From ARCRA President John McDivitt

Here's hoping your New Year is off to a great start. We have many things to be thankful for and wish you good health and prosperity in 2009. Your ARCRA Board has had a full agenda for 2008 and at its recent October meeting discussed projected changes in our health care coverage with senior management at Red Cross headquarters. Starting with this edition of The Retiree, we will keep you informed of the changes that will go into effect July 1, 2009, and how they will impact you.

Here are some of the issues the ARCRA Board will be working on in 2009:

1. Continue to work through the valuable information and suggestions provided in the ARCRA Retiree Survey. The current update on money savings discounts and benefits is part of this publication. Travel discounts and group travel events will be researched.

2. Strengthen the local ARCRA units throughout the country by utilizing regional teams and technology. Your regional team will be reaching to local units to get more information on making sure retirees are keeping in touch and what issues and concerns need to be addressed. If you are not affiliated with a unit, contact the administrator at the ARCRA office in Washington, DC, (202) 303-7184, wagnerb@usa.redcross.org.

3. Continue to reach out to retirees through the Retiree Connection Program, 1-888-738-2724. At this time we especially need your continued support of providing valuable information relative to hardship issues of retirees you know, know of and yourself.

4. Continue to monitor health care benefit issues and changes and keep our membership informed.

There are several programs on the drawing board that will be discussed at a later time. We hope you have renewed your membership and we welcome our new members. Together we can make this year a very productive one for the retiree.

John McDivitt, ARCRA President

Retiree Medical Program Redesign

At their October meeting, the Board of Governors voted to modify the Retiree Medical Program. This was done after months of study and review by the Benefits Plan Committee and Red Cross management and staff. The changes to the program were necessitated by the need for the American Red Cross to reduce its operating deficit and stabilize its financial situation. The result continued on the page 5
An Example of Reduced Costs for Prescription Drugs

The Northeastern Pennsylvania Unit of ARCRA has distributed information to retirees from both Walmart and Kmart about prescription drug programs that they feel provide great benefit for patients who are taking generic drugs. All Walmart stores that have a pharmacy, including Sam's Club, have this program available across the country. Sam's Clubs do not require you to be a member to receive this benefit, as the pharmacy window is located outside the entry to the store. Information on these programs is available at the respective stores and they will provide you with a list of all the generic drugs they carry. The list should be checked on a regular basis, as the lists do change. For example retirees who were paying $20 for generic drugs with Scripts find Walmart's price for most 90-day supplies at only $10. Kmart's price varies but in many instances still shows a savings.

Other national and regional stores (such as Kroger, Giant, Target, Walgreen, CVS) have similar programs and likewise the drug inventory may be limited and may change periodically. There also may be a cost differential.

We thank Tony Dombroski for sharing this information and hope it will be helpful to those who are unaware of these programs.

The American Red Cross and the 56th U.S. Presidential Inauguration

The American Red Cross of the National Capital Area led the involvement of the five chapters in the National Capital Region in supporting the Presidential Inauguration on January 20. The American Red Cross—and in particular the National Capital Area Chapter—has a long history of partnering with public safety officials during large-scale events and has supported presidential inaugurations since 1909.

The job of the Red Cross was to support local, state and federal authorities who planned and coordinated inaugural events. Together, the local Red Cross workers provided mobile canteens and served meals, snacks and drinks to fire and rescue workers, law enforcement and other first responders during the Inauguration. In addition, Red Cross workers assisted at the RFK Stadium Reception Center and also served as Community Outreach “Go Teams” providing assistance throughout the National Mall area.

More than 300 Red Cross workers, including retirees, were part of the Red Cross team throughout inaugural activities.

The Regional Disaster Coordination Center (RDCC) in the American Red Cross of the National Capital Area Chapter Headquarters in Fairfax, Virginia, served as the nerve center for the 24-hour operations prior to, during and after the close of the inauguration. Outside of the inauguration events, the RDCC is open 24 hours a day, 365 days of the year for coordinating emergency preparedness and response for daily local (and at times national) disasters.
TAKE ADVANTAGE AND SAVE!

The American Red Cross has negotiated the following special benefits with particular vendors. Most of the special benefits are available to retirees who are active Red Cross volunteers. Many are available to retirees who are not currently volunteering. The Retiree Association will keep members updated on the various benefits available to all Red Cross retirees. See below for a listing of some of these.

