

Emily Ballus is "The Rejuvenator"

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Heat wave triggers health woes

Concerns rise with Central Valley temperatures

By Howard Lachtman

With triple-digit heat sending scores to local hospitals and clinics, the California power grid pushed to a record peak, blood supplies at low levels, and the first human case of the West Nile Virus marking the return of a local menace, the end of July found the Central Valley facing both seasonal and unusual health perils.

"The heat is taking a toll on everybody, especially those who have underlying medical conditions, and the very old and the very young who need other people to take care of them, said Dr. Karen Furst, public health officer for San Joaquin County.

Furst and other officials called on county residents to take measures to ensure the safety of their families and friends, especially in view of deaths attributed to the sweltering summer.

"There are people around us all who need some assistance," Dr. Furst said. "We are asking people to look out for each other, for very young children and for elders who might be living alone. Keep checking on them and make sure they are OK."

Hospitals and clinics throughout the Central Valley reported increased numbers of patients seeking care and treatment for conditions ranging from heat rash and heat cramps to heat exhaustion and heat stroke.

The hot weather season also brought to attention the need for replenishing blood supplies--especially O Positive and O Negative--which at one point were declared at "emergency" low levels and could, officials warned, fall again.

Delta Blood bank, which serves 16 area hospitals in Stockton, Lodi, Manteca, Tracy, Oakdale, Modesto, Turlock and the Mother Lode communities of

Sonora and Placerville, is concerned that low levels of Type O could prevent its availability for some patients requiring transfusions or undergoing surgery, and those receiving treatments for a variety of diseases.

Type O recipients usually cannot receive blood from any other blood types, making the current shortage extremely difficult for hospitals treating these patients. As Type O can be used by people with other types of blood in emergencies, there may be little left in stock for those specifically requiring this blood type.

"The summer months are a time of critical shortage for the blood supply," said Delta Blood Bank donor operations manager Shirley Lockhart.

Ms. Lockhart cited summertime absences of regular donors and the seasonally high accident rate as factors contributing to shortages.

"Summer means more travel and more accidents, and so more blood is needed for trauma victims," she added. "And each day, our hospitals need blood for patients receiving treatment for cancer and heart surgery, for premature babies and burn victims.

Our local communities are growing, and so the need for new and repeat donors is ongoing."

Delta Blood Bank urges all eligible O Positive and O Negative blood donors in the region to donate blood as soon as possible at any donation center or obtain information about doing so at (209) 943-3830 or www.deltabloodbank.org.

Although the heat peaked at a record 115 and 113 degrees on July 23 and 24, officials are concerned that excessive temperatures or another long duration of triple-digit weather could return in August. The risk of hypother-

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**UOP is reaching
out to the community**

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Plastic surgeons use common sense, expertise and customer service to create the art of the flesh

By Craig W. Anderson

TV has propelled plastic surgery into public awareness with shows like "The Swan," "Extreme Makeover" and "I Want a Famous Face."

Perhaps most famous, or infamous, of all is the incredible "Nip/Tuck," wherein two amazingly studly plastic surgeons clash with each other and pursue bikinied bimbos in the never ending search for the perfect augmentation--and good ratings.

"Nip/Tuck? Well, it's a little different here in the Central Valley," said plastic surgeon Dr. Robert Gray of Manteca.

However the tube may contribute to interest in plastic surgery, Dr. Gray said, it has benefited greatly from those wellness aficionados, the baby boomers.

"They're very much into taking good care of their bodies. They want to have the outside look and feel as good as the inside. It's whole body wellness."

Dr. Gray is certified by the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology/Head and Neck Surgery. He has offices in Man-

teca and Pleasanton and has surgical privileges at Doctors Hospital of Manteca, Sutter Tracy and Valleycare in Livermore and Pleasanton.

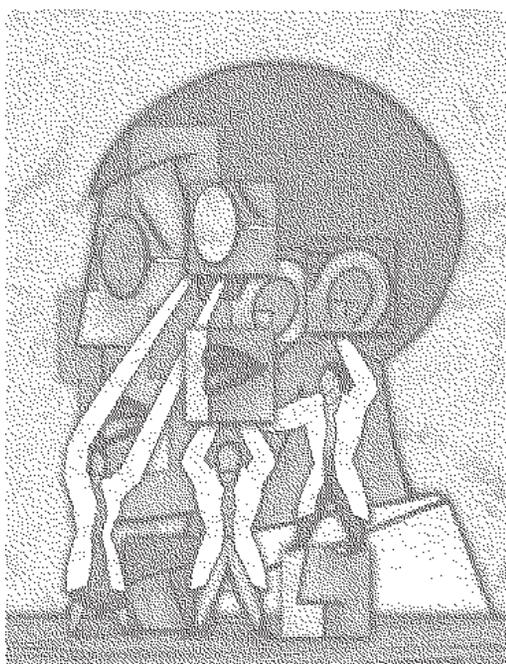
Plastic surgery has become much more mainstream than ever before, he said, citing TV talk shows and print media as well as fantasy programs. The popularity of plastic surgery has increased steadily year to year.

