

# Beachwood Buzz

September 2014

Every Page a Business. Every Month.

MAGAZINE

## "Mrs. Beachwood"

Ileen Kelner has earned the nickname through decades of involvement in the community she adores.



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Being mentally strong means you stay positive through adversity. It means you are resilient when facing pressure, challenges and change. It means weeding out self-doubt and negative talk while focusing on positive thoughts, memories and visuals.

With the school year just underway, it's a good time to give ourselves a mental boost to get on track or to reconfirm what it takes to stay on track, helping us to be our best. One of my favorite motivational speakers, Jon Gordon, shares the following insights on bringing out the best in yourself and your team. Whether you're a student, professional, homemaker or retiree, we all have talents and interests. These lessons, published in Gordon's new book, *Training Camp*, apply to everyone who chooses to climb a mountain before reaching its peak.

#### **The Best Know What They Want**

There are many people who spend their lives being average or good at something, but they don't strive to be great. The best of the best know what they want and want it more.

#### **The Best Want It More**

Desire cannot be measured in terms of thoughts and wishes. The best do the things that others won't do and invest the time that others won't invest, doing so with passion and intent to get better.

#### **The Best Are Always Striving To Be Better**

When striving to be better, you are always growing. To be the best, you embrace discomfort as a part of your growth process. Humility and passion drive you to improve. Average individuals don't recognize this or don't want to see it. Past success does not determine future success, and future success is the result of how you work, prepare and practice, and strive to improve every day.

#### **The Best Do Ordinary Things Better Than Everyone Else**

The best identify little things that are fundamental to success. They focus on them, practice them, and strive to execute them to perfection.

#### **The Best Zoom-Focus**

There is no secret recipe. If you incrementally improve each day, week and month, you'll see

remarkable results and growth by the end of the year. When you zoom-focus on the process and master the fundamentals, the outcome takes care of itself.

#### **The Best Are Mentally Stronger**

Being mentally strong means you stay positive through adversity. It means you are resilient when facing pressure, challenges and change. It means weeding out self-doubt and negative talk while focusing on positive thoughts, memories and visuals.

#### **The Best Overcome Their Fears**

Those who succeed are able to overcome fears and win.

#### **The Best Seize The Moment**

When the best are in the midst of performing, they are not thinking, 'What if I win?' or 'What if I lose?' They are not interested in what the moment produces, but rather with what they produce in the moment. As a result, they define the moment rather than letting the moment define them.

#### **The Best Leave A Legacy**

You leave a legacy by living and working with a bigger purpose, and by making your life about more than just yourself. You leave a legacy by moving from success to significance.

#### **The Best Make Everyone Around Them Better**

When you strive to be your best, you share positive energy that inspires others to be their best too.

It's in the striving that you find greatness, not in the outcome.

Here's what Gordon says in his *Training Camp Team Pledge*:

- I pledge to be a positive leader who sets the example for my teammates through my positive attitude and actions.
- I promise to share positive energy and encouragement with my team.
- I will not be an energy vampire or sabotage myself and team with negativity, complaints and excuses.
- When I make a mistake, I will own it and seek to improve.
- When I'm not playing well, I will stay positive and strive to get better.
- When I experience self-doubt, I will remember a time when I succeeded.
- When I feel fear, I will choose faith.
- When I face adversity, I will find strength.
- When my team experiences a defeat, I will choose to stay positive and prepare to achieve another victory.
- With hard work, determination and faith, I will never give up and will always help my team move forward, toward our vision and goals.
- Today and every day, I will be positive and strive to make a positive impact on my team.

Wishing you a month full of positive thoughts and energy to more fully enjoy the path you're on, wherever it may lead!

# Beachwood Buzz

Every Resident. Every Business. Every Month.

**Buzz**  
MAGAZINE



## Cover:

Meet Ileen Kelner, also known as "Mrs. Beachwood," who has earned the nickname through decades of involvement in the community she adores. Complete story is on page 6.

Photos, shot by Scott Morrison, were taken in Norma's Garden at The Gathering Place, a caring community for those touched by cancer. Be sure to read the feature story in next month's *Beachwood Buzz* about this slice of paradise tucked away on Commerce Park Drive, right here in Beachwood.

## City Council Update Page 26

Voters to Decide on NOPEC

Beachwood Safety Town

50-Year Resident Salute

Upcoming Meetings

9/11 Remembrance Day

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Beachwood Welcomes Hope Jones

Honkin' Haulin' Hands-On Trucks

Beachwood Prepares for 2015 Republican National Convention

A Notice From Our Police Department

Did You Know?

American Red Cross Blood Drive

Art Exhibit

Personal Shred Day

Hazardous Waste Round-Up

Infiniti of Beachwood Celebrates Grand Opening

Jump Back Jog

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### Letters to the Editor

Write to us and tell us what you think. Beachwood Buzz magazine welcomes all Letters to the Editor.

Please send all letters via email to [beachwoodbuzz@gmail.com](mailto:beachwoodbuzz@gmail.com). Letters must have the contact's name and phone number. Phone numbers will not be published.

### Calendar Section

Please send information about clubs, organizations, events and meetings. The deadline is the 10th of each month. Email information to [beachwoodbuzz@gmail.com](mailto: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 [debby@beachwoodbuzzmag.com](mailto:debby@beachwoodbuzzmag.com). All articles and photos will be reviewed by the publisher, and the person submitting the information will be contacted.

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# Letters to the Community

**W**ith many of our customers residing in Beachwood, I invite you to attend our 1st Annual Willoughby Hills Wellness Run/Walk, Sunday, October 5. This 5K Run/1-mile Walk, co-sponsored by Cleveland Clinic Willoughby Hills Family Health Center, Classic Lexus and the City of Willoughby Hills, will take place at Classic Lexus, 2551 SOM Center Road. Parking is across the street at the Cleveland Clinic Willoughby Hills Family Health Center, 2570 SOM Center Road. Registration and check-in begins at 8 a.m., the run begins at 9 a.m., and the walk follows the run.

Please join us for exercise, refreshments and family fun, including activities and on-site screenings. Awards will be presented to top runners and t-shirts guaranteed for the first 100 registrants. Proceeds will benefit WHISPER (Willoughby Hills Isolated Senior Program for Everyday Relief) and Harvest for Hunger/St. Noel's Food Pantry.

To register or for more information, call 216.623.9933 or visit [hermes.cleveland.com](http://hermes.cleveland.com).

Thank you, Beachwood, for your business and support! I look forward to seeing you on October 5.

Sincerely,  
**Matt Dietz**  
General Manager  
Classic Lexus

**B**eachwood is the best place to live, especially for seniors! We have great programs right here in our beautiful community center, and wonderful trips both in town and out of the city. Beachwood offers day trips to many interesting places, including restaurants we could not get to on our own. On a recent trip to Canada, the team of Esther Rutman and Susan Merdler took good care of each and every one of us. I have traveled all over with Beachwood, and each and every outing was outstanding. Thank you Beachwood! Please continue your excellent programming, including our great, adventurous out-of-town trips!

Sincerely,  
**Harriet Leeds**

Do you have story ideas to share with the Beachwood Community?

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# A life well lived for 'Mrs. Beachwood'

By Douglas J. Guth

Just call Ileen Kelner "Mrs. Beachwood." This moniker is not something Kelner invented for herself. The half-century Beachwood resident earned the nickname through decades of involvement in the community she adores.

A spirited and energetic 79-year-old, Kelner has immersed herself in Beachwood, whether it's through her tireless volunteering with a wide range of organizations or kibitzing with neighbors on Maidstone Lane while taking her dog for his twice-daily hour's walk.

Kelner was not born in Beachwood but may as well have been. A native of Cleveland's Glenville neighborhood, she moved to the suburb from Richmond Heights with husband Marvin when she was pregnant with her third child.

So began an unstinting devotion to the community that continues to this day. Having three boys attending Beachwood schools, the local parent-teacher association was Kelner's first foray into activism. She became president of the Fairmount Elementary School PTA, moving on to a co-presidency of the high-school association during the '70s.

Among other initiatives she helped organize, Kelner ushered in Beachwood High School's first college fair. "I wanted to play a part in shaping my kids' education," Kelner says. "I enjoyed being in the middle of what was happening with the schools."

During this time she also returned to work, using her past experience as an administrative assistant for the Jewish Community Federation of Cleveland and other organizations to become secretary of the high school's

guidance office. She still has an attachment to the schools, substitutes in various buildings and also gets together with retirees from time to time.

Having a full-time job didn't stop Kelner from chasing additional volunteer opportunities. One of them was the Beachwood Arts Council, a nonprofit that has supported the arts in Northeast Ohio since 1964.

While not an artist herself, Kelner has always appreciated the pursuit, whether hung on a wall or acted onstage. As president of the arts council for nine years, she was part of coordinating a juried art show for high-school students and setting up a scholarship fund for area high-school seniors in the name of organization co-founder, the late Si Wachsberger. She took classes offered by the council, learning about glass blowing and art installation.

"Growing up I took dancing lessons and played piano," says Kelner. "With the council I got a real education in art."

Kelner feels the future of the organization is bright, saying, "The Beachwood Arts Council is moving forward in a positive way by enlisting the help of younger board members. A sponsorship program is also being created to increase funds for the Si Wachsberger Scholarship fund and to expand and enhance programming."



