%
- Expenses: 2%