**MSTF’s Stories of Hope Campaign Nominated for Regional Emmy**

The MSTF Stories of Hope campaign has been nominated for a MidSouth Emmy by the Nashville/Midsouth Chapter of the National Academy of Television Arts & Sciences. The campaign, which includes three television ads that launched in April, is a nominee in the Public Service Announcement Campaign category. The ads were produced by Forever Ready Productions in Memphis. Winners of the 37th Midsouth Emmy Awards will be announced in late February 2023.

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**Donate Life Mississippi Won 2022 DLA Pinnacle Awards**

Donate Life Mississippi was awarded the DMV Pinnacle Award and the Best of the Best Remix Pinnacle Award from Donate Life America (DLA) for its program submission titled Donate Life Champions. The awards were presented during the 2022 DLA Annual Conference in Pittsburgh, PA, in October.

Donate Life Mississippi (DLMS) is a partnership of Mid-South Transplant Foundation (MSTF), Mississippi Organ Recovery Agency (MORA), Mississippi Lions Eye Bank (MLEB) and the Mississippi Department of Public Safety (DPS) to promote the need for organ, eye and tissue donation.

Each year, DLA recognizes successful Donate Life State Teams and their member organizations for innovative and successful programs that increase donation education and donor registrations. DLA also celebrates the Best of the Best, which recognizes the best overall program. DLMS was awarded the Best of the Best Remix for the changes that were made to the Donate Life Champions program throughout the years.

The DLMS winning program was developed specifically for its partnership with Mississippi DPS examiners. The program’s intent was to engage and encourage the examiners to ask: “Do you want to save lives as an organ and tissue donor?” to every customer.

To be recognized as a Donate Life Champion, examiners must have a registration rate of 30% or higher with a minimum of 500 customer interactions during the year.

In 2019 – the program’s first year – there were 12 Donate Life Champions. In 2021, the number increased to 104, and in 2022, there were 114. This year 40 examiners achieved a registration rate of 40% or higher. DPS leadership has been instrumental in prioritizing the program because every “yes” can save lives.

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**Inside This Issue**

1. Donate Life Mississippi Won 2022 DLA Pinnacle Awards
2. MSTF Named Top Workplace
3. Unity Prayer Brunch
4. Learning Opportunities
5. People on the Move
6. New in Leadership
7. Happy Holidays
8. Life Saver Award
9. Ambassador of the Year

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E-NEWSLETTER SIGN-UP

Go green and stay informed! Sign up today at email: newsletter@midsouthdonor.org.
MSTF Named Top Workplace

Mid-South Transplant Foundation has been named one of the Top Workplaces in Memphis in 2022 and will be recognized in the Dec. 18 issue of The Commercial Appeal.

The Commercial Appeal annually partners with the research firm Energage to determine the best workplaces in the area based on employee surveys. Energage conducts Top Workplaces surveys for media in multiple markets.

Unity Prayer Brunch

In observance of National Donor Sabbath (NDS) in November, MSTF participated in the Unity Prayer Brunch organized by Telisa Franklin, Multicultural Relations Coordinator at MSTF.

NDS focuses on the faith community and donation. During NDS, faith leaders, donor families, transplant recipients and others take part in programs designed to educate the public and encourage donor registration.

The Unity Prayer Brunch: Pastors & Spouses Together for Change was held Nov. 5 at Hard Rock Café in Memphis. Pastors were asked to come together across multiple religions, denominations and cultures.

“The Unity Prayer Brunch was great because we were able to share the message of organ and tissue donation with our faith-based community,” Franklin said. “The prayer is that everyone will unite in sharing the message of what we do to save lives.”

‘Tis the Season

Mary Beck (far right) delivered food donations to Heartsong Church in Cordova, TN.

Community Relations Coordinator Mary Beck organized a food drive at MSTF for Heartsong Church in Cordova, TN. Donations from MSTF and others were distributed by Heartsong Church in time for Thanksgiving.

Spotlight

Beth Larsen, Family Care – Organ, and Arlishia Smith, Family Care – Tissue, have received MSTF Hope and Life Recognition Awards for their exceptional work with donor families during the third quarter of 2022.

Learning Opportunities

Kevin Shaw, Manager of Family Care – Tissue, Telisa Franklin, Multicultural Relations Coordinator, and Mary Beck, Community Relations Coordinator, represented MSTF at two important conferences in October. Shaw and Franklin attended the AMAT 2022 Annual Conference in Hartford, CT. AMAT is the Association for Multicultural Affairs in Transplantation. Beck traveled to Pittsburgh, PA, for the 2022 Donate Life America Annual Conference. National conferences such as these provide an opportunity to learn and to share ideas and information.

Kevin Shaw, Manager of Family Care – Tissue, and Telisa Franklin, Multicultural Relations Coordinator, attended the AMAT 2022 Annual Conference in October.
People on the Move

Melissa Norwood has been promoted to the newly created position of Clinical Educator. She formerly served as Organ Donation Coordinator.

Wanda Peperone has been promoted to Director of Clinical Operations – Organ. She formerly served as Manager of Hospital Services.

Life Saver Award

Tissue Recovery received the Life Saver Award from Community Tissue Services in August. MSTF tied with another recovery partner for the lowest error rate. “The award is an acknowledgement that we are performing above the goals/standards set for recovery partners,” said Stephanie Body, Manager of Tissue Recovery.

Happy Holidays

The MSTF office will be closed Dec. 23, Dec. 26 and Jan. 2. We wish you a safe, happy holiday season. Click to see the MSTF 2022 holiday eGreeting: Happy Holidays from Our Family to Yours

New in Leadership

Lynn Tillman has joined MSTF as the new Manager of Hospital Services. Angela Morris has joined as Manager of Organ Recovery.

Life Saver Award

Lynn Tillman

Angela Morris

Happy Holidays

Happy Hanukkah

Happy Christmas

Happy Kwanzaa

Happy Holidays

Congratulations

In November, Telisa Franklin, MSTF Multicultural Relations Coordinator, was honored by the Memphis City Council for her contributions to the city. In addition to her work with MSTF, Franklin is the president of the Memphis Juneteenth Festival; Telisa Franklin Ministries; and Flowers and More. She is also the owner of WAVN the Trend FM104|AM1240 Radio Station.

Ambassador of the Month

Lois Braden, Gwendolyn Dorsey and Sara Beth Silverman were named MSTF Ambassadors of the Month for September, October and November, respectively. This honor is given to the Ambassador who participates in the most community events each month.

Ambassador Lois Braden, September

Ambassador Gwendolyn Dorsey, October

Ambassador Sara Beth Silverman, November
Vera Milam Johnson was named the 2021 Ambassador of the Year. This is not Milam Johnson’s first win. She was one of two winners (a tie) in 2020 and has received the honor in previous years.

In addition to the Ambassador of the Year award, four Ambassadors received a special service award for completing 50 or more volunteer hours in 2021: Richard Edmondson, Wanda Mason, Vera Milam Johnson and Sara Beth Silverman.

“2021 was a challenging year, but MSTF Ambassadors worked hard to deliver the message of donation,” said Melody Ramsey, MSTF Volunteer and Community Outreach Coordinator. “They were not deterred by the COVID-related challenges that came at us. We want to thank them for everything they did and continue to do.”