

TAKING CARE of BUSINESS

ADVERTISING SUPPLEMENT | THURSDAY, APRIL 6, 2017



THE MORNING JOURNAL

The Mermaid's Tale Is Celebrating 25 Years Of Making Customers Happy!

This year The Mermaid's Tale is excited to be celebrating their silver anniversary. Owner, Judy Recknagel, has found the key to her business is being open to change and offering excellent customer service. That is reflected every time you stop in and find new treasures and friendly faces that can't wait to help you find that perfect gift or accessory.

Rose gold is one of the season's hottest accessories. It has been added to our Chrysalis Jewelry line and our extremely popular GingerSnaps interchangeable jewelry collection. Now we can't wait to show you the rose gold collection from our top jewelry line, PANDORA! You are invited to browse the breathtaking new Pandora rose this Saturday, April 8th, from 10-4pm. We're having a launch party complete with refreshments and an exciting gift with purchase. (Get a FREE rose gold charm with any \$175 Pandora purchase!)

When you visit, take a stroll around and see all unique and fun items. We

just added Simply Southern socks to the already popular t-shirts. You'll love the fun sayings on the bottoms of the socks as much as the ones on the t-shirts.

Spring clothing is in and it is the year of the leggings! You'll find fun prints, edgy zippers and trendy tears. We get new shipments from Brighton almost daily. You'll be delighted with all the choices!

The season for first communion and confirmation is almost here. My Saint My Hero offers thoughtful and inspirational gift options. Brighton carries gorgeous cross jewelry and giftware. Show them how proud you are with something special just right for them. And don't miss a look at Cherished Moments for the newborn or baby girl's baptism.

Need a little help finding that perfect item? Our friendly associates are ready to help you find just what you need to complete that special outfit. They are brilliant with gift suggestions also! They'll give you tips on how to wear something, the best way to care for your



purchase and gift wrapping is never extra. We go the extra mile to make sure you leave happy!

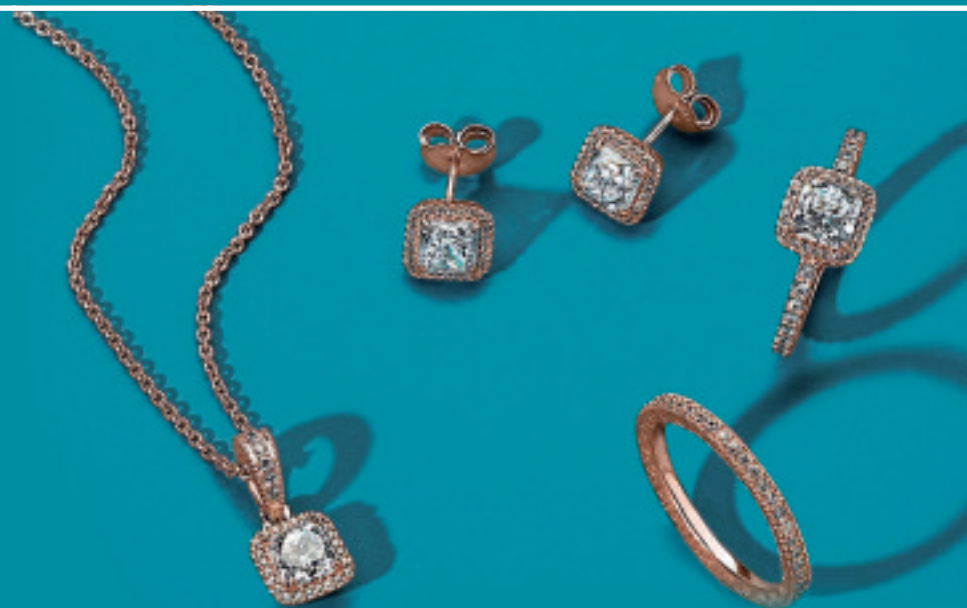
Stop into The Mermaid's Tale and see what's new. We are at 201 Church St. in Downtown Amherst. Our hours are Monday through Friday 10-5, Saturday 10-4 and Sunday noon-5. For more information, call 440-988-7826 or visit www.mermaidstale.net.