Religion has been another major aspect of her life in Beachwood. Kelner and her family joined Anshe Chesed Fairmount Temple, where she became active with the reform synagogue's women's group. She has had two stints as president, heading such philanthropic projects as making lap robes for nursing homes, dolls for abused children and alphabet/number books for visually impaired preschool children at the Cleveland Sight Center.

"The Women of Fairmount Temple are working hard to provide additional programming to accommodate women's changing roles by adding a monthly study group to learn about 'Women of the Bible.' We are also coordinating two programs with our religious school to benefit the students. We have a great year coming up," Kelner told us.

Kelner's leadership tenure saw her become a bat mitzvah, which still stands as one of the proudest accomplishments of her adulthood. She studied Hebrew for nine months with a group of like-minded individuals, finally stepping to the bima (pulpit) to culminate the experience.

"It was a heart-warming moment," says Kelner.

The lively Beachwood resident tries to make each day one of fulfillment, volunteerism and activity. Kelner usually starts with 20 minutes of stretching or push-ups, sometimes heading to the gym for a morning water-aerobics class. Next is a long walk through the neighborhood with her 5-year-old beagle, Amos, who she rescued from the the Animal Protective League when he was two months old after not having a dog for 10 years. After her walk, which provides opportunities to make friends with several Beachwood neighbors, her day truly begins.

Kelner can be found in more meetings than your typical corporate executive, be it helping to coordinate programming for her synagogue's religious school or finding sponsors for an upcoming arts council event. During the evenings, she may attend another meeting or enjoy a poolside concert at the Beachwood Family Aquatic Center with one of the many friends she's

made over the years.

Two of those friends are Phyllis and Joe Kalk, who became close with Kelner as members of the Beachwood Arts Council. The Kalks don't know where their longtime pal gets her boundless energy, but even after knowing her for decades, they are still impressed by her work ethic and dedication.

"She's a human dynamo," says Joe. "It takes three of us (at the council) to do the work Ileen does in one day."

When the council struggled after a number of founding members died, it was Kelner who attracted new members and generally kept the operation going. "She was the glue that held the whole thing together," says Phyllis. "When she takes on a job, she's totally devoted."

Kelner loves being active, especially when it involves being in the company of others. Companionship was particularly important after her husband died in 2011, and now Kelner is hardly ever home, unless it's to meet with her sons and five grandchildren or bake cakes and cookies for organizational events. She says, "My continued involvement in all the areas makes me feel good and keeps me in touch with many friends I have and continue to make during this journey."

As for the title of "Mrs. Beachwood," Kelner can live with a nickname that encompasses all of what the community means to her.

As for the title of "Mrs. Beachwood," Kelner can live with a nickname that encompasses all of what the community means to her.

"Why not?" she asks. "It's kept me in touch with all the great people I've met."

Sometimes Kelner will field questions from folks who wonder where she gets her energy. Her answer is actually fairly simple:

"They ask me how I do it, but I tell them that's just me," Kelner explains. "I enjoy life and try to make the most of it."



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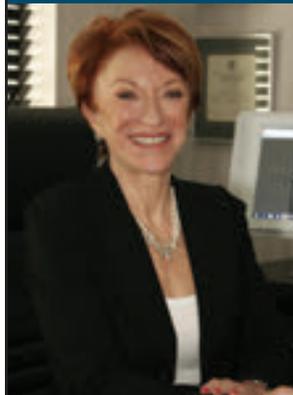
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# JEWELRY STORE OWNER DRIVEN TO COLLECT CLASSIC CARS

Larry Zilbert has always had a love for cars, especially the classics. In a way, his affinity for automobiles is what helped him launch a jewelry business that's still revving after 26 years.

It began when Zilbert sold his well-loved, white-and-red 1974 Corvette Roadster to buy inventory and open Cleveland Jewelry Exchange inside Carl's supermarket in Bedford. The supermarket eventually closed and Zilbert moved his business across the street.

Zilbert is still buying, designing and selling fine jewelry, a vocation that has allowed him to fulfill his lifelong devotion to the collection and restoration of classic cars.

"Lifelong" is not an exaggeration, at least according to the Beachwood-born businessman. "There are pictures of me as an infant at car shows," he says, since his father also collected classic cars.

After being in business for two years, Zilbert found another 1974 Corvette Roadster to replace the one he sold. He then bought

a red-and-black 1928 Buick Roadster – a true beauty – from a family friend.

Zilbert drives his vehicles daily, weather permitting, and is a member of local car clubs. He can also be spotted with his wife, Lise, and daughter, Zoe, tooting his ahhooga horn as he cruises around Beachwood.

The hippie-looking shop owner, buys his vehicles in restorable condition, taking between two to three years to refurbish them with help from his mechanically-inclined friends. You may have seen him in one of his many television commercials and may recognize his tagline, "Don't Mail It Away, I'll Pay You Today!"

Zilbert always has his eyes open to add to his collection. "I look for style, beauty and uniqueness," he said. "A good-old fashioned muscle car with some spine-vibrating horsepower has



its merits as well."

"I'm old school," he adds. "It's great when you turn the key and the car starts to shake."

Transforming a four-wheeled find into a road-ready racer is a joy in and of itself, Zilbert maintains. "You're taking something from nothing, and recasting it into something beautiful," he says, "It's like taking broken scrap gold and loose diamonds to create an amazing masterpiece."

He showed us his latest love, his 1928 Buick Model 115 rumble-seat Roadster, one of approximately 4,500 built. It was an upper-middle class car that sold new for \$1,180, and there are probably less than 200 remaining. "I'm the third owner of this vehicle, which was intended to be a summer-only car," Zilbert said. "There is no



heater and are no roll-up windows. Instead, it has side-curtains. It also has a golf-club door with original wood-shafted clubs, a feature on most 'better' Roadsters. The car was for top-down fun only and was the sports car of the day."

"This is restored back to original, although I picked the color,"



Zilbert told us. "It's the original engine drive train, and has been painted and restored back to new. It was a complete car with an amateur restoration when I got it. I didn't have to chase parts, which made the restoration easy."

The chance to create something unique and lovely is part of what got Zilbert into the jewelry business. The Beachwood native's first gig was in 1981 as an assistant manager at Zale's Richmond Mall store. Soon thereafter, he moved to Florida to become a wholesale jewelry representative, working from Vero Beach to South Miami. After four years, he returned to Northeast Ohio, this time for good, since it felt like home.

Cleveland Jewelry Exchange, located in Meadowbrook Market Square on the corner of Rockside and Northfield roads, has a complete line of custom jewelry, including wedding and engagement rings, pendants and bracelets. Zilbert prides himself on his excellent jewelry repairs and the custom designs he creates for a steady base of clients.

He can't do all of this alone, and credits his manager, Karen Agin Feingold, for being his right-hand gal by selling, controlling inventory and being excellent with the customers.

"I've been working with Larry since 1993 and love it here," Feingold told us. "It's a fun place to work. Customers feel like family when they come in to see us." Feingold is a Beachwood High School graduate, class of 1979.

Zilbert isn't the first in his family to sell jewelry. His grandfather owned a jewelry store in Toledo, and today, his Uncle Henry helps with the casting and designing. Zilbert likes creating and selling equally. "I liked the idea of selling something that lasts, has value and can become an heirloom," he says. "It's so rewarding to see a smile on the face of satisfied customers. When customers are happy, they refer their friends and family."

To help separate Cleveland Jewelry Exchange from the competition, Zilbert buys gold to melt and recast into custom jewelry. Not only does the creation process cut out the middle man and save the customer money, it gives him a thrill topped only by taking a newly-restored car out for its first spin.

"Both of them can be works of art," Zilbert says.

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# Bee Buzz from a Beachwood Beekeeper

According to Greenpeace\* The honeybee, responsible for 80 percent of pollination worldwide, is disappearing globally. If we lose bees, our way of life and our food system will be endangered. From this awareness, as well as from a deep amazement and gratitude for the honeybees, HoneyBeeLocal and HoneyBeeJewish have sprung.

Founded by Beachwood resident Amalia Haas, these two companies were developed to help sustain our community's natural environment and help the hive to thrive through honeybee advocacy and education.

"Starting HoneyBeeLocal and HoneyBeeJewish is definitely the result of a personal and professional journey for me. My training is in music and Jewish education with a strong emphasis on nature," Haas told us. "After working as Hillel director for about a decade, I expanded into general and Jewish environmental programs, and was very active in the Jewish gardening movement when it was first starting nationally."

When asked what motivated her to become a beekeeper, Haas mused, "When you become passionate about health and organic gardening, you cannot help but notice the forgotten pollinators. Hardly a plant on earth would bear fruit were it not visited by a bee."

"The devotion of the honeybees to their calling and the complexity of the hive inspire humility and amazement. Those girls are always hustling," she says. "I have six children of my own, including a set of twins, but my bees are always working harder. They don't stop!"

