



Ashtabula County Home Show

Friday - Sunday
March 7,8,9
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† As rated by Kawasaki, horsepower tested in accordance with SAE J1995 and rated in accordance with SAE J2723 and certified by SAE International.

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ASHTABULA COUNTY HOME SHOW 2014 EXHIBITORS

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> ■ Apple Heating and Cooling ■ Chestnut Homes ■ Gazette Newspapers ■ Ashtabula County Community Action ■ Girl Scouts Northeast Ohio ■ Media One ■ Home Depot ■ All Season Power Center ■ Your Generator Connection ■ Crystal Clear Water ■ J.S. Hardscape ■ WKKY ■ Bath Fitters ■ County Wide Windows ■ Weather Sealco ■ The Great Outdoors ■ American Cancer Society ■ Earth's Natural Treasures ■ Ash/Craft Industries ■ True Finish Landscape ■ Radioactive Electronics ■ Insurance Exchange ■ Navigators ■ Stanley Steemer | <ul style="list-style-type: none"> ■ Ashtabula County Fair Board Auxiliary ■ Indiscernible Kettle Corn ■ I-Can Libraries ■ Big Splash Pools ■ Vietnam Veterans No. 231 ■ C&L Lawn Service ■ University Hospital Medical ■ Center Geneva & Conneaut ■ Northeast Ohio Soap Box Derby | <ul style="list-style-type: none"> ■ Build Works ■ Cherry Valley Furniture ■ doTERRA Essential Oils ■ Party Lite ■ Thirty-one ■ Origami Owl ■ Omni ■ Ashtabula Co. Fire District ■ Ashtabula Co. Sheriff Department |
|--|---|--|

Find fresh inspiration, helpful tips and great deals at the Home Show

By **SHELLEY TERRY**
Staff Writer

sterry@starbeacon.com

ASHTABULA TOWNSHIP — Spring is just around the corner as the 2014 Ashtabula County Home Show blossoms Friday through Sunday at Ashtabula Towne Square.

Organizers say dozens of vendors are expected to participate, giving winter-weary residents lots of ideas and products to update their home, yard and garden.

They also will find crafters and some home-based businesses at the show.

This is the 25th annual show by the Ashtabula County Chambers of Commerce :

"We are excited at the number of exhibitors this year," said Sue Ellen Foote of the Geneva Area Chamber of Commerce. "Many exhibitors will have contest reg-

istrations for prize drawings at their exhibits."

This year there are increased prize opportunities, including 10 separate \$50 certificates that can be used at any of the Home Show exhibitors. There are grand prizes of 10 separate \$50 Ashtabula Towne Square gift certificates and numerous other certificates, baskets and more.

All Home Show exhibitors will be in a separate drawing for a chance to win an advertising package with the Gazette and Star Beacon valued at \$500.

The show is sponsored by the Ashtabula County Chambers of Commerce and will be open during mall hours. Admission and parking is free. For more information, call Foote at the Geneva Area Chamber of Commerce at 440-466-8694.

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THE GREAT OUTDOORS STORE staff includes (from left) Josh Steadman, power equipment manager; Bryce Heinbaugh, owner and Jessica Sheets, sporting goods manager.

The Great Outdoors returns to the Home Show

By **LORI PINELLI**
For The Star Beacon

NORTH KINGSVILLE — Those who prefer maintaining their lawns to shoveling their driveways may be attracted to The Great Outdoors Store booth at the Ashtabula County Home Show.

Big motors and large cutting decks will be displayed alongside the informational brochures on the many mowers and power equipment that the store offers. A knowledgeable salesperson will also be on hand to answer questions for visitors seeking comparison information about equipment.

Bryce Heinbaugh and Thomas Bush co-own The Great Outdoors Store, at 6287 State Route 193 in North Kingsville, two miles north of Interstate 90. They opened their doors in April of 2011 and now offer the largest brand selection of outdoor power equipment (OPE) in Ashtabula County, as well as sporting goods.

