
JANUARY 23, 2014

THIS WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **January 30th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Mike Peel** of Keller Williams Tri-Valley Realty and **Dr. Barry Winston** of Amador Valley Optometric.

Dan Brown will SPOTLIGHT **The Door Doctor** and **Mike Peel** will SPOTLIGHT **Pleasanton Financial Advisors**.

The CLASSIFICATION will be given by **Chuck Eggers** of Barons Jewelers.

THE WEEKLY "POT" REPORT:

This week, TVEA's 50/50 raffle is at **\$94.00** with 5 white marbles (\$5 each), 2 blue (\$10 each) and 1 red marble (winner takes all).

THANK YOU:

The TVEA Board of Directors would like to acknowledge and thank the following members for their donations of products/services in 2013:

- **Alpha Omega Printing & Imaging** for TVEA brochures
- **Pease Tax & Accounting Service** for the annual TVEA tax preparation

We **greatly appreciate** your generosity!

GUEST BREAKFAST:

On **Thursday, March 6th**, we will be having a Guest Breakfast. This is to give potential members an exact date rather than an open-ended invitation.

Any prospect that fills out an application for membership on that day will have their initiation fee waived.

A printable invitation is attached for you to forward or hand out to your prospects.

All members who bring a guest (to any meeting) will have **fines waived** for that meeting.

DID YOU GIVE A REFERRAL THIS WEEK?

SPOTLIGHT:

Patriot Pest Management was started by Don & Sheri Facciolla in 2001 in Tracy. In 2010, they opened their Pleasanton location.

Patriot Pest Management services homes and businesses from San Jose to Alamo, as well as most cities in San Joaquin County. They have 9 employees (of which 5 are members of the family), and 5 trucks that run Monday through Friday and 2 Saturdays per month.

They are licensed by the State and have both Structural Pest Control and Agricultural licenses. By hiring Patriot Pest Management your family and business are protected from: Ants, Carpenter ants, Carpet beetles, Centipedes, Clothing moths, Cluster flies, Cockroaches, Earwigs, Fleas, Hornets, House crickets, Mice, Millipedes, Pantry Pests, Rats, Silverfish, Sow bugs, Spiders, Wasps, Yellow Jackets. They can also eliminate Bats, Gophers, Pigeons, Opossums, and Skunks.

To set up a consultation or no-contract maintenance service, call Don, Sheri or Jerimee at Patriot Pest Management: 447-7100.

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, who grew up in Los Angeles and graduated 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 lens 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, as macular degeneration (central vision becomes blocked) has increased over the 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. There are new lenses that are more like HD TV and new multi-focal contact lenses. There is now an option to treat near-sightedness in children using overnight contact lenses, and there are new collagen treatments (not FDA approved) being offered as an alternative to surgery. 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. Over the age of 40, it is important to have your eyes checked regularly. Children's eyes need to be 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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DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK?

ELECTIONS:

It's time to choose a new Board. It's an easy gig – get involved!

Our President-elect is **Sheri Facciolla** of the Patriot Pest Management. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

We'd like 2 or more new nominees for elections in March to replace outgoing members: Larry Brumm and Jerry Raney.
