

EAGA Business Builder

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



Mr. Saban was born in England where his US Air Force father was stationed at the time. Having a Dad in the military, Laurence's family knew that there was always the possibility of a new relocation opportunity. When Laurence was 13 years old, his father was transferred to Clovis, New Mexico, but the younger Mr. Saban was not describing the move as an 'opportunity'. He had other words for it. But none the less, he and his family arrived in the western part of the USA. Laurence graduated from high school in Clovis, then attended Texas Tech for a short lived attempt to escape New Mexico. It was only a very short time though before he was back in our state attending the great university of NMSU. Laurence received a Marketing Degree in 1993, then did escape via a move to Austin to work for MCI. After that, Mr. Saban was in Pharmaceutical sales for about five years before moving to a high level Sales Rep position at Cardiac Science Corporation in 2008. The company manufactured and sold Automated External Defibrillators (AEDs). In 2013 that job ended when Laurence was caught up in the company's sales force reduction program. Mr. Saban decided that his next career move should be to a place where he had some control of how things were managed. He started his own company— AED One-Stop Shop. As the name implies, his business activity still relates to AED devices, but Laurence and his team are now distributors for a variety of the machines. Making AED devices available for the general public, allows Mr. Saban to provide a very valuable service to society. Automated External Defibrillators are used to restart a person's heart after a sudden cardiac arrest incident. Sudden cardiac arrests (SCA) are very different than a heart attack. Heart attacks are caused by issues with blood flow (a 'plumbing' issue) and someone experiencing a heart attack has a sort of feeling that something is going wrong. An SCA, however, is an 'electrical' issues where the victim has no warning. The heart just stops and the person immediately falls to the ground. There are over 356,000 SCA deaths in the US every year. If an SCA victim gets help within 1 minute, their chance for survival is about 90%. But the chance for surviving drops by 10% every 60 seconds. Obviously that doesn't leave much time for rendering aid. CPR is important when attempting to assist an SCA victim, but it is also necessary to get the heart started again as quickly as possible. That is why the AED devices are so important. The devices are capable of delivering a shock for getting the victim's heart started again. The AEDs are intended to be readily available and are designed for use by lay people (those without any medical training). The machines have voice instructions; visual guides; and are capable of analyzing the situation throughout the process. The device determines whether or not an electrical shock is warranted (shocking a patient not really in an SCA condition, can actually cause serious harm). If a shock is appropriate, then the device instructs how to place the pads, and when to apply the electrical current. The AEDs can be used for adults or children and the technology is constantly improving too. Batteries are now capable of lasting 4 or 5 years and the pads only need to be changed every 2 to 5 years (depending on the model). Some of the newer machines are WiFi capable so are able to provide data to arriving First Responders, or can print reports and/or transmit data to remote medical facilities as needed. For the devices to be useful, they have to be readily accessible in the place where they are needed. Businesses are making them available to employees and are placing the AEDs in conspicuous locations throughout buildings where staff or customers can find them. LANL actually has 550 AEDs in their various facilities. Traveling public and police departments are now carrying the devices in their vehicles. Costs for an AED range from \$1450 to \$2200, depending on capability and enhancements. If you want to find out more about AED devices—how they work and how they could be beneficial at your place of business (or residence), give Laurence a call at 505-800-5280. Also note that his company is named "AED One-Stop Shop" implying that he provides products and services that would otherwise have to be acquired from multiple sources. In addition to the variety of AED devices, Laurence and his team also provide on-site assessments to provide information about best models and best placement for AEDs at a particular facility; The one-stop shop also offers certified CPR training for small groups (2 to 3 hour classes for 10 people per event). And the latest addition to the company's product line is the Mobilized Trauma Kit. The kits were designed by First Responders and military personnel and contain products for treating 80 different medical issues. An included tablet provides detailed instruction for rendering aid during the various incidents. The cost is \$2000 for a complete kit, and \$300 for a smaller bag capable of treating a lesser number of issues. Remember that Laurence is offering EAGA members a free on-site analysis to determine how AED devices can best be deployed at your particular facility. Just give Mr. Saban a call at the above number to make an appointment. He and his team are always ready to be of assistance (so long as Laurence is not already busy with one of his three children (Spence-24 years old, Parker-21 years old or Asher-16 years old).

Leads, Notes & General Information:

Happy Independence Day to Jukka and all the citizens of Finland! They are celebrating the free country that was established in 1917. Jukka notes that Finland intends to stay free too. They have the largest artillery force in non-Russia Europe and Finland's military has more planes than Germany. Having an 800+ mile border with Russia creates a security concern, and a need for constant training and readiness. In Finland, every male of age is drafted into the military and is trained on all the necessities for properly defending the country. They learn how to use explosives and how to fight, eat, sleep and hide in the snow. (Jukka says that, when you know how to do it, a single candle can provide sufficient warmth in snow covered terrain). Roadways between Russia and Finland (and really most of the common border) are heavily monitored by human and technological methods. The citizens of Finland are quite prepared, and quite determined, to maintain the independence that they earned over 100 years ago.

- ◆ Board Members please note that there will be a meeting the evening of December 13th. Please contact President Jukka or Mario if you need more information.
- ◆ Please note that there will not be Tuesday breakfast meetings on December 27th or January 3rd in order to allow members time for enjoying the Christmas and New Years holidays.
- ◆ Gentlemen: The speaker basket is completely empty. No one is scheduled to talk at the next two meetings (December 13th and December 20th)...and we don't have a single speaker signed up for 2023. Certainly some of you have interesting things to speak about, adventurous tales to tell, or examples of how hard work and determination have made you a successful and contributing member of society. Please check your schedules, and your credentials, and sign up to speak at one of the meetings. You will have 70 to 80 very interested members ready to listen. Contact Mario (information in the box at the bottom of this page) if you will take one of the days. And thank You!

Badge Board Greeters

Dec 13th Larry Sonntag—New Mexico Business Coalition
Dec 20th
Dec 27th **THERE WILL NOT BE A MEETING—Christmas Holiday**
Jan 03rd **THERE WILL NOT BE A MEETING—New Year's Day Holiday**
Jan 10th
Jan 17th

Upcoming Speakers

Dec 13th
Dec 20th
Dec 27th **THERE WILL NOT BE A MEETING—Christmas Holiday**
Jan 03rd **THERE WILL NOT BE A MEETING—New Year's Day Holiday**
Jan 10th
Jan 17th

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