ScripType Publishing Inc.

From the Experts

Share useful information. Demonstrate your expertise.

An Expert Article gives you room to explain a subject you know well and help readers understand an issue, consider their options or make informed decisions. You write the article, and ScripType designs it as a sponsored From the Experts feature for your review and approval.

Focus on a topic

An Expert Article should provide useful information about a specific subject, not read as a promotional piece. Demonstrate your expertise by answering a common question, explaining a process, offering practical advice or helping readers understand an unfamiliar subject.

If you also purchase a display ad, that portion of the page can promote your business, services, offers and reasons to choose you.

Choose a useful subject

Start with something your customers frequently ask about or need help understanding.
For example:

- What should someone consider before making a particular purchase or decision?
- How does a product, service or process work?
- What can people do to prevent or recognize a problem?
- What common misconception needs clarification?

Choose a subject you can explain clearly within the available space. A focused article is generally more useful than a broad overview that tries to cover everything.

What you provide

Send your article as editable text in an email or Word document.

Half-page article: 300–400 words

Full-page article: 850–950 words

Write clearly, explain unfamiliar terms and use short paragraphs or subheadings when helpful.

Include the author's name and title, your business name and the contact information you want readers to use. You may also provide an author photograph, company logo or relevant images as separate, high-resolution files.

What ScripType does

We design the feature, identify your business as its sponsor and include your contact information. We may edit for clarity and length, then send you a proof for review and approval.

Reserve your topic early

Once reserved, your topic is exclusive within that magazine issue.

Expert Articles are available by themselves or at a reduced price when you also purchase a display ad of the same size in the same magazine and issue. See **Ad Sizes & Rates** for current pricing, and contact us to confirm topic availability and submission deadlines.

See the following pages for examples of published Expert Articles.

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Out of Sight, Out of Mind? Why Your Sewer Line Deserves a Checkup

Most homeowners don't give their sewer line a second thought. It's out of sight, until water backs up into the basement. A little preventive care can prevent a messy, expensive emergency.

Understanding Your Home's Sewer System

Your home's sewer system has two main parts.

The **building drain** runs beneath your basement floor or slab, carrying wastewater from your sinks, tubs, toilets, and appliances out of the house.

The **sewer lateral** picks up where the building drain leaves off, running under your front yard to the city's main line near the street.

Warning Signs to Watch For

These lines often give clues before they fail. Watch for:

- Slow drains in several fixtures at once
- Gurgling sounds from toilets or drains
- Sewage odors inside or outside the home
- Water backing up into a basement floor drain
- Sinking holes in your yard

What Causes Sewer Trouble?

Many older homes still have original clay or cast iron pipe. Over time, clay joints separate, and cast iron corrodes and builds up scale. Tree roots also creep through small cracks and form masses that trap debris.

Grease, coffee grounds, and so-called "flushable" wipes are major offenders. Only human waste and toilet paper belong in the toilet, and grease belongs in the trash.

Why a Camera Inspection Is Worth It

A sewer camera inspection shows exactly what's happening inside your lines, whether it's root intrusion, a crack, a sag, or heavy buildup. It enables problems to be caught before they become worse.

Fall is an ideal time to schedule one. Roots are actively seeking water, and no one wants a backup when the house is full of holiday guests.

Modern Solutions That Protect Your Property

If we find a problem, the fix doesn't have to mean tearing up your lawn, driveway, or basement floor. Our **trenchless, no-dig repair options** restore your sewer line with minimal disruption.

For lines that are sound but clogged, we offer snaking, **hydrojetting** to scour pipes clean with high-pressure water, and **descaling** to remove corrosion from cast iron. These restore flow and extend pipe life.

Schedule Your Inspection Today

Don't wait for a backup to find out what's happening underground. **Call us at 216-930-5048 or visit bdplumbingdrain.com** to book your sewer camera inspection before the holidays arrive.

