ScripType Publishing Inc.

Business Profiles

Tell your story. Help readers get to know your business.

A Profile tells a story that goes beyond a traditional display ad. It can introduce your business, highlight its people, showcase a project or share an important achievement.

ScripType writes and designs the feature using information gathered through an interview, then sends you a proof to review and approve before publication.

Start with the story you want to share

A strong Profile has a clear focus. Think about what you want readers to understand about your business and which experiences, people or examples will help tell that story. You don't need to cover everything your business does. A focused feature helps readers understand what makes your business distinctive.

Choose the approach that fits

- **Business Profile** – Tell your business's story through a feature focused on the message you want to share. Highlight what makes your business distinctive, what you offer or the value you provide.
- **People Profile** – Introduce the owners, employees and personalities behind your business. Their experience, interests and roles can help readers get to know the people they may work with.
- **Project Profile** – Show how your business approached a noteworthy project, challenge or transformation. Explain the situation, the work involved and the result, with photographs that help readers see the story.
- **Milestone Profile** – Celebrate an anniversary or achievement. Share what the milestone represents, how the business reached it and what comes next.
- **Employer Profile** – Introduce prospective employees to your workplace, culture and career opportunities. Give readers a sense of the people, work and experiences that define your business as an employer.

What you provide

You do not need to write the feature yourself. Tell us the story or message you want to share, and provide the name, phone number and email address of the person our writer should interview. You may also supply photographs, your company logo and background materials that help illustrate the story.

What ScripType does

A ScripType writer will interview the person you identify, write the story and design the layout. We'll send you a proof to review, with an opportunity to request changes before approving the finished feature.

Plan your Profile

Most Profiles are one or two pages. Milestone Profiles are available in any size.

Profiles are priced at the applicable display-ad rate, less any applicable multi-magazine discount, plus a one-time $75 production fee. See **Ad Sizes & Rates** for current display-ad prices.

Contact us to discuss your story, select the magazines and plan the timing of your feature.

See the following pages for examples of published Profiles.

330-659-0303 · ads@scriptype.com

Approved Plumbing celebrates 85 years of service in Northeast Ohio community

For 85 years, Approved Plumbing in Broadview Heights has offered personalized and transparent plumbing services ranging from bathroom remodels and gas lines to pumps and filters, and everything in between. With a team of 12 employees, owner Jeff Schlekie said the company wants to take care of the community.

Approved Plumbing started as a one-man operation in 1940 when William Schlekie worked out of his home in Cleveland. His son, Dennis Schlekie, worked with his father as a youth and fell in love with the trades. When William passed away suddenly in 1977, Dennis took over the business, earned his plumbing license and poured his life into ensuring the company's success. By 1981, Dennis was operating the business out of his home and barn on a 3-acre property in Broadview Heights.

His dedication to customer satisfaction was evident throughout his career, spending his week managing the business and performing service and repair on the weekends. The company moved to its current location at 770 Ken Mar Industrial Parkway in Broadview Heights in 1999.

Jeff bought the business in 2020. "My dad created such a good business, my job is to make it better," he said.

Approved Plumbing has expanded its coverage over the years, and registers annually to work in 45 municipalities across three counties. Jeff said being a local business allows the company to understand each community better and makes working with inspectors and obtaining permits a seamless process.

Transparency is key when dealing with customers, and Approved Plumbing was one of the first plumbing companies to provide upfront pricing. "We don't charge per hour," said Jeff. "We charge per job. Every home is different and we treat every job as a unique, custom job."

Every employee participates in at least one hour of training per week to ensure they have a firm grasp on the basics and are versed in the latest plumbing techniques such as the modern tankless water heater.

"You have to know every customer and every job," said Dennis. "We don't cut corners and we treat every customer like family."

Approved Plumbing employees are dedicated to their craft and work to understand various plumbing infrastructures in residential, commercial and industrial areas. The company is a member of the Plumbing-Heating-Cooling Contractors Association, which outlines best practices in the trades and offers support and professional growth for employees. Jeff served as the local PHCC chapter president in Northeast Ohio for two years, in 2023 and 2024.

Approved Plumbing also has an A-plus rating with the Better Business Bureau and is a 14-time award-winning service contractor.

