

Beachwood Buzz

July 2015

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MAGAZINE



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Just remember that until you believe in yourself, it will never matter what someone else says because the most important person doesn't believe it – you.

Last month, the Beachwood Chamber of Commerce held its annual awards program at which Jeff Hoffman was the keynote speaker. Hoffman, a successful entrepreneur and motivational speaker, has been the founder of multiple startups, the CEO of both public and private companies, and part of a number of well-known companies, including Priceline.com, uBid.com, CTI, ColorJar and more.

Furthermore, he is the best speaker I've heard in a long time. In his upbeat presentation about innovation, entrepreneurship and business leaders, Hoffman's matter-of-fact business philosophy resonated with the audience. I loved his message, and whether or not you're an entrepreneur, I feel you'll get something out of this column.

Since his 20s, Hoffman has been involved with start-up companies, focusing on inventions that make life easier. To date, he has two acquisitions, two IPOs, two failures and two companies still in operation. He explained that he built each company with a purpose – that of changing the world or solving a problem.

"That's how the most successful entrepreneurs operate, and in doing so, they design a life that works for them," Hoffman said. "Entrepreneurship is not about making money. It's about designing and owning your future."

He then looked at the crowd and asked, "What are your goals and dreams?" He paused, and said, "Make a list, keep it where you can see it and plan a career that achieves your dreams."

When you are focused on a dream, you can plan a career around

it, making it your everyday job.

Hoffman, who admits to having made every mistake possible, shared that his keys to success are spending time with people who are much smarter than he is, to keep learning, and to share what he's learned.

"Entrepreneurship is about solving real problems," he said. "When faced with a problem, most people complain. Entrepreneurs stop and ask, 'Does this problem bother anyone else? If it does, and there isn't a solution, they concentrate their energy on finding a solution to fix the problem.'"

He uses the term "info-sponging," saying it's important to learn something new each day. At the time you're learning it, you may not know why, but Hoffman suggests that you follow your curiosity and write down one sentence about each thing you learn. This increased knowledge works like a jigsaw puzzle, and at some point, you can piece the puzzle together.

Hoffman gave a personal example of how info-sponging has helped him. One day he learned about distressed inventory, which had no relevance to him at the time. Another topic was perishable commodities, fruit, and how a new pricing and sales system is needed

as it ripens.

Hoffman, who always enjoyed travel, was piecing a puzzle together, recognizing that airplane seats and hotel rooms both fall into the perishable commodities and distressed inventory categories, since once the night has passed or the plane's door has shut, there is no longer value. He put this together as nobody had ever done before and created technology to discount and sell this inventory. Hoffman was then part of the team that created Priceline.com, which is now is a \$62 billion-dollar company.

Another "aha" moment came to Hoffman, again, while at the airport. This time, he was waiting in line for about an hour to get his boarding pass. As the time passed, he and those around him were getting annoyed. When he reached the front of the line only to have someone hit "print" on a computer, he thought there has to be a better way. He did his research and nothing came up. He then invented, patented and started selling kiosks, which are now found in airports worldwide.

Hoffman then shared his dreams of producing music tours

Continued on page 6.

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Beachwood Buzz

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Please send information about clubs, organizations, events and meetings. The deadline is the 10th of each month. Email information to beachwoodbuzz@gmail.com

Article Submissions

Beachwood Buzz welcomes your story ideas. If you have a story idea or photos you would like to share, email beachwoodbuzz@gmail.com. All articles and photos will be reviewed by the publisher, and the person submitting the information will be contacted.

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COVER STORY

On June 26, 1915, Beachwood Village was incorporated as a village and is now 100 years old. In this issue, we share information about Beachwood's history as well as its present. Special thanks go to the Beachwood Chamber of Commerce for allowing us to use their "Then and Now" artwork.

Pictured on the cover:

- "Then and Now" at Chagrin Blvd. and Richmond Road, looking west.
 - Original stainless steel city pool opened in 1969
 - Former Village Hall converted to Beachwood Center for the Arts
 - Mayor George Zeiger and Council in 1968
 - Mayor Merle S. Gorden and City Council posing with their public art leaf commemorating 100 years
 - Beachwood Municipal Complex opened 2005
 - Beachwood Family Aquatic Center opened in 2003
- Be sure to read the cover story, starting on page 8.



City Council Update • Page 24

Planning Commission Partners to Create 5-Year Master Plan

New Playground Addition

Centennial Fact

Be Alert! No Earphones While Driving

Upcoming Meetings

Save the Date – Family Fun Day

Senior Police Academy

Swim Under the Stars

Attention Bicyclists: Slow Down in Parks

Summer Concert Series

Traffic Safety Reminders

50-Year Resident Salute

Art Exhibits

Beachwood Family Aquatic Center

Beachwood Schools Foundation

The Beachwood Schools Foundation was created to provide a financial vehicle for individuals and organizations to fund educational opportunities and recognize student achievements. For a list of this year's scholarship recipients, see pages 34 and 35.

Everyone has a story to tell. Tell yours in Beachwood Buzz.

Beachwood Buzz is a magazine about Beachwood, by Beachwood, for Beachwood. Please submit your announcements, photos and story ideas to beachwoodbuzz@gmail.com



Beachwood Buzz welcomes Robert Hardis as Beachwood's new superintendent, and wishes Dr. Richard Markwardt success in all of his future endeavors.

Watch for the cover story on Robert Hardis in next month's Beachwood Buzz.

and concerts, and to visit 50 countries in his lifetime. Although he initially thought these dreams were impossible, they are now realities. Outside of the technology world, Hoffman has produced movies, musical events, concerts, tours, and charity events with such artists as Elton John, Britney Spears, NSync and others. He also serves on numerous charity and non-profit boards.

He equates entrepreneurship with winning a gold medal. If you have six great ideas, get rid of five and do one the best you can. Athletes focus on one sport, and that's how they win the gold. One of six never achieves excellence. When you win a gold medal, you gain credibility in the world.

"Don't chase money, chase excellence," Hoffman said. "Money follows excellence."

Hoffman used Amazon as an example. They won the gold while selling books, and once their reputation was established, they expanded on their expertise.

Another tip from Hoffman? Build a great team. When hiring, he doesn't ask applicants to see their resumes. Rather, he says, "Tell me some of your dreams. Let's see if we can design a career that will get you there."

"Helping somebody achieve something is what gets me up every morning," he said. "That's my job as a leader. A true leader is a servant who spends time building a culture and workplace that no one wants to leave."

Another tip? Most companies build products from the company out. The best build from the customers in. Get to know your customers and what they want.

In summary, the best entrepreneurs:

- Dream big,
- Solve real problems,
- Harvest ideas,
- Build great teams and
- Win a gold medal.

Although this column is focused on success as an entrepreneur, it also shares a life lesson: When you focus on a dream and go for the gold, you can make it come true.

In addition to Hoffman's presentation at the Beachwood Chamber of Commerce awards program, PsychBC was recognized as Business of the Year, University Hospitals Ahuja Medical Center as Civic Organization of the Year and Gayle Hochheiser as Citizen of the Year. For more information about these recognitions, be sure to read last month's feature article at www.beachwoodbuzzmag.com.



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*Michael Friedman
Beachwood Resident*



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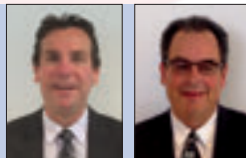
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CONGRATULATIONS
to the BHS Class of 2015!

Stop in and see Gary Axelband and Tom Luxenberg –
your Beachwood connections!



Celebrity Birthdays

July 6th	George W. Bush (69) Nancy Reagan (94)
July 7th	Michelle Kwan (35) Ringo Starr (75)
July 8th	Kevin Bacon (57)
July 9th	Fred Savage (40) Tom Hanks (59)
July 10th	Jessica Simpson (35)
July 11th	Leon Spinks (62)
July 12th	Cheryl Ladd (63) Bill Cosby (77)



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THEN ^{AND} NOW

From a farm community to a thriving commercial hub, Beachwood has seen major change over the last 100 years.

On August 14, 1965, *The Cleveland Plain Dealer* published an article titled "Beachwood at Fifty . . . A city where there are few working wives, family incomes are high, homes are well groomed, and there are no stores for the retail shopper." As a recap of the article, take a look at the following comparisons to see how far we've come along in the past 50 years:

On June 26, 1915, Beachwood Village was incorporated as a village and is now 100 years old. In celebration of this centennial event, special programs have taken place throughout the year, some in conjunction with the Beachwood Historical Society. On the following pages are some articles that date back to when Beachwood was just a village.

1965	2015
\$1.25 per hr. min wage	\$8.10 per hr. min wage
< 50% developed	99%
8,000 people	11,953 people
2,035 homes	2,133 apartments; 724 condos, 2,846 homes
\$25,000 - \$90,000 homes	Average sales price \$274,896
Median housing value \$35,000	\$272,068 median housing value
K - 12 2,100 students	1,526 students (2014)
119 teachers	161 teachers
9-12 French/Spanish/German/Latin	Hebrew, Spanish, Chinese, ASL
109 students in graduation class	132 students (in 2014)
\$15,724 median income	\$71,932 median income
County median income \$6,943	\$43,804 median income
1,589 married couples	2,536 married couples
36% self-employed	7.3 % self employed
No retail	1,542,665 square feet of retail
2 manufacturers	As of 2012, 23 manufacturers
Employees in businesses 138	23,375 employees (2013)
Tax duplicate value \$38,841,367	Tax duplicate value \$806,226,910
Of this \$36,054,440 is real estate valuation	Of this \$796,372,620 is real estate valuation
89% is residential	41.33% residential
10% is commercial	57.45% commercial
1% is industrial	1.22% other

Information was obtained from original article published in *The Plain Dealer* on August 14, 1965.

Beachwood's Historic TIMELINE



When the City of Beachwood learned about an historic piece of wood gifted to the Beachwood Historical Society, they chose to preserve it in a unique fashion.

This massive slice of Moses Cleaveland Historic Wood was salvaged from a tree that is over 220 years old; a tree that was here before Moses Cleaveland arrived at the mouth of the Cuyahoga River in 1796.

The first ring dates back to 1776 and the outer ring depicts 1998, when the tree was harvested in a neighboring suburb.

The wood was cleaned up and varnished, and today, the following historic events significant to Beachwood have been documented on the tree, with years correlated to the tree's rings.

This sculpture, protected by plexiglass, can now be seen in the rotunda of City Hall. And while you're there, just walk down the hallway toward the recreation office to see the historic gallery of photos lining the walls.

- 1776**Revolutionary War
- 1803**Ohio joins the Union as 17th State
- 1805**Early pioneers reached our area
- 1812**War of 1812
- 1861**Start of Civil War
- 1868**First red brick schoolhouse erected, part of Warrensville Township
- 1915**Beachwood Village incorporated
- 1927**Beechwood School built (Fairmount Elementary Location)
- 1960**Beachwood attains city status
- 1961**First BHS graduation class
- 1964**Beachwood Arts Council begins
- 1968**Beachwood obtains own zip code and post office
- 1969**Municipal stainless steel pool opens
- 1978**Beachwood Place opens
- 1982**Beachwood Library opens
- 1986**Mandel JCC opens
- 1989**Joint Economic Development Zone Agreement signed by Cleveland, Warrensville Hts., Beachwood/Chargin Highlands

1991Beachwood Chamber of Commerce formed

The tree was cut down in 1998.

For a continuation of this timeline, see page 12.



Community Drive

When Lee Chilcote called to tell us about his being one of the original residents on Community Drive, I embraced his story and proudly share it in this "Then and Now" issue of *Beachwood Buzz*.

Community Drive was developed in 1940, at which time Lee's father (also Lee) and his close friend, George Fisher, purchased lots at 24700 and 24800 from Elizabeth Blossom, Sr., who then maintained her home on the north side of Cedar Road, in an area now occupied by Legacy Village.

"Mrs. Blossom originally had home sites on Community Drive for her children. She wanted them to live nearby. She also built the Hangar, located on Cedar Road, as a community center for recreation," Lee told us. "The private, art-deco swimming pool and tennis court is still in use today."

Lee's family lived on this private village road from 1940 to 1960. When their house was built, there were no homes between Community Drive and Fairmount Boulevard. It was all open fields, and sometimes used for pasturing horses.

Lee recalls being back in school in 1948 when Beachwood School was a one-room school house.

"About 35 students attended and Ms. Szabo was my first teacher," he said. "I was in the same room as my neighborhood friends, Susan Fisher and Martha Hanger, who were in second grade when I was in first. The grades were arranged front to back, with about two rows per class. As a first grader, I was in the front. Ms. Szabo would simply walk back and forth from back to front and front to back."

In the fall of 1949, Lee's parents sent him to University School. At that time, Beachwood was a village with no school system. Shaker Heights had a great school system and was willing to take in Beachwood students for \$300 per year, but the thought of spending that was outrageous. Lee's father was on Beachwood City Council at the time, and knew that Shaker wanted to annex Beachwood, and believed that the charge was simply a device to convince Beachwood residents to support the annexation. Rather, he paid \$400 per year to send Lee to University School.

After World War II, Beachwood was on the verge of bankruptcy. While still a village, members of City Council approved a concept to allow the tax sale of delinquent lots to go to real estate developers who purchased both the lots and the city bonds. These developers proceeded to purchase lots and pay the delinquent property taxes, which were then used to pay back the bonds largely owned by the developers. Included in these developers were Albert

Above: Beachwood School Bus • Mr. Walker talking to the bus driver, Ellis Hendershot, at 23600 East Baintree Road. (1934)

THEN ^{AND} NOW

From a farm community to a thriving commercial hub, Beachwood has seen major change over the last 100 years.