## Honeybee Facts:

- Bees collect nectar and process it into honey.
- Hives produce honey, pollen, propolis, beeswax, royal jelly and bee venom. (Haas views the hive as a "flying pharmacy" packed with health-inducing and maintaining possibilities.
- Bees use honey for insulation against extreme temperatures as well as for food.
- Honeybees don't hibernate. By vibrating in a cluster around their queen, they keep their hive a warm 80 degrees. They raise the hive temperature to 90 degrees in January to start raising young bees for March flowers.
- A colony has 1 queen, 95% workers (females with stingers) and 5% drones (males, without stingers).
- Bee stings are life-threatening to 1% of humans, but may be beneficial to the rest of us. Bee-venom therapy is practiced widely abroad and in the U.S. for treatment of Arthritis, MS, colitis and auto-immune diseases.
- Much like a cell in our bodies, a single bee cannot survive. A colony of bees is a super-organism, a highly organized social community continuously responding to

a multitude of "data" from inside and outside the hive.

With a proven talent for creating fun programs, Haas is often hired to entertain at birthday parties. "I dress up as Buzzy the bee, and bring props to teach the kids about different jobs in a beehive."



Amalia Haas and her son Ilan, 11, examine the bees and honeycomb from their beehive.

Haas practices what she preaches by being a treatment-free beekeeper to help keep bees healthy and produce the purest honey available.

Haas is packaging and selling varietal, locust, apple, bamboo and blueberry honey for the Jewish holidays. She also sells gift baskets and beeswax products.

Additionally, her companies provide hive-removal and swarm-collection services. She encourages individuals to call her office instead of spraying the bees.

Through education, Haas hopes to inspire a movement to plant native plants that are supportive of the pollinators in Beachwood. "I would love to develop a 'beestravaganza,' or festival where people can learn about bees and do fun arts and crafts

projects right here in Beachwood." "We generally don't realize all the gifts the bees give us, including a majority of the food we eat every day," Haas said.

Bees are endangered because of their forage, or the food that's available to them. When land is developed, habitats available to honeybees are diminished, and they fall prey to disease and malnutrition.

"One of the best things we can do is plant a variety of flowers," Haas said. "The more perennial plants we have on our property, the better. As a community, organic maintenance is the way to go since pesticides can easily kill off an entire hive in a day."

Previously, Haas has been a mover in the Jewish organic-farming movement and co-founder of a kosher, pastured poultry company called The Green Taam. She is currently working towards her Master Organic Beekeeper certification. For more information or to purchase honey, please contact Amalia Haas at honeybeelocal@outlook.com, honeybeejewish@gmail.com or 330.552.8BEE (8233).

\* Greenpeace is a nonprofit, 501(c)(3) charitable entity created to increase awareness of environmental issues.

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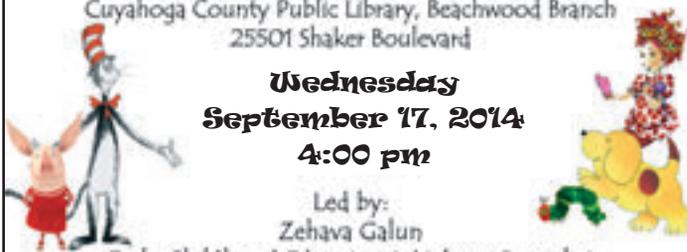
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# Jewish Federation of Cleveland Launches 2015 Annual Campaign for Jewish Needs

The Jewish Federation of Cleveland announces the start of its 2015 Campaign for Jewish Needs with a launch event on September 11, 2014, 7 p.m., at Corporate College East in Warrensville Heights. This year's theme is "Stronger Together."

Dr. Jonathan Schanzer headlines the evening. Dr. Schanzer is the vice president for research at the Foundation for Defense of Democracies, a non-profit organization that focuses on foreign policy and national security. He has studied Middle East history in four countries, and previously worked as a terrorism finance analyst at the U.S. Department of the Treasury, where he played an integral role in the designation of numerous terrorist financiers. Dr. Schanzer joins us at our Campaign Launch event to discuss Past, Present, and Future: A Global Perspective on Terror.

"This is a year of change," said Dan Zelman, General Campaign Chair. "This is a time when we need to come together as a community and be strong. Let's make this our best campaign yet!"

The local Cleveland Jewish community is comprised of 80,000 people, and the national and international reach of the Federation encompasses tens of thousands more. Through the Campaign for Jewish Needs, people's lives are changed for the better in Cleveland, Israel, and 70 countries around the globe, as the Federation aspires to leave no community member behind. 91 cents of each dollar donated goes directly to the community for programs and services.

To register for the opening event, please visit <http://www.jewishcleveland.org/campaign-launch>, email [campaign@jfcleve.org](mailto:campaign@jfcleve.org), or call 216.593.2900, ext. 740.

## Beachwood Elementary PTO Presents: An Evening with Ethan D. Schafer, Ph.D.

On Wednesday, September 17, the Beachwood Elementary PTO parent-lecture series will present an evening with Ethan D. Schafer, Ph.D. The event, "Self-Esteem in Childhood: Myths and Facts," will take place at Beachwood Middle School at 7 p.m.

Through an interactive presentation, Dr. Schafer will review facts and common misconceptions about self-esteem and the role it plays in child development. While important to well-being, self-esteem does not seem to "work" in the manner that parents and educators think it does, which can wind up doing more harm than good. This presentation will focus on separating fact from fiction on children's self-esteem development.

Dr. Schafer is a clinical child psychologist who specializes in treating children and adolescents with a variety of emotional and behavioral issues. This event, geared toward grades K-5 families, is free and open to the community. No reservations are required. For more information, please contact Stacey Shore at [shore18@roadrunner.com](mailto:shore18@roadrunner.com).

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# Ask PBC: Your Mental Health Q&A

**Q: I would like my children to respect me more. What am I doing wrong?**

*Licensed Professional Clinical Counselor Peggy Sue Smith, M.Ed., LPCC, responds:*

The most frequent concerns I have heard from parents for the past 12 years are usually related to children being respectful. Here are some examples:

“If I raised my voice to my parents the way that my child talks to me, I would be in trouble.”

“I took all privileges away and he just doesn’t care! What can I do???”

“Spankings and punishments worked for me and I turned out okay.”

“What’s the matter with kids today???” (That was a song from the ’50s.)

It’s a different world for children today than it was for their parents. Our neighbors’ doors were open and most children felt safe on the street. Crises described in the newspaper or on TV were happening elsewhere.

Today, children are aware of serious crime (often in their own neighborhoods). Rather than communicating and playing with friends on the playground or on the block, a technical device is preferred by many kids (and parents) to connect. Social media is taking over for real face-to-face talking – and these are only a few aspects of our lives that create challenges for parents.

Consider this notion: Maybe we are having trouble really understanding them (our kids, that is) and need more “quality” listening time. Many parents today are working, taking care of the home, taking care of aging parents, driving kids to activities and trying to find time for social, personal and familial activities. The estimated average time most parents spend with their children daily is about 10 minutes (I am referring to quality time, simply being with your child and doing something that the child wants to do).

When parents begin to double that statistic (20 minutes daily, 40 minutes three times a week or if possible two hours on the weekend) negative behaviors/feelings (which may be seen as disrespectful) typically diminish and the relationship is strengthened. Some parents triple or quadruple that quality time and see faster results.

Parents who deeply love their children may be frustrated with the way kids express their feelings and thoughts. Often parents are perplexed. “What’s wrong with my child?” is a question I hear often.

Many kids who are really in trouble are the ones who do not express what they are really feeling. The best question to ask is: “Are my kids able to really tell me what’s on their minds?” Don’t beat yourself up as a parent if you feel as though you are in a state of fear, frustration, anger - perhaps your kids are too! Open communication is the very best tool.

Ask yourself: “What would Love do here?”

*“Your Mental Health Q&A” is part of a Beachwood community service program provided by PBC. Email your questions to [info@psychbc.com](mailto:info@psychbc.com). All identifying information will be held in strictest confidence in the PBC secure email system.*



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**PAST, PRESENT, AND FUTURE:  
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**Thursday, September 11, 2014  
7:00 pm**

**Corporate College East  
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Dara Yanowitz, Event Chair | Dan Zelman, Campaign Chair  
Reneé Chelm, Board Chair | Stephen H. Hoffman, President

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# Doors of Beachwood Photo Competition



**D**oors of Jerusalem? Doors of Ireland? Why Not Doors of Beachwood?! The Beachwood Branch of the Cuyahoga County Library and the Beachwood Historical Society

announce the Doors of Beachwood Photo Competition to celebrate the City of Beachwood's 100th birthday in 2015. 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](mailto:doorsofbeachwood@gmail.com) by December 1, 2014.

Instruction of how prints are to be prepared for the exhibit will be sent in mid-February. All subject matter must be appropriate for public viewing at the September 2015 show.

## Beachwood Democratic Ward Club

**I**t pains me to mention this, but summer is just about behind us. Labor Day typically signals the true start of campaign season, and this year is no different. Members of the Beachwood Democratic Ward Club are tuned in to the candidates and issues year round, but most people really start paying attention as the leaves start to change.

This year there is a full slate of candidates on the ballot. Ohio Democrats have a great ticket with Ed FitzGerald for Governor, Nina Turner for Secretary of State, John Carney for Auditor, Connie Pillich for Treasurer, and David Pepper for Attorney General. Also in the running are Kenny Yuko for State Senate and Kent Smith for State Representative. Beachwood's own Armond Budish is running for County Executive, and Sunny Simon is on the ballot to serve us for another term as our County Council Representative.

You can get an absentee ballot by requesting one from the Board of Elections, or by contacting me for help.

The Ward Club will hold its next meeting Tuesday, October 14 at 7 p.m. in Council Chambers. Meetings are open to all democrats.