"The business opened with the intentions of only offering Outdoor Power Equipment," said Heinbaugh. "However, our love of hunting, camping, and fishing throughout our county proved to us that a privately owned sporting goods store would complement our new power equipment venture. Less than a year later, we

acquired an archery specialty store, Liberty Outdoors Ltd of Pierpont, Ohio. The former owner, Jessica Sheets, now serves as our Retail Sporting Goods Manager. We strive to offer a first class customer experience every time."

The store sells new and used power equipment, parts, and service for Cub Cadet, Husqvarna, and Scag branded equipment. They have a full line of sporting goods, such as firearms, gun safes, archery bows/accessories, camping, and fishing gear, including an indoor archery range and on-site archery repair center.

Heinbaugh said that he likes the timing of the Home Show because it is the precursor to warm spring weather. He plans to have entry level mowers and possibly a heavy duty commercial unit at the show. There will be a few door prizes at the booth as well as a drawing for a Bass Pro Shops fish fryer.

"I truly believe there are great people here that love to support local retailers and contractors for their Home Improvement and building needs," said Heinbaugh. "This is why we try recruiting as many contractors as possible for the show. The more our community sees all that we have

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DEVASTASHA BEAVER / Star Beacon

EARTH'S NATURAL Treasures health food shop and boutiques in Geneva and Geneva-on-the-Lake are owned by Michael Coles and Sharon Bezoski. The shop on South Broadway specializes in organic, local, and bulk foods and vitamins.

Unique products offered at Earth's Natural Treasures

By **DEVASTASHA BEAVER**
Staff Writer

dbeaver@starbeacon.com

GENEVA — Health foods, healing gemstones, and locally grown and produced foods are just some of the unique products Earth's Natural Treasures offers to the community from their Geneva area stores.

Earth's Natural Treasures has participated in the Home Show for the past four or five years said co-owner Sharon Bezoski. She and her partner, co-owner Michael Coles will be opening a third store in May.

"We opened our first store at Geneva-on-the-Lake in 2008 and that one is just a boutique," she said. "Our second store we opened in 2012 in downtown Geneva, and that is a full health-foods store. Our third store will be a full health-foods store at Geneva-on-the-Lake and it will open May 1."

Their display at the Home Show will feature lucky bamboo plants, dairy-free and gluten-free snack samples, raw hemp seeds, chia seeds, and a decorative and purposeful product called Soil Moist.

"Soil Moist are crystals the size of a pinhead, and they absorb and hold water to 300 times their size," said Bezoski. "They

last for three to five years, and they slowly release the water to water plants. So you could go on vacation for three months and not have to worry about someone watering your plants."

She said the product was initially used to clean up environmental oil and gasoline spills. The crystals absorb oil more quickly than they absorb water, she said, so they can also be used with scented oils to fragrance homes. The store carries decorative styles of the crystals called deco beads that come in different colors, shapes and sizes.

The store also features bulk herbs and spices, incense, clothing, frozen and fresh foods, smoothies, coffee, tea and hot chocolate. They also make soups and sandwiches.

"At the home show we will have a drawing for a lucky bamboo plant, and we'll give away some 10-percent-off coupons," said Bezoski. The local foods include chicken, beef, pork, and lamb, that are all hormone, antibiotic and cage-free, she said. They also offer local eggs, honey, and maple syrup.

"We're always adding new local items," she said. They also have an art gallery featuring many local artists' work. "We will

See NATURAL, Page 5



WARREN DILLAWAY / Star Beacon

BOB CROSBIE (right), president of C & L Lawn Service, and **Jeremy Crosbie**, lawn specialist, operate a complete lawn program business.

C & L Lawn Service mows over the competition

By **DAVE DELUCA**
For The Star Beacon

When it comes to creating and maintaining beautiful lawns, C & L Lawn Service has Ashtabula County covered. In business for 32 years, C & L Lawn Service has over 800 satisfied clients.

Owner Bob Crosbie and his son Jeremy are the company's only employees, and with two trucks they have managed to carve a niche in lawn care that stretches over the entire county, including parts of Lake County.