Better Banking

PENTAGON FEDERAL CREDIT UNION (To increase benefits, the former Clara Barton Federal Credit Union has merged with the Pentagon Federal Credit Union)–Red Cross retirees are eligible for membership in the Pentagon Federal Credit Union, as are relatives of current members. The credit union offers a complete range of savings deposit and lending services. To learn more, visit the credit union Web site at www.PenFed.org or contact a credit union representative at 1-800-247-5626.

Cell Phone Equipment & Service Discounts

AT&T–If requested to provide a Foundation Account Number (FAN), please provide 45870 to receive the Red Cross discounts.

VERIZON WIRELESS–Call 1-866-211-7048 about new service, upgrades and upgrade eligibility and accessories. Existing customers can register at www.verizon.com/getdiscount.

The line must be in the American Red Cross employee’s name and only the primary phone line on a Family Share plan is eligible.

Computer, Printer and Digital Camera Savings

HEWLETT-PACKARD–HOME COMPUTERS AND MORE–The Hewlett-Packard employee purchase program, offering a 10 per cent discount on computers, printers, digital cameras and more, is available to active volunteers. Get more program information by calling 1-888-999-4747 (use Company Code 2672).

Insurance Savings

MET LIFE AUTO AND HOME INSURANCE–Met Life offers auto and homeowner’s insurance to employees and retirees. Discounted rates are available and coverage will continue, although not at the discounted rate, after leaving the Red Cross. Met Life bills participants directly for premiums and participants can choose the premium payment method and frequency. To enroll employees and retirees contact Met Life directly at 1-800-GET MET 8, using the American Red Cross promotional code 0(zero)CP when enrolling.

Mortgage Savings

WELLS FARGO HOME MORTAGE, INC.–Preferred home financing benefits provided by Wells Fargo Home Mortgage, Inc., are available to Red Cross employees, volunteers and retirees, including competitive financing and refinancing rates and waiver of many of the additional costs associated with purchasing a home. Financial packages geared to specific needs are offered. Call 1-800-644-8083.

Move Savings

MOVEMENT OF HOUSEHOLD GOODS–Red Cross retirees are eligible to move their household goods under the same reduced rate contract used to move national and chapter staff. This benefit will substantially reduce the cost of a home move. In order to receive this discount, retirees must identify themselves as American Red Cross retirees and contact Barb Schehl, Hilldrup Companies, direct toll-free number 800-482-9257, direct local line 703-441-4855, email barbara.schehl@hilldrup.com, fax: 703-221-5206. Barb Schehl and her team will review the process with the retiree and then ask their contacts at specific moving companies to get in touch with the retiree for a pre-move survey. The surveys are provided free of charge and there is no obligation to use the Hilldrup Company. The retiree will be provided the same superlative service as provided for any American Red Cross transferring employees.

Home Improvement

SHERMAN-WILLIAMS DISCOUNT–Red Cross Retirees, as well as employees and volunteers with home improvement projects on their to-do lists can take advantage of generous discounts on home décor products through Sherman-Williams. A coupon entitles bearers to discount 20 percent off list prices and 10 percent off sale prices on paint, stains, wall coverings, brushes, rollers and other decorating tools. For a preferred customer discount card, contact the Retiree Association office: (202) 303-7184, wagnerb@usa.redcross.org.

Vehicle Discounts

FORD MOTOR CO.–VEHICLES–American Red Cross employees, retirees and active volunteers are eligible to participate in the Ford Motor Company’s X-Plan Program.
Through this program, Red Cross employees, retirees, and active volunteers can purchase or lease eligible vehicles (from participating dealers) at the X-Plan price (S-Plan for Mazda vehicles), which translates into hundreds, even thousands, of dollars. For additional information, using Red Cross Fleet Identification Number NH433, visit www.fordpartner.com or call 1-877-XPLAN-00. This deal is limited to two personal identification numbers per calendar year.

SUBARU VEHICLES—Subaru of America, Inc. extends a special purchase/lease discount offer to active full-time, part-time, regular and retired employees as well as active volunteers of the American Red Cross who are eligible to purchase or lease new Subaru vehicles at dealer invoice cost. In addition, the invoice price will be further reduced by any applicable regional dealer or customer incentives. Special rates are available should you prefer to lease. To take advantage of this VIP program, American Red Cross employees, retirees and active volunteers must obtain an approved dealer visit form prior to visiting a Subaru dealer. To obtain this form, contact the VIP Program at 1-800-VIP-0933 prior to visiting a dealer.