As always, I'm Beachwood Ward Club President Steve Rosen, and I approve this message. For more information, call 216.292.5562 or email [BeachwoodDemocrat@gmail.com](mailto:BeachwoodDemocrat@gmail.com).

## SAVE THE DATE!

**T**he Beachwood Arts Council will present its 7th Annual Holiday Arts & Crafts Show on Saturday, November 15 from 10 a.m. - 5 p.m. at the Beachwood Community Center. Please mark your calendar and support the arts in Beachwood. Free Admission!

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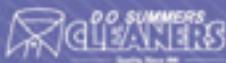


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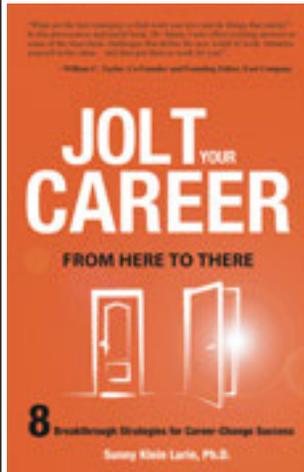
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**Sandra Bauman**  
216-299-5671

Thanks to all of my friends and clients throughout the years. It has been a pleasure working within the Beachwood community and I look forward to continuing this relationship.

Thank you to **Beachwood Buzz** for keeping our community well informed for 18 years.



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Option 1 – “Geriatric Assessment – the Medical Evaluation of Dementia” with Montefiore Medical Director **Dr. Barbara Messinger-Rapport, M.D., Ph.D., FACP, CMD**. Dr. Messinger-Rapport is Director, Center for Geriatric Medicine, Cleveland Clinic and is Associate Professor at the Cleveland Clinic Lerner College of Medicine.

Option 2 – “The Psychosocial Aspects of Dementia Behavior” with **Dr. Lori Stevic-Rust, Ph.D., ABPP**, Montefiore and The Weils’ dementia care consultant. She is a board-certified Clinical Health Psychologist and healthcare consultant. Dr. Stevic-Rust is Director of Integrative Medicine and Senior Services for Lake Health.

2:15 – 3 pm

Option 1 – “Financial and Legal Protection for Families” with **Sandra Buzney, J.D., LISW**, who has extensive experience in working with elderly and chronically ill individuals and their families. She is a sought-after presenter on elder law issues and Medicaid eligibility to organizations that provide services to the elderly.

Option 2 – “When Dementia Comes Home: Enhancing Communication and Connection” with **Kathryn Kilpatrick, M.A., CCC/SLP**, a geriatric communication consultant, memory fitness specialist, speech-language pathologist, motivational speaker and author who does memory coaching to individuals and families.

***Our sincere thanks to the Mt. Sinai Health Care Foundation for their generous grant to fund this Community-Wide Dementia Expo.***

*Additional thanks to the Bette L. and James M. Stone Fund for Caregiver and Staff Dementia Education of The Montefiore Foundation.*

For more information or to register, visit [montefiorecare.org/dementiaexpo](http://montefiorecare.org/dementiaexpo) or contact Susan Lieberman, director of marketing, at 216.910.2647 or e-mail [slieberman@montefiorecare.org](mailto:slieberman@montefiorecare.org).



# Jennifer Weiner Featured at National Council of Jewish Women's Opening Program

**W**orld-renowned author, Jennifer Weiner, brings her charm and wit to Cleveland on Wednesday, September 17, as the featured speaker at the National Council of Jewish Women/Cleveland's (NCJW/Cleveland) Opening Meeting. The program takes place at 1 p.m., at Anshe Chesed Fairmount Temple, 23737 Fairmount Boulevard, Beachwood. The cost is \$25, which includes a dessert reception. The program will be preceded by a luncheon at 11 a.m., where Weiner will provide personal anecdotes and stories. The luncheon costs \$75 for Patrons and \$125 for Benefactors.

A Princeton University graduate, Weiner has authored 11 books, including the popular *Good in Bed*; and *In Her Shoes*, which was made into a major motion picture in 2005, starring Cameron Diaz and Shirley Maclaine. Weiner's newest book, *All Fall Down*, takes on the controversial topic of women and addiction, with a sparkling comedic touch.

Weiner worked as a journalist for ten years before her first book was published. Prior to the success of *Good In Bed*, Weiner worked as a staff writer and



columnist for *The Philadelphia Inquirer*, where her stories ranged from profiles of Wendy the Snapple Lady and Adam Sandler to long Sunday stories, about teenage drug abuse, sex and college students, and her grandmother's gefilte fish.

Weiner has been a vocal critic of what she sees as the male bias in the publishing industry and the media, alleging that books by male authors are reviewed more often and are more highly praised by critics than those written by women. Weiner lives in Philadelphia with her family.

Barb Shane and Leslie Levine are co-chairs for the program. To purchase tickets, please call 216.378.2204. For more information, visit [www.ncjwcleveland.org](http://www.ncjwcleveland.org).



Pictured: Sol Jacobs, Carol Jacobs and Sherry Kovacs follow along as Rabbi Haim leads a plaque-rededication service.

## BHS Class of '74 Remembers Classmates Struck by Lightning

**O**n September 8, 1970, 65 Beachwood boys went out on the field for football practice. Shortly after they began their drills the rain began. It was the first day of school for these 9th graders and the day was anything but ordinary. Thunder clapped, and six boys along with the freshman football coach were down on the ground. Two boys didn't get up. Arny Finkle and Robert Jacobs were both struck by lightning and pronounced dead at 5:15 p.m.

Since that day, the class of '74 never forgot the two boys and still cringe when there is a thunderstorm. Today, a rock holding a plaque in memory of Finkle and Jacobs sits on the football field in their memory.

On Friday, August 1, following a tour of the renovated high school, Rabbi Rosie Barron Haim of The Temple-Tifereth Israel led a plaque-rededication ceremony in the boys' memory. Rabbi Haim is the wife of Marshall Barron, BHS class of '74, who was on the field on that tragic day.

In attendance at this ceremony, along with classmates, were Jacobs' parents Sol and Carol Jacobs, and his older sister, Sherry Kovacs. Also present were Finkle's older sisters, Maureen Kapasi and Barbara DiScenna, and his nephew, Brandon Finkle.

## Beachwood Elderclass

**T**he Beachwood Elderclass is proudly celebrating its 25th year! This popular group, sponsored by the Beachwood Board of Education, affords residents an opportunity for learning and entertainment in our high school environment. Excellent luncheons and stimulating, varied programs are provided on a monthly basis during the school year. If you are not on Elderclass the mailing list and would like to be, please call the Beachwood Board of Education at 216.464.2600 to be added.

With somewhat limited space in Beachwood High School's Bistro, Beachwood residents are given first preference for lunch. Programs, free and open to the public, are currently held in

the High School Community Room and do not require a reservation. Lunches, catered by the vocational culinary arts class, are still only \$5 for Beachwood residents and, if space is available, \$8 for non-residents. Paid reservations are required for lunch and are compiled on a first-come basis. Reservations will be accepted by mail only. No walk-ins will be accepted. Refunds will be made if reservations are filled by the time yours is received. However, you may still attend the program.

Elderclass programs are held on Thursdays with lunch at noon and presentations beginning at approximately 1 p.m. Programs generally end about 2 p.m. Flyers are sent to

our mailing roster prior to each program, requesting that tear slips and money for lunches be mailed to the Board of Education. A school bus is available to transport attendees to the school entrance from the parking lot. Further specific information is in the flyer.

Here is the exciting lineup for our first three programs:

- Thursday, 10/9/14 - Carl Topilow, clarinetist, and Marshall Griffith, pianist
- Thursday, 11/13/14 - Evelyn Wright, singer, and piano accompaniment
- Thursday, 12/11/14 - Steven Greenman, violinist, with accompaniment

October 23<sup>rd</sup> - 26<sup>th</sup>  
*Food, Fun,  
 & Fashion  
 Week*

*Beachwood  
 Ohio*

More Details at  
[VisitBeachwoodOhio.com](http://VisitBeachwoodOhio.com)



*October*



- 23<sup>rd</sup>** Building the City at the Maltz Museum  
 The Impact of the Garment Industry on Northeast Ohio at Fleming's Steakhouse  
 The Art of Fashion & Martinis at Fringe Boutique
- 24<sup>th</sup>** Harold Arlen: Lucky Man-A Musical Lecture at the Beachwood Library  
 Flavors of Sicily at Giovanni's  
 Microsoft Bytes at the Microsoft Store  
 The Art of Tequila at Tres Potrillos  
 Beer Master's Dinner at Granite City
- 25<sup>th</sup>** Learn How to Power your Body's Engine for Life at Athleta  
 Food & Culinary Reactions 101 at Tri-C  
 The World of Dance & Food at Tri-C  
 Beachwood Historical Society: Tales at the Beachwood Library  
 Xbox Party at the Microsoft Store  
 Amarone & Ripasso Wine Tasting at Valenti's Ristorante  
 Rivertown Beer Tasting at Winks Bar & Grille
- 26<sup>th</sup>** Beachwood 5K Run: Celebrating Healthcare with the Cleveland Clinic  
 Feel the Breeze at Bahama Breeze  
 Music of the Big Bands at the Beachwood Library

2014  
*Sponsors*



Beachwood Convention & Visitors Bureau | 216.378.9333

*The Experience Will Bring You Back*

# CITY OF *Beachwood* Council Update

MAYOR  
**MERLE S. GORDEN**

216.292.1901



**FRED GOODMAN**  
PRESIDENT

216.464.6624



**MARTIN S. HORWITZ**

216.464.6560



**ALEC ISAACSON**

216.291.2797



**MELVIN JACOBS**

216.464.1541



**MARK MINTZ**

216.360.0330



**JAMES PASCH**

216.630.9671



**MARK I. WACHTER**

216.765.1921



## VOTERS TO DECIDE ON NOPEC

### *Northeast Ohio Public Energy Council Natural Gas Program*

Beachwood City Council recently voted to place an issue on the City's November ballot to enroll our city residents in a natural gas program offered by the Northeast Ohio Public Energy Council (NOPEC).