Bob Crosbie said his company's six-step application process keeps lawns free of crabgrass, weeds and other unwanted vegetation, while providing nutrients and fertilizer to keep them healthy. C & L Lawn Service provides the applications every two months, six times a year, to make sure its clients keep a beautiful lawn.

"We are not a large corporation or franchise or jack-of-all-trades maintenance crew," Crosbie said. "We do one thing and do it well. We are masters of the skill of lawn care."

Business has been good for C & L Lawn Service for decades. Crosbie said believes it's because the company's mission includes customer-friendly pricing.

"I feel good about it," Crosbie said. "We have not only a process that is excellent in results, but we haven't raised our prices."

Crosbie said C & L Lawn Service's costs have gone up, but it hasn't raised prices because it wants to continue to provide lawn care for people who now might not be able to afford it.

"Our materials are largely petroleum based, and those costs have gone up," he said. "But we decided to keep our prices down because many of our clients are on fixed incomes and the economy isn't that great now. It's one way of giving back to the community."

C & L Lawn Service gives back to the community in other ways. It provides free maintenance to the garden at the Sheriff's Memorial Park in Jefferson, Veteran's Park on Main Avenue in Ashtabula, and at the Transportation Museum (formerly the Maritime Museum) near Point Park in Ashtabula.

C & L Lawn Service's program is guaranteed. Crosbie said if a customer finds unwanted crabgrass or weeds sprouting in a C & L maintained lawn, he or his son will come and take care of it free of charge. The program is also pet friendly, with some time restrictions on contact until the lawn is completely dry.

Great

From Page 4

to offer, the more people realize the value of living and raising a family right here in Ashtabula County."

Heinbaugh said that there are currently some spectacular deals on 2013 closeout units and the largest on-hand model selection for the new 2014 season. Other special offers include coupons for 50 percent off pickup and delivery on spring service as well as a coupon for free prep and delivery on any mowers purchased in the month of March. Shoppers may choose to travel to the North Kingsville storefront for these deals or shop at The Great Outdoors Store online.

"We just recently invested and released our brand new website, [www.thegreatout-](http://www.thegreatoutdoorsohio.com)

doorsohio.com, in February," said Heinbaugh. "Our website is now a state of the art e-commerce site which allows customers to shop our inventory, parts, and access parts diagrams in real-time with a click of the mouse or mobile phone."

The OPE and sporting goods store is open Monday through Thursday 9 a.m. to 6 p.m., Friday 9 a.m. to 7 p.m. and Saturday 9 a.m. to 5 p.m. They are closed Sundays except for mulch sales through the July 4th weekend.

Heinbaugh said that many unadvertised email rewards coupons, specials and event information is offered throughout the year.

"Anyone can join by logging onto our website and signing up for our email newsletter. Folks can also Like us on Facebook for getting to know us better and staying connected," he said.

Natural

From Page 4

be having a seminar in April on local honey and the importance of pollen. Last year it was incredibly successful. People really like the local honey seminar."

She said the store will also have an Earth Day celebration on April 19, complete with entertainment, food samples, presenters and healers.

"We want people to know that we are a health-food store, and we offer very high quality products below resale prices," she said. "Some of our items are even below wholesale prices."