"Business is good for me and plastic surgeons throughout the Central Valley," Dr. Gray said.

The profession has enjoyed rising popularity and profitability throughout the nation as well. In 2005, total expenditures by patients for a wide range of procedures amounted to more than \$7.43 billion. The surgical procedures that generated the most money included nose reshaping (\$1.04 billion), breast augmentation (\$992.2 million), liposuction (\$751.7 million), tummy tuck (\$593.1 million) and eyelid surgery (\$584.5 million).

Botox led the cosmetic, minimally invasive sweepstakes with \$1.39 bil-

lion, followed by chemical peel (\$649.2 million), laser skin resurfacing (\$536.5



million), laser hair removal (\$317.8 million) and soft tissue fillers (\$271.9 million).

To avoid confusion, keep in mind that plastic surgery is a general term for operative manual and instrumental

treatment performed for functional or aesthetic reasons. The word "plastic" originates with the Greek *plastikos*, meaning to mold or to shape.

However, not every plastic surgeon deals with every element of the profession. Some, like Stockton-based Dr. Stuart Jacobs, specialize in all types of traditional and cosmetic dermatology. His practice offers photorejuvenation (eliminating age spots, Botox application, reducing large pores, and repairing sun damage), laser hair removal and treatment of all skin disorders, skin cancer, mole removal and relieving excessive sweating.

A board-certified dermatologist, Dr. Jacobs is a past instructor at UC Davis and has been a dermatologist in San Joaquin County for more than 28 years.

"There are many non-invasive treatments that can be done so clients don't have to go under the knife," Dr. Jacobs commented. "For example, Botox is absolutely safe and is the number one, non-invasive treatment in the world."

He added that people had to get used to the terminology of plastic sur-

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Correction

In the July issue the following announcement was placed with an incorrect photo.

Brookfalls adds new co-owner and regional operations manager

Steve Hubbard has joined the Stockton-based Brookfalls Water Co. as co-owner and regional operations manager. Former field operations manager for Alhambra Water Co. in Sacramento, Santa Rosa and Chico, Mr. Hubbard will be responsible for managing the bottled water and coffee distribution business of Brookfalls in the greater Sacramento area. A Stock-

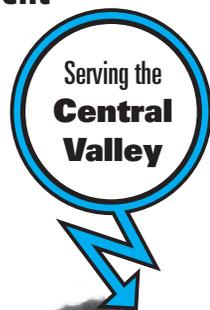
ton native, Mr. Hubbard began his career in bottled water working for his grandfather, Bob Miloslavich Sr., at the former Polar Water Co. He is a graduate of Tokay High School in Lodi, an Army veteran of Gulf War operations and resides in Roseville with wife Trisha and sons Stevie and Philip.



Hubbard

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Pesticides

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State officials estimate consumers used more than 2.2 million pounds of pyrethroids via OTC sales while California exterminators and farmers used much less, about 1.1 million pounds in 2004.

When chemicals such as this are used by agriculture and other professionals, the applications must be reported. However, homeowners are not required to report anything; and this, said Mr. Brank, makes it difficult to quantify the extent of OTC pesticide misuse. But, he added, "This area will receive more attention in the next couple of years."

The DPR, along with the USDA, monitors pesticide residue on commodities imported into the United States. It's a huge undertaking.

Mr. Canevari said random samplings of the hundreds of produce trucks coming over the border cover from Mexico is only a very small percentage, but it is effective in making processors and growers do the right thing.

"If a violation is found, the truck is impounded and the shipment is sent back, and that's very expensive for producers and processors in Mexico."

Mr. Brank added that American companies are now responsible for a significant portion of the imported produce through partnerships or outright ownership of foreign producers. This provides "a strong incentive" to follow U.S./California rules. In fact, he said, some impose standards of their own that are even tougher.

Another way of looking at reducing pesticide use is to intercept pests at border checkpoints. Preventing insects and other pests from entering the country means less pesticides will be needed to eliminate them.

The scrutiny by the DPR and other agencies, coupled with the highly regulatory atmosphere, has been challenging for pesticide producers, according to Larry Beck, president of Mid Valley Ag Service of Linden.

Mid Valley sells pesticides to the ag industry. Mr. Beck said that due to pressure from regulatory agencies, the number of major manufacturers has dwindled from 30 to six. The \$7 billion per year industry

has fallen to \$5.5 billion.