NOPEC is an energy "aggregator" that uses bulk buying practices to buy gas at attractive rates. NOPEC then passes those rates on to their customers.

There are 174 communities in 10 Northeast Ohio counties that are served by NOPEC.

Beachwood has been enrolled in NOPEC's electricity program for years and has experienced no problems. NOPEC officials estimate that NOPEC saves Beachwood electric customers as much as \$250,000 annually citywide by offering discounted electricity.

Beachwood's voters must approve this measure before it can be enacted. If voters defeat the measure, residents will continue to buy natural gas as they do now and NOPEC will not be an option. The decision will be determined by the voters.

If it is approved by voters in November, all residents will have the option to "opt out" of NOPEC – meaning they would still be free to contract with natural gas providers other than NOPEC.

If the NOPEC measure is approved by the voters of Beachwood, there will be two public hearings conducted to further discuss this issue. These hearings would likely be held in December. The first delivery of NOPEC gas would arrive as early as March 2015.

Beachwood voters are urged to be informed about this issue. More information can be found at [www.nopecinfo.org](http://www.nopecinfo.org).



## City Contact Information

**CITY OF BEACHWOOD**  
25325 Fairmount Boulevard  
Beachwood, Ohio 44122

216.464.1070  
[www.beachwoodohio.com](http://www.beachwoodohio.com)



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**TV PROGRAMMING**  
Time Warner - Ch. 96.20  
AT&T U-Verse - Ch. 99

**EMERGENCY**  
Dial 9-1-1

**CLERK OF COUNCIL**  
216.595.5493



## BEACHWOOD SAFETY TOWN

Beachwood Safety Town held its annual graduation ceremonies in August. Children learned about traffic, bus and bicycle safety, how to recognize, understand and enlist help from our City's safety forces, playground safety, and how to cross the street.



*Pictured: 1.) Gianna Preston shows off her diploma. 2.) Yujin Do, Sadie Barnholtz @ Shai Gottesman demonstrate safe driving skills. 3.) Investigator Lisa Budney and Patrol Officer Jackie Zywiec served as this year's Safety Town Officers. 4.) Ben Chao driving. 5.) Safety Town course.*



## 50-YEAR RESIDENT SALUTE

On August 12, the City of Beachwood hosted its final Tuesday concert of its Summer Evening Concert Series to a packed crowd in the Beachwood Community Center. Prior to listening to the Red Light Roxy, Mayor Merle S. Gorden recognized 50-Year residents, presented them with an official city blanket, certificate and thanked them for supporting Beachwood.



*Pictured L to R: Bernice Koelewyn, Shirley Goldberg, Mort @ Joan Rogoff, Sharon @ Richard Cohen, Lois @ Howard Israel, Yvette @ Shale Sonkin, Marvin @ Anita Sicherman, Richard Sheldon, Gene @ Sandy Zuckerman, Dennis Levin, Barbara Heller, Goldie Kaplan, Thelma Jaffe, Anthony @ Mary Ann Pedalino, Carol Levin, Phyllis Kertesz, Loretta Magden, Florence Dobrin, Mayor Merle S. Gorden. Not pictured: Herb Magden and May Hershey.*

## UPCOMING MEETINGS

### CITY COUNCIL

Usually meets the first and third Mondays of each month at 7:00 p.m. Upcoming meetings: Monday, September 15 and October 6. 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, September 18. Questions? Call 216.292.1914.

### ARCHITECTURAL REVIEW BOARD

Meets at 5:30 p.m. Upcoming meetings: Monday, September 15 and October 6. 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

## 9/11 REMEMBRANCE DAY

No one will ever forget where they were on the morning of September 11, 2001, when they learned of the attacks on the World Trade Center and the Pentagon, a tragedy that touched the lives of every American. On the anniversary of 9/11, The City of Beachwood encourages you to spend a few minutes reflecting upon this event.

When Beachwood resident Richard Barson watched the devastation of 9/11, he felt that Beachwood should have a memorial. His persistence paid off. In February, 2003, Federal Express delivered, free of charge, a sizable piece of steel that was donated by the Twin Towers' demolition company.



On September 11, 2014, residents are invited to visit the memorial that includes the steel structure, postcards, articles, and photos. The lobby of Fire Station #1 on Richmond Road is open Monday through Friday, from 8:30 a.m. – 4:00 p.m.

## STOP FOR SCHOOL BUSES

Ord. 432.30: Driver of a vehicle upon meeting or overtaking from either direction any stopped school bus with stop arm and lights activated shall stop at least 10 feet from the front or rear of the school bus and shall not proceed until signaled to do so by school bus driver. Where a highway has been divided into four or more traffic lanes, a driver need not stop for a school bus approaching from the opposite direction.



## PATRIOT AWARD

Mayor Merle S. Gorden recently received the Patriot Award from the U.S. Department of Defense, via Brian Reali, Beachwood's Law Director.

The Patriot Award is a special honor that begins with a nomination from an employee who is an active member of the National Guard or Army Reserve.

The award is designed to recognize employers who support members of the military in the National Guard or Reserves through a wide range of accommodations including flexible schedules, time off and leaves of absence if needed.

"The City of Beachwood supports and values the military service of our employees," Mayor Gorden said. "I have long understood the importance of supporting the brave men and women who serve our country and I am thankful for this recognition."

Reali is a Major in the Ohio Army National Guard.



## BEACHWOOD WELCOMES HOPE JONES

The City of Beachwood welcomes Hope Jones as its new full-time Assistant Law Director. Jones joins us from Cuyahoga Falls and we are happy to have her onboard.

## HONKIN' HAULIN' HANDS-ON TRUCKS

SUNDAY, SEPTEMBER 21  
1:00 – 3:00 P.M.  
MUNICIPAL SERVICE CENTER

Get into the driver's seat of over 20 trucks including: Fire Engines, Ambulance, Rubbish Truck, Front End Loader, Dump Truck and more!



[WWW.BEACHWOODOHIO.COM](http://WWW.BEACHWOODOHIO.COM)

# Council Update

## BEACHWOOD PREPARES FOR THE 2015 REPUBLICAN NATIONAL CONVENTION

It is a great time to live in Northeast Ohio. Whether you're here in Beachwood or across town in Westlake, you can feel the positive energy following the news of LeBron's return home and Cleveland being awarded the 2016 Republican National Convention (RNC).

Beachwood is excited for the role it will play during the RNC, which is anticipated to bring 40,000 guests to Northeast Ohio, many of whom will lodge, dine and conduct business in Beachwood.

With eight hotels and over 1,300 rooms, Beachwood is a logical destination for RNC attendees. Patty Lampert, President of the Beachwood Convention & Visitors Bureau (CVB), is already working to block out hotel rooms. "We look forward to doing all we can to make our guests feel welcome and comfortable," she said.



### A NOTICE FROM OUR POLICE DEPT.

A number of recent "utility scams" have been reported in communities across Northeast Ohio. These scams involve an individual who represents himself as an employee of a utility company who needs to perform an inspection. While the homeowner is assisting this individual, an accomplice enters the home and steals valuables such as cash and jewelry. In order to avoid these scams, here are a few tips to remember:

- Don't unlock/open the door for unannounced strangers.
- Talk to them through the door, ask them their business and remember that legitimate utility workers rarely make unannounced home visits without an appointment.
- Do not be fooled by uniforms or apparent I.D. badges.
- Tell the individual that you are going to verify who they are with the utility company.
- Call 911 and ask for an officer to confirm the issue.



**American  
Red Cross**

### AMERICAN RED CROSS BLOOD DRIVE

FRIDAY, OCTOBER 17 FROM 1:00 – 7:00 P.M.  
BEACHWOOD COMMUNITY CENTER

### DID YOU KNOW?

RX DRUG DROP BOX IN  
POLICE DEPT. LOBBY



A prescription drug drop-off box is located in the Police Department lobby for unused, unwanted or expired prescription drugs.

Drugs can be dropped off Monday – Friday, 8:00 a.m. – 4:30 p.m.

No liquids or needles. No special containers needed.

### ART EXHIBIT

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

### THE ARTISTS GROUP TEN GALLERY IN KENT

Show Dates: September 10 – 27

3D ART - DRAW, DOODLE, DABBLE

*Kristen Stitzel, Debi Salzman & Cline Siegenthaler*

Show Dates: October 1 – 20

Artists' Reception: Sunday, Oct. 5, 1 – 2:30 p.m.