Join us for a
**PANDORA ROSE GOLD
LAUNCH PARTY.**
Sat, Apr. 8th, 10-4.

Browse the new collection & enjoy
refreshments.

Spend \$175 in PANDORA to get a
Peel & Reveal for a FREE Rose Charm!

Something Fun is Coming to Amherst!



PANDORA Rose™ now available!

PANDORA®

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The Mermaid's Tale

201 CHURCH ST. • AMHERST
440.988.7826 • WWW.MERMAIDSTALE.NET
M-F 10-5, SAT 10-4 & SUN 12-5

Home Care Assistance Offers Levels Of Care

What We Do We help seniors and older adults with non-medical activities of daily living including meal preparation, assistance with bathing, dressing, toileting, light housekeeping, medication reminders, transportation and much more. Care and companionship is available on an hourly or a live-in basis. We are the experts when it comes to 24 hour live-in care.

Not All Home Care Agencies are Alike There are many Home Care providers, but when families want only the highest quality of care for a loved one, they choose Home Care Assistance. Highly recommended by medical professionals, our proprietary science-based approach promotes healthy activity, stress reduction and social interaction for older adults.

Ensuring the Safety of Your Loved One All of our caregivers must go through a rigorous screening process including a criminal background investigation and a psychological test. Home Care Assistance has a reputation for hir-

ing only the highest caliber of caregivers who apply for a job. For caregivers to work with Home Care Assistance, they must demonstrate compassion, professionalism and dedication to elderly seniors through prior work experience.

Dedicated Team of Care Experts To ensure that we NEVER fall short of delivering the highest quality of care, your loved one's care is administered by a committed team of care management professionals including caregivers of the highest caliber, an expert care manager and a dedicated back office staff 24 hours a day 7 days a week. You never have to worry about caregivers missing a day, reaching us after hours or requesting last minute schedule changes.

The Highest Caliber Caregivers Unless caregivers are highly trained and educated, compassion and commitment alone are not enough to deliver exceptional care. We learned that from day one and quickly responded by starting the Home Care University, a first of its kind in the senior care industry. We



are delighted to share that our extensive training has made a life changing impact on both our caregivers and the senior clients they serve.

Care for Advanced Illnesses Caring for an elderly adult with a chronic illness requires specialized training and experience. Our caregivers are expertly

trained provide care to seniors dealing with Dementia, Alzheimer's, Parkinson's, stroke and cancer. We also offer specialized care for post-hospitalization recovery and end of life hospice support.

Our local office is located in North Olmsted. Stop in, check us out on the web or call us at 440-455-4031



"We can't imagine spending our best years anywhere but home."

Our Life. Our Memories. Our Home. Live Well at Home with Home Care Assistance!

- **NEW!** Home Care Assistance is the only home care agency to train caregivers in **cognitive stimulation**. We help clients prevent symptoms of cognitive decline in the comfort of their homes with expertly designed, enjoyable cognitive activities.
- Home Care Assistance is the only senior care company with a **Home Care University** to train and develop caregiver employees.
- Home Care Assistance's unique **Balanced Care Method™** promotes healthy mind, body and spirit.



440-455-4031

HomeCareAssistanceClevelandWest.com

Westwinds is your guide to well-being

At the start of every New Year, we are bombarded with promises of ways to GET improved health, weight loss, organization, career enhancement, a smoother running household.... The pressure we put on ourselves to exceed expectations and try to do everything at once is overwhelming. In 2017, we invite you to let us help you focus on the most important priority – YOU.

Whether you seek relief from body discomfort/pain or improved relaxation and balance, our calling at Westwinds is to guide you along your path to well-being. Through design and implementation of a customized massage therapy plan that is perfect for YOU – we will help you achieve your ultimate wellness goals.

Drawn to a career involving hospitality and catering, Trish Brumelis – owner and LMT - spent 15 years in the world of event management. It was during that time, she realized what she really enjoyed most was the process of getting to know her clients and helping them to achieve their goals. Combining that love with her interest in holistic health and

massage, created her path to becoming a therapist so that she could coach people in another way – achieving better health and well-being.