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From the Experts

Rethinking Food Waste Prevention with ReWorks

by Marcie E. Kress, Executive Director, ReWorks

Marcie E. Kress, Executive Director, ReWorks

ReWorks mission is to provide solutions and leadership to empower our community, institutions, and businesses to develop and utilize environmentally sound, cost-effective recycling and materials management strategies. One impactful step we can all take to responsibly manage materials and be cost-effective is reducing the amount of food waste we generate. Utilizing all the food we purchase helps the environment and saves money by preventing unused resources. Below are a few simple steps to follow to decrease the likelihood of throwing away your food (and money.)

Buy only what you need.

Check your refrigerator, pantry and cupboards before heading to the store. You can prevent overbuying by checking to see what you already have before making your list.

Plan around what you have.

Plan meals that utilize the ingredients you already have. Prioritize using any items you have that may be closer to expiring to reduce the risk of losing them to spoilage. Organizing your fridge in a way that keeps items that may spoil soon in view can be helpful.

Know and follow the best practices for storing and preserving your food.

Be sure you store your food in the best environment for keeping it fresh. If you have items you are worried may go bad before you can use them, consider freezing, pickling or canning as a way of preserving them until you are able to use them.

Have a plan for excess.

Surplus food happens and you may not have room to store it or time to use it. Reaching out to family, friends, food banks and shelters to share can help prevent waste. If sharing isn't an option composting may be. Composting helps prevent the loss of nutrients from food waste and generates compost that can be used in your yard or garden. Check out our backyard compost guide here: summitreworks.com/compost.

Sept. 28–Oct. 4 is Food Waste Prevention Week, a week where entities around the world work together to educate and inspire action to prevent food waste. For more resources on food waste reduction, visit summitreworks.com, Instagram @summitreworks or call 330-374-0383. Remember, even if you are just beginning, the smallest food waste prevention actions add up quickly too.

ReWorks, the solid waste management authority for Summit County, provides programs, services, and community outreach on waste reduction, recycling, and other materials management strategies.

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From the Experts

Intraoral Scanners Eliminate Messy Dental Impressions

Drs. Adriana and Zenon Farian

Have you ever had impressions taken at the dentist's office? In years past, this could only be completed with messy, goopy dental material. This process is uncomfortable for most patients, especially for those with a sensitive gag reflex. Fortunately, advances in technology are eliminating the need for traditional impressions. Now, your dentist can acquire high-quality impressions using a handheld digital wand.

How Does it Work?

To take digital impressions, the clinician scans your mouth with a small handheld device. As the wand passes over your teeth, it captures thousands of images and sends them to a computer software program. The pictures are stitched together to create a 3-D virtual model of your dental anatomy. In most cases, this process can be completed in about 10 minutes.

Benefits of Digital Impressions

The most obvious advantage of digital impressions is that they are much more comfortable compared to their traditional counterparts. However, they offer many more benefits, too. For example, digital impressions are more accurate and deliver high-quality images. They are also faster because there is no need to clean up messy impression material once the procedure is complete. In addition, digital impressions are stored electronically, and images can be readily shared with the dental lab in a matter of moments. Therefore, you will not have to wait as long for the placement of custom restorations.

If you would like to know more about digital impressions or any of the other advanced technology used at Farian Dental Care, reach out to a team member at 440-526-9100.

Keep Smiling. And make it a good one!

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Settling the Estate of a Loved One

by Dan A. Baron, Baron Law LLC

Dan A. Baron, Baron Law LLC

Losing a loved one is emotionally challenging and perhaps the most difficult moment in your life. Yet while grieving there are many tasks that one responsible individual must complete in order to settle the estate. This article is geared toward the executor, the person who will be 'quarterbacking' the process in probate court and/or trust to settle the estate of a loved one. If you have been the executor and/or trustee of an estate then you understand that it can be very involved and a great deal of work. If you haven't endured this role, then hopefully this article will provide some insight on what to expect when that time comes.