## OF SPECIAL NOTE PERSONAL SHRED DAY

SUNDAY, SEPTEMBER 28 • 9 A.M. – NOON

BEACHWOOD COMMUNITY CENTER  
PARKING LOT

*Beachwood residents can have up to 12 blue grocery bags or 6 banker boxes shredded on site for free. Proof of residency required. Rain or shine.*

## HAZARDOUS WASTE ROUND-UP

Residents are invited to dispose of unwanted oil-based paint, pesticides and other household hazardous wastes (no materials from a commercial source). Resident Household Hazardous Waste Round-Up will be held:

SEPTEMBER 15 – 20, 2014

7:30 A.M. – 3:30 P.M.

BEACHWOOD SERVICE DEPARTMENT  
23355 MERCANTILE ROAD

### MATERIALS ACCEPTED

- Oil or solvent-based paint, sealers, primers, or coatings (aerosols or liquids)
- Varnishes, polyurethanes, shellacs
- Paint thinner, mineral spirits, turpentine
- Pesticides, herbicides, fungicides
- Caustic household cleaners
- Automotive fluids, motor oil, car batteries
- Adhesives, roof tar, driveway sealer
- Kerosene, gasoline, lighter fluid
- Mercury, fluorescent bulbs



### MATERIALS NOT ACCEPTED

- Latex paint
- Explosives, gun powder, ammunition, flares
- Medical waste, pharmaceuticals, sharps
- Radioactive waste (i.e. smoke detectors)

## INFINITI OF BEACHWOOD CELEBRATES GRAND OPENING

On July 17, Infiniti of Beachwood celebrated its grand opening. This \$9 million project brought 60 new jobs to Beachwood. Along with Buick GMC of Beachwood, The Collection Auto Group, led by President Bernie Moreno, now has two dealerships in our city. The beautiful 37,000 square foot facility is the first of the new Infiniti Retail Environment design.

An American success story, Mr. Moreno first visited Cleveland in 2005 to explore an opportunity to purchase an under-performing Mercedes Benz dealership. The purchase and turnaround of that dealership by Mr. Moreno was the impetus that created and sustains The Collection Auto Group's success story today. As of 2014, Mr. Moreno has now acquired 26 dealerships featuring more than 30 brands including Mercedes Benz, Rolls Royce, Porsche, Aston Martin and Infiniti.

In recognition of the opening of the Infiniti dealership, Mayor Merle S. Gorden and City Council proclaimed July 17 as The Collection Auto Group Day in the City of Beachwood.

"I applaud Mr. Moreno for his phenomenal business philosophy, as well as his commitment to our community," Mayor Merle S. Gorden said. "We are fortunate to have a business of this caliber select Beachwood for two of its locations and I extend congratulations and a wish for continued success to Bernie and The Collection Auto Group team."



## JUMP BACK JOG 5K Run / 2K Walk

SUNDAY, OCTOBER 12 FROM 8:00 A.M. – 12:00 NOON  
BEACHWOOD CITY PARK WEST

Registration begins at 9:00 a.m. Race starts at 10:00 a.m.

5K Run - \$11 pre-register, \$13 day of race

2K Walk - \$10 pre-register, \$12 day of race

Questions? Call 216.292.1970 or register at [www.beachwoodohio.com](http://www.beachwoodohio.com)

[WWW.BEACHWOODOHIO.COM](http://WWW.BEACHWOODOHIO.COM)

# Council Update



A message from  
Executive Director Cindy Caldwell

## Beachwood Chamber Business-2-Business Show

The Beachwood Chamber of Commerce 2014 Business-2-Business Show is scheduled for 3-7 p.m. on Monday, September 29, at the Marriott Cleveland East, 26300 Harvard Road, at Harvard

Park, east of Richmond Road, near I-271. This event provides an opportunity to interact with diverse exhibitors in and around Beachwood. Admission is free to business visitors with a business card.

There are still opportunities for additional exhibitors. Categories range from financial services, food and beverage, and education, to technology, productivity, lifestyle and health, and wellness.

A special feature of the show is the Microsoft Interactive Idea Stations designed to help businesses increase productivity and efficiency.

Again this year, the show will host samplings from a number of the area's finest restaurants, providing a change of pace from information gathering and networking.

The Cleveland Clinic will also be in attendance to provide valuable free health screenings to attendees.

We are excited that Dollar Bank is once again the premier sponsor of this year's Business-2-Business show. We also welcome *Inside Business Magazine* as a media sponsor; and Cleveland Clinic, TechnologyXperts, Inc. and Visible Innovations as gold sponsors.

For additional information and to register as an exhibitor, visit the Chamber website, [www.Beachwood.org/B-2-Bshow](http://www.Beachwood.org/B-2-Bshow) or phone 216.831.0003.



The Beachwood Chamber of Commerce 2014 Business-2-Business Show  
Monday, September 29 • 3 – 7 p.m. • Marriott Cleveland East  
**Admission is Free to Business Visitors**

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\*Source: fdic.gov, mutual institutions as of 3/31/14.

BRA542\_14

# Five Local Divers Qualify for Nationals

When the USA Junior Zone competition took place in Buffalo, NY, from July 9-13, many of the team's divers broke personal records and had outstanding performances. The American Flyers (AFD) had five national qualifiers, earning spots in 10 events.

"Our divers earned some hard-won spots," said Marc Cahalane, AFD owner and head coach. "To earn a spot in the Junior National competition, which is divided into

two segments, divers must finish in the top 12 spots. If a diver finishes in the top 1-6 places at the Zone meet, he/she qualifies into the Junior Olympic National event. If a diver finishes 7-12th place, he/she then competes in the Age Group National event. Additional divers can be pre-qualified if they have won a past Junior National title or have otherwise earned the spot under the USA diving guidelines."

Congratulations go to Spencer Bystrom of Beachwood who

placed 7th on the platform event in the 12-13 age group. Bystrom has been diving for a year and just recently began training on the platform. He also placed 14th on the 3-meter spring board which may earn him an "at large" national spot.

Also qualifying for Nationals were Dominic Roberto, Hannah Zahniser, Sidney O'Donnell and Lyle Yost.

For more information, visit [americanflyersdiving.com](http://americanflyersdiving.com).



Pictured from left: Hannah Zahniser, Sidney O'Donnell, Lyle Yost, Dominic Roberto and Spencer Bystrom. Photo by Liz Roberto.

## Programs at Menorah Park

### Scholar on Campus



Menorah Park's Scholar on Campus presents Jessica Michna, founder of First Impressions, widely known

for her riveting portrayals of First Ladies and other historic women, expertly crafts authentic characters through historic research, costume design and scripting.

Eleanor Roosevelt "First Lady of the World," free and open to the community, will take place Wednesday, September 10, 7:30 - 8:30 p.m., in the Menorah Park Auditorium, 27100 Cedar Rd.

In this program, Eleanor Roosevelt shares with the audience her tragedies and triumphs. Strengthened by personal tragedy, she would emerge as a champion of civil rights, author and states-woman.

RSVP by calling 216.831.5452, ext. 244. This program and reception are free of charge, Kosher dietary laws observed.

### Club Menorah

Menorah Park is hosting a new program for the community designed to help those seniors who may be isolated to get out of their houses and socialize. Club Menorah meets on the third Monday of every month from 10:30 a.m. to 2:30 p.m. The free program provides a day out for seniors where they

are pampered, can socialize with peers and enjoy special activities accompanied with a free signature chef-prepared lunch.

Events takes place September 15 and the third Monday of each month thereafter. Free transportation is provided within our service area. Space is limited and reservations are required. The program is held at Menorah Park Campus, 27100 Cedar Road. Please RSVP to Tina Witt, club host, at 216.839.6673.

### Distance Learning

The Community is invited to the following Menorah Park Distance Learning Classes. To attend, please RSVP to LeAnne Stuver at [lastuver@menorahpark.org](mailto:lastuver@menorahpark.org).

#### Monday, September 8 (2:30 - 3:30 pm)

"Pirates!" by The Mariner's Museum (Newport News, Virginia)

#### Monday, September 15 (2:30 - 3:15 pm)

"Music in Movies" by the Cleveland Institute of Music

#### Monday, September 22 (2:30 - 3:20 pm)

"Coral Reef Under Construction" by the Texas State Aquarium (Corpus Christi, Texas)

#### Monday, September 29 (2:30 - 3:15 pm)

"Polar Bear Express" by the Cleveland Metroparks Zoo

## Threatening Telemarketing Calls Targeting Local Consumers and Businesses

Calls to BBB indicate that phony IRS agents and bogus utility bill collectors are at it again in our area.

It's NOT the IRS - do not panic if you get a call or find a message on your voicemail from the IRS threatening to arrest you for tax fraud and tax evasion. The call is part of a telemarketing scam aimed at getting you to send payment in the form of a wire transfer or pre-loaded debit card.

A local consumer told BBB his voicemail was from "Melvin," who said he was calling from the Tax Audit Department of the IRS. Melvin claimed he had received notification concerning tax evasion and tax fraud and that petitions were about to be filed at the courthouse. The message also stated an arrest warrant was being issued and to call 202.864.1329. BBB called the number, and was answered by someone with a heavy accent who claimed to be at IRS headquarters in Washington DC. Other voices could be heard in the background. Eerily, the consumer's sister received a similar call on the same day. Her person referenced tax audits done on specific years and advised her to get an attorney. They did not ask for any sort of payment during the call, but instructed her to call another number. Rather, she phoned her accountant, who assured her the call was a scam.