23500 East Baintree Rd. – Walker family gives children a ride in the sleigh being pulled by the horse named Fannie. (1935)

"I recall lazy summer days, chasing butterflies with my friend, Scottie Forbush; throwing baseball cards against the garage wall with the Blossom boys; riding bikes with friends through the newly developed (1948-50) housing behind our home (developed by Vincent Aveni of Hilltop Realty), walking in the back fields with friends; and climbing large Maple trees on Community Drive to carve our initials at the very top."

– Lee Chilcote

Ratner, Albert Levin and Vince Aveni.

"Homes on the streets off Cedar Road were developed in the '40s, and the roads off Richmond, between Cedar and Fairmount, were developed after the war," Lee said.

"One of my great memories is of my uncle, Bill Chilcote, returning from World War II. He had been in the Army Air Force, stationed somewhere in the United States, and was discharged in 1946. Although I was only four at the time, I can clearly remember a huge fire starting when my Uncle Bill was firing flares into the back fields behind our home. My father was a volunteer fireman, and he, along with other neighbor volunteers, had to go put the fire out. I vividly recall standing on the window sill in my sister's room and seeing the flames off in the distance," Lee told us. "My father told me later that the fire had come dangerously close to our house. I can still remember seeing the blackened fields the next morning and for many months thereafter.

Growing up on Community Drive in the Village of Beachwood shaped Lee's life. He remembers the old-time families (Chilcotes, Fishers, Cronins,



Beachwood Village Hall (1936)

Hangers, Crofuts, Gales, Judds, Neffs, Popes and Lindermes) and his childhood.

Lee recalls riding bicycles between Community Drive and Cleveland Trust Company, then located on the corner of Cedar and Warrensville Center Roads. He and his friends would also frequent the bowling alley just down the road, and hung out with friends at the Standard Oil station on the southwest corner of Cedar and Green Roads, owned by Tom Sexton, who was also Beachwood Police Chief.

"I recall lazy summer days, chasing butterflies with my friend, Scottie Forbush; throwing baseball cards against the garage wall with the Blossom boys; riding bikes with friends through the newly developed (1948-50) housing behind our home (developed by Vincent Aveni of Hilltop Realty), walking in the back fields with friends; and climbing large Maple trees on Community Drive to carve our initials at the very top," Lee recalled. He also remembers singing Christmas carols while riding in a wooden sleigh led by strong draft horses, and pulled by Ben Gale:

"I remember being told one year, just before Christmas, that Ben Gale had died suddenly of a heart attack and we would no longer have a sleigh ride. Ben's wife, Emily

Gale, ultimately married Dudley Blossom, Jr. and became well known as the founder of Blossom Music Center," Lee recalled. "Mr. Blossom also died of a heart attack."

"My memories of the Hangar are vivid," Lee continued. "I became a swimmer and diver, beginning at age six, under the tutelage of Edwin Godfrey, who had been an Olympic high diver in the 1932 Olympics and came to the Hangar to teach young children of the member families."

Among his great memories were the neighborhood barbecues in the community's park where families would gather twice a week in the summer months. After dinner, the children would leave and parents would sit by the fire and drink together until the wee hours, Lee told us.

"I have great memories of roaming the neighborhoods with Susan Fisher, Martha Hanger, Emily Gale, Bun Blossom, Scottie Forbush, David Judd, Eddie Judd, Clay Hanger and Sally Hanger during these barbecues," Lee said. "We were constantly in each other's houses and lives, and the memories and bonds are still very strong.

"Beachwood has always been a tight-knit city," Lee concluded. "It's been that way since the community was built."

The Hangar: Beachwood's Hidden Gem

We've driven by it hundreds of times. Built in 1930 on Cedar Road, the private recreation center, known as the Hangar, is still in use today. It resembles an airplane hangar because of the building's glass roof lines that were designed to provide sunshine and heat in the winter months.

Built as part of the Dudley S. Blossom estate, this indoor swim and tennis facility was constructed to make summer sports accessible throughout the year for family and friends. Today, the Hangar is owned by Charles Bolton, who has roots to the Blossom family.

Dudley Blossom, a successful businessman and philanthropist, was married to Elizabeth Blossom, and her sister, Frances Payne Bolton, who was married to Chester Bolton, are Charles Bolton's grandparents. Together, the Bolton and Blossom estates occupied hundreds of acres of land at the corner of Cedar and Richmond Roads.

The Hangar, designed by Abram Garfield, son of President James A. Garfield, was admitted to the National Register of Historical Places in the mid '80s.

Walking in the building is like walking back in time. Much of the interior, all in pristine condition, dates back to '30s.

When walking in the building, you enter the mural room, where a breathtaking under-the-sea seascape, created by June Platt, surrounds you. Above is a stepped-up blue cobalt ceiling and together, they provide an underwater experience. Additional features of the room include a wood-burning fireplace with stainless steel chevrons embedded in each side wall, and a stainless steel light fixture with porpoises etched around its edges. All the furniture, some original and some replaced to depict the time, has a stylish, art-deco flair.

Behind the fireplace wall is an enclosed sunroom that was once a porch. Since the facility is used for swimming, tennis and social events, the area was closed to provide usable space through all seasons.

The 20-yard, four-lane pool, constructed with individual tiles, is climate-controlled year-round, with the air temperature a constant 82 degrees and the water 86 degrees. A sea-themed railing, designed by Rose Iron Works, surrounds the pool. Tiles decorate the room as you glance from the pool to the glass rooftop that fills the space with natural light.

The Har-Tru® clay court is the only indoor court of its fashion. Because it needs to be watered, it is designed as an outdoor court. Since its creation, ivy was planted around the edges of the court and, at one time, the entire interior area was covered with the lush greenery, making it easier for the player to see the ball. Today, strands of ivy exist, and they hope to recreate the original appearance.

From the sunroom, one can see an expanse of sunken lawn with four drains, one on each corner. Surrounding the area are built-in stone walls and benches. This outdoor space, now used for recreation and summer events, was once flooded and converted into a winter ice skating rink.

Although the Hangar underwent a complete renovation in 1986, every detail was designed to replicate its original style. Walls were scraped and what was salvageable from the original



wallpaper was used to recreate the identical design. All replacement furniture was painstakingly designed to resemble the original to maintain the original ambience. The terrazzo floor, marred by years of wax applications, was stripped and looks brand new. The use of wicker furniture on the gallery patio where tennis games are observed conveys a tropical season. The ladies' changing room has a silver vanity table with a deco-styled mirror and pink seashell wallpaper that lights up the room.

Today's Hangar members enjoy a space that has been lovingly preserved over many decades to promote an environment of healthy sport and for social gatherings of friends and family. The Hangar attracts members organically with the



intention of maintaining an intimate personality that members love and support.

This building is a hidden community gem and the hope is that it will always be supported for the objet d'art that it is.

THEN AND NOW

From a farm community to a thriving commercial hub, Beachwood has seen major change over the last 100 years.

Beachwood's Historic TIMELINE

(Continued from page 9)

The following highlights took place after the tree was harvested:

- 1999**Beachwood Historical Society born
- 2000**Beachwood City Park land purchased
- 2001**Municipal Tennis Courts and Playground built
- 2003**Beachwood Family Aquatic Center opens
- 2004**Beachwood City Park West completed
- 2005**Beachwood City Hall/Municipal Center opens
- 2006**Beachwood Community Center and City Park East opens
- 2015**New Playground Addition and 100 Leaves Community Art Project help celebrate Beachwood's Centennial

From Beechwood to Beachwood

Beachwood received its name from the Beech trees that once covered the majority of our city. Rumor has it that an early village hall clerk misspelled the name on some official documents giving us today's current spelling.

Public Service

Fifteen people have held the position of Mayor of Beachwood since 1915. Our current Mayor, Merle S. Gorden, has been in office since 1995. His public service has spanned more than half of the last 50 years.

William Walter Corlett	1915 – 1917
George Walkden	1917 – 1919
Stephen F. Lewin	1920 – 1920
Albert C. Sell	1920 – 1923
Elmer J. Corlett	1924 – 1925
Ben W. Zink	1926 – 1927
Elmer J. Corlett	1928 – 1929
C.J. Zink	1930 – 1939
Frank C. Marous	1940 – 1945
John B. Mullaney	1945 – 1951
Harvey J. Bruggemeier	1951 – 1959
Henry W. Hopwood	1959 – 1959
Vincent J. Hlavin	1960 – 1961
George R. Zeiger	1962 – 1981
Harvey Friedman	1982 – 1995
Merle S. Gorden	1995

Beachwood Arts Council



The Beachwood Arts Council was originated in 1964 and chartered by the State of Ohio as a non-profit corporation on July 12, 1968, with its mission of fostering and encouraging the development of all the major art forms. In keeping with its mission today, the BAC hosts exhibits and hands-on program at the Beachwood Community Center as well as on-site tours.



From left: City Councilmen Martin Horwitz, James Pasch, Mark Mintz, Mel Jacobs, Mayor Merle S. Gorden, Alec Isaacson, Fred Goodman and Mark Wachter posing with their public art leaf commemorating 100 years.

Community Quilters

The local quilt guild, Community Quilters, meets once a month at the Beachwood Library to express their love of quilting. They discuss patterns and share their work and, at times, their fabric. Then, twice a year, they get together to assemble quilts to be donated for worthwhile causes. Also, each fall, the members participate in an instructional workshop taught by various local quilt instructors.

Member Ellen Saltz, who was introduced to quilting by a friend, explained, "We are a service-oriented group and our major focus is directed towards local charity."

Saltz went on to tell us that she finds quilting to be challenging, and she is hooked. In addition to participating with this group, she donates quilts to Project Linus at Akron Children's Hospital.

There are about 20 members in this guild, which is moderated by Jeannie Chaney. Last year, they donated about 60 quilts. The group meets on the first Thursday of each month, at 7 p.m., at the Beachwood Library. Interested parties are encouraged to become involved. For more information, contact Saltz at 216.401.6720 or efs271@sbcglobal.net.



Beachwood Historic Society presents: Doors of Beachwood Photo Competition

The Beachwood Library and the Beachwood Historical Society announce the Doors of Beachwood Photo Competition to celebrate the City of Beachwood's 100th birthday. This juried exhibition will take place at the Beachwood Library and will carry the message of opening doors to our community.

Amateur and professional photographers are invited to submit their JPG images. Experimental and mixed techniques are welcome. Take a picture of your favorite front door and doorway area, provided it is located within the City of Beachwood. No more than three images per household may be submitted.

Prizes will be awarded and it's free to enter. All entries must be submitted electronically to doorsofbeachwood@gmail.com by July 31, 2015.



Quilt Show

A quilt show will be on exhibit July 15 through August 5 at the Beachwood Community Center. Gallery hours are Monday – Friday, 9 a.m. – 4 p.m.; Saturday, 10 a.m. – 3 p.m.; and Sunday, 10 a.m. – 1 p.m. This show is free and open to the community.



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The Beachwood Arts Council Membership Drive and Art Cards



Membership

BAC is now holding its annual membership drive and invites you to become a member of one of the finest arts councils in northeast Ohio.

Art Cards Fundraiser

BAC is now selling Art Cards, designed by Beachwood residents. A 16-card variety pack sells for \$20 and makes a great gift – for yourself or someone else.

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For membership information or to purchase Note Cards, email beachwoodarts@gmail.com or leave a message at 216.595.3400



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2015 Mother's Day Makeover Contest



A few months ago, Beachwood Buzz and Lavish Color Salon created a contest to provide one deserving recipient with a complete Mother's Day makeover. We asked readers: Who stands out when you think about someone who would really enjoy a complete makeover? Maybe she works hard and doesn't take time for herself. Or maybe she volunteers and gives so much of herself that it would be fitting to have something nice done for her in return. Or maybe she has endured some hardships, and a day of pampering would regenerate her. Who comes to mind? Please nominate her, or yourself, for our 2015 Mother's Day Makeover Contest!



The entries received touched our hearts, resulting in a difficult decision-making process. Therefore, one winner and two second-place winners were selected. Our winner, Sheila Kazdin, received a complete makeover by Lavish Color Salon; flowers from Gali's Florist; a gift certificate to Moxie/Red; Transportation Service to and from dinner, compliments of People Express Worldwide Ground Transportation; an outfit from Bonnie's Goubaud; and a photo shoot by Scott Morrison, Discovery Photo.

Second-place winners, Constance Strong and Pearl Polster, each received a makeover from Lavish Color Salon and flowers from Gali's Florist.

Jill Kazdin Swergold nominated her mom, Sheila Kazdin, a 40-year Beachwood resident. She wrote, "My mom is an amazing mom to my brother, Brian, sister-in-law Kathie (also Beachwood residents), and me. She is also a wonderful grandma to her four grandchildren, Tess, Drew, Hayden and Brandon. Additionally, she

takes great care of her mom, Marie Weiss, who lives at R.H. Myers."

She then added the following:

My beautiful mom, who will turn 74 this year, is always full of energy. She never let breast cancer or a host of other illnesses slow her down. We lost my dad a few years ago and around that same time, my mom was diagnosed with rheumatoid arthritis, from which I hear the struggle in her voice.

The remarkable thing about my mom is that she is teacher who has been working at the same school, The Hebrew Academy of Cleveland, for 41 years. Because of her longevity there, she has taught generations of the same family.

Ever since I can remember, I have seen tons of handwritten notes affirming how my mom has helped her students. They were notes that said thank you for helping me, I'm going to miss you next year, you are my favorite, and so on. I know that she has had, and continues to have, a profound effect on a great many children.

