

From the Experts

As an expert in your field, you can write an article to share your expertise with our readers. Your business would be identified as the sponsor of the article and your logo, picture and contact information would be included with the article. From the Expert articles are available in either half-page or full-page sizes.

Specifications:

- We will accept only one article per topic per magazine – these are reserved on a first-come, first-served basis
- Deadline is two days prior to the normal ad deadline:
 - 3rd of the month for Brecksville Magazine, Broadview Journal, Independence Today and Sagamore Voice
 - 13th of the month for Richfield Times, Hinckley Record, Bath Country Journal, Hudson Life and Twinsburg Tribune
- Submit the article in Word or other text format
- Pictures and logos may also be submitted but are not required
- The recommended word counts are (cannot exceed maximum count):
 - Half-page: 300-400 words
 - Full-page: 850-950 words
- Pricing:
 - Half-page: \$70 with paid half-page ad or larger (\$170 without)
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 - Multi-magazine discounts do not apply
 - Color is available at regular rates
- The article must be about the specific topic not about the business
- Contact information for the business/author can be included in the italicized section at the end
- We may edit the content for clarity and length
- We reserve the right to not accept an article if we deem it inappropriate or for other reasons
- Format:
 - Half-page: Vertical (one or two expert articles per page)
 - Half-page with ad on same page: Horizontal or wrapping ad

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FROM THE EXPERTS



Prepare For The Cold Now

by Tom Olecki

Cooler weather is showing its face, and we will soon be calling on our heating systems to go back to work for us. The change of seasons requires us to prepare our heating systems for the long cold winter ahead. These checks need to be completed before you click the thermostat to heat.

If you think you are done using the air conditioner, turn off its breaker or fuse. If you do not, the small amount of heat generated in the air conditioner makes a perfect home for mice in the winter. Should they nest in the A/C unit, they can do quite a bit of damage to the wiring or insulation. Also, put a cover on the A/C. Use a quality custom cover that breathes or even just a piece of plywood on top to help keep out the snow and leaves.

Change the furnace filter if it is a throw-away style. If it is washable, simply hose it off or use a mild detergent to remove greasy dust.



**Tom Olecki, owner,
Broadview Heating**

If you have a humidifier, some styles have a damper in them that should be reset to the winter position. Humidifiers also require cleaning once a year and replacement of its pad or water

panel. If it has a manual humidity control, turn it on and set it for 35 percent humidity.

Make sure the area around the furnace is uncongested and nothing is leaning against the furnace or restricting airflow.

If you have an electronic or programmable thermostat, change its batteries and the batteries in the smoke or CO detector.

If your furnace has plastic exhaust pipes through the side of the house,

make sure they are clear of vegetation and that wasps have not built a nest in them over the summer.

Have your system professionally serviced at least once a year. This allows the furnace to run at peak efficiency and ensures that it is operating safely. It does not matter when it is inspected, just have it done once a year.

Lastly, turn the furnace on now to make sure it works before you really need it.

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Questions are always welcome. For free help with your heating/cooling system ask the experts at broadviewheating@sbcglobal.net or 440-526-7310.



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Monthly Focus: Brain Injury and Trauma

by **Jeanne Hall, QBS**

In the last 30 years, incidences of traumatic brain injury have increased dramatically. Brain injury has become a significant medical and societal concern as the costs can be astronomical. Approximately 1.7 to 2 million people sustain a traumatic brain injury annually. It is caused by a bump, blow or jolt to

the head or a head injury that disrupts the normal function of the brain; it accounts for 52,000 deaths and 275,000 hospitalizations annually. (cdc.gov) In Canada, 66 percent of TBI survivors living in the community reported an ongoing need for assistance with some activities of daily living, 75 percent were not working, and 90 percent reported

limitations or dissatisfaction with social integration. The lifetime costs for one person surviving a severe TBI can reach \$4 million.

The effects of traumatic brain injury may include any or all of the following: severe memory loss, impaired reasoning skills, paralysis of the limbs, loss of vision, smell and/or hearing, speech impairment and headaches or seizures.

