

# EAGA Business Builder

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## The speaker today was Laurence Saban—AED One-Stop



Mr. Saban was not born in New Mexico, but came to our state from a foreign country, far across the sea. Although he hasn't formally lived in his homeland for 30 or so years, Laurence still decided to conduct his presentation almost entirely in his native language. Interestingly enough, a majority of our audience understood what Laurence was saying. Mr. Saban was born in Norwich, England. His father is Croatian, and his mother is English. In the very early part of his life, Laurence spent a lot of time in England and in Canada. During his teenage years, his parents separated. After a while, Laurence's mother remarried - to a US Air Force serviceman. That military connection provided Mr. Saban with an opportunity to travel to Clovis,

NM when his step-father was transferred to Holloman Air Force Base. I suppose that 'opportunity' was not how the 15 year old Laurence Saban would describe being uprooted from friends and familiar surroundings and wind up in a small town, in a whole other country. Laurence is flexible - and determined - and it appears that he has survived the situation quite well. After high school, he attended Texas Tech University. It took the obviously very wise Mr. Saban, only one year to realize that he could pursue his degree at a more prestigious; more intellectual; more highly regarded institution. He transferred to New Mexico State University and received his degree from that excellent school. Then it was off into the Telecom sector of the real world. For 7 years, he worked as a Sales Manager for MCI. The work was OK, but it wasn't satisfying enough just knowing that he was providing folks with the ability to remotely communicate, or call 911, or play games, or text with their thumbs. In search of more fulfilling work, Mr. Saban switched careers to become a pharmaceutical rep. His task was to educate physicians about the benefits of particular drugs. His success meant getting comforting and pain relieving medicine to those suffering - and that was definitely a positive thing. That kind of work came closer to providing the satisfaction he was looking for, but something was still missing. In 2008 Laurence took a job with the Cardiac Science company. They manufacture Automated External Defibrillators (AED). As Regional Sales Manager, Laurence was helping to make the life saving devices accessible to the general population. He would contact universities; police and fire departments; and city offices to educate them on the benefits of the small, powerful and easy to use lifesaving device. There were reports of people being revived because of the availability of machines that Laurence had sold. What could be more satisfying than to know that you played a part in saving someone's life. But, alas, there are no 'Job-AEDs'. In 2013, the dreaded downsizing occurred at Cardiac Science. Laurence was part of the group whose job was not saved. The determined Mr. Saban had seen the light and was still very interested in that 'saving someone's life' thing. He began purchasing the AED devices himself and selling them to businesses, as well as the other places that may benefit from having the quickly available device. Schools; stores; universities; offices; restaurants; churches; even in individual homes. Probably a useful digression at this point would be to explain what a defibrillator does. They are used to reset the erratic heart beat of a person who is experiencing cardiac arrest. Cardiac arrest is quite different than a heart attack. Heart attacks are almost always caused by a blockage in blood flow. Some symptoms are chest or arm pain; a shortness of breath; nausea. The person experiencing the attack is aware of what is going on around them. Long term treatment may be required and could include removing the restriction via stints or other surgery. Cardiac arrest, on the other hand, is the result of an 'electronic mis-fire' in the impulses of a heart's operation. The heart immediately stops performing properly. The affected person loses ability to stand, communicate or even breathe. IMMEDIATE treatment is necessary to get the person's blood flowing and get the heart beating properly. A cardiac arrest victim has a 90% chance of surviving if they receive proper treatment within the first minute. The survival expectancy rate decreases by 10% each minute, so after 10 minutes there is very little chance left. That is why AED devices are so important. Laurence provided a few instructions on what to do if you encounter a person in cardiac arrest: Immediately instruct someone to call 911; instruct someone else to get the AED; begin compression CPR; power on the AED; follow the instructions of the device. The AED machines are basically computers that will instruct the operator what to do. That includes placement of the wired pads, when to do CPR and when the machine will administer a shock. The machine will actually analyze whether or not an electronic shock is appropriate. The shock actually stops the heart, allowing it to restart on its own, with electronic impulses returning to their normal rhythm. The AED machine will not administer a shock if it detects that action is not needed or would be detrimental. President Lou 'volunteered' to assist Laurence with a demonstration of an actual AED. The machine's instructions were very clear and understandable, and Lou was able to easily determine what should be done next to save the patient. (If there is not a readily available AED, the process is: Instruct someone to call 911; begin compression CPR; keep applying CPR until medical help arrives; wish an AED were available). According to statistics, cardiac arrest is one of the most common causes of death in the United States. They are also quite likely to happen around the home. Wouldn't it be logical to have an easy to use piece of equipment readily available for use in a cardiac arrest emergency. The devices are meant to be operated by an average person. The devices are not dependent on electrical cords or location restrictions. Common AEDs have a battery that will last for 4 years, even after a use. (The electric pads are not reusable, so would have to be replaced, for about \$50, once the cartridge has been activated). Laurence's home version machine normally sells for \$1,275, but he is providing EAGA members with a special \$300 discount ([See page 3 of this bulletin for a flyer with a discount code and instructions](#)). As someone noted, "\$975 may sound expensive, but only if you don't consider peace of mind, and you never, ever use it. But the price is very much worth it to save a life. If you want to learn more about the Automated External Defibrillator devices, or if you want to discuss which models would be best to have in your place of business, contact Mr. Saban at 505-800-5280.

