
APRIL 10, 2008

NEXT WEEK:

The next meeting of the Tri-Valley Executives' Association will be held on **April 17** at Vic's All-Star Kitchen at 7:00am.

You will be GREETED by **David Sanchez** of Hacienda Auto Glass and **Skip Hinsley** of Girasole Grill.

The **LEAD CHALLENGE:** Our next challengers will face-off this week: **Tom Fox** of Hometown GMAC will be giving a lead or singing to **Chris Caballero** of Replacement Window Specialists.

The **CLASSIFICATION** will be given by **Bob Olsen** of Olsen Painting Company.

DID YOU GIVE A REFERRAL THIS WEEK?

NETWORKING:

Many of you belong to other organizations, such as the Chamber of Commerce. So, if you would like a "TVEA Member" badge to wear to those functions please let Cristin know and she will order one for you. Please take TVEA brochures and TVEA business cards with you to give to businesses that you think would be a good fit for our group.

GUESTS:

Thank you to **Wayne Yeaw** for inviting Michelle Bailey of ADP to visit our group and **Dr. Endre Selmeczy** for inviting Rob Hays of Patterson Dental. It was also good to have past member Ron Mize visiting.

NEW BOARD OF DIRECTORS:

Please welcome our new Board:

Darlene Crane-Peel, *President*
Jason Cooke, *Vice President*
Dr. Rick Hume, *Program Director*
Manny Martin, *Membership*
Phil Maser, *Retention*
Jim Pease, *Treasurer*
Mike Peel, *Membership*
Dr. Barry Winston, *Past President*

CLASSIFICATION:

Dr. Barry Winston has been in practice in Pleasanton for 30 years and has seen a lot of growth and changes: no more cows and orchards in the middle of town.

His wife Marilyn is a Registered Nurse in the intensive care unit. Dr. Barry teaches one day a week at UC Berkeley School of Optometry and learns a lot from his students.

Most people want to know the difference between an optometrist and an ophthalmologist. Besides about \$250,000 per year, an ophthalmologist goes one step beyond optometrists by being able to perform surgery. Otherwise, they offer the same care and services, checking eyes and diagnosing and treating eye disease. Dr. Barry can diagnose your condition, recommend the proper ophthalmologist for your surgery and then do all of your follow-up care.

A complete appointment should take about 45 minutes to 1 hour. A large practice will have approximately 35 appointments per day. An ophthalmology practice will see 45-60 patients a day. Amador Valley Optometry schedules 10-15 appointments a day in order to give the best care possible to their patients.

One third of exams are insurance driven, but the other 2/3 are patient pay who have insurance under another provider, but want a second

opinion. Regular appointments for Dr. Barry are the typical vision check, fitting contacts, treating itchy eyes, diagnosing and treating eye infections. People come in for annual check-ups for things like near-sightedness, refractive errors and astigmatism. At an annual exam is where most problems are diagnosed.

He is seeing a lot of diabetics in recent years and emphasizes that many eye problems are systemic: dermatologic, blood pressure, diabetes and age-related. Age-related macular degeneration is common and people of all ages should make sure to always wear UV sunglasses; sunburned corneas are no fun! Dr. Barry also recommends that patients take nutritional supplement that support good macular health.

Eyes change over time; Dr. Barry's job is to keep us seeing. Between age 20 and 40 vision is usually stable; changes generally occur before and after those ages. It is important to have children's eyes checked between age 3 and 5; many children tend to be far-sighted and can have trouble learning to read books.

Options for vision correction are glasses, contacts and refractive surgery. There continues to be great advances in materials that have made glasses and contacts more comfortable and attractive.

To have your eyes examined, to purchase eye-wear, or to refer someone who needs eye care, call Dr. Barry Winston at Amador Valley Optometry 462-2600.

BY-LAW REVIEW:

5. Membership

5.8.1 *Percent of Business:* An applicant for membership is eligible if seventy-five percent (75%) or more of the applicant's business falls within the proposed classification.
