



Jason Janoski

receives

National Biomedical Achievement Award

Presented by the American Red Cross



March 2009



Jason Janoski, founder and CEO of Columbus based creative services firm, Attaché, has been named the recipient of the National Biomedical Achievement Award for 2009 by the American Red Cross National Headquarters. Janoski will travel to Washington D.C. to receive his award in a ceremony on March 26.

The award is presented annually to an individual who has fostered innovative practices to achieve strategic priorities. Janoski is being awarded for his significant contributions to the mission of the Red Cross Blood Program.

An active board member for the Central Ohio Blood Services Region of the American Red Cross for the past six years, Janoski first began volunteering in 1998.

"I've been a blood donor since high school," said Janoski "and, initially, I simply wanted to use my creative talent to increase donorship. But over time, as I've learned more about the organization, I've been able to contribute more as well."

A major area of focus for Janoski has been the leadership of a joint committee among area hospitals and the Red Cross to further solidify and strengthen

their partnership to better serve patients in need.

"We are learning more about our customers every day, and exploring challenging topics," Janoski said.

He interacts with key hospital leadership on behalf of the Red Cross, and ensures the entire team maintains a focus on patient care. His skills in communications, marketing, sales and relationship management have been vital to the group.

"When parties have different interests or ideas, he has the uncanny ability to bring a unique perspective to the solution process," said Dr. Ambrose Ng, CEO of the Central Ohio Region.

Janoski's contributions have helped the Red Cross reduce costs by maximizing available free resources in the community. High School blood donations have increased thanks to his work with the regional High School Scholarship Program which recognizes young donors for their contributions.

"The Red Cross is willing to change and grow and stretch...to do things differently. That is a difficult process, but the payoff can be enormous, and I admire their ability to challenge themselves in that way," said Janoski.

"Working with the Red Cross, everyone is willing to explore the unknown. That is fun and exciting for me, and I get to learn a lot, too."

His work has assisted the Red Cross in reinforcing its long standing brand in the community. He has chaired the Community Outreach Committee to find creative ways to educate the public about the ongoing need for blood. He has coordinated media buys, lending his expertise to make the most of a limited budget. He has designed lapel pins used in Ohio and Michigan to promote the annual Ohio State-Michigan Blood Battle, one of the most anticipated campaigns of the year. His guidance has allowed the Red Cross to further leverage its brand to key stakeholders.

His support doesn't stop there. He has utilized his company to assist the Red Cross in times of need, he urges other board members to roll up their sleeves and donate blood themselves, and his enthusiasm to support the Red Cross spreads to his family and friends.

"Jason's dedication has furthered the 128-year-old mission of the American Red Cross, allowing us to better serve the community," said Ng. "We are so thrilled he is being honored nationally for his service."