Above: Megan Turner, who did Sheila's manicure, pedicure and makeup, applies finishing touches. Color and cut were done by Lavish owner Tracey Watts-Cirino.

Left: In lieu of an outfit, Sheila selected this Joseph Ribkoff jacket from Bonnie's Goubaud. Following her makeover, Sheila enjoyed posing for her photo shoot. Photos by Scott Morrison, Discovery Photo.

Constance Strong was nominated by her daughter, Renee Strong, who describes her mother as a beautiful, loving, kind, sweet, caring and God-fearing woman who is always willing to give of herself and help others.

Constance, a cancer survivor, was especially helpful when her granddaughter, Jayla, was diagnosed with Acute Lymphoblastic Leukemia in 2012. It was devastating to the entire family, and she didn't miss a beat when it came to helping her family in every way possible. Renee said, "I am so super honored to have such an awesome mother."

Constance, pictured with Megan Turner at Lavish Color Salon, chose to have a manicure, pedicure and makeup.

Pearl Polster, nominated by Lois Kaye, chose to take advantage of her makeover prior to a special event, scheduled after this issue of *Beachwood Buzz* went to the printer. Watch for more information next month.



I can't even begin to know what kind of dedication it takes to stay at the same job for 41 years, a job that she continues to enjoy. I know that her thousands of students would agree with me and my family that she is most deserving of this day of pampering.

When Sheila was selected, she was shocked and excited. Beautiful flowers from Gali's florist were delivered, and the rest of the package fell in place.

We had an opportunity to learn more about Sheila while we were at her photo shoot, after her makeover.

Sheila loves spending time with her family and visiting her

daughter and grandsons in Florida. She shared that her husband of 48 years, Jerry, passed away three years ago.

A devout sports fan, Sheila shared her excitement about the Cavs and told us she's totally devoted to sports, especially football, at her alma mater, Penn State. She also told us that she exercises four to five times per week and loves Top 40 music and concerts.

From Farrell, PA, Sheila is grateful for the 69-year friendships she shares with 10 women who have been close since kindergarten. "We get together many times during the year," she said. "It's our

therapy, I love those girls and they're a big part of my life now."

She also said she has made a lot of wonderful, close friends here in Cleveland.

Forty-one years ago, Sheila went to The Hebrew Academy as a substitute teacher and was only supposed to be there for two weeks. "I cried every night when I came home because I couldn't control the kids," she said. "Jerry said, don't worry, you don't have to go back after these couple of weeks. Stick it out." After two weeks, Sheila decided that these

kids weren't going to get the best of her, so she stayed. Throughout her career, she has taught every grade, and has been teaching 4th grade math and social studies for the last 10 years.

When asked about retirement plans, she said, "As long as I'm feeling well, I'll continue working. It keeps me busy and I enjoy it."



This contest, co-sponsored by *Beachwood Buzz* and Lavish Color Salon, was also made possible because of generous support of Gali's Florist, Bonnie's Goubaud, Moxie/Red the Steakhouse, People Express Worldwide Ground Transportation and Discovery Photo. Special thanks go to everyone who made this package come to life!



Sponsor Directory:

Lavish Color Salon • www.lavishcolorsalon.com

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Discovery Photo • www.discoveryphotoonline.com

Gali's Florist • galisgardencenter.com

People Express Worldwide • peopleexpressworldwide.com

Moxie • www.moxietherestaurant.com

Red the Steakhouse • www.redthesteakhouse.com



THEN AND NOW

From a farm community to a thriving commercial hub, Beachwood has seen major change over the last 100 years.



The Beachwood Arts Council (BAC) is a nonprofit organization that has supported and enriched lives through the arts in Northeast Ohio since 1964. It presents art exhibits at the Beachwood Community Center and offers diverse programs, including museum tours, musical events, diversity festivals and hands-on art workshops. BAC is now selling art cards, designed by Beachwood residents, to help fund programming. A 16-card variety pack sells for \$20 and makes a great gift – for yourself or someone else. Please support the arts by joining the BAC today! Visit BAC at www.beachwoodarts.org and "Beachwood Arts Council" on Facebook. To order art cards or for membership information, email beachwoodarts@gmail.com or leave a message at 216.595.3400.



First Catholic Slovak Ladies Association (FCSLA), is a fraternal benefit society founded in 1892 by nine Slovak American immigrant women. It has 35 employees and is domiciled in the State of Ohio. The Association offers a line of permanent and term life insurance along with annuity products. At a Special Convention in October of 2014, held in Beachwood, Ohio, the delegates voted to open its membership requirements to include all Christians. Their new home office was built on the same property and rededicated in 2007. FCSLA is proud to be located in the Beachwood community.

BEACHWOOD PLACE

Opened in 1978, Beachwood Place quickly became a premiere destination for fashion and high-end retail in northeast Ohio. Beachwood Place carries the city's name because it is aligned with the values, standards and dynamic appeal of Beachwood. Through the years, Beachwood Place has continued to strengthen its position in the community by adding a department store, new retailers, remodeling and now expanding. #CongratsBeachwood #BeachwoodPlaceCelebratesYou #Beachwood100Years #BeachwoodCentennial



The Maltz Museum of Jewish Heritage celebrates culture and explores identity to foster connection and promote a greater appreciation of the diversity of the human experience. Since opening its doors in 2005, this Beachwood cultural institution has welcomed nearly 300,000 students and visitors. The Maltz Museum offers people from across Northeast Ohio and around the world the opportunity to engage with stories of courage, resilience and creativity through an array of special exhibitions and thought-provoking programs. For more information, call 216.593.0575 or visit maltzmuseum.org.



Dr. Douglas Desatnik grew-up in Beachwood and was a Beachwood High School class of 1994 graduate. It was during his time in Beachwood that he developed his interest in dentistry and is thrilled to have returned to his hometown to practice high-quality, compassionate dentistry in a relaxing and comfortable environment. A two-sport Bison for life, Dr. Desatnik has always been a proud supporter of Beachwood Athletics. Go Bison!



The Gathering Place, our mission is to support, educate and empower individuals and families touched by cancer through programs and services provided free of charge. As we celebrate our 15th anniversary, we thank the Beachwood community for all of its support! Whether volunteering, supporting us financially, donating furniture and accessories for our warehouse sales, or buying them, you are helping us work toward our mission. Please be sure to stop by our warehouse sale, Saturday, July 11 and Sunday, July 12, at 4911 Commerce Parkway in Warrensville Heights.

JFSA Welcomes Four New Board Members

Jewish Family Service Association is pleased to welcome four new board members to its agency.

Carol Burg, MD, is a dermatologist at Northcoast Dermatology Association, Inc. She currently serves as a board member for Milestones Autism Resources and is a member of the American Academy of Dermatology and the Cleveland Dermatological Society. Carol and her husband, Scott, live in Beachwood.



Bonnie Cole, LISW, is a teacher of Comprehensive Sex Education at Beech Brook. She currently serves on the JFSA Ascentia and Families at Risk Committees. Bonnie is a Life Trustee at Menorah Park, a member of the JCC Jewish Film Festival and the Cleveland Council of World Affairs, and an Advisory Board member for the Shaker Heights Family Center. Bonnie and her husband, Mike, live in Shaker Heights.



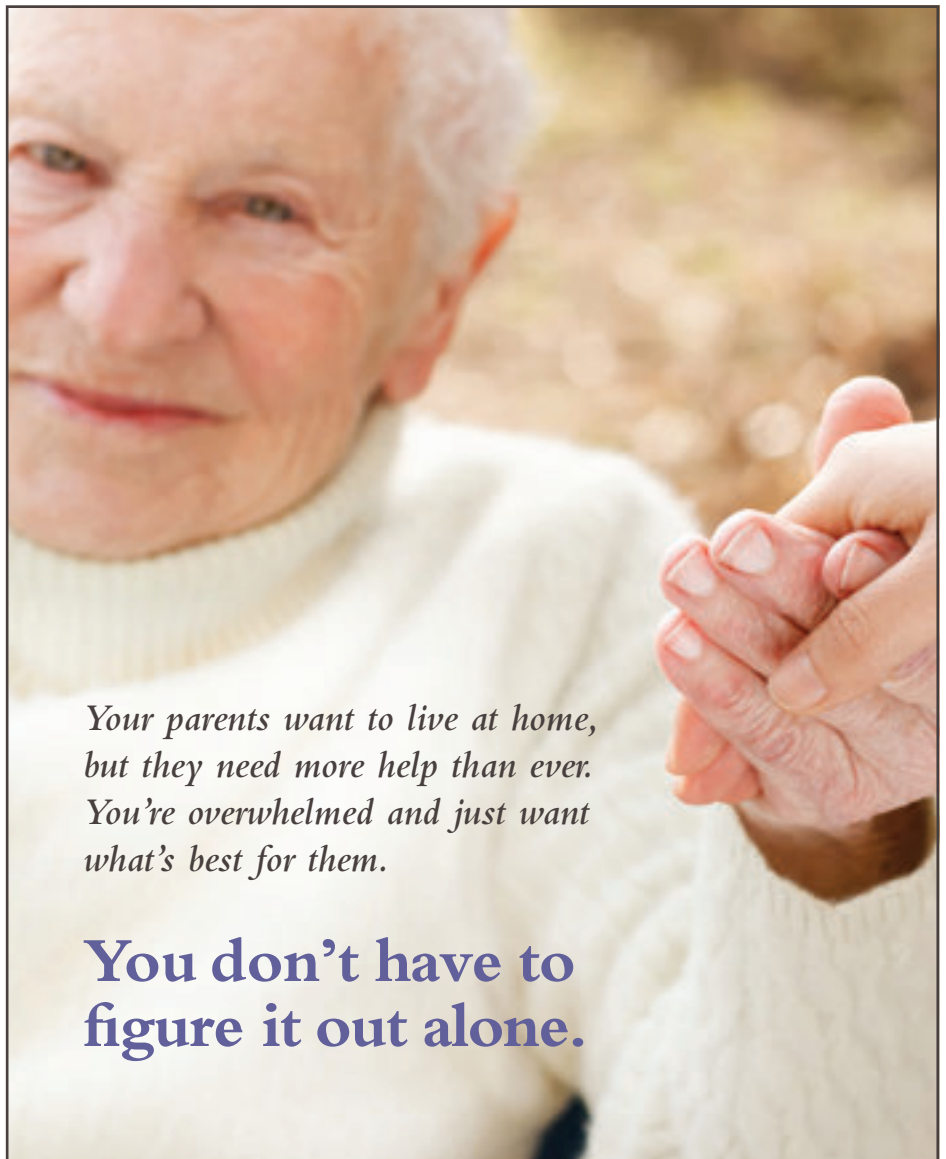
Sandy Goldman currently serves on the JFSA Ascentia and Human Resources Committees. She is also a board member for University Hospitals Ophthalmology Department. Sandy and her husband, Marshall, live in Moreland Hills.



Lev Gonick is CEO of OneCommunity which expands high-speed broadband access and adoption to strengthen Northeast Ohio. Lev currently serves as a board member for Monarch Teaching Technologies, DecisionDesk, EGenio, Groundworks Dance Theater, and Cleveland Independents. Lev and his wife, Barb, live in Beachwood.



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Race for the Place 2015

On June 7, The Gathering Place held its 15th annual Race for the Place, celebrating life and promoting awareness of National Cancer Survivors Day. Presented by University Hospitals Seidman Cancer Center, Race for the Place raised more than \$350,000 (net) to support The Gathering Place and the free programs and services supporting the social, emotional and physical needs of individuals with cancer and their families.

"Our gratitude goes out to each and every one of you for participating in Race for the

Place by registering, putting together teams, donating and asking family and friends to donate," said Eileen Saffran, CEO. "More than 4,000 walkers and runners showed their support at Beachwood Place at this year's event."

Those who participated witnessed the positive energy and love that filled the air. Those who haven't experienced this phenomenon can't comprehend what happens when a loving community of this size comes together with a common goal and are encouraged to participate next year!

In recognition of this event, Mayor Merle S. Gorden and City Council proclaimed Sunday, June 7, 2015, as "Race for the Place" day in the City of Beachwood, and asked that all citizens join them in supporting this worthy cause and

celebrating National Cancer Survivors' Day.

Next year's Race for the Place is scheduled for Sunday, June 5, 2016. For complete information, to learn more about The Gathering Place, or to make a donation, visit www.touchedbycancer.org.

Over 165 teams participated in Race for the Place this year. Listed below are the top teams in number of members and amount of money raised.

Teams with the most members:

Corporate Team: Zelman & Associates
Community Team: Max's Mitzvah Mob
School Team: Shaker Soles
Health & Wellness Team: Fully Functional Fitness
New Team: Zelman & Associates

Teams raising the most money:

Corporate Team: Zelman & Associates
Community Team: Strides for Sherri
School Team: Shaker Soles
Health & Wellness Team: Fully Functional Fitness
New Team: Zelman & Associates

The individual who raised the most money was Jack Bialosky.

For a complete list of Race for the Place stats, visit www.race-fortheplace.com and click on Race Results 2015.



Above: Mayor Merle S. Gorden presents a proclamation to Eileen Saffran, The Gathering Place's CEO. • Below: Zelman & Associates (part of the team).

A note from the editor:

Since the opening of The Gathering Place, I've always recognized what a great resource it is to our community. The value comes from the people it serves – but more so, it comes from the dedicated, caring people within; both staff and volunteers. In addition to programming, the care and compassion provided emits healing energy to those who utilize The Gathering Place's services. Although I've participated in Race for the Place for years, this year's race was extra meaningful because a team was formed to honor my sister, Darcy Alter, for her courage and spirit.