Trish and her team of therapists is carefully assembled with specific areas of expertise to ensure perfect client-therapist partnerships. In a family oriented environment, we strive to ensure your comfort, REALLY get to know you and actively LISTEN – so we can provide meaningful guidance and adjust your plan along the way.

Your sessions will be orchestrated with one or a combination of the following therapy options:

- Traditional Therapeutic Massage in various levels of pressure and intensity
- Ashiatsu Barefoot Massage
- Hot Stone Therapy
- Cold Stone Sinus and Migraine Therapy
- A Variety of Relaxing Spa Treatments
- Aromatherapy
- Infra-Red Sauna Sessions

Our couples massage treatments allows you to experience our services with a partner, facilitating connection and the



team approach to therapy. To further enhance your experience, we offer infra-red sauna treatments to improve circulation and flush away toxins. For opportunities to share the benefits and highlight the FUN-FACTOR, we also offer Spa Parties for Bridal Groups and other special gatherings.

As you take time at the start of the New Year to look inward, we invite you

to partner with Westwinds to plot a course to achieve your best health and quality of life. Please contact us directly by calling 440-988-1234 or visit our website, www.westwindsmassage.com for a full list of services and a virtual tour of our facility. Whatever your aspirations, we want you to THRIVE and wish you an abundance of happiness and the best of success.



\$10 off any
massage
service

valid through 4-30

Call to schedule

440-988-1234

Westwinds
MASSAGE THERAPY

Relax. Rejuvenate. Restore.

It's time to take care of yourself.
Our licensed massage therapists can help.

Many massage styles offered.

- Therapeutic
- Relaxation
- Sports
- Prenatal
- Hot Stone & Cold Stone
- Spa Services
- Ashiatsu Barefoot Massage

Special rates available for frequent visits

Student rates available

213 N Leavitt Rd, Amherst, OH 44001
440-988-1234 • www.westwindsmassage.com



Benny's Carriage Shop

Benny's Carriage Shop has been in business since 1979 serving the residents of Lorain County. Owned and operated by Ben "Benny" Bonaminio. Benny's specializes in paint sealant, detailing, window tinting, and rustproofing. Miracle Shield paint sealant so top of the line you'll never have to wax your car again. Also offer window tinting on any vehicle make or model with lifetime warranty. Benny's is located right off Broadway on 805 Reid Avenue in Lorain. Benny did some renovations a couple years ago, You'll notice the retro look when you stop by. Tell Ben you read about him and give him a call today @ 440-244-2330

NEW & USED VEHICLES



RUST PROOFING
FULL VEHICLE RUST PROTECTION

**MIRACLE SHIELD
PAINT SEALANT**
NEVER WAX YOUR CAR AGAIN!

WINDOW TINTING:

- CAR
 - TRUCK
 - HOME
 - OFFICE
- LIFETIME WARRANTY

- AUTO DETAILING
- CAR WASHING
- PINSTRIPING

440-244-2330 • 805 Reid Ave • Lorain

Est. 1979

With the right attitude, anyone can achieve their fitness goals

There are many reasons why we tend to slow down and become more sedentary with age. It may be due to health problems, weight gain or joint pain, or maybe you just hate the thought of exercising or don't know what to do. While these may seem like good reasons to take it easy, they're even better reasons to get moving! Becoming more active has far more benefits than just the reflection in the mirror changing. It can increase your energy levels, heighten your mood, reduce stress, help manage symptoms of illness and pain and improve your overall well-being.

As you grow older, an active lifestyle becomes more important than ever to your health.

The key to staying on track with any fitness routine is to first figure out your purpose. Your reason for starting will always be the reason to keep you going. Next, it's best to plan your workouts in advance and adopt a schedule for them, just as you would your doctor's visit or eye appointment. Lastly, the accountability factor is huge, and I can't stress that enough. I've been working with client for over four, and accountability is the difference between reaching your goals and maintaining your weight vs. reverting back to old habits and gaining it all back.

What stands out about My Personal Trainer is that we are the polar opposite of your typi-



cal health and fitness center. All of our clients come by appointment only to a clean, private, non-intimidating studio. Our programs will fit into any budget, being that we are 70 percent less than the cost of

your average personal training rates.