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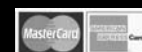
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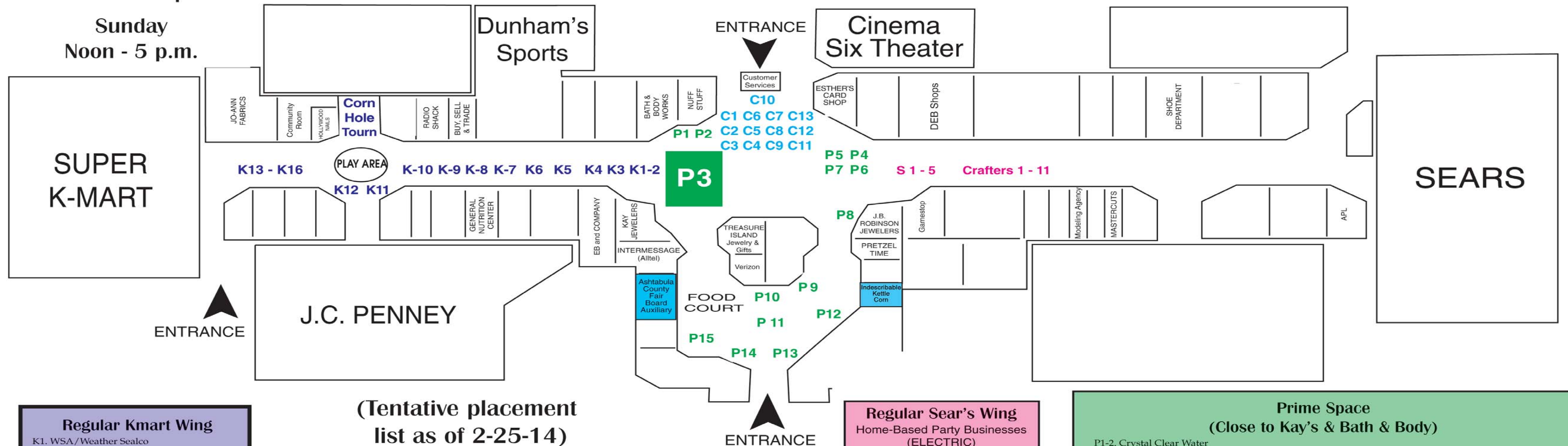
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March 7, 8, 9
Friday - Saturday
10 a.m. to 9 p.m.

Sunday
Noon - 5 p.m.

ASHTABULA COUNTY HOME SHOW



Regular Kmart Wing

- K1. WSA/Weather Sealco
- K2. WSA/Weather Sealco
- K3. The Great Outdoors (Lawn tractors)
- K4. Radioactive Electronics
- K5. Insurance Exchange Navigators
- K6. Stanley Steemer
- K7. I-CAN Libraries
- K8. Big Splash Pools
- K9. Vietnam Veterans of America Chapter #231
- K10. C & L Lawn Service
- K11. University Hospital Medical Center Geneva & Conneaut
- K12. Northeast Ohio Soap Box Derby
- K13. - K16. Cherry Valley Furniture

(Tentative placement
list as of 2-25-14)

Center Court

- C1. Shepp Electric Co., Inc.
- C2. Shepp Electric Co., Inc.
- C3. Basement Dewatering/Quality Builders
- C4. Apple Heating & Cooling
- C5. Apple Heating & Cooling
- C6. Chestnut Homes
- C7. Gazette Newspaper
- C8. Ashtabula County Community Action
- C9. (E) Media One
- C10. Girl Scouts Northeast Ohio
- C11. Home Depot
- C12. Your Generator Connection (generators)
- C13. All Season Power Center

Food Court

1. Ashtabula County Fair Board Auxiliary (Food)
2. Indescribable Kettle Corn (Food)

Regular Sear's Wing Home-Based Party Businesses (ELECTRIC)

- S1- doTERRA Essential Oils
- S2- Party Lite
- S3- Thirty-One
- S4- Origami Owl
- S5- Omnitrition

Crafters

- 1-2. Ray Mar Art on Slate
3. Windy Day
4. - 5. Kuriosity Korner
6. Lilly's Jewels
7. - 8. What I Dreamed Last Night
9. Nada's Baked Sweets
10. Aunt Neen's Goodies & Gifts
11. Dragonleaf Designs

Prime Space (Close to Kay's & Bath & Body)

- P1-2. Crystal Clear Water
- P3. J. S. Hardscape (40 x 13) (landscape garden display)

(Close to JB Robinson)

- P4. WKKY 104.7 FM
- P5. Bath Fitters
- P6. County Wide Windows
- P7. Star Beacon
- P8. Ashtabula County CHAMBERS of Commerce
- P9. American Cancer Society (RELAY FOR LIFE)
- P10. Ash/Craft Industries
- P11. Ashtabula County Fire District
- P12. Ashtabula County Sheriff Department
- P13. Earth's Natural Treasures (selling bamboo & deco beads)
- P14. True Finish Landscape
- P15. EDU-Car - Great Lake GMC Buick



WARREN DILLAWAY / Star Beacon

SIMAK TRUCKING and Excavating has been a fixture in North Kingsville for years.