DAIMLER CHRYSLER VEHICLES—As a participant in the DaimlerChrysler Affiliate Rewards Program, Red Cross employees and retirees can save money on their next Chrysler, Jeep or Dodge vehicle purchase or lease. Preferred Price (1% below factory invoice) on top of consumer incentives is available at the time of sale. With the company code (F10101), visit www.dc-rewards.com or call (888) 444-4321 to obtain a Control Number.

AVIS RENT-A-CAR—extends discounts to Red Cross Retirees—the same discounts available to the Red Cross for business use and to employees for personnel use. Reference Avis Worldwide Discount Number A220000. Personal rentals do not include insurance.

Flowers and Gifts

From You Flowers offers a special discount that can save 20% on all regularly priced floral and gift items. Visit www.fromyouflowers.com or call 1-800-838-8853 and mention code 71G.

Personal Response Systems

PHILIPS LIFELINE (a home monitoring service targeted towards seniors and the physically challenged)—Enrollment discounts are available. This easy-to-use medical alert service is intended to help reduce the risk of injury when family members are living alone or left unaccompanied at home. Caregivers have peace of mind and reassurance that in the event of a fall or emergency, help is available at the push of a button. All Red Cross employees, retirees and volunteers are eligible for participation in Philips Lifeline and can receive free activation for themselves or their family members with enrollment (a value of $80.00) by calling 1-800-959-6989 and mentioning promotion code R85-MA906. Please note that the standard monthly monitoring fees will apply after enrollment, and are subject to change. For more information about Philips Lifeline services offered by the American Red Cross, please contact Ellen Jones at (202) 303-4759.

Portable Self-Storage

SMARTBOX—The American Red cross has contracted with Smartbox Portable Self-Storage to provide nationwide portable self-storage and local/long distance containerized moving solutions for all employees, retirees and volunteers. This program allows you to rent an 8-ft.-long portable Smartbox container for your local storage needs, or should you need local or long distance moving service, Smartbox can move your containers at a 10% discount off retail pricing. Reference Red Cross specific Access (Promo) Code of RCER05 when you call Smartbox at 1-877-627-8269 or visit their Web site.
An extraordinary new documentary has been shown at the Red Cross National Headquarters and is of interest to many. For more information, check the Web site, http://www.arrowheadfilms.com/atouchofhome.html, or contact the ARCRA national office. The following quotes from the film's Web site tell some of the story:

“They came of age at the dawn of the women's movement, stepping out of conventional roles to take a route away from the expected. Young, adventurous, idealistic, and committed, they were a breath of fresh air in the dusty firebases and sweaty base camps of Vietnam. They were the Donut Dollies, and their job was to distract US soldiers on the front lines with games, songs and a listening ear. Heirs to a Red Cross recreational program started in World War II, the Vietnam girls didn't have donut machines, but with a never-ending smile, a listening ear, and a collection of silly games, they delivered a touch of home to the combat zone. 627 of them signed up for the Red Cross Supplemental Recreation Activities Overseas program to go and entertain the two and a half million troops fighting the Vietnam War. That's a 4,000 to one ratio. No wonder they were popular. Miraculously, none of them was killed by enemy fire.”

“The horror of the war was as if it were in black and white. And then when the Donut Dollies came, it was like everything suddenly turned to color.”

“They commuted in Huey helicopters, collectively logging 2,125,000 air miles in the war zone. Their workplace was furnished with piles of sandbags and staffed by shirtless patriots. Through the dust, the mud, and the mortars, the Red Cross Girls smiled until their cheeks hurt, despite the ever-present death surrounding them.”

Retiree Medical Program Redesign, continued from page 1

of these changes will reduce liabilities by more than 50 percent.

Retiree Association leadership has met with and been briefed by staff on the upcoming changes and retirees were sent a letter in early December from Melissa Hurst, SVP of Human Resources, announcing the change and providing additional information. Staff has also conducted a series of webinars with field human resources leadership.

All current retirees will continue to be eligible for coverage. Current retirement-eligible employees and a specially defined group of employees close to meeting eligibility requirements will have access to Red Cross–subsidized coverage when they retire. For all other current and future employees, retiree medical benefits were eliminated effective January 1, 2009.

Effective July 1, 2009, Medicare-eligible retirees will be provided coverage under a plan design that includes prescription drugs and better integrates with the Medicare program. This plan will generally provide a lower premium but will have some increased out-of-pocket expenses for using healthcare services. The plans for pre-Medicare retirees are not changing.