With the right attitude, anyone can achieve their health and fitness goals. By following our science based strength training protocol, all we need

is 20 minutes, twice a week. Don't let gender, age or your current physical condition prevent you from choosing a healthier alternative. If you can walk through our doors, we can help improve your body.

In Just 20 Minutes Twice A Week

You Could Lose Up To 15 Pounds of fat Your First 30 Days.



- ★ Servicing Clients Ages 18-85
- ★ Increased Strength
- ★ Weight Loss
- ★ Decreased Body Fat
- ★ Increased Energy
- ★ Increased Bone Density
- ★ Increased Lean Muscle
- ★ Increased Flexibility
- ★ Cardiovascular Improvement
- ★ Improved Cholesterol
- ★ Improved Body Hydration

Whether you want to lose weight, build lean muscle improve your health or increase your energy levels
WE CAN HELP YOU!

As your diet is an essential part of improving your fitness, we include nutritional counseling in each training session to ensure optimal results.

WWW.OHIOMYPersonalTrainer.COM

**MORE
INFO**

STRONGSVILLE
20930 Drake Rd
(Springfield Corner Plaza)
440-878-9000

BEREA
381 West Bagley Rd
(located in Marc's Plaza)
440-234-3075

BROADVIEW HTS
7985 Broadview Rd.
(Next to Marc's)
440-838-8400

WESTLAKE
25959 Detroit Rd.
(Kleinhenz Jewelers Plaza)
440-808-0000

www.OhioMyPersonalTrainer.com

Vaughnteriors treats every home as it's own!

Sales by Vaughnteriors specializes in Estate and Tag Sales helping families downsize or liquidate a loved one's home in times of need. At Vaughnteriors owner Bobby Vaughn says they pride themselves on treating every home as if it were their own. The team of 7 dedicates themselves to assisting you to get the most out of an estate and will give you peace of mind during the process. Vaughnteriors will help you through a sometimes stressful event and turn it into a positive experience. The company began almost five years ago and will celebrate its fifth anniversary later this summer.

This August will mark their first anniversary of their retail location Vaughnteriors Shop & Gifts. The beautiful retail location is in the heart of the Historic Downtown District at 223 South Main Street.

This unique shop has something for everyone. Vaughnteriors Shop & Gifts is more than a "shop" it's a destination.

Vaughnteriors has a unique one of a

kind gift ideas and home decor. They offer vintage and antique items as well as shabby chic, primitives, and new home decor and seasonal merchandise. This shop is not just for the ladies as they offer a "man cave" section with vintage tools and collectibles.

There is also several greeting card options available from Doug and Marilyn Hamilton to Cards by Phyllis & Stacy. There is also local handmade jewelry made from vintage and new silverware from Eleanor Rockwell. Denny Shindler offers "Simply Charming" shabby chic furniture and decor. Bill and Terry Watkins have primitives and antiques.

This past March Vaughnteriors Shop & Gifts became the newest location to offer Faroh's Finest Chocolates and Candies. Faroh's is a Lorain County staple, and Vaughnteriors now offers all the traditional Faroh's, Easter Candy. Some of the Easter candies available are their crate eggs in silk, mallow, peanut butter and more. From chocolate Easter bunnies to eggs Vaughnteriors and Faroh's



have you covered.

Stop in and see what's new at Vaughnteriors Shop & Gifts.

Their hours of operation are Tuesday-Thursday-Saturday 10am-5pm and Wednesdays and Fridays 2pm-8pm



Something Fun Is Coming to
Amherst!



"Where The Old is New"

How To Calm Your Hyper Dog

By: Chip Ingersoll, M.Ed., APDT – Owner, Alpha-Dog Pet Center

All dogs have different dispositions, and some are more hyper than others. A hyper dog can be a challenge for its owner. A hyper dog's behavior can range from excited to frantic. This can cause a disruption in the home, when you go for walks, and when you encounter other people and animals.

When dealing with your hyper dog, you need to remain calm. Dogs can sense when you're frustrated or angry. They know when you're nervous or excited. Any of these emotions can be a trigger, making your dog more hyper. Projecting a sense of calm can help you to calm your hyper dog.