Despite the apparent problems, Mr. Beck said the products being used today are "very, very safe because they're target specific and not as broadly based as in the past."

Perhaps the biggest hurdle for a company intending to bring a new pesticide to market is the tremendous expense required to do. From discovery to registration, it takes about ten years and \$100 million for a new pesticide, according to Mr. Canevari. The odds are overwhelmingly against success.

"Tens of thousands of new pesticides are discovered, but only five or six make it through the process, and only one or two are finally registered," he explained.

Education is also a primary tool in protecting workers from the adverse affects of chemical pesticides. San Joaquin County pursues an aggressive education campaign to inform growers and workers about how to comply with the myriad California regulations.

"We host 11 meetings each fall regarding pesticide regulations, going over old and new regs, conducting training sessions with farm workers in reading labels, proper clothing and applying materials safely and successfully," said Mr. Hudson. "For the most part, growers are very conscientious in protecting their workers, the environment and consumers. It makes good sense to do all three."

Agricultural commissioner's offices statewide are charged with issuing citations when pesticide policy violations are discovered, he added.

Which sector should take the lead in promoting the safest possible use of pesticides: farmers, exterminators or urban users?

For the DPR's Glenn Brank, the answer is indivisible.

"We want everyone to consider the use of least-toxic, reduced-risk pest management, which is why we are promoting IPM in both the ag and urban sectors. We think our farm friends have already enjoyed a lot of success with IPM, and perhaps our urban constituents will learn from them."

Plastic

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gery and get over adverse images (especially of Botox as a poisonous toxin), in order to accept the benefits that could be theirs.

"I think the misconceptions about what we do have been overcome because we offer consultations which explain all the options and because there is little or no downtime or discomfort," Dr. Jacobs said. "Our aim is to always inform, educate and support our clients."

As in any business, if success is the goal, customer service – patient care in this case – comes first. Dr. Jacobs' staff of eight professionals helps him provide that care.

Dr. John Silverton, board certified by the American Board of Plastic Surgery and a member of the American Society of Plastic Surgery, among other professional societies, was born and educated in England, served as chief of surgery at Dameron Hospital for six years, taught at UC Davis and wrote two books, "The Essentials of Plastic Surgery" and "Scalp Tumors."

"I'm incredibly busy," he said. "I didn't expect plastic surgery would evolve as it has. Historically, the profession made great strides during World War Two because of treating injuries such as burns on pilots. Micro surgery really got its start during the war and things are coming out of Iraq now that will help plastic surgeons."

His primary areas are breast enlargement, lifts and reduction, liposuction, tummy tuck, ear pinning, face lifts and eyelid improvement. The procedures are done in his state-of-the-art, fully accredited surgery suite.

Dr. Silverton believes plastic surgery is a meeting of medicine and artistry, with every patient offering a different challenge.

"The plastic surgeon must think in three dimensions," he said. "It helps to have an artistic mind because a log of design work and planning ahead is imperative to achieve good results."

Dr. D. Gordon Anderson isn't concerned about how the profession is depicted on the tube.

"It's obviously a fantasy and people realize it's over the top," he said.

In practice in Modesto for more than 30 years, Dr. Anderson – certified by the American Board of Plastic Surgery – sees primary challenges in controlling costs, delivering "superb customer service" and being absolutely certain patients understand the procedures. Patients, he said, must also have "realistic expectations."

A potential client's age doesn't really matter, but his or her good health is the determining factor for plastic surgery candidacy.

"It's really open to anyone," he said, "but our clients are mainly women who mainly have eyelid surgery."

Dr. Anderson recommends strongly that anyone interested in plastic surgery talk to patients, do research on the Internet and meet with the doctor to learn what to expect from the surgery.

Working with Dr. Hamid Amirshaybani – who performs mostly tummy tucks and liposuctions – in their accredited surgical suite, Dr. Anderson said it is also important that potential clients make sure on-site surgical suites are accredited.

Dr. Gray specializes in facial procedures – eyelids, nose and facelifts. He noted that more men in their 50s and 60s are coming in for Botox and laser treatments. Appearance is important to them, he said. In certain professions, maintaining a youthful face is "an investment in a career."

Of course, liposuction for guys also gives their self esteem a lift, said Dr. Silverton. That's a motivation for many males who consult him to have their "love handles" and "spare tire" reduced.

Whether it's a nip and tuck or a procedure designed to offset the ravages of disease, plastic surgeons seldom view their work as routine.

"I still get excited about some procedures," Dr. Gray said, "especially repairs of accidents or cancers requiring reconstruction."

In the hands of these skillful surgeons, plastic surgery is an art. The art of the flesh.

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