The IRS will always send taxpayers a written notification of any tax due via the U.S. mail. The IRS never asks for credit card, debit card or prepaid card information over the telephone.

Report such calls to the Treasury Inspector General for Tax Administration at 1.800.366.4484.

Phony Utility Shutoff Calls - Another telemarketing scam targeting businesses has reappeared in recent days. Local businesses have reported receiving calls from individuals claiming to be from the electric company threatening shutoff if an unpaid balance is not resolved immediately.

A Westlake business recently received a call from "Kenny Johnson" who said he was calling from Ohio Edison about an unpaid bill. The call came from 866.978.7856. The Westlake business owner reported he was targeted by the same scam last year. The 866 number is mentioned online by others who have received similar calls, across the country.

If you receive a call claiming to be from your utility company and feel pressured for immediate payment or personal information, hang up the phone and call the customer service number on your utility bill.

# GANLEY SUBARU OF BEDFORD IS BUZZING WITH ACTIVITY



**Hello Beachwood Residents,**

Welcome to September, a great time of the year to get a fantastic deal on a new or certified pre-owned Subaru. Whether you're buying a car for yourself or your child, Subaru is a great choice. Visit our Subaru dealership on the Bedford Automile and get a GREAT DEAL!

*Michael Friedman*

Beachwood Graduate • Beachwood Resident

## 2015 NEW FORESTER<sup>®</sup>

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**\$22,195** MSRP\*

32/24 MPG\*  
hwy/city

- 2.5-Liter 4-Cylinder Engine
- Manual 6-Speed Transmission
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**GREAT LEASE  
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**\$21,695** MSRP\*

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hwy/city

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All advertised prices are plus tax, title, registration, and \$250 documentary service charge. Mileage stated is EPA estimated fuel economy. Your actual mileage may vary. A proud member of the Ganley Auto Group. The Ganley Auto Group is an association of independently operated automobile dealerships dedicated to providing value and service to our customers and communities. Offers valid thru 10/15/2014.



CUSTOMERS OF THE MONTH  
Fred and Ellen Margulies

**COMPLIMENTARY VALET PARKING  
AT ETON AND LEGACY VILLAGE  
FOR ALL CAR OWNERS**

**Courtesy of  
MIKE THE GANLEY MAN**

**MUST HAVE LICENSE PLATE FRAME TO SHOW  
THE CAR CAME FROM THIS DEALERSHIP**



*L'Shana Tova*

Wishing you a  
Sweet and Happy New Year

## CELEBRITY BIRTHDAYS

September 6	Jeff Foxworthy (56)	September 11	Ludacris (37)
September 7	Corbin Bernsen (60)	September 12	Jennifer Hudson (33)
September 9	Adam Sandler (48)	September 16	David Copperfield (58)
September 10	Colin Firth (54)	September 18	Lance Armstrong (43)
September 10	Arnold Palmer (85)	September 21	Nicole Richie (33)

## Quotes of the Month

Worrying does not stop the bad stuff from happening, it just stops you from enjoying the good.

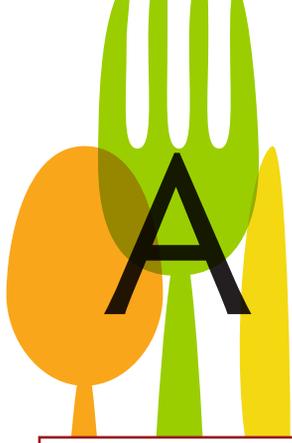
The secret of happiness is not in doing what one likes, but in liking what one does.

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888.470.5296



# A Taste of Fall



## OUR COMMITMENT TO SUSTAINABILITY & WELLNESS

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- Our chicken is 100% hormone free
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**Chef Inspired**  
made from scratch kitchen™

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**BEACHWOOD**  
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MON-SAT 11 AM - 9 PM

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1413 E 9TH STREET  
216.771.7100  
MON-FRI 11 AM - 4 PM

# A guide to dining, patios, happy hours & catering



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**JOIN US FOR LIVE MUSIC!**

Every Thursday • 6 - 9 p.m. On the Terrace  
Reservations are recommended.

September 11 - Jimmy Maguire  
September 18 - Steve Jochum  
September 25 - Ted Riser  
October 2 - Steve Jochum

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*Save the Date*

**TASTE OF THE BROWNS**

*Monday, September 15<sup>th</sup> from 6-9 pm*

**FIRSTENERGY STADIUM**

Help the Food Bank and the Browns Tackle Hunger in Northeast Ohio!

Sample Dishes from Dozens of the Area's Best Restaurants  
Mix and Mingle with Cleveland Browns Celebrities

For Tickets and More Information,  
Visit [GreaterClevelandFoodBank.org/Taste](http://GreaterClevelandFoodBank.org/Taste)

---

The Food Bank can provide four nutritious meals for every dollar donated.

# A Taste of Fall



1



2



3



4



5

## 1 Yours Truly

For over 30 years, Yours Truly restaurants have offered casual, family-friendly dining for breakfast, lunch and dinner. Voted Best Family Dining by *Cleveland Magazine*. Open Monday through Saturday, 6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10 p.m. Carryout, catering and delivery are also available.

## 2 Tomaydo Tomahhdo

Some say Tomaydo, some say Tomahhdo, but we say fresh food and healthy choices! At Tomaydo Tomahhdo, fresh homemade entrees are our specialty. Whether you are looking for a quick lunch-time salad or sandwich, or a dinner pasta dish or pizza, Tomaydo Tomahhdo has something just for you!

## 3 Taste of the Browns

The 16th Annual Taste of the Browns event will take place Sept. 15, 2014 from 6-9 p.m. at FirstEnergy Stadium. Join current and returning Cleveland Browns players plus some of the regions most talented chefs, for a night of food and fun benefiting the Cleveland Food Bank.

## 4 Cedar Creek Grille

Cedar Creek Grille is a classic American grille, featuring fresh fish, steaks, sandwiches and more. Stop in on Thursdays for LIVE MUSIC, 6-9 p.m. on the terrace. Thursday night reservations for tables on the terrace have a \$25 minimum spend per person; but as always, there is never a cover charge. Additional terrace seating is available. We also offer happy hour (M-F, 3-7 p.m.), and half-priced bottles of wine on Tuesdays. For complete information, visit [www.cedarcreekg grille.com](http://www.cedarcreekg grille.com).

## 5 Piccolo Italian Restaurant

Piccolo Italian Restaurant offers the epitome of homemade ethnic cuisine. Chef Chris Licht offers some Old World recipes and contemporary twists on quality cuts of veal, chicken, beef, fresh seafood, and homemade pastas and pizzas, accompanied by a full bar and extensive wine list. Happy hour is Monday through Thursday, 4-7 p.m.; Friday and Saturday, 4-6 p.m. and 9-11 p.m.; and Sun. 4-9 p.m.; offering \$5 appetizers, pasta bowls, wine and drink specials. Live entertainment schedule is on our website.

For complete information about these listings, see ads on pages 32 and 33.

## DDD: The Fall Fashion Event of the Season by Leslie Royce Resnik



Linda Barnett and her daughter, Debbie Rosenthal, love to shop DDD together. Linda eyes a Gallant jacket for \$50 and Debbie loves the Burberry jacket for \$75.

"It takes a village..." said Hillary Clinton. Since that book was published in 1996, the phrase has entered popular culture in every area of life, from making peace in the world to finding one's misplaced phone.

For National Council of Jewish Women/Cleveland, it's taken a "village" the size of Beachwood to make Designer Dress Days (DDD) the anticipated Fall event of the fashion world over the past 47 years. Northeast Ohio women who covet Armani, Prada and Escada, but eschew the thousand dollar price tags these fashions fetch, await DDD knowing they'll find great labels at a fraction of retail.

"Once you find your first Armani for \$75 (or less), you'll join the thousands who know that when Fall finally arrives, DDD cannot be far behind," said Wendy Elconin,



Beachwood resident and chair of this year's DDD.

"Most of the women on the 56-person committee (10 from Beachwood) are veteran DDD volunteers who spend hours at NCJW's warehouse all year long sorting, pricing and appraising the thousands of donated, gently-worn Coach, Carlyle and St. John fashions along with other furs, accessories and clothing," she added.

For Beachwood resident Cheryl Gutmacher, new to the committee but an old hand at shopping the sale, it's been a treasure trove of styles for her wardrobe.

The event, which involved more than 250 total volunteers last year, raised record amounts of money to support NCJW's initiatives, projects and programs to improve the lives of women, children and families locally, regionally and nationally. "It's our main fundraiser for the year," said Elconin.

The sale takes place at the Mandel Jewish Community Center on South Woodland between Brainard and Richmond Roads. Hours are:

- **Special Preview Day: Friday October 24, 10 a.m. to 4 p.m. (\$20 admission).**
- **Sunday, October 26, 10 a.m. to 4 p.m.**
- **Monday, October 27, 10 a.m. to 8 p.m.**
- **Tuesday, October 28, 10 a.m. to 8 p.m.**

If you go, you'll get it! For information and sneak peeks go to [www.ncjwcleveland.org/?s=Designer+dress+days](http://www.ncjwcleveland.org/?s=Designer+dress+days).