Here are some other ways to calm your dog and relieve some of its energy: Dogs Need Mental Stimulation

Find ways to redirect your dog's energy. Some people have found that toys and exercise can help calm a dog. Long walks can help relieve built-up energy and help a dog calm down. Agility training has also been known to help stimulate a dog and calm hyperactive behavior.

These are all activities that provide mental and physical stimulation.

Obedience training also provides mental stimulation, while teaching your dog proper behavior. Not only will this training help calm your dog, it will also help you learn how to be calm around your dog. When you learn how to be calm, you can teach this technique to your family and friends.

Get Everyone To Help

A common problem people have when trying to calm their dogs is other people causing the dog to become hyper. If there are people who spend a fair amount of time with your pet, you should get them to help. If someone is always excitable or angry or frustrated around your dog, they can erase all of the hard work you've done in seconds if you don't take control.

Make sure everyone you know understands that your dog needs a calm environment. Then, work on teaching your pet how to interact with others. If your dog is used to running into the room

and jumping on your neighbors or nipping at your kids, you will have to train him not to do that. This training will help the dog be calm, because he will, in time, learn what is expected of him. **Make Sure Your Dog Gets Regular Exercise**

While all of the training and playing may help to calm your dog, it won't help if your dog is not getting regular daily exercise. It's important to take your dog for good walks and allow them to burn off that excess energy. Dogs need more than a few minutes out to get the exercise they need.

You can supplement your walk with trips to places, such as dog-parks, where your dog can run off-leash. Regardless of the type of exercise, the most important thing is consistency. Walking, hiking, skating, and even biking are possible while walking your dog. These activities give you and dog a chance to bond, while both of you get a great workout. Best of all, when you're done and go back home, you'll have a calmer dog.

About the Author: Chip Ingersoll is the founder of Alpha-Dog Pet Center, located in Amherst, Ohio, and has been working with dogs professionally since 2013. He offers various programs for obedience training and also for dogs with behavior problems. He received his Master's Degree in Education (M.Ed.) in 2006 from Trident University, and his Certification as a Professional Dog Trainer from K9-University in 2015. He is a professional member of the Association of Professional Dog Trainers (APDT) and recently completed an advanced certification as a Canine Behavior Specialist, also through K9-University, in 2016. In addition to Obedience Training and Behavior Consultations, Chip is also a certified instructor for PetTech's "PetSaver: First-Aid, CPR, & Care" program, in which he provides Pet CPR & First-Aid training to pet parents, first-responder agencies, and pet care professionals. Visit the Alpha-Dog Pet Center website at www.alphadogpets.com/ or find them on Facebook (<http://www.facebook.com/AlphaDogPets/>).

ALPHA-DOG

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46370 MIDDLE RIDGE RD.
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440-984-3152
WWW.ALPHADOGPETS.COM

PURCHASE YOUR
DOG'S LICENSE



Something Fun Is Coming to Amherst!

NEW
CUSTOMERS
ONLY

10% OFF

\$20 OR MORE

New Customers Only on 1st Purchase of \$20 or more. Excludes Consignment Items. Offer expires 4/30/17. Can't be combined with any other offer.



Services Provided by Alpha-Dog













SELF-SERVE,
CLIMATE-CONTROLLED,
PET WASH STATION

Lydia's Pet Grooming

BIG OR SMALL

WE GROOM THEM ALL

INSIDE
Alpha Dog
Pet Center



NEW CUSTOMER

Bring in this coupon and receive

\$5 OFF FIRST VISIT

Coupon valid for full-service bathing and full-service grooming.
*One coupon per visit. Expires 4/30/17.

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mypetsalon@gmail.com

Check Lydia's Pet Grooming Website



mypetsalon.biz

for New Customer Specials
& Monthly Promotions

SANDSTONE CANDLE WORKS

The newest retail store to move in, Joni Poli & Jim Jenkins, owners of Sandstone Candle Works, opened their doors in October 2016 in the beautiful historic downtown district of Amherst.

Our business is more than just a candle store, we are a candle experience. There are over 100 fragrances in the gourmet soy candles. Purchase our single scented candles from the shelf or blend scents to create your own customized scent. Sandstone Candle works invites you to come in and create your own unique scents in wax tarts, room and body sprays, reed diffusers, bath salts and so much more. Come sample our bath and body line, it is also available in some wonderful fragrances as well.