My brother and sister-in-law's company, Zelman & Associates, formed a team with Kim Gray being our team captain. When Kim sets her mind to do something, she's fearless, and her positive energy and desire to land on top made it easy for me to want to dive in and assist her.

When a loved one has a cancer diagnosis, family and friends want to do all they can to be supportive, and never feel they can do enough. You can take all of the support, love and prayers and multiply them tenfold, but still want to do more.

Sure, the competitive juices were flowing to help our team land on top, but looking back, my ulterior motive was to do something that would help those who are battling cancer. Each of us who walked and/or donated to the race truly made a difference since the organization's programs help people to better understand and cope with a cancer diagnosis. As a community, it is amazing that we have such a gem of an organization right in our own backyards.

In Darcy's words, "If love could cure cancer, I'd be cured."

On behalf of myself and team Zelman, we love you, Darcy!



From left: Max, Sophie, Darcy, Sadie and Randy Alter



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Tom will support our Jewish community in perpetuity as a member of the Jewish Federation of Cleveland's Legacy Society, which recognizes all those who have the foresight and generosity to make provisions for the future of our community either now or through their estate plans, ensuring that their philanthropic values will continue long after they are gone.

Find out how you can become a member of the Legacy Society by contacting Carol Wolf for a confidential conversation at 216-593-2805 or cwolf@jcfclve.org.

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www.jewishcleveland.org

80-Year-Old Friendship Keeps Girls Going

By June Scharf

Pairs of girls frequently call themselves BFF's (best friends forever). Violet Spevack and Evel Barcus, however, really and truly mean it. Both are 98 years old and have been best friends since 1935 – that's an 80-year-old bond. Can anyone rival that?

They know this is something special, and they marvel at the parallels in their lives. Each has a brother named Leonard and a sister named Gertrude. Violet and Evel were married on the same day. Evel has 4 children and Violet has 3, only because Evel told her that 3 would be enough for her.

The Beachwood residents talk daily on the phone and see each other nearly every day, often by means of Evel's walking the path leading from her Hamptons apartment to Violet's Stone Gardens residence.

They have clearly defined roles in each other's lives now, with Evel playing more of the caretaker, and Violet being her willing victim. It's a cute interplay whereby Evel tends to Violet's appearance by polishing her nails and making hair, clothing and make-up recommendations, although they are issued more

like commands.

"Fix your hair, Violet."

"Don't wear that, Violet, wear this."

"I'm fine, Evel."

"No, you're not."

"Yes, I am."

Violet, the longtime reporter and "Cavalcade" columnist for the *Cleveland Jewish News*, has treated their friendship in writing through birthday toasts, poems and columns. In 1987, she penned "The Importance of Being Evel," a semi-fictitious, humorous accounting of Evel's past. But her most cherished piece, always read on Evel's birthday, is "The Evel Chronicles," a "fanciful, tongue-in-cheek poem."

It all started when the girls met at Anisfield Camp where they spent a week together. "We clicked," says Evel. A few years later, they joined a group of girls who hung out during the summer at cottages on Lakeshore Boulevard by Lake Erie. They became known as the "citronella girls" because of the candles they burned to ward off insects.

"We met boys, of course!" Evel reveals.

"My mom wouldn't let me sleep there overnight," Violet reports.

Over the years, Violet took Evel to many interviews she conducted for her columns. "I could see how her mind is always working, and it enhanced my own," Evel says.

Fights never happen between these lively and energetic ladies, and they feel at liberty to say anything to one another. "We always forgive each other, rather than getting mad," Violet explains. They say they are as close as sisters, but what they share seems to transcend bloodlines. The harmony is palpable.

"She's so smart, loving and giving," says Evel.

"I'd say the same about her," says Violet.

About their senior status, they have some observations. Evel tells this reporter, "When I

was your age (46), I didn't know anyone my age." She owns up to her hearing "being gone," and to being a little forgetful. "I can't remember what I've done for 98 years!" Violet, in her signature style, has a poetic take on the issue.

I can't hear,
I can't see,
I can't pee,
What's happening to me??

Despite these shortcomings, Violet makes one remarkable claim about her health. She has never been to the hospital, except to deliver her 3 children.

To fill some of her day, Evel still likes to bake, with Violet often being the beneficiary of a batch of brownies or cookies. And then there's "happy hour" at Violet's apartment in the late afternoon, when Violet has a gin and tonic while Evel has some hot chocolate.

Being up there in years does invite reflection, and Evel says that she never thought "it would be like this where the end of life is the hardest part." Violet doesn't think about health matters; instead she focuses on her writing. "Friends expect me to write a book, and if I did, it would be about people," the mainstay of her newspaper work.

It is Evel's belief that when the day comes, "we will wind up in heaven, and Violet will have a seat saved next to her for me."

Violet calls that eventual place "H..Evelnly." Amen.

There's "happy hour"
at Violet's apartment in
the late afternoon when
Violet has a gin and tonic
while Evel has some hot
chocolate.



Building a Legacy for Future Generations

Jewish Genealogy Society of Cleveland Welcomes Jerry Pockar

Local feature writer Jerry Pockar, who creates legacies by helping hospice patients chronicle their life stories for future generations, will share his gift for storytelling at the August meeting of the Jewish Genealogy Society of Cleveland, Wednesday, August 5, 7:30 p.m., in the Miller Board Room at Menorah Park in Beachwood.

A former writer and editor for John Carroll University's alumni magazine, Pockar finds he is most rewarded by the legacy work he does as a volunteer for Hospice of the Western Reserve. Over the past few years, he has met with 35 patients, often in the last stages of life, who want to document and record their personal histories. In addition to the stories that carry special meaning for loved ones, Pockar says that the patients often find that telling their stories can be an affirmation of their lives.

Pockar graduated from the University of Notre Dame and did his graduate studies at the University of Pennsylvania and the University of Wisconsin. During his long career, he worked in aging, journalism and the academic world.

The program is free and open to the public. Board members will be available at 7 p.m. to respond to questions and help with research issues.

For further information contact Stewart Hoicowitz at 440.473.5364.

Farmers Market Season Opens at Cleveland Clinic

Strawberries are ripening, plants are flowering and musicians are tuning up their instruments in time for a new season of farmers markets at Cleveland Clinic, adding extra dimensions to the region's open-air market tradition.



The Community Farmers Market at Cleveland Clinic is now open on the hospital's main campus near University Circle. The market will run on Wednesdays, from 10:30 a.m. to 1:30 p.m., now through October 14, on Crile Mall, a comfortable green space between East 100th and East 96th Streets, just south of Euclid Avenue. Free parking is available for the first hour and the RTA Health Line runs nearby.

Additional fresh markets are being held Cleveland Clinic health centers in Beachwood, Independence and Garfield Heights. In Beachwood, market hours are every Wednesday, now through September 16, between 10:30 a.m. and 1:30 p.m.

By supplying locally-grown produce and homemade breads and jams, farmers markets have become a welcome addition to Northeast Ohio's food and dining scene. Last year, more than 2,000 people visited Cleveland Clinic's flagship market each week.

Befitting a healthcare setting, the markets offer wellness events and health screenings, in addition to live music and cooking demonstrations. Reiki therapy will be available in a health tent every market day, courtesy of Cleveland Clinic's Healing Services Team.

These markets are made possible through a partnership with North Union Farmers Market, which operates the Cleveland Clinic markets on the main campus and in Beachwood.

For more information on the markets and for a schedule of entertainment and special events, go to clevelandclinic.org/farmersmarket.



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Dr. Richard Markwardt Recognized and Honored at School Board Meeting

The Beachwood Board of Education honored Dr. Richard Markwardt at its June 8, 2015, meeting by presenting a resolution that recognized his achievements during his 11 years of dedicated service as superintendent of schools. His leadership has resulted in the district enhancing its status as a premier Ohio public school system and consistently ranking among the highest-achieving public schools in Ohio and the nation.

In addition to the School Board's resolution, Dr. Markwardt was presented proclamations from Mayor Merle S. Gorden, State Senator Kenny Yuko and Sunny Simon, Cuyahoga County Council, District 11, all of who commended Dr. Markwardt on his dedication and leadership and wished him well for continued success, good health and a happy, prosperous future.

Former and current School Board members then spoke words from the heart. Comments included:

Martin Horwitz: You're literally riding off into the sunset. I don't think we can say that about many other superintendents.

David Ostro: You've created quite a legacy. You're a true gentleman and really do care about what's best for the kids.

Mike Zawatsky: You've always been attentive and responsive. It's the small details that make you a great leader.

Josh Mintz: You've had a positive effect, not only on the schools, but on the entire community.

Steve Rosen: Strong schools begin with strong leadership. Your reputation for leadership and longevity is known at the state level.

"Beachwood holds many privileges for those of us who are fortunate enough to work here. The community is wonderful; the residents are supportive, the Board of Education is student-focused, and the staff is talented."

Mitch Luxenburg: You came in during a transitional time and thrived. The community was lucky to have you here. What you've done will be with us for generations to come.

Dr. Brian Weiss: One important aspect of your legacy here at Beachwood can be summed up in one word – growth. Personal growth, professional growth – and most importantly, growth of our students in every important way.

On behalf of the board, Dr. Weiss continued, saying, "What better to represent this (growth) than the formation of a special area, a garden to recognize a Legacy Society to recognize extraordinary individuals whose legacy to the Beachwood Schools leaves an indelible mark on our buildings, our students, our educators and our community.

"Central to this garden, a bench will be installed recognizing you as the individual worthy of being the inaugural member of this elite group."

A plaque, made from the same granite as the bench and inscribed with the following, was then presented to Dr. Markwardt:

"With gratitude and appreciation for your dedicated service to our district."

Dr. Markwardt then addressed the filled room, saying, "Beachwood holds many privileges for those of us who are fortunate enough to work here. The community is wonderful; the residents are supportive, the board of education is student-focused, and the staff is talented."

"So now that departure date is here. It arrived a lot faster than I thought it would. However, I leave with the knowledge that the district is the strongest it has ever been and will be led by the person best able to assure its continued rise," he added. "Thank you."



Pictured clockwise from top left: Dr. Richard Markwardt receives proclamations and a resolution from Senator Kenny Yuko; Sunny Simon, Cuyahoga County Council, District 11; Mayor Merle S. Gorden; and School Board members (from left) Michael Zawatsky, Dr. Brian Weiss, Steve Rosen, Josh Mintz and School Board president Mitch Luxenburg.



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Community Thank-You Celebration & BBQ

On Saturday, May 30, the Beachwood Board of Education held a Community Thank-You Celebration and BBQ to honor Richard A. Markwardt, Ph.D., upon his retirement from Beachwood City Schools.

Taking place at Beachwood High School, the event attracted 1,500 people who enjoyed burgers, kosher hot dogs, chicken, veggie burgers, Ben & Jerry's Ice Cream, and cupcakes that were prepared by Beachwood School Board president Mitch Luxenberg. Food for the event was sponsored by Brindza, McIntyre and Seed, Beachwood Athletic Boosters, Beachwood Schools Foundation, and Squire, Patton & Boggs.

Those in attendance also enjoyed bounce-house and other activities that were sponsored by the Beachwood Federation of Teachers; as well as mingling with teachers, administrators and each other. Mostly, they had the opportunity to thank Dr. Markwardt for his 11 years of distinguished service and leadership to the Beachwood community.



Incoming superintendent Robert Hardis, Dr. Richard Markwardt and Evan Luzar, president of the Beachwood Federation of Teachers, socialized with students and their families during this community celebration. Select photos by Scott Morrison.



Exhibit · Attend · Grow

New this year!
Meet & Greet with Exhibitors
at the B2B Connection Cafe!

Beachwood
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at Beachwood.org**



CITY OF *Beachwood* Council Update

1915 - 2015

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216.292.1901

FRED GOODMAN
PRESIDENT



216.464.6624

MARTIN S. HORWITZ



216.464.6560

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MELVIN JACOBS



216.464.1541

MARK MINTZ



216.360.0330

JAMES PASCH



216.630.9671

MARK I. WACHTER



216.765.1921

PLANNING COMMISSION PARTNERS TO CREATE 5-YEAR MASTER PLAN



In partnership with the Cuyahoga County Planning Commission, we recently conducted a survey of our residents and businesses in preparation for our Five Year Master Plan to be completed by the end of this year. We surveyed more than 360 residents and asked opinions on city qualities, land use, transportation, parks and recreation, services, housing and quality of life.

Overall, we are thrilled with what we heard. Here are a few highlights from the residential survey:

- More than 80% of respondents rated every community event as good or excellent.
- More than 91% of respondents rated the overall quality of Beachwood's parks & recreation facilities as good or excellent.
- More than 99% of respondents rated the overall quality of City services as good or excellent.

Looking forward, a majority of residential respondents want to see the City focus on:

- Environmentally-friendly development (86.3%)
- Office employment (61.8%)
- Consistent home design (61%)
- Industrial development (55.7%)
- Mixed use development (52.5%)

A COMPLETE OVERVIEW IS AVAILABLE AT WWW.BEACHWOODOHIO.COM

Top 3 reasons for residing in Beachwood

- The high quality of municipal services (52.4%)
- The quality of the school system (48.1%)
- My neighborhood is well-maintained (40.4%)

Top 3 considerations for moving from Beachwood

- I would not consider moving from Beachwood (35.2%)
- For a different climate (29.7%)
- For a smaller house (17.6%)
- For a retirement-friendly community (16.7%)

Most important to residents were

- Ensuring public safety (98.8%)
- Protecting the environment (89.4%)
- Preserving open space/green space (85.7%)
- Attracting jobs to Beachwood (77.9%)
- Improving traffic flow (77.7%)

City Contact Information

CITY OF BEACHWOOD
25325 Fairmount Boulevard
Beachwood, Ohio 44122
216.464.1070
www.beachwoodohio.com



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CLERK OF COUNCIL
216.595.5493

WHEN YOU'RE IN *Beachwood*, YOU HAVE ARRIVED!