Red Cross premium subsidies for retiree medical coverage will continue and are also being restructured as a result of these July 1, 2009 changes. Contributions from the Premium Supplement Fund for Medicare coverage will no longer vary between with or without prescription drug coverage. All Medicare-eligible retirees will be in the same plan that includes prescription drugs. Premium Supplemental Fund contributions have increased annually by 5% and will continue to increase 5% until 2013. After that the supplement will continue but there will be no annual increases.

The premium subsidy schedule for pre-Medicare plans will remain the same. Contributions from the Premium Supplement Fund will continue and will have annual 5% increases until 2018. After that the supplement will continue but there will be no annual increases.

There will be a special retiree enrollment period conducted in May 2009 and the Benefits Office will be sending more information as the enrollment period approaches. The Retiree and the Red Cross Retiree Report will have a joint edition in March 2009 that will continue to provide updated information.
Unit Doings

Connecticut Unit—Lillian Lawrence was elected as the new President of the unit at the September 2008 meeting. The group was given an update on Red Cross disaster recovery efforts after the hurricanes and given a presentation from the Connecticut Blood Region. The Blood Region has launched a major initiative to attract more Hispanic donors along with other population groups needed to increase the donor base. The December meeting again featured the Swingin' Singin' Seniors of Newington that put everyone in a festive mood for the Holiday Season.

Evergreen State Unit—Unit board members presented the American Red Cross Disaster Relief Fund with a check of $500 from their treasury. (See the two photographs.) The next meeting of the group will be held in June at Jim Hladecek's home in Port Townsend on the peninsula. The Retiree group in the photo represents more than 164 years of Red Cross service as paid staff—and 250 years when you add the volunteer time.

Greater Cleveland Unit—Members of the Greater Cleveland Chapter Senior Management gave retirees an update on chapter and national issues in regard to financial constraints and service delivery reorganization. The chapter has had a $1.5 million reduction from United Way and must now raise that amount to make up the deficit. This ARCRA unit proposed a December gathering at a local theatre to see the Rockettes; however, the group decided instead to have their own Christmas Party and have more time to enjoy each other!

Eastern Pennsylvania Unit—This unit continues to meet twice a year as well as produce the Keep in Touch (KIT) newsletter. Through several KIT leaders every retiree is called and the newsletter has a report on each one. Their motto: “Your membership is your voice—let's hear from you!”

Greater Washington-Baltimore Unit—Fifty retirees attended the fall meeting. Chair Darlene Johnson encouraged everyone to support the new American Red Cross President and CEO and the organization in these challenging times. She also stated she is researching a “blog” for the local ARCRA unit. Richard Smith reported on the national ARCRA Board Meeting. Melissa Hurst, Senior Vice President, Human Resources, discussed the changes at National Headquarters, and Anna Shearer, Sr. Director of Employee Benefits and Retirement Programs, discussed the redesign of the Retiree Medical Benefits Program. A report was given on a survey-based analysis of the last meeting indicating that attendees like well-organized meetings, fun and information. They would like to continue alternating meetings geared to social interaction and to business/information.

Gulf Coast Unit—The fall meeting was held at the NAS Pensacola, Naval Aviation Museum. The guest speaker from the museum shared his in-depth knowledge about the history of military flight and its contributions to our country. He

continued on the next page
shared many stories of planes housed in the museum and also mentioned the many programs offered to young people. The spring meeting will be held in Mobile, AL.

**South Central Texas Unit**—Members continue to meet four times a year and the Executive Committee meets four times a year. The December Christmas party was held at the VFW Hall and members collected Toys for Tots, which will be taken to one of the city libraries. Because of this unit's community focus, a member of the group suggested that its activities and meetings be advertised in the press.

Joyce Bottenberg, State President, Evergreen Unit, ARCRA, presents check to Dr. Larry Petry, CEO of the Seattle Area Chapter, American Red Cross.

**Retiree Round-Up**

**Carter Taylor**—retired from Red Cross National Headquarters in November 2006 after serving as Director of Chapter Support. She began her career in San Diego as a medical social worker at the Naval Hospital and from there worked in chapter management positions in Utah, Oregon and Washington. She was then hired by National Headquarters to work full time as an Interim Executive Director and completed several assignments with chapters in Arizona, Florida, California and Texas. The best part about her 28 years with the American Red Cross was the unforgettable faces of people who were committed to making a difference. “The people that worked in Chapters, and served on State, Regional and National committees from the east coast to the west coast. They were instructors, disaster workers, receptionists, department directors and members of Boards of Directors. They were the volunteer and paid staff at every level of the organization. I am the fortunate one to have had the privilege of working with the most amazing people, who were focused on delivering the mission of the Red Cross in the best manner possible.”

