

**FEBRUARY 17, 2011**

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**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **February 24<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jerry Raney** of Raney Insurance and **Mike Wallace** of Roman Holiday Salon.

The VALUE will be given by **Phil Maser** of The Maser Company, General Contractor.

**Bob Olsen** of Olsen Painting will be giving his CLASSIFICATION.

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**EXECUTIVE OF THE YEAR:**

On the attached ballot, please write the name of the member who you to believe did a good job giving leads, bringing in new members, had great attendance, a combination of those or who has some other outstanding quality, that you think should be awarded "Executive of the Year".

Past Executives of the Year:

- **Jay Woitke**, The Law Offices of Jay A. Woitke
- **Larry Smario**, Landscape & Tree Service
- **Manny Martin**, Amador Property Mgmt.
- **Dave Cherry**, Big O Tires
- **Darlene Crane-Peel**, Residential Pacific Mortgage

This ballot also officially elects the Board of Directors. The deadline for turning in ballots is Thursday, **March 17**.

The award and the new Board of Directors will be presented at the Installation Breakfast on April 7<sup>th</sup>.

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**DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK?**

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**SIGN UP NOW:**

On March 10<sup>th</sup>, we will be having an **Associate Luncheon** at Girasole Grill. This is your chance for you to introduce your employees or prospective members to the people who call them for service or to refer business.

The cost will be \$7 for members and \$20 for associates. A sign-up will be going around.

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**MEMBER NEWS:**

Not unlike many companies at the beginning of the year, **NextEnergy Solar** is experiencing a slow-down, so Jeff Johnson is offering savings of up to \$4-5,000. Call now to schedule your install.

**QES Computers** is offering online backup service. Call Lawrence to set up your free 3-month trial.

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**VALUE:**

**Lawrence Ling** of QES Computers says the value of the Association is invaluable, really. The members offer knowledge that we can trust.

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**DID YOU GIVE A LEAD THIS WEEK?**

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**THE WEEKLY POT REPORT:**

TVEA's 50/50 raffle is at **\$144**. There is only one red marble and 3 white marbles – odds are good!

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**CLASSIFICATION:**

Dr. Barry Winston has been in practice in Pleasanton for over 30 years, 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, graduating in the first class of the 4-year Optometry School at UC Berkeley, 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 dry eyes, diagnosing and treating eye infections. People come in for annual check-ups for things like near-sightedness, refractive errors and astigmatism, which is not a disease, just that the cornea isn't perfectly round. 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.

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. There are new lenses that are more like HD TV and new multi-focal contact lenses. In addition to advances in corrective products, they have made great strides in equipment that can enable clinics to do more seeing and evaluating of parts of the eye, such as problems with the retina using digital photo instrumentation that only hospitals had access to in the past.

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.

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

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