SPECIAL NOTE

NEW PLAYGROUND ADDITION

Check out our new climber – over 15' tall with multi-levels of web nets to climb, swing and jump. Now ready for summer fun.



BE ALERT!

NO EARPHONES WHILE DRIVING

Our ordinance states: No person shall operate a motor vehicle while wearing earphones over, or earplugs in, both ears. As used in this section, "earphones" means any headset, radio, tape player or other similar device that provides the listener with radio programs, music or other recorded information through a device attached to the head and that covers all or a portion of both ears. "Earphones" does not include speakers or other listening devices that are built into protective headgear.



KIDS LEAF ART

Nearly 1,000 hand decorated cardboard beech leaves are on display inside Beachwood City Hall. Students from Hilltop, Bryden, Beachwood Middle and High Schools participated in helping us celebrate turning 100!



DID YOU KNOW? CENTENNIAL FACT

FROM 1915 UNTIL 1927,
ALL BEACHWOOD
STUDENTS ATTENDED A
ONE ROOM SCHOOLHOUSE
ON FAIRMOUNT AT
RICHMOND ROAD.



THIS SECTION DOES NOT APPLY TO:

- Any person wearing a hearing aid;
- Law enforcement personnel while on duty;
- Fire Department personnel and emergency medical service personnel while on duty;
- Any person engaged in the operation of equipment for use in the maintenance or repair of any highway;
- Any person engaged in the operation of refuse collection equipment.

Save the Date **SEPTEMBER 6
FAMILY FUN DAY**

UPCOMING MEETINGS

CITY COUNCIL

Usually meets the first and third Mondays of each month at 7:00 p.m. Upcoming meeting: Monday, July 13. Questions? Call 216.595.5462.

PLANNING AND ZONING COMMISSION

Usually meets the last Thursday of each month at 7:00 p.m. Upcoming meeting: Thursday, July 30. Questions? Call 216.292.1914.

ARCHITECTURAL REVIEW BOARD

Meets at 5:30 p.m. Upcoming meeting: Monday, July 20. Questions? Please call 216.292.1914.

Departments

AUDITOR
216.595.5492

BUILDING DEPARTMENT
216.292.1914

COMMUNITY SERVICES
216.292.1970

ECONOMIC DEVELOPMENT
216.292.1915

FINANCE DEPARTMENT
216.292.1913

FIRE DEPARTMENT
216.292.1965

LAW DEPARTMENT
216.595.5462

MAYOR'S OFFICE
216.292.1901

POLICE DEPARTMENT
216.464.1234

SERVICE DEPARTMENT
216.292.1922

SENIOR POLICE ACADEMY

Beachwood Police Department is accepting applications for the Senior Police Academy. (50 years of age or older)

Learn about real-life crime prevention and receive "hands on" experience with the help of knowledgeable instructors. Learn self-defense, CPR, safety and how not to become a victim of fraud, identity theft, robbery and burglary.



LOCATION:

BEACHWOOD CITY HALL

DATE: WEDNESDAYS

JULY 8 – AUGUST 26

TIME: 1:00 – 3:00 P.M.

Swim Under the Stars
SPECIAL SUMMER NIGHTS

Beachwood Family Aquatic Center
DJ & Summer Grill Specials
Saturday • July 11 & August 1 • 8:00 - 10:00 p.m.
\$5.00 BFAC members / \$10 guests

CITY OF
Beachwood
1915-2015

ATTENTION BICYCLISTS: SLOW DOWN IN PARKS, SHARE PATHS

Maximum bike speed is 10 mph and cyclists should pass on the left. Use verbal signals. Cyclists are encouraged to wear helmets. Individuals under the age of 16 are required to wear helmets.

WWW.BEACHWOODOHIO.COM

Council Update

100 MINUTES OF MUSIC

SUMMER CONCERT SERIES

OUTSIDE TUESDAYS

*Beachwood Family Aquatic Center • Starting at 6:15 P.M.

JULY 7 - Blue Lunch • Swing, Blues

JULY 14 - Nick Puin Band • Great American Song Book

JULY 21 - 730 Club Band • Soft Rock Mix

JULY 28 - Workmen's Circle Klezmer Orchestra

• Eastern European Soul Music

AUGUST 4 - Tony Quarles and the Discovery Band • Motown, R&B

AUGUST 11 - Sincerely Sinatra with Vince Mastro,

Joe Hunter Quartet & Ernie Krivda

50-Year Resident Salute

INSIDE THURSDAYS

Beachwood Community Center • Starting at 6:15 P.M.

JULY 2 - Gruca White Ensemble:

Linda White, flute; Robert Gruca, guitar

JULY 9 - Fantastical!

Kimia Ghaderi, violin; Andrew Focks, piano

JULY 16 - Broadway to Beachwood - Celebrating 100 years

Diane Menges, soprano; Emma Shook, violin; Lisa Bell, piano

JULY 23 - Cleveland International Piano Competition

Young Artist Prizewinner 2015

JULY 30 - Guitar Masterworks

Stephen Fazio, guitar

AUGUST 6 - Classically Cool - Trillium Trio

Gayle Getts, flute; Emily Lada, clarinet; Lydia Byndas, bassoon

AUGUST 13 - Our Favorite Things

Crystal Carlson, soprano; Kyle Kelvington, tenor;

Emly Grabinsky, piano

*INCLEMENT WEATHER LOCATION BEACHWOOD COMMUNITY CENTER NON-MEMBERSHIP HOLDERS PROHIBITED FROM USING POOL

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QUESTIONS?
216-595-3733

TRAFFIC SAFETY REMINDER

The Beachwood Police Department wishes everyone a safe summer and reminds all drivers of the following traffic laws:



HEADLIGHTS: Every vehicle shall display lighted headlights while being operated on a street or highway when the windshield wipers are in use.

CELL PHONE AND ELECTRONIC WIRELESS DEVICES: No person is permitted to use an electronic wireless communications device in any manner while driving a motor vehicle in the City, including composing, sending or receiving text messages and using an electronic wireless communications device to dial, answer, talk, or listen; unless using a voice operated hands free device.

50-YEAR RESIDENT SALUTE



TUESDAY, AUGUST 11 • 6:15 PM
BEACHWOOD FAMILY AQUATIC CENTER

We invite all residents who have lived in Beachwood for 50 years or more to join us for special recognition.

Newly minted 50-year residents will receive a special gift. FREE but a reservation is needed. *RSVP by calling 216.595.3733.*



ART EXHIBITS



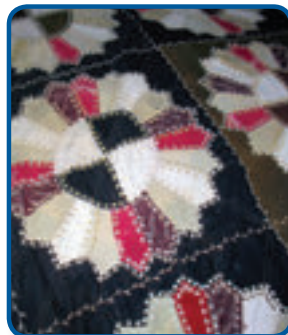
Beachwood Community Center

MONDAY – FRIDAY • 9:00 AM – 4:00 PM
SATURDAY • 10:00 AM – 3:00 PM
SUNDAY • 10:00 AM – 1:00 PM

BEACHWOOD HISTORICAL SOCIETY
QUILT SHOW

July 15 – August 5

Free and open to the public.



BEACHWOOD FAMILY AQUATIC CENTER



OPERATING HOURS

MONDAY – FRIDAY

Lap Swim Only, 6:15 a.m. – 8:30 a.m.
Open Swim, 12:15 p.m. – 8:00 p.m.

SATURDAY & SUNDAY

Lap Swim Only, 9:00 a.m. – 10:45 a.m.
Open Swim, 11:30 a.m. – 7:30 p.m.

Infant/toddler area 10:00 am daily

HOW TO PURCHASE MEMBERSHIPS

- Membership registration must be done in-person, at the Beachwood Family Aquatic Center during regular hours.
- * Two forms of proof of residency required (ex. ID and utility bill)

Non-resident individuals employed within the city are eligible to purchase a season membership. Proof of employment is necessary. Guest restrictions apply.

QUESTIONS? PLEASE VISIT
WWW.BEACHWOODOHIO.COM OR
CALL BEACHWOOD RECREATION
AT (216) 292-1970

Upcoming Programs at the Library

Please register for the following programs at the Beachwood Branch page at www.cuyahogalibrary.org or call 216.831.6868.

Adult Programs

Music at the Library:

2+2 The Afi Scruggs Duo

Wednesday, July 15, 7 p.m.

2 + 2 is all about couples! A couple of musicians, Afi Scruggs and Gilbert Zachary, playing Jazz and R & B on bass and keyboards respectively. The music is fresh and fun, ranging from standards to danceable arrangements of the latest hits. Come ready to tap your feet and take a partner by the hand. Sponsored by the Friends of the Library.

Celebrations: Event Planning

Thursday, July 22, 7 p.m.

Take the stress out of planning your next event. A professional event planner will share tips and techniques to keep you on track for a successful event.

Healing Power of Meditation

Friday, August 7, 7 p.m.

Whether you are a beginner or have been practicing meditation for some time, this workshop, presented by William Smith, retired Army Lieutenant Colonel, will help you make the most of your meditation sessions.

Teen Programs

Anime Daze: Teen Anime Club

Monday, July 27, 4 – 5:30 p.m.

Registration required/Grades 6-12

Come hang out, watch some anime, read some manga, play some games, eat all of the snacks and talk about the mediums and the culture we all love. A parent/guardian must sign a release form before the program.

Let's Do This

July 7 and 28, 3 – 4:30 p.m.

Registration required/Grades 6-12

You need volunteer hours, we need volunteers! This summer, make your mark on the library, whether through a series of projects or a program you and your peers design and implement. Come prepared to share your ideas!

Teen Writer Bootcamp

Monday, July 20 – Friday, July 24

Registration required/Grades 6-12

This boot camp for aspiring young authors led by Neal Chandler will review the fundamentals of creative writing and guide you in creating new work in poetry, fiction and drama. Please bring along an example of your best writing.

How do you reach every Beachwood resident and every Beachwood business every month?

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Calendar of events available in July, locations including:

- Beachwood Library
- Beachwood Historical Society
- Bahama Breeze
- Cleveland Orchestra
- Giovanni's
- Hale Farm & Village
- Maltz Museum
- The Pub
- Tres Potrillos
- Valenti's Ristorante
- WRHS

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The Beachwood Schools Foundation Congratulates Class of 2015 Scholarship Recipients

The Gina Michelle Agin Memorial Scholarship

Awarded to a female senior who has participated in women's interscholastic sports or cheerleading, or served as a team support person, and has demonstrated dedication to achieve team success.

Mara Friedman

Vera Arlen Memorial Scholarship

Awarded to a female senior who exhibits leadership, humanity and a generous spirit in a humble manner.

Danielle Adelstein

The Beachwood High School Alumni Association Scholarship

Awarded to a graduating senior and the son or daughter of a Beachwood High School graduate who demonstrated leadership ability; contributed to help improve the school and/or community; is a working student; and has demonstrated that he/she is a caring human being.

Jamie Rotsky and Caroline Stern

The Beachwood Schools Foundation White & Gold Scholarship

Awarded to a junior who has exhibited leadership qualities.

Sri Vidya Uppalapati

The Beachwood Chamber of Commerce Business Scholarship

Awarded to a senior who has been successfully employed in a Beachwood business or industry, and who intends to pursue a career in business.

Adam Moses

The Beachwood Chamber of Commerce Harlan Diamond Culinary Arts Scholarship

Awarded to a graduating senior of the Beachwood High School consortium Culinary Arts Program who has been accepted to and will attend a post-secondary educational program in the field of either culinary arts or restaurant management.

Porsche Moore

The Beachwood Community PTO Garage Sale Scholarship

Awarded to a senior who has been outstanding in volunteerism/ community service, or character and citizenship; or who has exhibited enthusiasm for school and community.

Danielle Adelstein

The Dave and Janice Bloom Scholarship

Awarded to a senior with strong sportsmanship who has shown a strong commitment to Beachwood athletics as a player, equipment person or team manager.

Emilykate Hopson-Boyd

The Cleveland Clinic Health Career Scholarship

Awarded to a senior who has been outstanding in academics, community service and extracurricular activities; and intends to pursue a career in health care.

Tyler Thomas

The Donna Bickoff Cohen Scholarship

Awarded to a student with a "can do" attitude who embodies the spirit of the Beachwood Schools and pride in the Beachwood community.

Nomi Poprish

The Harvey Friedman Leadership Scholarship

Awarded to a senior who has demonstrated significant leadership during his or her high school career.

Caroline Stern

The Gevelber Family Scholarship

Awarded to a Beachwood student who has been an athlete that promotes leadership during and outside the athletic competition, and has been a team player who puts others before self.

Jamie Rotsky and Emily Dann

The Dan and Pam Johnston Scholarship

Awarded to a senior who experiences challenges on a daily basis and continues to persevere.

Anita Lekova

The Robert D. Kates Award

Awarded to a senior who has shown outstanding leadership within Student Council.

Jon Shapiro

The Kam and Chien Liao Math and Natural Sciences Scholarship

Awarded to a senior who has been outstanding in mathematics or natural sciences (with a 4.0 GPA in core subjects) and will pursue a career in the area of natural sciences, engineering or mathematics.