Want to have a party? Sandstone Candle Works does that! Our options will accommodate your party needs.

BAR PARTIES: Grab a group of friends, give us a call, have a seat at our bar and make your candles.

PARTY ROOM: With a party of 10 or more you can have our party room for 2 hours for FREE! You can bring your own food and beverages. Great for birthday parties, bridal showers, baby showers, Girl Scouts/ Boy Scouts or girls night out.

Making the candle takes about 15-30 minutes. At this point your candle will need about 90 minutes to set. This gives you time to check out the rest of our downtown area. We have a number of restaurants, stores, taverns, bowling alley and even a movie theater to pass the time. Your candles will be waiting for you...even if you decide to pick them up another day.

Although reservations are never needed you can walk in any time and make custom products, we would appreciate a heads up if you have a party of 5 or more people. Just give us a call so we are staffed properly. 440-985-WAXX (9299).

Sandstone Candle Works has some great gift ideas for the person who has everything. Our hand-carved sandstone pieces can be personalized and Amherst pottery has returned. Stop by today for Easter candy, we have Malley's Chocolate!



Each month we have an Adult Ladies Night Out and a Kids Craft Day. Check out our website www.SandstoneCandleWorks.com for all the details and "Like" us on Facebook to see all the new scents and products we roll out!

Does your group need a new fresh fundraiser? Call or stop in Sandstone Candle Works and we can design and option perfect for your group.

Our store hours are: Monday thru Friday - 10am - 7pm Saturday - 10am - 5pm, Sunday - Noon - 5pm

- We make scents...
And so can you!
- Customize your Scents
- Book a Party
- Fundraisers make scents!

Hours: Monday - Friday 10am - 7pm
Saturday 10am - 5pm • Sunday Noon - 5pm

166 Park Ave., Amherst, Ohio
440-985-WAXX (9299)



\$5.00 off

\$20.00 or more!

Restrictions apply.

Cannot be combined with
any other offers!

**Something Fun Is
Coming to Amherst!**



Etc. Boutique & Gifts has something afor everyone...

Etc. (Etcetera) is a fresh and fun mix of ladies apparel, amazing accessories, unique home décor and lovely gift items. Etc. opened August, 2011 and has already been nominated as well as Awarded for Best Ladies Accessories and Best Gift Shop by the Lorain Morning Journals Readers Choice Awards AND listed as one of the Top 3 Best Boutiques by Pulse Magazine (div. of Cleveland Magazine) The eclectic assortment of merchandise Etc. carries has been handpicked just for you.



Debbie Jeffreys said – “Great selection of quality items and the owner and employees are very thoughtful, friendly and helpful. I have to say the Nora Fleming Entertaining pieces are so practical. Now I know what I’ll be buying for the next Wedding I’ll be invited too.”



Christine George said – “I love to shop Local and Etc. is my place! I just bought the Mantraband bracelets for my Sister-in-law and always find a piece of jewelry for my

Mother-in-law too. Of course I always find something for myself, how can you resist with all the beautiful displays.”



Judy Cipo said – “Great Boutique! I love the fact that the sales ladies are very helpful when it comes to coordinating scarves with jackets or tops. I need that extra help. The shop is so adorable with all the unique gifts around, I enjoy browsing and they don’t pressure you into purchasing. They have a wonderful selection of everything. Love you gals.”



Megan Porter said – “I love the Kameleon line! The interchangeable sterling silver jewelry is great for me to change with all my outfits. Since I have a ring and necklace, I think I’m working on getting a bracelet next! Thanks for posting often on FB. This way I can keep watching to see what else I can’t live without.”



Here are a few customers comments about Etc...



Donna Rumpler said – “Always a pleasant experience when you step into Etc., from the beautiful clothing to the unique gift items you are sure to find just what you’re looking for and find something you didn’t know you wanted but just had to have. The staff is always friendly and makes you feel welcome. I value their opinion on my selections. I love shopping at Etc.”