Jeff said the local business has thrived for 85 years because of the company's passion for caring about people. When working with gas and water lines, Approved Plumbing understands the implications of a mistake and Jeff is transparent with employees about their results and take customer reviews seriously.

"We offer personalized, customized service and our employees are honest and trustworthy," said Jeff.

Visit approvedplumbing.com or call 440-526-2905 for quality, local plumbing service.

–Paid Advertisement–

Precision Care for Stubborn Conditions: Point Zero brings neurology driven acupuncture to Hudson

Point Zero's approach to orthopedic acupuncture was developed to help anyone in pain perform better in life.

Daxx Vedrin, L.Ac., MSOM opened his acupuncture practice in Hudson after studying alternative medicine, apprenticing under a traditional naturopathic doctor and spending four years learning traditional Chinese herbalism and acupuncture techniques at the Institute of Clinical Acupuncture in Hawaii. He developed a talent for evidence-based electro-acupuncture, which is only one of the services he offers at Point Zero.

Every first-time visit starts with a one-on-one session with Vedrin, during which he performs a detailed assessment of a person's mobility and determines a treatment the same day. His process is to assess, determine a treatment plan, and create clear benchmarks for the patient to hit.

"Western medicine isn't designed to provide time to talk to people; that's where we differ," said Vedrin.

Treatments include neurofunctional acupuncture, which restores motor function and modulates the nervous system. This is typically the first line of treatment, when thin needles are inserted into the area affected by pain. Vedrin explained that the needles may be inserted into areas that are the root cause of pain elsewhere, for example, treating the shoulder for pain that connects down to the hip.

The needles are stimulated manually or with electrons to reset the various systems in the body ranging from nervous and immune to endocrine and exocrine. Vedrin said the level of stimulation is relatively painless and well-tolerated among his patients. The process influences nerve bundles, stimulates endorphins and influences opioids

in the body to naturally eliminate pain.

Benefits to acupuncture treatment go beyond pain relief. By moving the blood and oxygen into other areas of the body, Vedrin can influence the nervous system, improve digestive health, treat anxiety, and improve mental wellness.

His approach to phytotherapy combines traditional Chinese herbal medicine, western herbal medicine and advanced evidence-based food nutrients to address the underlying causes of disease. This evolution in herbal medicine addresses 21st century healthcare needs with a one-time natural approach.

Functional Range Release therapy combines palpitation and targeted manual techniques to address tissue dysfunction, enhance joint mobility, and promote lasting improvements in mobility. The focus on the central nervous system's role in movement makes this therapy a powerful tool for injury recovery and performance enhancement.

Vedrin's low level laser therapy stimulates repair of tissue, reduces swelling caused by bruising or joint inflammation, regenerates nerves, and accelerates cell reproduction.

Point Zero Acupuncture can help anyone in pain regardless of age or physical state. Vedrin has successfully treated professional and student athletes to help them find "more performance gains."

Each patient works with Vedrin to create an action plan after the first treatment that changes and adapts to the person as they react to treatment. In other areas of the medical field, patients can feel they are on a physical therapy loop that doesn't end. Vedrin believes clear demarcations of change are crucial in each patient's personalized plan.

"The goal is to get people to feel better. It's not supposed to be a lifetime commitment," he said.

To make an appointment, call the office at 234-602-1011, email frontdesk@pointzeroacupuncture.com or visit pointzeroacupuncture.com/reserve.

POINT ZERO ACUPUNCTURE

–Paid Advertisement–

Anthony Slabaugh Remodeling & Design finds success with client-centric approach

Like many of us, Nancy Bender spent extended hours at home during the pandemic shutdown and came out with ideas about how she'd like to optimize her Macedonia home's living spaces.

Bender, however, didn't have to hunt down contractor references when she was ready to realize her vision of a three-season room. She knew just where to turn.

"I called Anthony Slabaugh," Bender said. "We had done a few projects with his company before, and we are totally impressed with their professionalism, the quality of the work and the way the team communicates with us.

"This addition is by far the biggest and most spectacular renovation we've done, so we wouldn't trust it to anyone else."

Bender's sentiment is shared in dozens of online testimonials praising the remodeler's "excellent communication," "workmanship," "honesty and integrity," cleanliness, attention to detail and innovation. Many of the clients are second- or third-time customers while others say they will use the company again.