## Business Leads:

None written down

## Reciprocity:

No written notes received today

### ◆ Congratulations to our newest members:

**Essential Pest Management** Representative: Patrick Wallace Category: Pest Control  
**Susie N Cleaners** Representative: John Baerman Category: Dry Cleaning & Alterations  
**Excel Manufacturing Inc** Representative: Ryan Lujan-Grace Category: Precision & Prototyping Machining

◆ Board Members please note: The October Board meeting will be held on October 16th.

◆ First announcement of a potential new member:

**Southwest Orthopedic Physical Therapy DBA Fyzical-Albuquerque**  
Representative: Kale Isaacson, PT  
Category: Outpatient orthopedic physical therapy & rehab  
Sponsors: Lee Trussell & Scott Lardner

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the application review process, please contact Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or 505-259-5959) as soon as possible.

◆ Our Christmas/Holiday party will be December 8th at Hotel Albuquerque. Details and sign up sheets will be available at our weekly meetings later this month. If you want to reserve one of the special \$109 rooms that have been set aside for our group, call the hotel at 1-800-237-2133 and let them know you would like one of the "EAGA Holiday Party Room Block". That rate will only be available if you make the reservations before November 24th.

◆ Only two speaker slots left in November. Contact Exec Director Kevin ASAP to secure one of them for your use.

## Badge Board Greeters

Oct 16th  
Oct 23rd Barry Porter—Express Employment Professionals  
Oct 30th  
Nov 6th  
Nov 13th Glenn Rosenbaum—French Funerals & Cremations  
Nov 20th No Meeting—Thanksgiving Holiday

## Upcoming Speakers

Oct 16th Barry Porter—Express Employment Professionals  
Oct 23rd  
Oct 30th  
Nov 6th Glenn Rosenbaum—French Funerals & Cremations  
Nov 13th John Mead—John Thomas Jewelers  
Nov 20th No Meeting—Thanksgiving Holiday

Contact information for Executive Director: Kevin Lorenzen  
Phone: 505-771-9393 email: eagaed@gmail.com  
Address: 8100 Wyoming Blvd NE; Suite M-4 #345 Albuquerque, NM 87113

# PHILIPS

## Heartstart Home Defibrillator



Optional:  
Metal Wall Mount  
Bracket - \$79.00

~~\$1,275.00~~

Less \$300.00 with  
Coupon Code EAGA300

**\$975.00**



1-855-677-2337

[www.PurchaseAEDs.com](http://www.PurchaseAEDs.com)

