

Longtime Healthcare Leader, Geoff Kaufmann Joins Leading American Red Cross Blood Services Region as CEO

ST. PAUL, Minn. (December 22, 2008) – The North Central Blood Services Region of the American Red Cross based in St. Paul, Minn. welcomes Geoff Kaufmann as chief executive officer (CEO), starting December 29, 2008.

Kaufmann comes to the top-ranked Red Cross Blood Services Region with a long and successful career as a leader and administrator in the healthcare industry, most recently as chief administrative officer for the Stillwater Medical Group. He has more than 30 years experience in the Twin Cities area with a background in business strategy, planning and implementation. Kaufmann has worked with many of the hospitals served by North Central Blood Services and has been a member of North Central's Board of Directors for more than 13 years, the past year as Chairperson.

“After being part of the Upper Midwest healthcare community for many years, and serving on North Central's Board of Directors, I look forward to joining North Central as CEO and helping support our quality hospital and healthcare facilities,” Kaufmann said.

North Central Region is the largest blood supplier in the Twin Cities and Greater Minnesota with a 60 year history in the community. It serves 111 hospitals in Minnesota, western Wisconsin and eastern South Dakota, including many Mayo Clinic-affiliated hospitals, Fairview Health Services including the University of Minnesota Medical Center, and all 10 Allina Hospitals.

North Central was named the top performing region in the national Red Cross system for the second straight year last October. It is one of 36 Red Cross Blood Services regions in the United States. It employs about 650 people and collects, processes and distributes more than 280,000 pints of blood and blood products yearly.

Kaufmann attended St. Olaf College in Northfield and received his Masters in Health Policy and Management from the University of Chicago. He also teaches at the Carlson School of Management and the School of Public Health at the University of Minnesota in Minneapolis, Minn.

About the American Red Cross

Governed by volunteers and supported by giving individuals and communities, the American Red Cross is the single largest supplier of blood products to hospitals throughout the United States. While local hospital needs are always met first, the Red Cross also helps ensure no patient goes without blood no matter where or when they need it. In addition to providing nearly half of the nation's blood supply, the Red Cross provides relief to victims of disaster, trains millions in lifesaving skills, serves as a communication link between U.S. military members and their families, and assists victims of international disasters or conflicts.

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The need is constant. The gratification is instant. Give blood.™