

PDSA Announces Change in Leadership

January 2, 2009

A new year brings new changes to the Platelet Disorder Support Association. Executive Director Craig Conway has decided to leave PDSA. He has accepted a position with a healthcare provider that Craig felt he could not turn down. While Craig has been with PDSA for a short time, he has made a big impact. We appreciate his contributions to our organization and wish him the best in his new position.

Moving forward, PDSA's Director of Public Relations, Caroline Kruse, has agreed to serve as the Acting Executive Director. Many of you know Caroline personally or have seen her in her role as moderator/host of PDSA's annual conference. Caroline brings a breadth of both professional and personal experience to PDSA. As director of public relations, Caroline has been involved with many major initiatives. Prior to joining the PDSA staff, Caroline served for two years as a PDSA board member, the second year as Vice Chair. She co-founded the first local ITP support group in the country, and still serves as its co-facilitator.



Caroline is also the creator, producer and co-host of the nationally syndicated talk radio program, Family Matters. She has worked as a broadcasting professional for over 20 years, working on-air and behind-the-scenes at WCPN, Cleveland's National Public Radio affiliate, and at FOX and CBS TV affiliate stations. She's been the recipient of numerous broadcasting and journalism awards, which focused primarily on health and family issues.

Personally, Caroline had ITP for three years and has been in remission for four years, so she knows intimately the physical and emotional struggles ITP patients face on a daily basis. "Never in a million years would I have imagined that my personal journey with ITP would lead me to head PDSA," said Kruse. "I am humbled and grateful to have the opportunity to give back to an organization that has given so much to me."

New Board Chair, Peter Pruitt, noted "We are very disappointed that Craig is leaving PDSA but appreciate the important contributions he made while with us. The board will begin a search for a new executive director. We are very fortunate to have a very talented resource in Caroline available to step in and insure that we won't miss a beat during this period."

Rest assured, PDSA is in good hands and we will continue working toward PDSA's mission for helping patients, their families, and medical professionals in combating ITP and its impact on quality of life.

About ITP

ITP, immune (idiopathic) thrombocytopenic purpura, is an autoimmune disease. In autoimmune diseases, the body mounts an immune attack toward one or more seemingly normal organ systems. In ITP, platelets are the target. They are marked as foreign by the immune system and eliminated in the spleen and sometimes, the liver. In addition to increased platelet destruction, some people with ITP also have impaired platelet production. Without a sufficient number of platelets, a person with ITP is subject to spontaneous bleeding or bruising.

About PDSA

The Platelet Disorder Support Association is dedicated to enhancing the lives of people with immune thrombocytopenic purpura (ITP) and other platelet disorders through education, advocacy and research. For more information, please contact us at 1-87-PLATELET or visit our Web site at www.pdsa.org.