Two years of retirement has given Carter the ability to continue interests in traveling and gardening along with time to expand activities with Rotary, the Philharmonic Board, City Club and AAUW. In 2008, Carter's house turned 100, a grand centennial celebration in the historic district of Tacoma, Washington.

**Sue Richter**—has had a very exciting career in the American Red Cross starting with various field assignments, Chapter Executive positions and Regional leadership positions, leading to Corporate Vice President for Service to the Armed Forces. She has traveled the country and the world and has always been ready to take on a new problem or a new idea. She served in interim Vice President and Senior Vice President Positions at National Headquarters and before she retired took on the assignment of a Regional Executive to pilot a new field service delivery plan.

Sue has accepted three interim Chapter Executive positions since her retirement, in California, Nebraska and Minnesota. “I have enjoyed the unique challenges found in each chapter but have especially loved working with the Board leadership in each situation. The strength of the Red Cross is created by these community leaders who give their time to make a difference. I'm not interested in returning to work full time because I value the freedom retirement provides to 'chase rainbows.' The interim CEO work allows me to stay in touch with Red Cross and I hope make a difference for the people we serve.”

Sue also serves as Vice President of the ARCRA National Board and is Co-Chair of the Membership and Financial Development Committee.

A number of retirees have served as interim Chapter Executives either before or after retirement and the American Red Cross still needs people to take on these assignments.

**PLEASE LET US KNOW WHAT YOU ARE DOING!!!**

Your story can be told in the RETIREE ROUND-UP!

Contact: Jim Krueger, Editor, The Retiree, phone (703) 242-0885, e-mail kruegerjva@aol.com.

Cheryl Kravitz, Associate Editor, The Retiree, phone (301) 439-1531 e-mail crk725@aol.com.
In Memoriam

**Helen Bosserman**—26 October 2008—was a registered nurse who honorably served the American Red Cross in the Pacific theater during World War II. After various assignments in Services to the Armed Forces and Chapters, she became the first Director of the Community Volunteer Services Unit (CVS) at American Red Cross National Headquarters in Washington, DC. She was very proud that she could be in a position to advance the cause of smaller chapters and their effective use of volunteers. Helen was an independent thinker who was ahead of her time and was devoted to the Red Cross mission and fostering a genuine partnership between volunteer and paid staff. After her retirement she moved to Oregon and volunteered at the Medford Chapter of the American Red Cross for many years.

**James Cochran II**—19 May 2008—served as Chief Dispatcher of blood products to hospitals in the Penn-Jersey American Red Cross Blood Region. Those who worked with him recall a warm and wonderful man who was a pioneer in the early years of Blood Services development. He was known for being honest and truthful about any issue confronting the blood program through times of growth and change.

**Patricia F. Cotner**—15 November 2008—employed at American Red Cross National Headquarters in Washington, DC in clerical positions she was honored with the Clara Barton Award for 25 years of service upon her retirement. Patricia was married to Lt. Colonel Harold M. Cotner for 63 years and as he traveled with the military she took clerical jobs with the Navy and Wellesley College prior to working for the American Red Cross. Through the years Patricia was a member of various social clubs, bridge groups and the United Methodist Church in Chevy Chase.

**Doris Davis**—20 May 2008—retired after 44 years with the American Red Cross and over 350 people attended her retirement party. She was active in political circles and received citations from President Clinton, the PA Lt. Governor and the mayor of Philadelphia. She worked as statistician in the Penn-Jersey Region, American Red Cross Blood Services. She was known as a “fashion plate” among her co-workers and had a great sense of humor. She died tragically in a fire at her home. In her private life she was an active member of the Camphor United Methodist Church and worked with Concerned Citizens Town Watch.

**Joan Heybruck**—13 August 2008—was the guiding light of the Milford Chapter of the American Red Cross, Milford, CT for over three decades. Her leadership and tireless work ethic reached the countless families and individuals she assisted in the military, in natural disasters and in the Milford community. Joan was very involved in the Milford community beyond the realm of the Red Cross, working with United Way, serving on the board of directors for Milford Hospital and the Sacred Heart University Presidential Advisory Council. She received many awards, including Humanitarian of the Year, Woman of the Year, Milford Chamber of Commerce “Public Service Person of the Year,” and Bridges Humanitarian of the Year. The Milford Chapter received the American Red Cross High Performing Chapter Award under her leadership. Joan's spirit of dedication and love of her community will live on in Milford in those whom she has touched.

