

EAGA Business Builder

September 9, 2025

Member speaker Laurence Saban w/ AED One Stop Shop



This week's presentation highlighted the critical role of Automated External Defibrillators (AEDs) in improving survival rates for cardiac arrest victims. A participant shared a personal journey that reinforced the importance of promoting AED awareness and accessibility, noting that survival rates can reach 90% if an AED is used within the first minute—yet out-of-hospital survival remains below 5%. The conversation emphasized the urgency of placing AEDs in public spaces and homes while outlining their user-friendly features, safety mechanisms, and the vital role of CPR following a shock. Affordability and advancements in technology, such as longer-lasting batteries and pads, were also discussed, underscoring the importance of replacing outdated devices.

Attention was also given to challenges faced by schools, many of which only have a single AED despite mandates to increase accessibility by January 1. The group discussed the competitive landscape of the AED market, stressing the need for effective sales strategies, sufficient inventory, and strong customer responsiveness. The session closed by highlighting the team's training services and the importance of widespread CPR education, reinforcing the message that proper deployment, maintenance, and training are essential to ensuring AEDs can save lives when needed most.

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Business Leads:

- None to report. Please announce your business leads during our leads & reciprocity portion of our breakfast meeting.



Announcements:

Due to upcoming renovations to Tanoan, we have decided to hold our weekly breakfast meetings at Rio Bravo Brewing the first Tuesday of October. The plan is to meet at Rio Bravo Brewing for the 4th qtr. 2025 and possibly into 2026. Please update your calendar.

When: October 7, 2025

Where: Rio Bravo Brewing

Membership Directory:

The process is under way to publish this year's member directory. All new members, please provide a professional head shot to Mario Hernandez or take a photo w/ your cell phone. Mario will be available to take pictures after breakfast for the next 3-4 weeks if you cannot provide a picture.

Upcoming Events:

- Jim Fanning Memorial Trap Shoot **September 20th** at the Albuquerque Trap Club.
Arrive at 8am for breakfast, practice and the Safety meeting.
Start time: 9am
Non-member guest fee: \$125
Sign-up sheets are available



Badge Board Greeters Schedule

September 16- Rion Marcus w/ NM Chiropractic

September 23- Lawrence Herrera w/ Performance Ranch

September 30- Ben Gonzalez w/ BG Physical Therapy

Speaker Schedule:

September 16- President Round Table

September 23- Open

September 30- Damian Pascetti w/ Pascetti Steel

October 7- Zack Telford w/ Pattison Pension

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