Recent best practice models indicate that biofeedback is an advantageous means of retraining the brain and nervous systems after trauma. The TOPS program of East Carolina University, utilized biofeedback with wounded warriors suffering from TBI and PTSD and found that biofeedback showed recorded increases in positive mood and interpersonal skills; decreases in pain, agitation, anxiety and panic, and better control of anger for a large majority of their participants.

INDIGO Biofeedback offers great potential for addressing the stress, pain and anxiety suffered by trauma and TBI survivors. Clients with damaged central and autonomic nervous system responses will benefit from our unique, individualized retraining programs; while learning how to gain better relaxation responses, and control over psychological reactions.

The INDIGO provides specialized protocols and individualized reports of stress reactions for each client's optimal education, as well as cognitive and behavioral retraining. While traditional biofeedback and neuro-feedback work exclusively with brain waves or heart rhythms, the INDIGO generates holistic programs designed to retrain emotional as well as physical responses in all areas of the body and mind.

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Community Assistance Relieving Effects of Stress

If you or someone you know has experienced a trauma, injury, nerve or brain damage which has diminished their quality of life, attend the free INDIGO CARES informational workshop at R & R TIME 8180 Brecksville Rd. Brecksville, Ohio 44141.



FREE COMMUNITY HEALTH EVENT
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Start thinking about Patio Plans for the Fall

by Jeff Rak

When you start thinking about an outdoor living area there are many choices to make. One of the biggest things to consider is the flooring options. Being in business for over twenty plus years has allowed me to see and work with many different materials.

Our company uses a variety of materials from concrete pavers to natural stone. Each type of material has its place in the landscape. Over the past few years we have had several requests for a product called Travertine. We have installed several projects using Travertine pavers for patios and I must say it looks great.



Jeff Rak

What is Travertine? It is a form of limestone deposited by mineral hot springs. It is a unique material that mainly comes from Turkey but also found in Mexico, Italy and a few other countries. It comes in a variety of colors from off white, beige and tan to a light brown. Travertine has been used for years in resorts and building in the United States.

We are now starting to see Travertine used more and more in patios and outdoor living area. Why? You might ask. Travertine has a real rich and classy look. It is perfect for pool decks because it has a natural tendency to stay cooler. Travertine is not as thick as concrete pavers so it can easily be installed around an existing pool. Travertine can take an average patio project and make it amazing. This is a material that you just have to see to appreciate.

The last question we usually get is "how much does it cost". It cost only a few dollars more per square foot than an average concrete paver would cost. If you are looking for something different that will set you apart from everyone else in the neighborhood travertine is the product for you.

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Jeff Rak is the president of Land Creations Landscaping, a design/build firm in Columbia Station that specializes in creating outdoor living spaces, planting,

water features and lighting. Jeff is a graduate of Ohio State University with a degree in landscape design and horticulture and is an Ohio certified nursery technician. Contact him at 440-748-2500 or jeff@landcreationslandscaping.com, or visit www.landcreationslandscaping.com.

What To Look for in a ACT/SAT Prep Program

by Greg Yasutake

Now is an ideal time for the college-bound student to prepare for the upcoming ACT/SAT tests.

What should parents and teens look for in a college entrance exam prep program? Greg Yasutake of the Broadview Heights Huntington Learning Center offers several tips:

Have a starting point. It is impossible to design an effective study program without first understanding strengths and weaknesses. Before studying, your teen should take a practice exam to determine the areas on which he or she should focus.

Incorporate time management into the program. The ACT and SAT are timed exams with no time to waste. Good time management will help achieve the best score possible.

Work on test-taking strategies. The most important component of performing well on the ACT and SAT is having solid subject-matter knowledge, but there are other things your teen can do to improve performance. Learning to work well under pressure and quickly eliminate wrong answers are two examples.

Continue to practice. Taking full-length, timed practice exams is a crucial part of studying and the best way to get a feel for the exam's organization, the time allowed for each section and the various types of questions.

Develop a study timetable. Each week of the prep schedule should be planned out with goals and areas of focus. Be sure the teen does not overlook the other sections, and remember that even preparing for one exam section will require a time commitment and good study plan.

"The ACT or SAT may be one of the most important tests your teen ever takes," said Yasutake. "A targeted program that addresses weaknesses and helps develop good test-taking skills and strategies will help achieve the best possible score."