**E. Dale Jones**—29 December 2008—spent his early years in Mexico, MO and received a Bachelor of Arts Degree from the University of Kansas City and a Masters of Science Degree from Columbia University in New York. For over 40 years he was associated with the American Red Cross, first as a social worker and then as Executive Director of the Pittsburgh-Allegheny Chapter of the American Red Cross. After retirement he served as director of Hospice of Washington County, PA. He also volunteered at the American Red Cross.
**Washingtonian of the Year**

It is the so-called little disasters that keep Linda Mathes up nights. As CEO of the American Red Cross of the National Capital Area, Mathes gets the call when a five-alarm fire in DC’s Mount Pleasant leaves 48 families in need of immediate help. “I’ll get a page; our teams are deployed. We get there within an hour, two at most,” Mathes says.

In Mount Pleasant, Mathes’s people set up a reception area for displaced families. While Red Cross volunteers ensured that everybody had a place to stay that night, others staffed a canteen for residents, firefighters, and police.

That same night, another Red Cross disaster team was dispatched to Silver Spring, where a fire had displaced eight families. Then there are the big disasters. The area Red Cross also sent teams to help after Katrina hit New Orleans and the Gulf Coast.

The local Red Cross responds to two or three local disasters a day. Assistance is always free, even if victims need days to find their footing. Mathes relies on 3,000 volunteers to bolster her nearly 100 paid staff. She also counts on 100,000 more Washingtonians who have received Red Cross emergency training.

That training came in handy when a woman got hurt on a DC bike trail. A crowd had gathered, but nobody knew what to do until someone with Red Cross training happened by. Another alum administered CPR to an infant born in a parking lot.

Mathes never expected to be a Red Cross lifer. More than 35 years ago, she decided to leave her native Memphis to go somewhere she’d never been. She was offered a job in Dallas running a Red Cross program for kids and has been with the organization ever since.

In 1991, Mathes became local Red Cross CEO. She also cochairs the Emergency Preparedness Task Force of Greater Washington.

The Red Cross headquarters in Fairfax has a “disaster room” ready at all times with hundreds of cots, ready-to-eat meals, and other supplies. But most of all it has Linda Mathes, a human dynamo who would make Clara Barton proud. “I’m fueled by the energy of the people who come together under that emblem—the Red Cross,” she says.

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**In Memoriam, continued from the previous page**

Washington Hospital and Meals on Wheels in Washington, PA. He served in the United States Navy and was awarded the World War II Victory Medal and the American Campaign Medal. He was married to his wife Marjorie for over 50 years. He was a long-time member the ARCRA.

**Elinor Brawner Seevers**—11 December 2008—served as receptionist for 34 years of her 36 year working career for the American Red Cross. She enjoyed being a member of the American Red Cross Retiree Association, Pewter Collectors Club of America, Montebello Music Club, Life Member of Historic Dumfries, Inc. and the Weems Botts Museum. She was married to Gene Seever for 50 years.

*Note:* Most of the “In Memoriam” information comes from local ARCRA units, so please keep us informed on a timely basis so no one is overlooked.
Red Cross Month

For more than 60 years the President of the United States has proclaimed March to be American Red Cross Month. What began as a way for the Red Cross to promote its services to the communities it serves and to raise funds to cover the cost associated with them has become a celebration of the unique and vital role it plays in local neighborhoods across the country.

For the 25 years after Clara Barton founded the American Red Cross in 1881, it held no regular fundraising drives. Publicity and financial support were dependent on generous donors who would learn of disasters and the response of the Red Cross to them.

In 1917, Red Cross fundraising operations were drastically changed when the United States entered World War I. It was then that President Wilson ordered the Red Cross to raise funds to support the military and civilians affected by the war. In June of that year, the Red Cross held its first War Fund drive and set donation goals high at $100 million which, especially at that time, was an extremely large amount of money.

The call to action worked and the public response was immediate and overwhelming. Within a few days the Red Cross had already raised over $115 million, exceeding all expectations.

Following the success of this fundraiser, the Red Cross held its first “Christmas Roll Call” which asked people to contribution $1 to join the organization's membership rolls. This was a great success, as was an additional War Fund drive in the last year of the war.

When the war was over, the Roll Call was made an annual membership drive and fundraiser. The resulting list of members was often used to send out special messages, encouraging donations in response to disasters like the Dust Bowl drought of the 1930s and the periodic flooding of the Ohio and Mississippi Rivers.