Secure Your Oxygen Mask

If you're not taking care of yourself, you're not going to be able to take care of anything else. Grief will hijack the brain and body like nothing else, so please make sure you taking care of your overall health before engaging in the tasks ahead. Let people help in any and all ways they are able to help you, so that you can take on the enormous tasks of processing your loss while being the quarterback.

Research suggests that grieving is not progressive, like a staircase. Having a terrible day after a relatively good day can be disheartening, but it is normal. As an estate attorney helping clients with numerous probate estates, I've found the following to be most helpful when dealing with grief and the responsibilities as Executor:

- Share the burden of the loss and the joy of your memories with family members and friends.
- Think about helping others cope, if you can. Helping others deal with the loss can be healing in its own way.
- Stay well, physically. Move and exercise, eat healthful foods, and most of all, sleep. Sounds too easy right? But seriously, most people fail to do this.
- Accept help. Help may arrive in a flood at first, but if you feel at your limit and the flood has turned into a trickle, reach out and ask for what you need. Or let your loved ones know in the beginning you may be happy to take them up on their offer later.

Obtain the Trust or Will

Hopefully your loved one let you know where you could find the original or copy of their estate plan. If they had a last will and testament, then the document will be administered through probate court. A trust will have a similar process; however, there is no court involvement. Review the document to get a sense of who is in charge and who will inherit. Look specifically to see if someone has been disinherited so that you can be aware of any potential conflicts down the road. Trust me, when death and money are involved, family members will come out of the woodwork with their hands out expecting their share.

Create an Inventory of Assets and Debts

Settling an estate will generally involve liquidating the assets, depositing them into one large account, paying debts, and then making distributions to beneficiaries. In order to accomplish this task an inventory of assets and debts must be assembled. A spreadsheet will be helpful if you can start recording the things you know of. More may be uncovered along the way. This inventory will be helpful to your attorney during your first meeting with them, and they will help develop it throughout the probate and/or trust process.

Your attorney will advise you which debts must be paid and when they should be paid. Do not begin paying debts immediately, as not every debt is legally required to be paid. In addition, Ohio probate law establishes a priority order for creditors. If you, as the fiduciary, pay lower-priority creditors before higher-priority creditors, you could be held personally liable for those payments. Instead, begin by preparing a thorough inventory of the estate's assets and debts. Having an accurate understanding of the estate's financial picture will help ensure the administration proceeds properly and in compliance with Ohio law.

Secure Real Estate

Because a death is often published in the newspaper, it's important to secure any property to fend off thieves or disgruntled relatives. Don't be afraid of aggravating family members. It is important that nothing is distributed or taken from the decedent's home. If necessary, changing the locks on the property is completely acceptable if you're appointed as fiduciary of the estate. If you are not the fiduciary, entering the home is considered a crime and should be avoided without court supervision. Part of securing the property is making sure that there is a plan for water and electric. If the house overheats or pipes freeze, there can be some unpleasant downhill problems to deal with. Thus, assets that are liquidated through the process will be used to pay any expenses and utilities.

Contact a Probate Attorney

I cannot stress enough that settling the estate of a loved one should not be attempted by yourself. There are hundreds of nuances and tricks to avoid creditors and perhaps more importantly, ensure that you are not violating any laws as the fiduciary/executor. We like to work with our estate planning clients in the beginning to structure their estate plan so that probate won't be necessary. However, even trusts involve a great deal of administration and effort.

The most important thing is that you have a consultation with an attorney that specializes in probate and estates. There are things about Ohio probates that even a good general practicing attorney will miss. There is time, but ideally you will engage an attorney between 30-45 days from the date of death. They will help you "open the estate."

Timeline

If you need help as the executor of an estate or would like to make your estate plan as seamless as possible, please contact our office by phone at 216-573-3723 or e-mail me at dan@baronlawcleveland.com. As always, please feel free to e-mail me with any other legal concern that you may have. Your questions and comments are much appreciated.

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