Kaustav Malik

The Beachwood Schools Foundation was created to provide a financial vehicle for individuals and organizations to fund educational opportunities and recognize student achievements. Its Board of Trustees thanks the families who have established scholarships and congratulates the class of 2015 and scholarship recipients.



For more information about The Beachwood Schools Foundation, call Peggy Lipp at 216.464.8998.

The Joan Lobert Scholarship

Awarded to a senior who has been outstanding in and intends to pursue a career in the areas of political science, government or public service.

Anita Lekova

The Jill Dobrin Menachem Memorial Scholarship

Awarded to a senior whose love of children and concern for their welfare has motivated her/him to pursue a career in early childhood education or a related field working with young children.

Brenna Rosen and Bradley Smith

The Jay Shlachter Memorial Art Award

Awarded to a senior who has demonstrated an appreciation for and talent in fine arts.

Ami Scherson

The Steven Mark Wasserman Memorial Scholarship

Awarded annually to a senior who indicates an intention to pursue a career in television writing and/or film.

Maria Alvarez

The Weisenberg Family Scholarship

Awarded to a senior who exhibits passion and commitment to the arts and intends to pursue a career in that area.

Maria Alvarez, Ami Scherson and Hannah Lowenkamp

The Norm Weiss Memorial Scholarship

Awarded to a senior who has demonstrated and participated in charity, volunteer and community service activities at a level substantially greater than that required for graduation.

Hannah Firestone

The Paul and Kate Williams Scholarship

Awarded to a senior who has demonstrated outstanding capabilities in visionary thinking, entrepreneurial spirit and/or dedication to lifelong learning.

Adam Moses

The Dr. Jerry S. and Gail R. Wolkoff Civic Award

Awarded to a senior who has exceeded the requirements for community service work, participated in two or more extra-curricular activities and achieved an overall 2.75 GPA.

Hannah Firestone

The Dean P. Wyman Memorial Award

This one-time award, established by Wyman's colleagues in the U.S. Department of Justice, honors a student with a high GPA who is interested in the legal profession and has a passion for public service.

Anita Lekova

The George Schatel Hope Lectureship Fund

Established in 1998 in memory of George David Schatel, Treasurer of Beachwood Schools from 1958-1980.

Proceeds are used to fund a lecture series that benefits the Beachwood Community.

Department Awards

The Coca-Cola Scholarship Fund

Awarded to seniors who exhibited scholastic achievement.

Career & Technical Education – Chinae Lowe

English – Cathy Perloff

Mathematics – Janet Wang

Performing Arts – Ami Scherson

Science – Ted Sender

Social Studies – Catherine Perloff

Technology – Itamar Nurko

Visual Arts – Nili Steinberg

World Language – Monica Colmenares

2014-2015 Board of Trustees

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Paul R. Williams, Ph.D. - Trustee for Life

Every Cake Has a Story to Tell

Mitch Luxenburg – The Sweet Side



Mitch Luxenburg, an attorney who serves as president of the Beachwood Board of Education, has enjoyed baking ever since taking Mrs. Dutton's cake-decorating class while in Beachwood Middle

School.

He recalls when he and David Chizek won the end-of-the-year cake-decorating competition and were selected to decorate a cake for the retirement party for Mr. Burgess, principal of Bryden Elementary School.

While in high school, college and law school, Luxenburg continued baking. As an adult, he finds cooking and baking to be both challenging and relaxing. After spending all this time in the kitchen, Luxenburg decided get back into cake decorating to see if he would enjoy it as much as he did when he was 12 years old.

So in early 2014, he and his sister, Debbie, signed up for a cake-decorating class at Michael's. After completing the first class, Luxenburg took the second set in the series, honing his skills and rekindling his passion.

After completing the classes, he was ready to push up his sleeves and bake cakes and cupcakes for his family, but would only do so if he could create something that would taste better than his very favorite Giant Eagle cakes, so he played around with recipes until he came up with a buttercream frosting recipe that he really loved.

Once he had the frosting recipe down pat in late 2014, his family had a bake-off to see which combinations of cake and frosting they preferred.

Then, he started baking at home for family celebrations, purely for fun. "It was great," he said with a smile. "I enjoyed each creative challenge and my family loved the finished products."

Luxenburg's



housekeeper would often be cleaning up after him, admired what he was doing, and just this past March asked him if he would make her daughter's birthday cake. He gladly accepted the challenge and made a three-tiered cake. Since it was his first cake for someone else, he did a dry run, which was a good thing because the frosting was too heavy and started falling off!

Shortly thereafter, Debbie put a post on Facebook, along with a photo of some of Luxenburg's creations, saying her brother was baking cupcakes and cakes "better than Hough" and within an hour, orders started coming in. His first order was a ruffle cake which the client later posted on Facebook stating it was "better than Archies." (Although Luxenburg admits that Archie is good company to keep, he does not market himself that way.)

"The response to this post was unbelievable," he said. "It took on a life of its own."

When asked about the creative process, Luxenburg shared that he often searches the Internet or Pinterest for ideas, and once he finds a theme, he recreates it to make it his own. Although he doesn't consider himself to be creative, saying he can't draw but can color within the lines, he humbly admits that with each cake the results are more professional.

"I truly got into this because I love cake and buttercream frosting," he said. "What makes the cakes great is the taste. Decorating is an added bonus."

In addition to enjoying the baking process, Luxenburg values the connections he makes with people. "People love eating cake and food and talking about it, so I'm connecting with them in an entirely different way," he said, "And it's nice, fun and challenging."

Luxenburg went on to tell us a story about a cake he was hired to bake for a Bat Mitzvah dinner. When the woman told Debbie that she really didn't want to cook the dinner, Debbie said her brother took care of her daughter's dinner. Fast forward, and Luxenburg catered the client's entire dinner too.

"She was the perfect client," he said. "I had known the family casually and she let me make all the



decisions. I did all the shopping, prep work and cooking, just as I would have for my own family."

Dinner came out great, and the "Cat in the Hat" cake was secondary. It was the first time Luxenburg used black frosting, which turned into a beast of its own.

"I'm flattered when someone asks me to make something for an important occasion or event," he said. "Each time I create something, I put pressure on myself to WOW the client and make something nicer than I made the time before."

He also told us that everything is as fresh as possible because he cooks and bakes for others just as he does for his family.

When asked if his kids help in the kitchen, Luxenburg, the father of four, ages 10 – 14, says they would like to help more than he lets them. They usually go to sleep as the cakes are cooling and see the creations, or photos of the creations, when they wake up in the morning.

When completing this story, and stopping by to take photographs, Luxenburg's table was full. He was preparing and decorating 400 cupcakes that were donated to the Community Thank-You Celebration and BBQ which honored Richard A. Markwardt, Ph.D., upon his retirement from Beachwood City Schools; two bridal shower cupcake cakes; and a ruffle layer cake. Being in awe of the cakes, I never asked Luxenburg whose showers the cakes were for. The icing on the cake was when I walked into a bridal shower the next day, saw one of Luxenburg's creations prominently on display, and witnessed all of the women's comments about this beautiful masterpiece.

When asked about his future baking plans, Luxenburg said, "I'll continue to do this as long as it's fun and challenging. Each time I bake, it's not just a cake, it's an experience; and every cake has a story to tell."

"Each time I create something, I put pressure on myself to WOW the client and make something nicer than I made the time before."



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Hand & Stone

Hand & Stone Massage and Facial Spa opened its first location in Woodmere Village, making it the second location in Ohio. Tom and Pam Dittoe have been considering opening a business together for some time but have been waiting until the right opportunity presented itself. When a location presented itself in the couple's home state, they packed up their bags in Pennsylvania and moved back to Ohio. Stop in day and take advantage of their introductory rates.



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The Range

The Range is located centrally on the east side of Cleveland at the corner of Green and Harvard. The facility features over 50 tees, both grass and mats; chipping and putting greens; and six different professionals available for lessons.

Jewish Teens Grant \$50,000 for Community Needs

The 2014-15 Maurice Saltzman Youth Panel of the Jewish Federation of Cleveland recommended grants totaling \$50,000 to 13 organizations for crucial programs in the Jewish and general communities.

Eli Giterman and Jordan Goodman presented the panel's recommendations to the Jewish Federation of Cleveland's Board of Trustees on May 20, 2015. Recommendations from the panel of 34 juniors and seniors, representing public and private high schools and five different synagogues throughout Greater Cleveland, were unanimously approved by the board.

Some of the Jewish community grants included \$7,500 to the Hebrew Shelter Home for a back-up generator; funds to Gross Schechter Day School and The Agnon School for Tikkun Olam service projects; \$7,200 to the Mandel Jewish Community Center for companion counselors for day campers with special needs; \$7,500 to support backpacks with school supplies for Ethiopian first graders in Israel, a program run by our international partner, the American Jewish Joint Distribution Committee; and \$3,000 to The Free Medical Clinic of Greater Cleveland for the Teen Clinic and Outreach Education program.

Prior to the Board of Trustees meeting, panel members and their families gathered for a reception to celebrate their accomplishments. Federation President Stephen H. Hoffman congratulated the group on their successful collaboration and philanthropic spirit. Panelists commented on

how much they learned about community needs, vulnerable populations, evaluation of grant proposals and the struggle to prioritize needs when resources are limited.

Panel members, selected through a competitive application process, met seven times throughout the school year. They created a Request for Proposals, reviewed grant applications, learned about consensus decision making and, in the end, had a tremendous impact on programs and organizations which improve the lives of others.

Beachwood High School participants included Eitan Meskin and Barak Spector.

For information about submitting nominations or obtaining an application for the 2015-16 Saltzman Youth Panel, contact program coordinator Leora Hoenig lhoenig@jfcleve.org or 216.593.2798. Application deadline is September 3, 2015.





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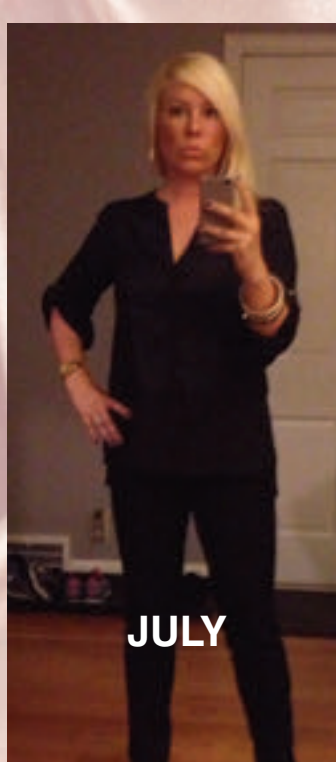
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Michael Friedman Opens Fiat Dealership

Michael Friedman has been in the auto industry for 27 years. Just a few years ago, he opened new Ganley Subaru and Volkswagen stores on the Bedford Automile, and now he proudly announces the opening of Ganley Fiat of Bedford, located at 240 Broadway Avenue. Friedman and his team were appointed by Fiat to open up a dealership and represent the Fiat brand. He's a proud Beachwood resident and Beachwood High School graduate, class of '82. His motto is, "You can always replace a car, you cannot replace a customer." Stop in and see him today!

Men's Club of Mandel JCC

The JCC Men's Club meets every Monday from 11 a.m. to 12 noon at the JCC's Stonehill Auditorium to hear well-known speakers, and have rap sessions about current or other relevant topics of interest to the members.

The Club also offers occasional field trips and an annual lunch, and provides opportunities for fellowship and camaraderie with a chance to meet new friends and renew old friendships.

Anyone interested is invited to participate. Membership is \$30 a year, plus a small facilities user fee.

The July schedule is as follows:

Monday July 6

Bruce Hennis, president and CEO of Hennessy Paytner Communications.
Subject: Crisis Management

Monday July 13

John Frato, Executive Board Secretary, Carousel Society
Subject: Euclid Beach Carousel Reconstruction

Monday July 20

Rap Session, Topic to be announced

Monday July 27

Steven Dettelbach, U.S. Attorney, Northeastern District of Ohio
Subject: The Cleveland Justice Department Settlement

Please note: July meetings will take place at the Beachwood Library on Richmond Road. For additional information, call Bob Young at 216.464.0236.

Distance Learning

The community is invited to attend the following Distance Learning sessions at Menorah Park, in the Miller Board Room, on the Menorah Park Campus in Beachwood.

Monday, July 6 • 2:30 – 3:30 p.m.

"America's Signs and Symbols"

by the Smithsonian American Art Museum (Washington, DC)

Monday, July 13 • 2:30 – 3:15 p.m.

"Summer Sizzle"

by the Lee Richardson Zoo (Garden City, Kansas)

Monday, July 20 • 2:30 – 3:30 p.m.

"Canine Companions" by The Cleveland Museum of Art

Monday, July 27 • 2:30 – 3:15 p.m.

"Flamenco!" by the Cleveland Institute of Music

Monday, August 3 • 2:30 – 3:15 p.m.

"Gator Talk" by Fort Worth Nature Center & Refuge (Fort Worth, Texas)

Menorah Park Scholar on Campus

Menorah Park Scholar on Campus presents Rabbi Raymond Zwerin, D.D., founding Rabbi and Rabbi Emeritus of Temple Sinai of Denver, Colorado. Rabbi Zwerin is the author of "Forty Years of Wondering: The High Holy Day Sermons" and "Holy Fire." He is also an instructor at the University of Denver and the Florence Melton School of Adult Jewish Learning.



The topic of this community program is The Zodiac: Is Jewish Time Written in the Stars? Discover the meaning behind zodiac signs discovered on the floors of ancient temples; and learn the relationship between the zodiac symbols, the Twelve Tribes of Israel and the stellar constellations.

This event takes place Wednesday, July 22, 7:30 – 8:30 p.m., in Menorah Park Saltzman Auditorium.