It was after a particularly successful 25th annual Roll Call in 1941 that the attack on Pearl Harbor prompted the United States to enter World War II. As done during the previous war, the Red Cross immediately declared another War Fund campaign and raised more than $66 million.

Rather than ask the public to donate again for the third time in one year, the Red Cross decided to cancel its 1942 Roll Call. After discussions with then honorary chairman President Roosevelt, the whole month of March 1943 was declared Red Cross month. During that time it set a fundraising goal of $125 million, the largest amount ever requested in one campaign by any American organization.

Once again the response was overwhelming and in just six weeks, the goal was met. By 1943, donations totaled nearly $146 million. Roosevelt called it “the greatest single crusade of mercy in all of history.” This accomplishment caused the Red Cross to repeat the March drive during the remainder of the war, and then make it the occasion of its annual membership and fundraising efforts.

Renew Your ARCRA Membership for 2009 and Recruit a New Member!

Now more than ever retirees must be kept informed of changing conditions that affect our health benefits, pensions and our ability to keep in touch with each other. The ARCRA Board and membership need to know the concerns and hardships retirees are facing so that we can effectively work together in developing solutions. As our membership increases our collective voice will have more impact on important decisions that affect retirees. The American Red Cross Retiree Association is the only organization that speaks on behalf of the retiree.

Many members know Red Cross retirees who are not members of the Association and we encourage you to recruit them! As they say, “Each one brings one” and we could double our membership! The benefits of membership include this newsletter, updates on money saving benefits (this newsletter includes a pull out section of benefits), emergency assistance and advocacy through the Retiree Connection Program (1-888-738-2724), opportunities to socialize with colleagues-and assurance your voice is heard at the American Red Cross National Headquarters.

Renew your membership for 2009 by simply filling out the attached membership application!

Many thanks,
John McDivitt, President
Sue Richter, Vice-President
& Co-Chair Membership and Financial Development
Steve Bullock, Co-Chair Membership and Financial Development

ARCRA Life Members
Life Members help support the Retiree Association in a major way. The following retirees have chosen to join this group since the publication of the previous list.
Teresa Caver Smyrna, GA
Kathryn A. Doyle Raleigh, NC
Patricia H. Horan Washington, DC

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Now more than ever retirees must be kept informed of changing conditions that affect our health benefits, pensions and our ability to keep in touch with each other. The ARCRA Board and membership need to know the concerns and hardships retirees are facing so that we can effectively work together in developing solutions. As our membership increases our collective voice will have more impact on important decisions that affect retirees. The American Red Cross Retiree Association is the only organization that speaks on behalf of the retiree.

Many members know Red Cross retirees who are not members of the Association and we encourage you to recruit them! As they say, “Each one brings one” and we could double our membership! The benefits of membership include this newsletter, updates on money saving benefits (this newsletter includes a pull out section of benefits), emergency assistance and advocacy through the Retiree Connection Program (1-888-738-2724), opportunities to socialize with colleagues-and assurance your voice is heard at the American Red Cross National Headquarters.

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Many thanks,
John McDivitt, President
Sue Richter, Vice-President
& Co-Chair Membership and Financial Development
Steve Bullock, Co-Chair Membership and Financial Development

ARCRA Life Members
Life Members help support the Retiree Association in a major way. The following retirees have chosen to join this group since the publication of the previous list.
Teresa Caver Smyrna, GA
Kathryn A. Doyle Raleigh, NC
Patricia H. Horan Washington, DC

Red Cross Month

For more than 60 years the President of the United States has proclaimed March to be American Red Cross Month. What began as a way for the Red Cross to promote its services to the communities it serves and to raise funds to cover the cost associated with them has become a celebration of the unique and vital role it plays in local neighborhoods across the country.

For the 25 years after Clara Barton founded the American Red Cross in 1881, it held no regular fundraising drives. Publicity and financial support were dependent on generous donors who would learn of disasters and the response of the Red Cross to them.

In 1917, Red Cross fundraising operations were drastically changed when the United States entered World War I. It was then that President Wilson ordered the Red Cross to raise funds to support the military and civilians affected by the war. In June of that year, the Red Cross held its first War Fund drive and set donation goals high at $100 million which, especially at that time, was an extremely large amount of money.

The call to action worked and the public response was immediate and overwhelming. Within a few days the Red Cross had already raised over $115 million, exceeding all expectations.

Following the success of this fundraiser, the Red Cross held its first “Christmas Roll Call” which asked people to contribution $1 to join the organization's membership rolls. This was a great success, as was an additional War Fund drive in the last year of the war.

