

NOVEMBER 19, 2015 NEWSLETTER

THIS WEEK:

The next meeting of the Tri-Valley Executives' Association will be on **December 3rd** here at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Mark Caufield** of Cook, Disharoon and Greathouse Insurance and **Chuck Eggers** of Barons Jewelers.

The TWO TRUTHS will be given by **Mark Van Slambrook** of The Swenson Group Business Technologies.

New member, **Keith Westphal** of Westphal Plumbing will give the CLASSIFICATION.

HOLIDAY BANQUET

When: Thursday, December 10, 2015 at 6:30pm

Where: Pasta's Trattoria on Main Street in Pleasanton

Cost: \$45 per person; no-host bar (corkage fee avail.)

Invoices will be going out to those who have signed up; please pay prior to the event.

**There will be no meeting the morning of 12/10*

THE WEEKLY "POT" REPORT:

TVEA's 50/50 raffle is at **\$152** with 2 white marbles (\$5), 1 blue marbles (\$10) and 1 red marble (the Pot).

UPCOMING:

December 10 – **Holiday Party** at Pasta's, NO A.M. MEETING (Sign-up will be going around)

December 17 – Annual "Dirty Santa" **Gift Exchange** (bring a wrapped \$15-20 gift)

December 24 & 31 – NO MEETING

TWO TRUTHS:

BY MARK CAUFIELD, OF COOK, DISHAROON & GREATHOUSE INSURANCE

1. When Mark was a kid, his parents goal was to visit every national park in the county before he and his brother turned 18, which they did.
2. Obama signed an amendment to the health care act changing a small business from 100 to 50 employees, except in California, which remains 100.
3. The new Wellness program offering cuts FICA taxes, but has very strict guidelines that will be very difficult to comply with.

The first one is a half-truth – Mark's family visited all of the national parks before they were 18 except for those in Alaska.

To discuss changes in health care and how Mark can help your business and employees, call him at (510) 437-1900 mcaufield@cdginsurance.com.

CLASSIFICATION:

James Sievers graduated from Foothill High School in 1982. He was raised in Pleasanton in the house his parents bought new in Pleasanton Meadows in 1971. His mother passed away at the age of 58, but his dad still lives in that same house. He has two sisters: one in Brentwood and one in Dublin. James is married with 3 adult children. With the recent marriage of his daughter, he and his wife are now empty nesters.

James went to Sacramento State where he earned an English degree. During college, he worked at a bank doing technical writing and creating procedures for their operating manuals. He saw everything from the mail room to the job of the president of the bank, and determined that corporate life was not for him and he couldn't see himself writing technical manuals in the future.

He decided to change career paths and in 1989, he graduated from Palmer College of Chiropractic in San Jose. In January 1990, James started working with a

doctor in Pleasanton who was looking to retire. He took over Pleasanton Family Chiropractic in 1992.

He quickly learned that being your own boss and running a business isn't all it's cracked up to be. He'd rather be following his passion and just doing patient care. Along those lines, James teaches two days a week at the Life Chiropractic College West in Hayward. His specialty is the upper neck, specifically the first two vertebrae, called the atlas and axis.

While under the care of another doctor for cervical treatment, he discovered that some of his conditions (such as pre-cordial pain that he had experienced since he was a child) went away by the doctor adjusting only the top vertebrae. With this realization, he decided to get certified in upper neck care so that he could help his patients the way he had been helped.

The top two vertebrae are different from all other vertebrae because they are designed primarily for rotation and contain the largest collection of nerves; it is where the nerves are that tell the brain that you're only tipping your head, not falling over.

Chiropractors don't cure anything and can't write prescriptions. They treat to improve the way your body functions, which can improve other ailments. If they find that something else is going on, he can co-manage your care, i.e. orthopedic doctor. If the problem is something that doesn't seem to involve chiropractic care, they have a wealth of knowledge that can help direct their patient.

Unlike most other chiropractic offices, Pleasanton Family Chiropractic does bill insurance. Another thing that sets his practice apart from others is that he doesn't "sell" large packages of service. The reason is that no one should be that dependent on chiropractic care. Severe cases might require treatment of 3 weeks, give or take, but then would be able to reduce care to a maintenance level. A patient that would need care longer term would be someone awaiting surgery or that has degenerative problems. Many patients choose to come in regularly; James recommends monthly wellness checks.

To refer James or to schedule a no-charge consultation, call Pleasanton Chiropractic at 462-2633
adiochiro3@gmail.com.