With November marking Anthony Slabaugh Remodeling & Design's 25th year in business, Slabaugh said he can't think of a more fitting anniversary tribute than the growing list of repeat clients and positive reviews.

"Our focus has always been on our clients," he said. "That is how we chose to differentiate ourselves years ago. We want to serve our clients with integrity and provide the most stress-free remodeling experience possible, so to hear our clients say that's been their experience is very rewarding."

Professional accolades, Slabaugh added, are a welcome bonus.

Most recently, the firm was named among Qualified Remodeler magazine's Top 500 U.S. home improvement companies for the second consecutive year. The list represents the industry's largest and fastest-growing companies based on project dollar volume, total years in business, industry association membership, industry certification, industry awards and community service.

Anthony Slabaugh Remodeling & Design Center opened its 2,000-square-foot design center and showroom, at 4724 Darrow Rd., in 2011.

Anthony Slabaugh Remodeling & Design made Qualified Remodeler magazine's Top 500 U.S. remodelers list for 2021, after debuting on the list in 2020.

"I have very good relationships and I'm in various industry circles with other remodelers around the country," Slabaugh said. "And the successful ones are all doing the same thing: coming through on the promises you make."

Planning, planning, planning

Slabaugh said his company's success is no happy accident. A carpenter, he started in the remodeling trade like many others, "by getting tools and a truck," he said. But after about a decade in the field, Slabaugh recognized that he needed to educate himself about the business to create the kind of systems and processes necessary for a thriving and sustainable enterprise.

"Since then, we have transformed from a trade practice to a design-build remodeling firm," he said. "That sounds fancy, but the whole idea behind it is simply to design and plan and make all decisions prior to swinging a hammer or tearing out a wall.

"This is where many contractors fail. They don't make the decisions beforehand and now they're in the build part of the project and they're making decisions. That is just a recipe for disaster."

Slabaugh's design-build process begins with a three-appointment consultation, where the project's vision

–Paid Advertisement–

The full-service, design-build remodeling firm specializes in kitchens and bathrooms but can transform any area into a beautiful and inviting living space.

is discussed, and a plan and a budget are developed. Clients are presented with a "Good-Better-Best" comparison to help them better understand and more easily align the project goals with anticipated costs.

3D modeling brings the project vision to life during the design phase, when clients can select from a large variety of cabinets, countertops, trim, tile and flooring materials at Slabaugh Remodeling's 2,000-square-foot Design Center.

A final cost estimate and production schedule lay the groundwork for construction to begin. Once renovations are underway, clients get access to the company's online construction management software to track payments and keep tabs on the project.

Bender said she could easily check the online tool and know "exactly what was happening each day, which was very helpful because I was never left guessing."

Coming through on promises

A strict adherence to the design-build process, according to Slabaugh, is not the only thing that sets his firm apart.

Just as importantly, he said, the company comes through on what he calls "the big three promises:"

- **"We do what we say we will do."** The reality is contractors often don't do what they promise, Slabaugh explained. "Sometimes they cut corners, and it doesn't get done right. Sometimes it doesn't get done at all. Either way the customer is left feeling disappointed and cheated."
- **"We do it for the price we said we would."** A pre-contract meeting brings each of the project's subcontractors and tradespeople together on-site to finalize pricing prior to a client's contract signature. That leads, he said, to a more accurate price guarantee.
- **"We do it in the timeline we said we would."** Slabaugh said ordering materials before a project begins is standard practice for his company. With today's longer lead times and material shortages, however, such planning has emerged as a necessity rather than a choice "in order to avoid headaches and lengthy delays," he said.

Slabaugh admits he couldn't make these lofty promises "without an incredible team." Unexpected issues and problems – from manufacturing defects and shipping damage to structural concerns – can arise in even the most well-planned renovation.

"There [are] a lot of contractors who do quality work, but there's not a lot of companies who always come through no matter what," he said. "The difference here is that every single one of us cares about our client's experience, and we will do the right thing."

Anthony Slabaugh Remodeling & Design center is located at 4724 Darrow Rd., Stow. For more information, call 330-940-3237 or visit anthonyslabaughremodeling.com.

–Paid Advertisement–