

## EAGA Business Builder

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



Mr. Saban was born in Norwich, England. His mother is English and his father is Croatian. After living in England for the better part of a while, his Mom re-married and Laurence's new Step-Father was in the US Air Force. Culture shock was next on the list for the young Mr. Saban when, in 1986, his Step-Dad was reassigned and the family moved from England to Clovis, NM. A couple of years later, Laurence made his way to college at NMSU and, in 1993, he graduated with a Marketing Degree. Mr. Saban then entered the business world. First, working in the telecommunications industry, then jumping into the pharmaceutical/medical world. The last time he worked for someone else, Laurence was a Regional Sales Manager for Cardiac Science, selling AED devices. He enjoyed the work and the people that he met, but in 2013, he was let go from that company. Laurence thought the devices served an important purpose and making them available to the general public was a very worth-while endeavor. So he started his own company to sell them. That is how AED One-Stop Shop came into existence. AED is an acronym for 'automated external defibrillator'. The devices are to be used for restarting the heart rhythm of a person that has suffered a sudden cardiac arrest. A cardiac arrest is not a type of heart attack. Heart attacks involve the 'plumbing system' of a person's body [heart, blood, vessels, etc.]. Heart attack victims don't lose consciousness. A cardiac arrest involves a person's electrical system. The impulses that fire to make a heart beat properly will be stopped or disrupted and the person's heart quits working. The victim loses consciousness and just collapses. The medical condition is unpredictable, and it kills more than 1,000 people per day. It is not selective either. It can happen to men or women, all nationalities and races, and any age group — even children (about 7,000 children die from cardiac arrest each year). If the victim's heart can be restarted within 1 minute, there is a 90% chance that they will survive. But the chances of survival drop by 10% for each minute that the cardiac arrest continues. That means that if the heart is not restarted within 10 minutes, there is almost no chance that the victim will survive. Because of the urgency, simply calling 911 will most likely not be good enough to help the victim. But, having an AED readily available will give the victim a chance for recovery. The devices were first used 30 or 40 years ago, and over time have been improved with better technology and operation. They are designed to be used by ordinary people without any particular knowledge of medical procedures. Laurence sells 6 models, made by 4 different manufacturers. Each model has some sort of difference from the others, but they all operate by using voice prompts, visual prompts to assist the operator, and all are capable of determining whether or not the victim is actually in cardiac arrest (it wouldn't be advisable to administer a shock to a person whose heart is already beating, and the devices are designed to not let that happen). The AEDs also have an audible metronome to assist with the rate needed for proper CPR. The cost for a standard machine is about \$2,000. There is also a model for about \$1300 and two or three others that cost a little more. The price differences reflect the amount of 'bells and whistles', or better phrased, 'added advantages' that they have. Some provide the prompts in different languages; some have Wi-Fi capabilities; some are manageable via cellphone for maintenance purposes; and some can communicate with incoming EMS personnel to let them know the status of the situation. The AEDs will also self-monitor some maintenance items (like low battery power), and will flash lights and chirp when service is needed. Last year's high-profile incidents of cardiac arrest involving football player Damar Hamlin and basketball player Bronny James have made the public more aware of how serious the sudden cardiac arrest is, so there has been a substantial increase in interest about the AED devices. AED One-Stop Shop has grown from its original small space at his home to now be a multi-location operation that serves customers in many states. He provides AED devices to corporations, schools, cities, counties, gyms, law enforcement, and some are in boats and planes. LANL has over 500 AEDs, DOE has about 200. The machines are built to last, too. Batteries and electrodes have a 4 year life and everything else should last a lot longer. The devices, except the electrodes, can be used multiple times. The electrodes are a one-time thing, so must be replaced after each use. The AED packs come with scissors, a razor for removing chest hair if necessary for a good electrode connection, and a one-way CPR mask. Mr. Saban has now expanded his services to include CPR training classes and he offers mobile trauma kits too. Those kits have everything needed to treat a variety of wounds and injuries. The larger version includes an iPad for getting instructions on how to treat specific injuries and what to do in specific situations. It can also provide a readout to arriving EMS personnel. The smaller version of the kit also has most of the same contents and instructions, but provides the assistance via a cellphone instead (cellphone tower connectivity is not necessary because the system itself contains all the software). If you want to know more about acquiring an AED or a mobile trauma kit, you can call Laurence at 505-350-0670. He would also like for you to contact him if you know of any business that could use an AED, or if you know of anyone interested in being a reseller for any of his products. BTW: Mr. Saban isn't just AED and Trauma kit 24/7. He has other aspects of his life as well. He was married for 22 years before getting a divorce and he has three great sons: Spencer, Parker and Asher. Laurence is also focused on his health. He is taking part in a "75 Hard Challenge". That involves 75 consecutive days where he is on a strict diet; has two 45 minute workout sessions (at least one of them outside); drinks a gallon of water; and reads 10 pages from a book. He says that he is feeling good and, although the challenge is not intended as a weight loss program, he has dropped a few pounds. He didn't mention which book he is reading, or if he will be near the end after 750 pages.

◆ EAGA's 2024 Jim Fanning Memorial Trap Shoot has been scheduled for Saturday, September 21st. As always, it will be a great event and even if you haven't fired a shotgun in awhile (or ever) you will have a good time. This year participants will have 75 tries to hit a clay, so sign up and give it a shot (pun intended). Loaner guns will be available. The event will begin at 8:30 AM with a mandatory safety meeting and shooting will start at 9:00am. We are asking the shooters to arrive at ATC (Albuquerque Trap Club) for breakfast at 8:15. And please note: Anyone planning to shoot must attend the mandatory safety meeting. There are some safety requirements too: Make sure to open the action of your shotgun at your vehicle and keep it pointed in a safe direction at all times. Anyone found with a loaded gun will be immediately asked to leave ATC facility. After the event, there will be a gathering at Rio Bravo. There will be a raffle for a nice firearm again this year. Proceeds from that will go to door prizes for the event. Raffle tickets will be available at our breakfast meetings through September 17th. Event sign-up sheets will be available at our breakfast meetings too. If you have any questions about the event, please contact one of the members of the committee: Jack Zipper, TJ Maloy, Rick Reese or Walter Bracken.

◆ First announcement of a new member application:

**Ace Handyman Services**

**Representative: Victor Ulibarri**

**Category: Handyman Company**

**Sponsor: Steve Douglas**

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

## Badge Board Greeters

Aug 20 <sup>th</sup>	Rick Reese—Blue Ristra
Aug 27 <sup>th</sup>	Matt Darnell—New Mexico Trailer Depot
Sept 3 <sup>rd</sup>	No meeting—Labor Day week
Sept 10 <sup>th</sup>	Lance Darnell—Darnell Cable and Fasteners
Sept 17 <sup>th</sup>	
Sept 23 <sup>rd</sup>	
Sept 30 <sup>th</sup>	

## Scheduled Speakers

Aug 20 <sup>th</sup>	Paul Wynn—Acme Iron & Metal
Aug 27 <sup>th</sup>	Jack Thompson—Legacy Mortgage powered by Guild
Sept 3 <sup>rd</sup>	No meeting—Labor Day week
Sept 10 <sup>th</sup>	Kevin Lorenzen—Aflac
Sept 17 <sup>th</sup>	Lawrence Herrera—Performance Ranch
Sept 23 <sup>rd</sup>	
Sept 30 <sup>th</sup>	

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