When the war was over, the Roll Call was made an annual membership drive and fundraiser. The resulting list of members was often used to send out special messages, encouraging donations in response to disasters like the Dust Bowl drought of the 1930s and the periodic flooding of the Ohio and Mississippi Rivers.

It was after a particularly successful 25th annual Roll Call in 1941 that the attack on Pearl Harbor prompted the United States to enter World War II. As done during the previous war, the Red Cross immediately declared another War Fund campaign and raised more than $66 million.

Rather than ask the public to donate again for the third time in one year, the Red Cross decided to cancel its 1942 Roll Call. After discussions with then honorary chairman President Roosevelt, the whole month of March 1943 was declared Red Cross month. During that time it set a fundraising goal of $125 million, the largest amount ever requested in one campaign by any American organization.

Once again the response was overwhelming and in just six weeks, the goal was met. By 1943, donations totaled nearly $146 million. Roosevelt called it “the greatest single crusade of mercy in all of history.” This accomplishment caused the Red Cross to repeat the March drive during the remainder of the war, and then make it the occasion of its annual membership and fundraising efforts.

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American Red Cross Retiree Association Membership Application

☐ New Member  ☐ ($25) one year  ☐ ($50) 2 years  ☐ ($75) 3 years  ☐ RED CROSS CHAPTER or BIOMEDICAL UNIT membership ($300 to $25 depending on number of employees)

☐ Renewing Member  ☐ ($250) Lifetime Membership

Enclosed is my check for $_______, payable to the ARCRA, as membership dues for ________year(s), through calendar year ________. (Membership is on a calendar year, January 1 – December 31.)

Name (Last, First, MI) or Name of Chapter or Biomedical Unit
__________________________________________________________________________________

Street address, P.O., or RFD #
__________________________________________________________________________________

City                                          State                                          Zip
__________________________________________________________________________________

Telephone: (            ) _______________________________________________________________

MAIL TO:
American Red Cross Retiree Association (ARCRA)
1730 E St., NW, Room 108
Washington, DC 20006
(202) 303-7184

Poster by
Howard Chandler Christy, 1919

BALLOT
American Red Cross Retiree Association

The Board of Directors of the ARCRA consists of 11 voting members, two of which are up for election or re-election for the 2009 calendar year:

☐ Secretary  Nedra Turney (Nominated for second term)

Became Executive Director of Texarkana Area Chapter of the American Red Cross in 1984 and retired in June 2006. Served on numerous state and national committees and served a two-year term as chair of the American Red Cross Texas Chapter Managers group. Serves on board of directors of several organizations. Member of Disaster Reserve System. Has received Susan B. Anthony Award for outstanding community leadership.

☐ Red Cross Field Unit Manager  Linda Mathes

Was Selected as a 2008 Washingtonian of the Year. Has been CEO of the American Red Cross of the National Capital Area since 1991. Also serves as the Regional Chapter CEO for all the chapters in the National Capital Region, including Alexandria, Arlington County, Loudoun County, and Prince William. Began her Red Cross career in 1973 at the Dallas County Chapter/ Northeast Texas Division; then served as Executive Director of the Pittsburgh–Allegheny County Red Cross Chapter before working at national headquarters in several positions.

Please mail this ballot to:
American Red Cross Retiree Association (ARCRA)
1730 E St., NW, Room 108, Washington, DC 20006

☐ Retiree receiving benefits from American Red Cross Retirement System.
☐ Surviving beneficiary receiving benefits from the American Red Cross Retirement System.
☐ Vested member of Retirement System but not yet receiving benefits.
☐ Non-voting member (current paid or volunteer Red Cross staff or contributor).
☐ American Red Cross Chapter or Biomedical Unit

Retirement Date: ___________________________________________________________
Debut of Red Cross Traveling Exhibit

American Red Cross retirees are invited to the South Carolina State Museum for the Red, White & Black Tie Affair on March 13 and for Our National Treasure: The American Red Cross blockbuster exhibit March 14-June 30, 2009. The Gala starts at 7:00 p.m. and the cost to attend is $100 per person. They are encouraging men to wear a red tie. They are expecting 800 people to attend. This is the first time this exhibit will be on display at a major museum and the hope is that it will travel to other museums across the country and stimulate more fund raising and educational opportunities. Former Board of Governor's Member and National Chairman of Volunteers Charlotte Lundsford-Berry is spearheading the event and would love to see Red Crossers from all over the country! Please contact the Chapter for more information: www.CentralSCRedCross.org, or call (803) 540-1220.