

# EAGA Business Builder

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## And Today's speaker was Laurence Saban—AED One-Stop Shop



Mr. Saban began his presentation this morning with a brief biographical summary. He is 48 years old; has been married for 21 years; and has 3 great sons. Earlier this year, his mother passed away after a lingering illness. She was only 66 years old. Laurence was able to be with his mother for a few weeks during her final time, and although those days were very stressful (as would be expected in a situation like that), he can be consoled a bit in knowing that he was there for her, and did whatever he could to make sure that she was as comfortable as possible. In his brief bio, Laurence did not mention that he has a Bachelor's Degree from New Mexico State University. Probably he just assumed (pretty accurately) that we would realize how smart he is and would just know that the good education must have been via NMSU. After college, Mr. Saban's working world began as Sales Manager at MCI—for

a couple of years, before transitioning into the medical equipment industry. He wasn't feeling fulfilled though. He wanted to have a more active role in making the world a better place for as many people as possible. He began learning about this new device called an Automated External Defibrillator (AED), and its benefit (nearly a requirement) in saving people that have experienced a Sudden Cardiac Arrest. Saving people is a good thing. That would qualify as a major benefit to society. (Sure there would be some folks saved that are not model citizens, but it is definitely better to take the high road and save as many people as possible) Laurence decided that he wanted to take that challenge. In 2013, he opened his company—AED One-Stop Shop. At this point, it would be useful to have some information about just what is Sudden Cardiac Arrest (SCA); and how an AED can be beneficial. SCA is a heart related issue. But it is an entirely different thing than a heart attack. Sadly though, the general public discussion and news reporting do not do a very good job of letting people know how important it is to properly distinguish between the two illnesses. A person experiencing a heart attack will, almost always, display specific symptoms, and will have visible warnings of the pending event. Chest or upper arm pain; dizziness and nausea or indigestion are a few of the more common indications of a heart attack. The victims, again in most cases, are awake and aware that something is happening. They are often able to get to a place where they can receive medical assistance, or at the very least, are able to sit or lay down, so as to not fall. Treatment consists of procedures like medication or bypass surgery. In contrast, Sudden Cardiac Arrest (SCA) presents in a completely opposite manner. There are not any obvious warning signs, and there are not any obvious symptoms. There is not an opportunity, or time, to transition to a safe area to get assistance. SCA is a mis-firing of the heart's electrical mechanism. The heart beat stops; the blood quits flowing; the victim immediately loses consciousness. There are not any specific, predictable causes of SCA. A sharp blow to the chest; an electric shock; a hidden heart defect; and drowning are all things that have caused SCA in the past. But there are many other things that can result in a Sudden Cardiac Arrest. Although not often publicized, SCA is one of the major causes of death in the USA. Nearly 1,000 people die from Sudden Cardiac Arrest every day. That is about 360,000 every year. Very many of those folks could have been saved if the people in the vicinity had known what to do. And even more of those victims would still be alive today, if proper equipment had been readily available. Don't let anyone suffering an SCA die when you are nearby. If you see a person suddenly collapse, or if you encounter a person that is lying motionless and not breathing, take action IMMEDIATELY. Check for a pulse. If you don't find one, think SCA. If that is the situation, the only way to save the person is to get their heart beating properly again. And that has to be done quickly. Without proper action, usually only available via a Good Samaritan bystander, the person will die within just a few minutes. What is proper action? 1) Assign someone to call 911; 2) Send someone to find the nearest AED; 3) Begin CPR. The CPR compressions will force blood to flow through the victim, and can buy time until better help arrives. Having an Automated Electronic Defibrillator available exponentially increases the victim's chance for recovery. Laurence, via AED One-Stop Shop, makes AED devices available to anyone that is interested in, for a relatively small cost, providing a level of security to people in the vicinity of their home or place of business. The AED devices are not some daunting piece of equipment that require long term training for use. Those machines have amazing technology that make them veeeery easy to use without any formal training. The AED computers are designed to direct someone on exactly what to do. The device will make all the important decisions regarding the need for, and use of, electric shock to reestablish a heart beat. Automated Electronic Defibrillators are self-contained devices that have the battery, wires, discharging pads, speakers and computers necessary to properly deliver a life saving electrical charge to get the person's heart started. The AEDs not only provide computerized verbal commands that are direct and specific to the action that needs to happen at that specific time; but the machines also have pictures to assist in following the commands-like showing the expected placement of the contact pads. The devices also have a button to press for lowering the electric charge when the victim is a child. And knowing that an electric shock would be harmful to a beating heart, the devices are designed to make sure that any electric charge will be administered only when the victim's heart is actually not beating. Laurence has 6 brands, and multiple styles, of AEDs. Although all of them have the characteristics described above, some also have dual language capabilities; others have the ability to wirelessly transmit data to responding paramedics. If you do not already have an AED available at your business or office, you may want contact Laurence at 505-800-5280 to discuss remedying that situation. The AED machines are reasonably priced (from about \$1,000 to about \$1,700, depending on added capabilities), and that is an incredibly low cost when compared to the value of a saved life. You can also talk to Mr. Saban if you would like to hear more about the Automated Electronic Defibrillators, or about Sudden Cardiac Arrest. A random wonder, though...would the company name be more descriptive if it were AED—One-Start Shop.

**\*\*\* Please note: Shockwave Defense EAGA member training class—Nov 9th; from 9am to 1pm; is now available to EAGA member spouses and children. See additional information on page 2**

**Business Leads:** None noted today

**Reciprocity:** None noted today

- ◆ Welcome to our newest member:  
SealMaster - Albuquerque  
Representative: Mark Kevin Gullick  
Category: Pavement Maintenance Supplies & Equipment
- ◆ **Shockwave Defense EAGA member training class—Nov 9th; from 9am to 1pm; is now available to EAGA member spouses and children.** BUT TIME IS OF THE ESSENCE. The event is this coming Saturday, so if you want to add someone to the participation list, DO IT NOW by contacting Michael Johnson directly at 505-718-4500 or Michael@ShockwaveDefense.com All payments for this event are due in advance. If you have signed up, but have not yet paid, or are now adding a family member to the list, please submit your payment right away. The link to pay is: <https://shockwavedefense.com/events/eaga/>
- ◆ There will not be a meeting on November 26th because of the Thanksgiving Holiday.
- ◆ The EAGA Holiday Party this year will be December 7th at Hotel Albuquerque. Cocktails start at 6:00 PM; Dinner will be served around 7:00 PM. The Hospitality Suite will also be available for a couple of hours before the event (room number to be announced later).
- ◆ We are again approaching the end of our 6 month cycle and it is time to think about new Board of Director positions. There will be two Board Member slots available when we have elections on December 10th. If you would like to nominate a member, or if you would like to have your name placed on the ballot, please contact Patrick Wallace 505-900-1322; [pat@abgexterminator.com](mailto:pat@abgexterminator.com) ; or in person at Tuesday's meetings. He is also the person to talk to if you want to know more about the rules and the requirements for being a Director.

## Badge Board Greeters

Nov 5th	Lou Rodges—Retriever Merchant Services
Nov 12th	Kevin Gullick—SealMaster—Albuquerque
Nov 19th	
Nov 26th	There will not be a meeting —Thanksgiving Holiday
Dec 3rd	

## Upcoming Speakers

Nov 5th	Joshua Orozco—New Mexico International Business Accelerator
Nov 12th	John Mead—John Thomas Jewelers
Nov 19th	Steven Douglas—The Printing Guy
Nov 26th	There will not be a meeting —Thanksgiving Holiday
Dec 3rd	Paul Jew—Moji Studios

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