Catherine Delmonico said – “You find items made in the USA and only a few of the same kind. That is you won’t see 500 people with that outfit. The staff helps me coordinate colors, something I have a problem with. Besides, Etc. is where I go for my stress reliever therapy!”



Etc. Carries...

Ladies Apparel · Wine Accessories · Purses & Scarves
 Costume Jewelry · Kameleon Sterling Jewelry
 Mantraband Bracelets · Nora Fleming Serving Pieces
 Home Decor · Poopourri Toilet Spray
 Chocolate · Greeting Cards
 Gift Certificates And MORE!

Something Fun is Coming to Amherst!



215 PARK AVENUE, AMHERST
 (BETWEEN ZIGGYS AND PARK LANES BOWLING)

440-985-1999

HOURS:
 TUES. THRU SAT.
 10 - 5



An uncertain political climate is NO match when it comes to assisting our clients in achieving their Dreams of Owning Real Estate.

We are all facing unknowns and the uncertainty about the Future makes all of us feel unsettled.



**Andrea & Jeff Neal,
Realtors**

When Experience and Dedication is crucial. A skilled practitioners who is committed to fulfilling the client's needs is of High Priority.

For a FREE property evaluation CALL TODAY and we will get you moving in the right direction!

We work hard for YOU.

Make a deal with NEAL!



THE PREFERRED REAL ESTATE PROVIDER OF THE CLEVELAND BROWNS



**Andrea Neal (440) 315-0686 or Jeff Neal (440) 785-6063
4nealdeals@gmail.com**

SHOP LOCAL

Eat Local

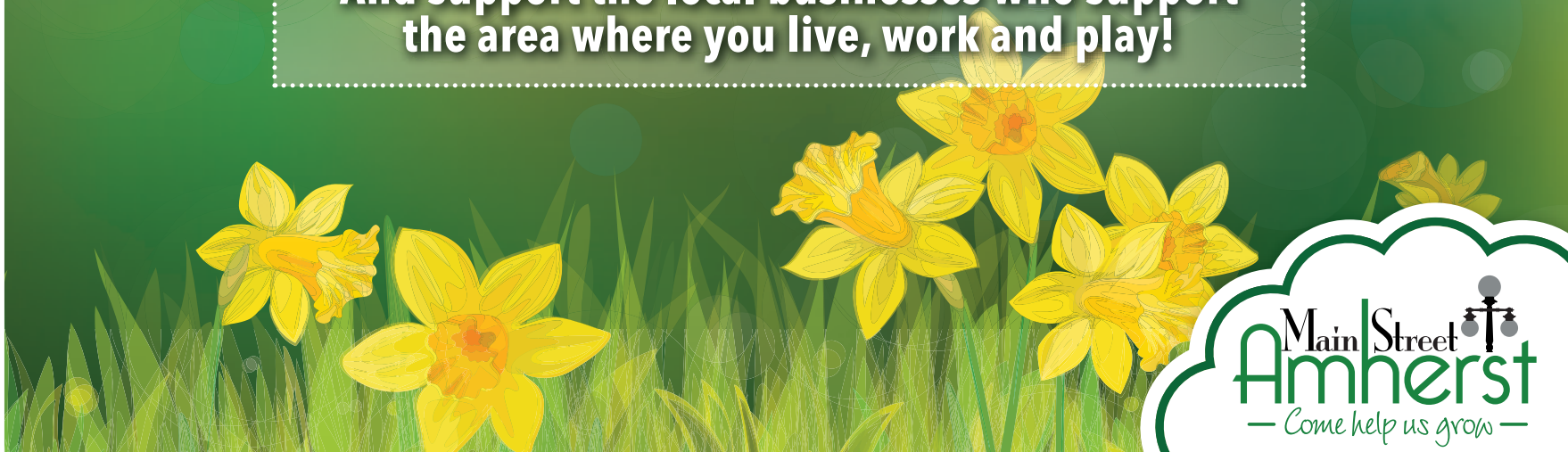
ENJOY LOCAL

Grow Local

START THE TREND!

Get Spring Fever...

And support the local businesses who support
the area where you live, work and play!



Main Street
Amherst
— Come help us grow —

Something Fun Is Coming to Amherst!

MainStreetAmherst.org