Please RSVP to Menorah Park director of Lifelong Learning, LeAnne Stuver, at 216.831.5452, ext. 244.

U.S. Senator Rob Portman and Menorah Park Center for Senior Living Announce Pilot Program

U.S. Senator Rob Portman (R-Ohio) visited the Menorah Park Center for Senior Living Campus in Beachwood to announce a pilot project regarding his Better Health Rewards legislation. Portman and Menorah Park have teamed up to put into place key aspects of this program, which focuses on preventive wellness for seniors.

The Medicare "Better Health Rewards" program helps seniors set and reach achievable goals designed to help them get and stay healthy. Unlike the current Medicare system that begins to cost more when a senior actually needs it, the Better Health Rewards program gives seniors who reach their health goals – and help lower overall health costs – a chance to share in the savings. Seniors who participate in the program can receive up to \$400 for meeting their goals by the end of year three, according to the plan.

Portman toured various departments and residences on Campus. "It was exciting to be part of the launch of Menorah

Park's health and wellness-focused pilot program," Portman stated. "The staff at Menorah Park takes exceptional care of their residents, and I look forward to continuing our partnership together and to promoting my Better Health Rewards legislation in the Senate."

"We understand that chronic health conditions are the leading preventable causes of death and disability. At the Peter B. Lewis Aquatic and Therapy Center, we have begun to monitor several of Senator Portman's target areas, including body mass index, blood pressure, and diabetes indicators, to evaluate the clients' risk factors when they begin treatment at the center. We thank Senator Portman for introducing this new initiative that encourages a proactive approach toward health and wellness as we age, and we will encourage our patients, clients and residents to participate in the Better Health Rewards program, and continue to work as a partner in their wellbeing to help them succeed in this program," said Kelly McNeal, physical

therapist and assistant director of rehabilitation for Menorah Park Center for Senior Living.

"It was an honor to welcome Senator Portman to the Menorah Park campus. Our philosophy is one of health and wellness for seniors, which aligns perfectly with the Sen-

ator's Better Health Rewards program. We appreciate this partnership, thank the Senator for developing such an innovative national model and look forward to serving as a model site," stated Richard Schwalberg, administrator, Menorah Park Center for Senior Living.



Rob Portman speaking about his Better Health Rewards legislation designed to help seniors get and stay healthy.



Plumbing Problems?

They say age is just a state of mind.

Sometimes, however, our lower anatomy doesn't get the memo.

The truth is, as we get older, our “pipes” often begin to cause problems for both men and women. For men, conditions related to their prostate gland are often the center of attention. In this article, urologist Simon Kim, MD, MPH discusses two urologic conditions that are frequently seen in men over 50.

Urinary Retention: Why can't I go?

Do you frequently feel a strong urge to urinate but when you get to the restroom, the results are, well...disappointing? Do you feel as though your bladder has not been fully emptied and return to the bathroom again only to experience the same weak, low volume stream? If you said yes, you are more than likely one of the almost 50% of men in the 50+ age group who have benign prostatic hyperplasia (BPH). It is more commonly known as an enlarged prostate gland. As the gland gets bigger, it may narrow or partially block the urethra – the tube that carries urine from the bladder out of the body.

BPH is a normal part of aging in men, caused by changes in hormone balance and cell-growth factors. “Some men may have more severe symptoms than others. And, while the condition is not life threatening, there are many treatment options ranging from medication to surgery that can significantly improve a patient's quality of life,” states Dr. Simon Kim, assistant professor of Urologic Oncology and Urology. In some cases, however, BPH can be a real health threat. In its most severe, untreated form, BPH can lead to kidney failure, recurrent urinary infections, bladder stones or blood in the urine. Usually medicine can delay or halt the progression of the benign prostate growth but occasionally surgery is necessary.

If you are experiencing symptoms of BPH, it is always recommended that you see your physician. Your doctor will take a complete medical history and perform a physical exam

that will likely include urinalysis, a digital rectal exam (DRE) and possibly a prostate-specific antigen test (PSA) to rule out prostate cancer.

What if it is prostate cancer?

If tests show that you have prostate cancer, your doctor will work with you to develop a management and treatment plan based on several factors – your age, the stage of the cancer and your overall health. In some men, the first step is simple surveillance. While most prostate cancers tend to grow slowly, some forms can be quite aggressive. If intervention is necessary, treatment options may include radiation therapy or surgery, which typically involves removal of the entire prostate gland and any surrounding tissues that may contain cancer cells.

Advanced disease will be managed using a team approach with colleagues at the UH Seidman Cancer Center and the UH Urology Institute, where patients have access to emerging techniques, including the robotic radical prostatectomy.

At UH Ahuja Medical Center, our urology specialists can help you choose the right course of medical treatment! Call 216-844-3009 for more information or to schedule a consultation. Or, email Dr. Kim directly at simon.kim@uhhospitals.org.

*Simon Kim, MD, MPH
Assistant Professor of Urology
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“Many men don't even know how bad their BPH symptoms are until they are seen by a doctor who specializes in this area. The medicines usually prescribed for this condition are very safe and the surgery can often be performed in a minimally invasive way, usually not requiring hospital admission.”

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**Wednesday Night
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Men's Health Checklist
Wednesday, July 8, at 6 p.m.

Today most men need to pay more attention to their health. Compared to women, men are more likely to smoke and drink, make unhealthy or risky choices, and put off regular checkups and medical care.

There also are health conditions that only affect men, such as prostate cancer and low testosterone.

Please join Roy Buchinsky, MD, and Simon Kim, MD, MPH, to learn how a few simple steps such as maintaining a good diet and taking early action when experiencing a health issue can help every man improve his chances of living a healthy life.

Dr. Buchinsky is the Director of Wellness at University Hospitals and the Robert and Susan Hurwitz Master Clinician in Wellness. He is board-certified in internal medicine as well as in integrative and holistic medicine.

Dr. Kim is a urologic oncologist and Co-Director of the University Hospitals Urology Institute Quality & Outcomes Center. He specializes in the surgical treatment of bladder, kidney, prostate and testicular cancer. Dr. Kim has been independently funded from the National Institutes of Health to develop decision aids for men diagnosed with localized prostate cancer.

Many of the major health risks that men face – including colon cancer and heart disease – can be prevented and treated with early diagnosis.

Screening tests detect disease early, when it is easier to treat. It's important for men to get the necessary screening tests. Remember this: Knowledge is power, prevention is everything, and early detection is key.

Free to the public. Food and refreshments will be provided in the Enid B. and David M. Rosenberg, MD Conference Suite. To register, email AhujaWellnessProgram@UHhospitals.org or call 216.285.4069.

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Work-Study Program Exposes Cleveland Students To Real World – “Chapter Two”

About a year ago, *Beachwood Buzz* ran a story (May 2014 issue) about Saint Martin de Porres High School and its mission to transform urban Cleveland, one student at a time. Workplace learning was explained as an integral component of its education model, with various Beachwood companies and organizations, including the Cleveland Clinic, Eaton, and the Alzheimer’s Association already involved.

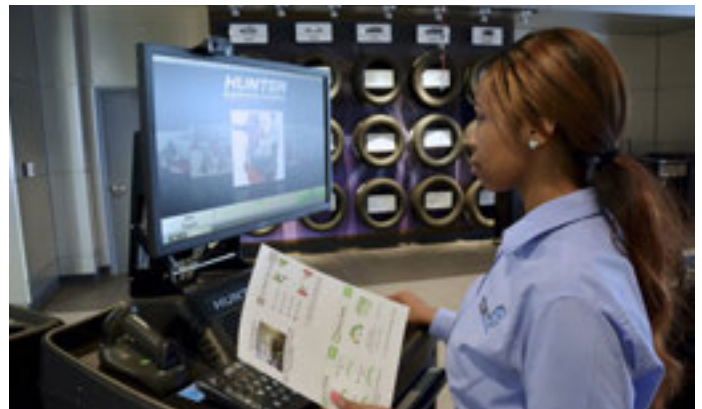
Saint Martin is a member school of the Cristo Rey Network, which is comprised primarily of families with limited economic resources. Nearly 80% of the graduates will be the first in their families to attend college. Located in the Saint Clair-Superior neighborhood near E. 55th, all its students participate in the Corporate Work Study Program that serves as both a funding mechanism for their education, but more importantly, a highly impactful experiential learning opportunity for the students.

More than 100 Cleveland area

businesses and organizations are involved, including hospitals, law firms, accounting firms, manufacturing companies, universities and others. Besides learning office skills, the students learn the “soft” human interaction skills that are critical to success, no matter what career path they choose. They also have the chance to observe professions they may be considering and begin to build personal networks as they prepare for college and their careers.

The students attend school four days per week and work one day per week (five per month). Although funding goes to the school during the academic year, students often have the opportunity to pocket earnings during the summer or over holiday breaks. The students are typically exposed to environments where people have a college education and they’re learning what it means to be “professional.”

Evidently, last year’s story in the *Buzz* helped raise awareness in



Beachwood with the addition of new work sites this past year, including the Jewish Federation of Cleveland and Bernie Moreno Companies (formerly Collection Auto Group). Both placements were outstanding, with students continuing to work this summer at each location.

When asked about his time at the Jewish Federation, graduating senior John Wright had this to say: “The Jewish Federation taught me a lot about Jewish heritage and the people there have made me feel welcome and accepted. I have done my very best to make a great impression by demonstrating perseverance, respect, and a willingness to learn. I loved the people at my job, and it helped me develop professionally and personally. When asked what words of wisdom he would offer next year’s student who will be succeeding him, John offered, “Always come to work with an open mind.”

Infiniti of Beachwood supervisor, Rick Orange, exalts that senior A’Bria Robinson “has been great!” She is eager to learn new skills and quickly became comfortable using the automotive diagnostic software. Her outgoing and friendly demeanor has contributed to their team’s being ranked #1 in customer satisfaction, a lasting memory for A’Bria this past school year.

Saint Martin is extremely pleased that more Beachwood employers came on board this past year, but there is always a need for more partners as the school continues to grow. For more information, please contact Ann Davis, vice president, Corporate Work Study Program at



Through Saint Martin, A’Bria Robinson was placed at Infiniti of Beachwood and John Wright was placed at the Jewish Federation of Cleveland.

216.881.1689 ext. 311 or adavis@stmdphs.org. In addition, for those companies or individuals who can’t offer employment, the school welcomes various forms of philanthropic support.

Saint Martin is extremely pleased that more Beachwood employers came on board this past year, but there is always a need for more partners as the school continues to grow.



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Golf Marathon Raises Funds for Agnon

Though the temperature was 48 degrees and the ground was soggy at Legend Lake Golf Course in Chardon on June 1, nine determined golfers could not be discouraged from taking 4,274 golf swings to complete Agnon's third annual 100 Holes of Golf Challenge. Teeing off at 7:15 a.m., the golfers had already raised more than \$27,000 to benefit the Barry Levin Endowment Fund and current school operating needs. When the last golfers left the course at 6:19 p.m., proceeds had increased to more than \$29,000 and are still climbing.

This year's participants included returning Agnon alumni Kyle Flawton (Class of '14) and Zach Levin (Class of '09), who set up the original technology for the 100 Holes of Golf on-line fundraising as part of his high school senior project. Agnon Alumni parents, Steven Lander and Adam Levin, were joined by new parent, Ethan Karp, whose daughter is attending Agnon's Early Childhood program this fall. Four community members rounded out the group, including the sole (returning) female on the course, Agnon alumni, Aunt Marilyn Dachner.

The 100 Holes of Golf Challenge was founded by Adam Levin in 2013 in memory of his late brother, Barry. Two-thirds of proceeds earned from this event go toward the Barry Levin Endowment Fund, with one-third designated for Agnon's annual operating fund. Collectively, this helps fund program enhancements and tuition assistance.



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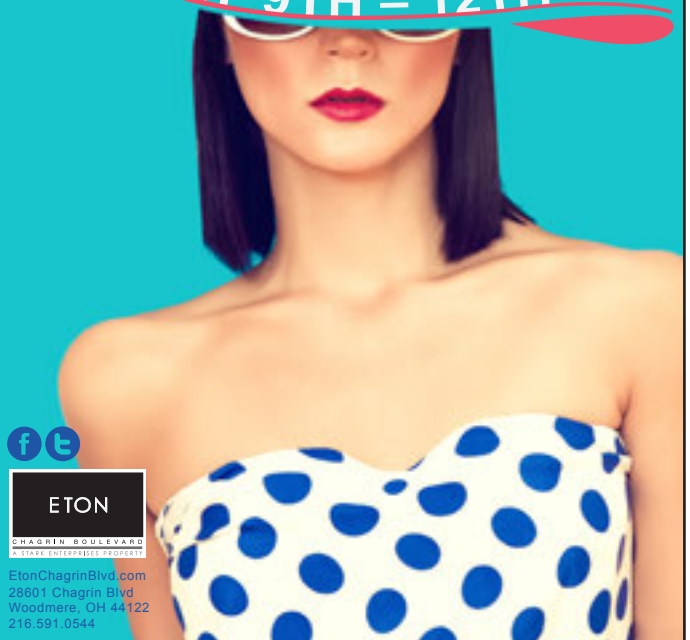
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The Montefiore Foundation's First Annual "Home Run" Run/Walk Event

The Montefiore Foundation invites you to attend its first 5K Run/Walk and 1M Walk on Sunday, August 30, at 8:30 a.m. at the Cleveland Clinic Lyndhurst Campus. All proceeds from this Run/Walk event will support the 2016 Annual Sustaining Campaign, which benefits both Montefiore and The Weils senior communities, enabling them to provide the exemplary care that residents, patients and families have come to depend on each day – regardless of ability to pay.