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For more information about Huntington Learning Center, contact Greg Yasutake at



Huntington
LEARNING CENTER

440-526-0357 or YasutakeG@hlcmail.com.

Founded in 1977, Huntington is a pioneer and leader in the tutoring industry. For over 35 years, Huntington has provided quality instruction to hundreds of thousands of students. Huntington prides itself on being "Your Tutoring Solution" for students in all grades and subjects. They tutor in academic skills, such as reading, phonics, math and study skills; and in advanced math and science subjects ranging from algebra through calculus and general science through physics. They also prepare students for state and standardized entrance exams, such as high school entrance exams and the ACT and SAT.

FROM THE EXPERTS

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Stop the Frustration

by Jim and Jeremy Abraham

Q. I need some advice, when I get my haircut, my hair looks good when I leave my salon, but after I get home and it dries, it looks unfinished. What can I do about that?

– Cathy from Broadview Heights

A. Hi Cathy, it sounds to me as though you get your hair cut wet and the stylist does not blow it dry and finish the cut. This is a common problem in salons, because they



Jeremy and Jim Abraham

think price is more important than quality. You should really have a great experience and cut every time.

I will not allow that to happen at our place. We start your ex-

perience with a scalp message shampoo followed by your cut and a thorough blow dry. We then texturize and finish your haircut so you look great each and every time.

Q. Last year you had an article talking about your son who is the Marine. Can you give us an update on what he's doing now?

– Anonymous

A. Yes and thank you. Josh is still a 1st LT in a secret recon unit. He won't tell us much about it, for obvious reasons, but he is continually on maneuvers preparing his troops for action.

Josh will be deployed within the next six weeks for a tour of duty that will last approximately seven months. We believe he will be assigned to an area in the Middle East (Where all the bad action is).

Please continue praying for him. We appreciate that.

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Experience Hair Studio is located at 4131 Streetsboro Rd. (Route 303) in Richfield. For more information, please visit the salon's website at www.hairbyabraham.com.

65th Annual Horse Show Provided Family Fun

by Laura Straub

The River Ford Area of the Brecksville Metroparks was overrun with horses and spectators on Sunday, Aug. 5, for the 65th annual Kiwanis Club Horse Show. Rain did not dampen this year's show, which had two rings – the Main Ring with about 50 classes of competition and the Hunter Ring with about 30 classes of competition.

The majority of riders are of high school and college age; however, the competition is serious said Mike Memmer, Kiwanis member and chairperson of the show.

Riders travel from all over Northern Ohio and parts of Pennsylvania to compete at this Central Ohio Saddle Club Association (COSCA) sanctioned event.

Because it is affiliated with COSCA, participating riders have the opportunity to receive points, which will be combined with points earned at other COSCA competitions to culminate in a yearlong score.

Because this event is sanctioned by COSCA, the planning must begin early. Memmer and Fred Burkhalter, Brecksville Kiwanis Club secretary, began working on the show in January when they hired certified judges and stewards. Show preparation typically kicks into full gear in mid-May when advertising and sponsorships become a main focus.

"The real work to get ready for the show starts the Monday before," said Memmer.

Unlike many horse shows, which are held at venues such as a county fairgrounds or locations with permanent horse rings, this show takes place in an area with no permanent fixtures.

"One thing that is unique about our show, and not in a good way, is that it is set up in a field," said Memmer.

It takes manpower, coordination and hard work and help from the city of Brecksville and the Cleveland Metroparks to get the venue in shape the week leading up to the show.

Along with setting up stands for spectators and a booth for the show's featured vendor, Clippity Clop, the Kiwanis Club takes special care in preparing for the annual stick horse building activity. All children in attendance had the opportunity to build a stick horse, using a broomstick and sock monkey. At 4 p.m. on the day of the show the children rode their stick horses around the ring, where the actual competition took place.

Other events at this year's horse show included a magician, face painting and featured artwork from area artists and sculptors. As always, concessions were available for purchase, the most popular was the pie tent with its homemade pies.



Riders and their horses gathered in the ring to await the start of the egg and spoon contest.