
NOVEMBER 7, 2013

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **November 21st** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jay Woidtke** of The Law Office of Jay A. Woidtke and **Dorn Driggs** of AFLAC.

The SPOTLIGHT will be on **Keller Williams Tri-Valley Realty** by **Allen Eddy**.

The CLASSIFICATION will be given by **Cory Pinter** of Logo Boss.

DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING?

ROAD SHOW:

Chuck Eggers, thank you so much for hosting the members at **Barons Jewelers'** new location! What a beautiful store and amazing hospitality by all of the staff who were at the store 4 hours early to help set up for the Tri-Valley Execs. If you weren't able to make it, or would like to take your "special someone" in for a tour, please visit them in the Hacienda Crossings between Best Buy and Bed Bath & Beyond; you will not be disappointed!

SPOTLIGHT:

BY SHERI FACCIOLLA

Mark Van Slambrook has been a part of The Swenson Group Business Technologies for 14 years and is now a part owner of the business as Vice President of Sales. He brings with him 20 years of experience in print technologies. The Swenson Group not only sells business equipment for printing, copying, scanning and faxing, they offer IT and network solutions, cloud storage, data center moves and toner cartridge recycling.

A good referral for Mark is anyone opening a new office, moving to another office and business owners, among others. Call The Swenson Group Business Technologies 925-960-8910 x123, 925-383-6747, mvanlambrook@tsgbt.com.

DID YOU GIVE A REFERRAL THIS WEEK?

ATTENDANCE:

Congratulations, TVEA members on having **nearly perfect attendance at the 11/7 meeting!!** Only 1 member was absent, which was the highest percentage of attendance in 10+ years. Keep it up!

HOLIDAY PARTY AT PASTAS:

The Annual TVEA Holiday Party has been scheduled for the second Thursday in December, **12/12 at 6:30pm at Pasta's Trattoria** on Main Street in Pleasanton. Dinner will be \$38.50 per person due in advance. Please let Cristin know if you will attend. The sign-up sheet will be going around. There will be no morning meeting on 12/12.

GUEST SPEAKER:

Jay Woidtke met his wife Robyn 20 years ago during the time she was doing SIDS research at Stanford. **Robyn Woidtke** has been studying and helping people with sleep disorders for 30 years, has been published in text books and magazines, and spends much of her time speaking at conferences about human sleep.

Sleep is defined as a temporary disengagement from environmental surroundings. There are two stages: non-REM and REM, which is "dream" sleep. The release of certain neurotransmitters during REM sleep causes an almost complete paralysis of the body. The non-REM phase occurs during the first third of sleep and REM, the lightest phase of sleep occurs closest to waking.

Studies have proven that getting less than 5 hours of sleep will have negative effects: higher risk of cardiovascular morbidity, mortality and diabetes. Long-term sleep deprivation has caused death in lab animals. Seven hours of sleep seems to be ideal for most people to lower these risks.

Our bodies have a 24-hour circadian rhythm controlled by external cues, such as sunshine. People have a homeostatic drive to sleep for function restoration and memory consolidation. The consequences of lost sleep are daytime dysfunction, injury to self or others, morbidity, mortality and lost productivity. It can also result in higher medical insurance costs due to the increase of injury directly correlating to the decrease of sleep. The benefits of sleep are increased memory/recall, judgment/decision-making ability, attention and decreased car accidents.

Although alcohol can help a person fall asleep, they will wake when it wears off and can lead to sleep apnea disorder. Sleep Apnea is characterized by repetitive closure of the upper airway, hypoxemia and sleep fragmentation (infrequent breathing). It is generally a physical block to airflow despite respiratory effort. In addition to alcohol, age, male (or postmenopausal women), ethnicity, obesity, facial structure, neck circumference and smoking also exacerbate this sleep disorder. A polysomnogram can be performed in the hospital, but there are also widely-available devices to diagnose sleep apnea. Treatment options include lifestyle changes, oral appliances, CPAP machines and some surgical options (of which only 50% are effective). While a person having 5-10 episodes/attacks within an hour would be considered normal, 30 attacks/hour is worrisome and requires treatment.

For diagnosis of your condition, contact your physician. For more information on the study pioneered by Dr. William C. Dement, go to:
http://en.wikipedia.org/wiki/William_C._Dement

DID YOU GIVE A REFERRAL THIS WEEK?

UPCOMING:

11/28 – NO MEETING (Happy Thanksgiving!)
12/5 – Classification: Kathy Lorenz of Healing Journey
12/12 – Holiday Party at Pasta's (NO A.M. MEETING)
12/19 – Dirty Santa Gift Exchange
12/26 – NO MEETING (Merry Christmas!)
1/2 – NO MEETING (Happy New Year!)

THE WEEKLY "POT" REPORT:

This week, TVEA's 50/50 raffle is at **\$69.00** with 9 white marbles (\$5 each), 2 blue (\$10 each) and 1 red marble (winner takes all).