Company has grown into a remarkable enterprise

By **DAVE DELUCA**
For The Star Beacon

NORTH KINGSVILLE — Joe Simak bought a single axle dump truck in 1956, and since then Simak Trucking & Excavating has grown and prospered into a remarkable enterprise. The North Kingsville based hauling and excavating company now has approximately 15 employees, including 11 drivers and a fleet of trucks.

Co-owner Marti Picard said Simak Trucking & Excavating now has two remotely controlled stone slingers, as well as a tri-axle dump truck, tandem dumps, single axle dumps, a one ton dump and other vehicles.

"We do a lot of things. We haul stone, slag, fill dirt and other building materials to homes or contractors," Picard said. "We deliver crushed concrete, limestone, topsoil, bank sand, landscape gravel and many other materials. The list of materials we deliver and install is quite extensive."

Simak also does septic systems, driveways, foundations and land clearing, along with other excavation services.

Customers can also pick up materials themselves. Picard said Simak Trucking and Excavating now has six off-road trucks

for off-road work. She said Simak Trucking and Excavating is probably the most well-equipped hauling and excavation company in Ashtabula County. It can provide whatever materials a contractor or homeowner might need.

Simak Trucking & Excavating is definitely a family owned business.

Starting with Joe and his wife, the business ownership includes Marti Picard and her brother John Simak, as well as her three children who work full or part time for the company.

"That family business feeling extends to our workers," Marti Picard said. "One driver has been working with us for 35 years. Others have been here a long time as well."

Simak Trucking & Excavating's family business has given back to the community it is based in. It bought the Simak Welcome Center at the Kingsville Public Library 25 years ago, and then transferred use of the building back to the Kingsville Public Library.

Simak Trucking and Excavating is located at 3052 E. Center St. in North Kingsville. Simak Trucking & Excavating is bonded and licensed.



WARREN DILLAWAY / Star Beacon

THE STAFF of Stanley Steemer in Conneaut includes (from left) Matt Merlene, lead technician; Rachael Merlene, co-owner, Lindsay Merlene, customer service and Jeff Merlene, co-owner.

Stanley Steemer offers cleaning, restoration services

By **LORI PINELLI**
For The Star Beacon

Spring Cleaning is just around the corner, but Rachael Merlene of Stanley Steemer, recommends having carpets professionally cleaned now.

"There's no need to wait until winter's over to have your carpets cleaned," she said. "The humidity levels are lower this time of year and the heat in your home creates a drier environment which helps your carpets dry faster."

"The method we use for cleaning is hot water extraction, commonly referred to as steam cleaning. Hot, soft water and a specially formulated cleaning solution are injected deep within the carpet fibers. Then, a powerful suction extracts deep-down dirt, allergens, cleaning solution and 95 percent of the moisture. It's the cleaning method most recommended by carpet manufacturers."

Merlene opened a Stanley Steemer franchise on Harbor Street in Conneaut in 1997 with her partner, Jeff Merlene. Their services include cleaning for carpets, furniture, autos, boats, hardwood floors and tile and grout. They also provide water damage restoration.

The Conneaut business serves both Ashtabula County and Crawford County.

All who visit Stanley Steemer at the

Ashtabula County Home Show will receive a 10 percent discount on top of the current monthly special.

Merlene said that their booth has been fairly close to the same location each year at Ashtabula Towne Square: near center court, towards the J. C. Penney store.

"We have been at the Ashtabula County Home Show for 15 years," said Merlene. "I love going back every year."

Merlene said that she is fortunate to have employees who provide exceptional service to customers and that the community has welcomed the business with open arms. The crew of employees is well-trained, respectful of property, background-checked and drug tested for the customers' assurance.