Baseball-themed event sponsorship is available at the grand slam (\$5,000), home run (\$2,500), triple (\$1,250), double (\$750) and single (\$500) levels. Pre-registration is \$20 by Thursday, August 27, or \$25 August 28 through race day. The Run/Walk will be held rain or shine. For more information about sponsorship and event registration, visit montefiorecare.org/homerun.

For questions, contact Melissa Adell, development associate, at 216.910.2652 or madell@montefiorecare.org.

"New" Resident Cleveland Ballet Welcomes First Professional Ballet Dancer

The Cleveland Ballet proudly welcomes Madeline Taylor as its first professional ballet dancer of the "New" Resident Cleveland Ballet, which will begin performing under this name in August. Taylor has been dancing with the School of Cleveland Ballet since she was six years old, and has danced with the Pacific Northwest Ballet, San Francisco Ballet and School of Cleveland Ballet. She has 23 pairs of worn out, unusable pointe shoes and four new pairs, ready to wear!

For more information about the "New" Resident Cleveland Ballet, call 330.590.0286.

Pictured: Madeline Taylor on the Cleveland Ballet 2015 poster, as seen with Michael Krasnyansky, PhD, Chairman of the Board, Cleveland Ballet; and Gladisa Guadalupe, Artistic Director, Cleveland Ballet.



It's PROOF TIME... There is Hope!

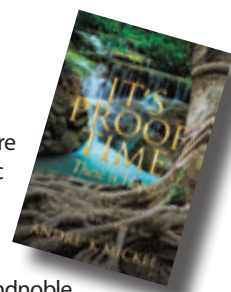
Within his new book, *It's PROOF TIME... There is Hope!* Andre' K. Mickel uses an acronym, which spells out "PROOFTIME," to guide readers in their response when they inevitably face tribulations. Readers who follow the author's tried-and-true advice will receive peace in the midst of adversity. Andre' lists the steps: Praise, Remember, Obedient (twice), Focus, Trust, Inspire, Meditate, and Energized. These steps, when explained by the author and applied by the reader, have the power to change anyone's life.

"No matter the calamity, there is always hope," states the author. "Anyone facing troubles and pain can benefit from reading this book, and turn their lives around to live an abundantly joyful and peace-filled life... no matter the circumstances! Even after a painful divorce, there is the opportunity to live a wonderful life."

Dr. Andre' K. Mickel is the chairman of the Department of Endodontics and the director of the Post Doctorate Endodontic Residency program at Case Western Reserve University School of Dental Medicine in Cleveland. He has Endodontic Dental Practice in

Beachwood and teaches at Case Western Reserve University, where he is chairman of the Endodontic Department.

The book is available online through xulonpress.com/bookstore, amazon.com and barnesandnoble.com.



"Anyone facing troubles and pain can benefit from reading this book, and turn their lives around to live an abundantly joyful and peace-filled life... no matter the circumstances! Even after a painful divorce, there is the opportunity to live a wonderful life."

Summertime is Concert Time!

The following free concerts will be taking place on the Legacy Village Stage from 6:30 – 9:30 p.m., unless noted.

- Friday, July 3 • Swamp Boogie Band (Swamp Pop)
- Friday, July 10 • Run Avril Run (Pop/Rock)
- Saturday, July 11 • Discovery Band (Motown/R&B/Funk)
- Friday, July 17 • Wild Horses (R&R)
- Saturday, July 18 • Replay (Oldies)
- Friday, July 24 • Backtraxx Band (60's & 70's)
- Saturday, July 25 • Revolution Pie (Beatles Tribute Band) 6:30 – 7:30 p.m.
- Friday, July 31 • Rule 11 & The Sanctions (R&R)
- Saturday, August 1 • Ricky & The Rockets (R&R/Oldies)
- Friday, August 7 • Saborit Latin Soul (Latin)

Free and Open to the Community! A Musical Evening at Montefiore

Montefiore invites the community to attend "A Night Café: Klezmer and Gypsy Music," on Saturday, August 1, at 7 p.m. in Montefiore's Maltz auditorium. The music-filled evening will feature soloist Lori Cahan-Simon, violinist Steve Greenman and Walt Mahovich on Clarinet and Accordion. The concert will conclude with a lovely Havdalah service. For more information, contact Rabbi Joel Chazin at 216.910.2522.

This event is sponsored by the Sid and Betty Blumenthal Family Fund.

Words from the Ward

Hello fellow Democrats. It's an election year in Beachwood, with seats on City Council and the Board of Education on the ballot. Your Beachwood Democratic Ward Club will once again be endorsing in these races and as such, a summer meeting will be held to allow candidates to speak to our members. A special meeting has been called for August 25 at 7 p.m. at our new location, 23715 Mercantile Road.

At this meeting, our members will also be voting on changes to the club's bylaws and charter.

As always, our meetings are free and open to all Democrats.

For more information, call Steve Rosen at 216.292.5562 or email BeachwoodDemocrat@gmail.com.

A special meeting has been called for August 25 at 7 p.m. at our new location, 23715 Mercantile Road.

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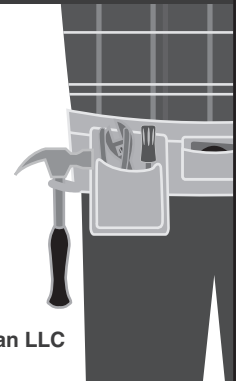
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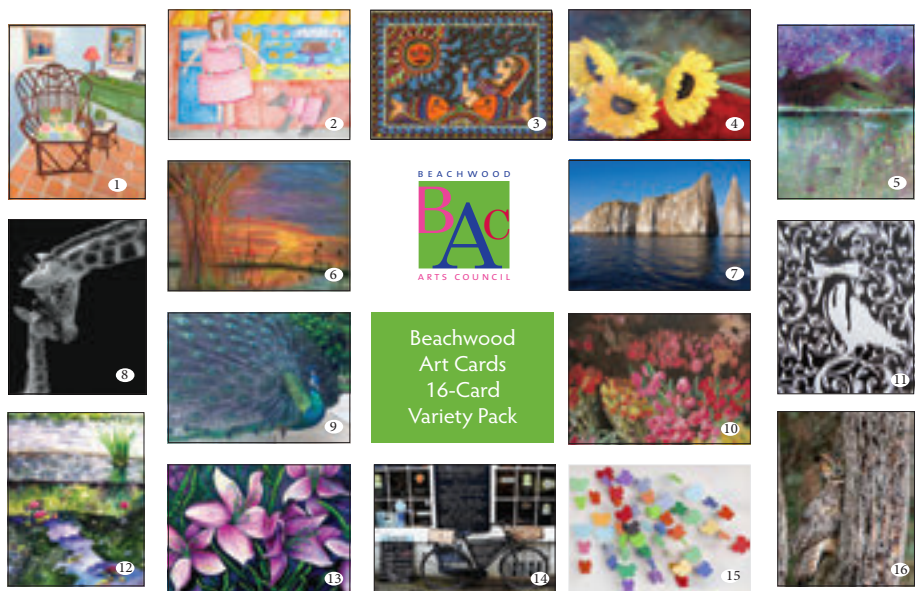
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BAC Art Cards Fundraiser

When the Beachwood Arts Council chose to create art cards and sell them as a fundraiser, a contest was run to solicit artwork from Beachwood residents. Thanks go to everyone who participated by submitting their works. Congratulations go to the following:

1. Katie Block, "Sunroom Vignette" • Oil Painting
2. Shari M. Wolf, "Cake Walk" • Watercolor and Colored Pencil
3. Vritika Krishnan, "One With Nature" • Acrylic Painting; Madhubani, a Folk Art from India
4. Debby Zelman Rapoport, "Sunflowers" • Oil Painting
5. Leah Gilbert, "Purple Mountain" • Acrylic Painting
6. Leah Spolter, "Sunrise" • Watercolor Painting
7. Ira Levinsky, "Kicker Rock" • Photography
8. William Fitch, "A Mother's Touch" • Photography
9. Debby Zelman Rapoport, "Peacock" • Photography
10. Lisa Moore Mercado, "Flower Stand" • Acrylic Painting
11. Mike Cargile, "White Tie Affair" • Photo Art, Mixed-Media Collage
12. Hazel Brown, "Holden Reflecting Pond, July" • Watercolor Painting
13. Fern Weiss, "Come Dance With Me" • Acrylic Painting
14. Fran Goldlust, "Cambridge Wine Shoppe" • Photography
15. Karen Levinsky, "Abundant Butterflies" • Paper Construction and Photography
16. William Fitch, "Eyes on You" • Photography

Support the arts in Beachwood! Each 16-card variety pack sells for \$20 and makes a great gift – for yourself or someone else. To purchase art cards or for BAC membership information, email beachwoodarts@gmail.com or leave a message at 216.595.3400.



Kosher Taste of Cleveland



Irit and Rene Rawraway. Rene, a congregant, oversaw the Kosher kitchen.

On May 17, Congregation Shaarey Tikvah held its premier fundraising event, A Kosher Taste of Cleveland, at which seven local gourmet restaurants and one talented dessert chef took on the challenge of making their great cuisine, following the rules of Kashrut to support the good works of Congregation Shaarey Tikvah. Participants included: Moxie, ED-WINS, Felice Urban Café, Grovewood Tavern, Saffron Patch, Sweet Melissa, Black Box Fix and Desserts by Diane. Thanks to those in the community who supported this event!

Cleveland POPS Orchestra Chorus, Announces Auditions

Cleveland POPS Orchestra Chorus with Director William Zurkey will be holding auditions for new members for its upcoming 2015-2016 Twentieth Anniversary concert season

Auditions will be held one day only – Thursday, August 27, from 4 to 7 p.m. in room G-17 of the Music and Communications Building, Cleveland State University, downtown campus.

The Cleveland POPS Orchestra Chorus is a membership organization that performs with Carl Topilow and the Cleveland POPS Orchestra at numerous concerts and events throughout the Orchestra's concert season. Most performances will take place at Severance Hall and Playhouse Square Center. The chorus will rehearse on most Monday evenings from September through May.

Singers (ages 18 and up) wishing to audition must have previous choral experience and demonstrate good tone quality and sight-reading skills. Applicants will be asked to prepare a solo that best demonstrates their vocal skills.

Bring sheet music to the audition. No accompanist will be provided.

Auditions are by appointment only. To schedule an appointment, please call Gordon Pettitt at 216.765.7677 or email him at glpetitt@clevelandpops.com

You must fill out an audition form, available at the following web address, and attach it to your email. <http://www.clevelandpops.com/wp-content/uploads/chorus-application-form15.pdf>.

Auditions will be held one day only – Thursday, August 27, from 4 to 7 p.m. in room G-17 of the Music and Communications Building, Cleveland State University, downtown campus.

The NEW J Show Announces Call Art Entries

The Mandel JCC announces a call for entries for its first J Show, a juried art show and sale, featuring an eclectic mix of artwork from established, emerging and amateur artists. Artists who reside in Northeast Ohio are encouraged to submit artwork by August 3, 2015. Works selected will be displayed in the high-traffic Mandel JCC lobby from September 17 through November 15, 2015.

Artists may submit up to four pieces of original two-dimensional work. Media acceptable for submission include works on paper, paintings, photography, mixed media and digital media. Work with 3 inches or more of depth, or heavier than 25 pounds, will not be accepted. Entry fees are: students \$15, JCC member \$20 and general community \$25. Work may be priced to sell or marked NFS (not for sale).

"The NEW J Show allows us to showcase talented artists who don't often have a chance to display and sell their art to our community," said Julie Frayman, The Mandel JCC Arts and Culture program associate. "We are thrilled to host this show and continue our commitment to provide a robust, diverse

cultural arts program to the community."

The curators for the juried show and sale are Dr. Jennifer Finkel, curator, Cleveland Clinic Art Program, Arts and Medicine Institute; and Shawn Godwin, independent curator and executive director/curator of the Davis Sculpture Foundation.

The New J Show opening exhibit will be held on September 17 from 7-9 p.m., with prize awards presented at 7:30 p.m. Visit Mandeljcc.org/jshow to download an application, or pick up an application at the Mandel JCC membership desk. For questions, contact Julie Frayman at jfrayman@mandeljcc.org or 216.593.6216 or visit mandeljcc.org/jshow.

"The NEW J Show allows us to showcase talented artists who don't often have a chance to display and sell their art to our community,"

Upcoming Programs at The Gathering Place

The Gathering Place is a caring community that supports, educates and empowers individuals and families touched by cancer through programs and services provided free of charge. The programs and services offered provide education and information, support, and help manage the stress of a cancer diagnosis. The Gathering Place has two locations in Beachwood and a location in Westlake. Below is a listing of upcoming programs at The Gathering Place, located at 23300 Commerce Park, in Beachwood. All programs require advance registration by calling 216.595.9546. For more information, visit www.touchedbycancer.org.

Cancer Survivorship Group

For individuals who have completed cancer treatment.
Thursdays, July 9 and August 13, 6:30 – 8 p.m.
Wednesdays, July 22 and August 26, 1:30 – 3 p.m.

Joy of Drumming

Tap into the joy of summer and drumming outside in Norma's Garden. No experience necessary. Drums provided. For individuals and families coping with a cancer diagnosis.
Thursday, July 23, 6:30 – 8 p.m.

Coping with Grief

A six week group for those who have lost an adult loved one to cancer. Topics include understanding grief, normalizing emotions and feelings, communication with family and friends, and coping strategies.
Wednesdays, July 22 – August 26, 1:30-3 p.m.

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