

NOVEMBER 12, 2009

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **November 19** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Manny Martin** of Amador Valley Property Management and **Dave Sanchez** of B&S Hacienda Auto Body.

The VALUE will be given by **Tom Fox** of Hometown Real Estate.

Manny Martin of Amador Valley Property Management will be giving his CLASSIFICATION.

DID YOU GIVE A REFERRAL THIS WEEK?

WELCOME OUR NEWEST MEMBER:

Classification: Acupuncture
Member: Dr. Sun's Acupuncture Center, P.C.
Represented by: **Haili Sun**
Address: 4275 Rosewood Dr. #29, Pleasanton, CA 94588
Phone: (925) 463-8686
E-Mail: drhsun@ymail.com

Please make it a point to get to know Haili (pronounced like the comet) and make her feel like one of us... well, most of us.

MEMBER NEWS:

ABI Business Sales is going through a restructure prompted by the passing of his business partner, who had been together for 18 years. Ron Johnson, who had been thinking of retiring, is taking on 6 partners, two that are current agents, and one new who will be bringing in 3 more. Ron will be continuing with the company as a mentor.

VALUE:

Wayne Yeaw of Allegra Print & Imaging has realized a lot of value over the years that he has been a member of the TVEA. In addition to the current TVEA members, he is still doing business for 63 former members. 40% of Wayne's business is generated through networking. The members of this group have really done a lot for him and his family, and he really appreciates the business and acts of kindness he has received from his fellow members.

THOUGHT FOR THE DAY:

FROM LINDA NOTZON

"A man who reads nothing is far better than a man who reads nothing but newspapers."

CLASSIFICATION:

Dr. Barry Winston has been in practice in Pleasanton for over 30 years, starting and continuing with an office adjacent to W.H. Mayer, and has seen a lot of growth and changes: no more cows and orchards in the middle of town.

He has been a TVEA member since 1989. His wife, Marilyn, is a Registered Nurse in the intensive care unit. Dr. Barry, a UC Berkeley grad, has been teaching one day a week at UC Berkeley School of Optometry in the contact lense clinic for over 25 years. He learns a lot from his students; they keep him sharp, and he gets to use the latest state-of-the-art equipment.

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 Optometric schedules 10-15 appointments a day in order to give the best care possible to their patients.

Thanks to the changes in health care, programs like Medicare are driving business to optometrists rather than covering the more expensive but equal level of care given by ophthalmologists. Optometrists are less expensive and are easier to get an appointment time, therefore more cost effective for the insurance companies. Another change that allows doctors to treat patients more effectively is the new requirement for electronic medical records, but it is really a way for insurance companies to more closely monitor expenses.

70% of exams are insurance driven, but the other 1/3 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 stresses that you should always have your eyes dilated when seeing a new optometrist and make sure that you have your pressures checked. He 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. He has a very

family-oriented clinic and has patients that range in age from 6 months to 106 years.

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 Optometric 462-2600.

TVEA HOLIDAY BANQUET

This should be a great evening! We are looking forward to seeing everyone there.

When: Thursday, December 10, 2009 at 6:30pm

Where: Girasole Grill: 3180 Santa Rita Rd. at Las Positas, Pleasanton, 484-1001

Cost: \$30 per person; no-host bar

RSVP: ASAP to Cristin Sanchez 736-4522

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

CALENDAR:

November 26 – No Meeting (Thanksgiving)

December 10 – No Meeting

December 10 – Christmas Party at Girasole, 6:30pm

December 17 – Gift Exchange

December 24 & 31 – No Meeting (Christmas Eve. & NYE)