"I appreciate the opportunity to be at the Home Show again this year and look forward to seeing everyone there," said Merlene.

Stanley Steemer may be reached by calling 440-593-6771 or toll free at 1-800-STEEMER. Office hours are from 8 a.m. to 6 p.m. Monday through Friday and 9 a.m. to 3 p.m. on Saturday. Appointments are scheduled at the customer's convenience. Phone messages may be left at any time and emergency service is available. More information may also be found online by visiting www.stanleysteemer.com



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L&L Appliance going strong in Kingsville

By **MARK TODD**
Staff Writer

mtodd@starbeacon.com

KINGSVILLE TOWNSHIP — For decades, Ashtabula County residents have relied on L&L Appliance for washers, dryers and other labor-saving devices big and small.

This year, the store at 6198 Lake St. (Route 193) in Kingsville Township will celebrate 31 years at that

location. Lois and Larry States relocated the business in 1983 after six years in the Conneaut Plaza shopping center, Lois said. The address, on a busy state route, provides plenty of visibility, she said.

L&L Appliance carries a wide range of name-brand appliances, with washers and dryers leading the pack, States said. "They are our most popular items," she said.

The store also handles installation of its appliances and also repairs what it sells, States said.

Plenty of trends have come and gone in the appliance business. For example, front-loading washing machines — once in big demand — are falling out of favor, States said.

"People are returning their front loaders in favor of high-efficiency top-loaders," she said.

Also new for 2014 is the addition of Christopher States, the owners' son, to the business. Christopher, 22, handles deliveries and repairs, States said.

A big challenge is convincing customers they would be better off patronizing a local store than one of the big-box home improvement centers that sell appliances as a sideline,



MARK TODD/Star Beacon

LOIS STATES and her son, Christopher, display some of the products available at L&L Appliance on Route 193 in Kingsville Township.

States said.

"People think the big stores have the lowest prices," she said. "But (with

those stores) there are a lot of add-ons that raise the price. Plus, you have no repair service or someone to

talk to when there's a problem. We can save a lot of people money on service calls."

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A family-owned business for three generations

By **DEVASTASHA BEAVER**

Staff Writer

dbeaver@starbeacon.com

ASHTABULA — A family-owned business for three generations, Weather SealCo in Ashtabula has been participating in the Home Show since it began.

Manager John Hogan said his grandfather, Arthur Hogan, purchased the company in 1945 as Weather-Seal of Ashtabula, a division of Crandall Supply, through which Redwood Storm Doors and Windows were sold by door-to-door salesmen.

Arthur expanded the product lines to include aluminum siding, awnings, patio tops and railings.

The Redwood Storm products were replaced by aluminum in 1955 when they became no longer available.

In 1971, Arthur's son, Thomas Hogan became the owner of the company and has run the company for the past 40 years.

The company became incorporated in 1983 as W.S.A. Inc. John Hogan said he began working for his father in 1998.

"We offer exterior home improvements like replacement windows, doors, siding, awnings, retractable awnings, patios, enclosed patios and sunrooms," he said.

Hogan said the company's latest focus is on making homes more energy efficient to lower heating and cooling costs. Home Show visitors will be able to receive exclusive special promotions.

"Stop by and ask us how to get a free upgrade to triple-pane glass for replacement windows," he

said. "We will also be offering free carpet with the purchase of any sunroom."

The Weather SealCo display will feature a full-sized patio enclosure, a full-sized bay window, and demonstrations of the replacement windows and how they work.

Hogan said Weather SealCo is the oldest dealer for Seaway Manufacturing Corp. that was started in 1959 in Erie.

"They offer high-quality replacement windows and sunrooms," he said.

In addition to selling local products, Weather SealCo also employs all local employees. Weather SealCo offers products as both do-it-yourself or to be installed by their professional installers.



WARREN DILLAWAY / Star Beacon

JOHN HOGAN, sales manager for Weather Sealco, and **Susan Cook-Sharpe**, office manager, display some of the company's work at their Ashtabula office.

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