Right: Cheryl Gutmacher is cozy for winter in a Chrst lambskin jacket available for \$200. Inset: Linda Barnett's ikat jacket from Lafayette 148 will sell at DDD for \$50.



# Save the Dates!

Save the dates for Beachwood's annual Golden Pumpkin Patch on October 18, 12 – 4 p.m., and October 19, 1 – 4 p.m., during homecoming weekend at Beachwood High School. This event is fun for the whole family and includes goodie bags, free prizes, recipe cards, a photo booth and pick-your-own-pumpkin adventures. The event is sponsored by the BHS classes of 2016 and 2015. For more information, please contact Jessica Kellogg at [jkkellogg@beachwood-schools.org](mailto:jkkellogg@beachwood-schools.org).



# Upcoming Programs at Montefiore

## Montefiore's Community-Wide Dementia Expo

Montefiore's Community-Wide Dementia Expo will take place Sunday, September 14, from 11 a.m. – 3 p.m. at Montefiore. This inspirational, educational and interactive day of health and wellness, titled "Navigating the Memory Maze... Pathways to Dementia Decision-Making," will feature breakout sessions with experts in the field of dementia and aging; informational booths; health screenings; holistic therapies, including Reiki, Tai Chi, yoga and massage; and raffles, giveaways and prizes drawn throughout the day.

Join us for a complimentary box lunch at noon with keynote address, "Cutting Edge Treatments," by renowned neurologist and brain-health expert, Dr. James B. Leverenz, director, Cleveland Clinic Lou Ruvo Center for Brain Health.

Additional breakout sessions with aging and dementia professionals will be presented in the afternoon. Topics include: Geriatric Assessment – the Medical Evaluation of Dementia, Psychosocial Aspects of Dementia Behavior, Financial and Legal Protection for Families, and When Dementia Comes Home: Enhancing Communication and Connection.

For more information or to register online, visit: [montefiorecare.org/dementiaexpo](http://montefiorecare.org/dementiaexpo) or contact Susan Lieberman at 216.910.2647 or [sliberman@montefiorecare.org](mailto:sliberman@montefiorecare.org). Montefiore is located at One David N. Myers Parkway, Beachwood.

## Dementia Symposium for Healthcare Professionals

Dementia Symposium for Healthcare Professionals, targeted to social workers, counselors, nurses, case managers, certified case managers and licensed nursing-home administrators, will provide an opportunity to earn 4.0 CE contact hours.

The event takes place Monday, September 15, from 7:30 a.m. – 12:30 p.m. (registration, breakfast and presentations). Keynote speaker, Dr. James B. Leverenz, director, Cleveland Clinic Lou Ruvo Center for Brain Health, will speak about "Cutting-Edge Treatments." Additional topics include: Dementia Assessment/Delaying Progression, Psychosocial Aspects of Dementia Behavior, and Psychiatric Manifestation of Dementia and Pharmaceutical Intervention.

Cost is \$10 in advance; \$15 at the door. Space is limited, register early. For complete information, visit [montefiorecare.org/dementiasymposium](http://montefiorecare.org/dementiasymposium). For additional information, contact Susan Lieberman at 216.910.2647 or [sliberman@montefiorecare.org](mailto:sliberman@montefiorecare.org).

*These two events are made possible through a generous grant from The Mt. Sinai Health Care Foundation.*

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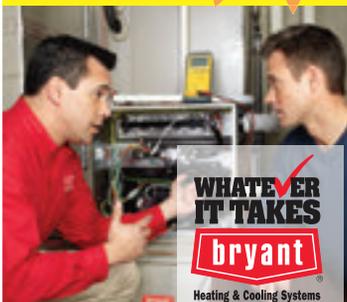
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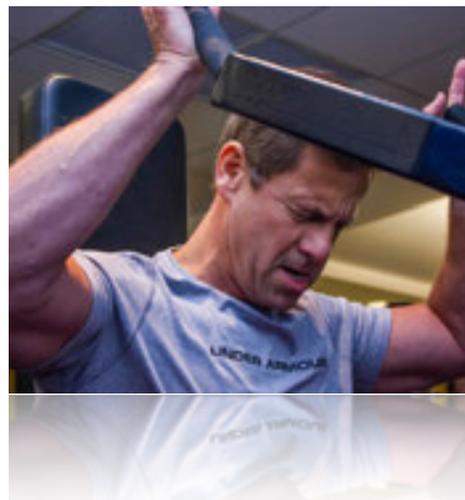
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- Our residents demonstrate an increase in socialization after move-in through our continuum of programs and activities
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- 100% of our families would choose us again (Two years in a row)\*

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 Memory Care Community

Presenting **Tai chi**



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 Come to our studio and we will teach you how to: **SPIN, TWIST, TORQUE AND FLY WITH STICKS.**

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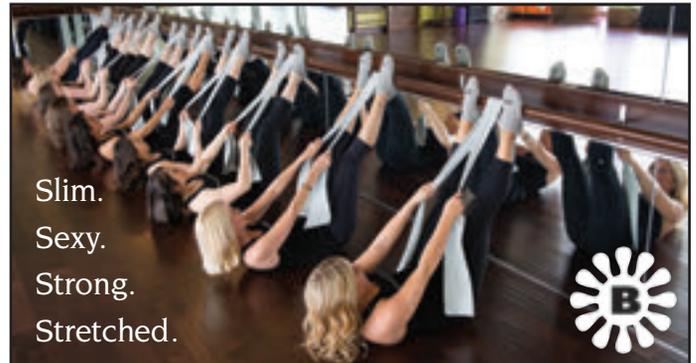
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# What you need to know and where you need to go to stay fit and healthy



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AMP Fitness is Beachwood's leading fat loss specialists in metabolic coaching. We use a combination of resistance

and cardiac telemetry training to yield twice the results in half the time. After performing a body diagnostics test we map out the fastest and safest way to help you achieve your fitness goals. Visit [myampfitness.com](http://myampfitness.com) or call 216.831.3674.

## Arden Courts



Arden Courts is a memory-care community which is dedicated to caring for persons living with Alzheimer's and other

types of dementia. Our structured programs and personalized assistance help each Arden Courts' resident maintain his/her highest level of independence and promote his/her sense of well-being. At Arden Courts, we understand because memory care is all we do.

## Barre Cleveland



Barre Cleveland™ is a private fitness studio providing the best total body, female-only workout program in Cleveland through the integration of the fitness basics in strength, balance and flexibility.

## Blissful Footspa



Blissful Footspa offers traditional Chinese foot reflexology by internationally trained specialists. The relaxing treatment starts by soaking the feet in a warm water bath (with Chinese Herbs) followed by a massage of the head, neck, shoulders, arms, hands, feet, and back.

## Christine David Massage



My name is Christine. As a mother, healthy cook and children's author for special education, I take pride in the care of all. I am passionate about my children, food and my home, and invite you to experience deep-tissue and Swedish massage therapy in my home. For

more information, call 216.551.5670.

## Overload Fitness



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wait until it's too late to get your body back! Call 216.292.7569 to schedule a consultation and four free training sessions today!

## Physician's Weight Loss Centers



Physicians WEIGHT LOSS Centers® offers you a wide range of weight-loss programs tailored to fit any lifestyle. Our weight loss and nutrition systems have been special-

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## Triple Balance Studio



You don't stop playing because you get old. You get old because you stop playing. Come to our studio and we will teach you how to play and dance with a stick. Call us at 216.773.1060.

## Whole Life Dentistry



We are excited to welcome Dr. Stephanie Gans to our practice of family dentistry. Dr. Gans earned her Doctor of Dental Surgery at the Ohio State University College of Dentistry and completed advanced training at Saint Vincent Charity Hospital. She is looking forward to practicing in her hometown and is currently welcoming new patients.

**For complete information about these listings, see ads on pages 36-38.**

University Hospitals Ahuja Medical Center and City of Warrensville Heights’ free healthy-eating program, “A New Leaf,” begins third school year

The “A New Leaf” healthy-eating program at Warrensville Heights Middle School, collaboration between University Hospitals (UH) Ahuja Medical Center and the City of Warrensville Heights, begins its third school year in September.

The program was initiated in early 2013 by UH Ahuja Medical Center President Susan V. Juris and Warrensville Heights Mayor Bradley D. Sellers to establish good eating habits in younger children. It offers students nutrition education and a fresh salad bar for lunch on Wednesdays and Thursdays throughout the school year.

The salad bar is free for all students and includes a mix of romaine lettuce and fresh vegetables. John Selick IV, CEC, executive chef, UH Ahuja Medical Center (*pictured*), regularly introduces unusual items like quinoa or watermelon

radishes to expand students’ awareness and palate.

“This year, I want to show them vegetables they know but that grow in different colors, like yellow and white beets or purple, yellow and red carrots,” says Chef Selick. “The cafeteria should be an educational environment that offers vegetables, fruits, whole grains and nutrition information to encourage kids to think about what they’re eating.”

2013-14 was the first full school year A New Leaf was available to Warrensville Heights Middle School’s fifth-, sixth- and seventh-graders. The number of students who each week supplemented their lunch or made their whole meal from the salad bar grew compared to the program’s initial year. Nearly 6,500 bowls were used, which was almost 2,100 more than the previous year.



“A New Leaf has given our staff a vital tool to educate our students about nutrition,” says Jackie Thompson, food service supervisor, Warrensville Heights City School District. “UH Ahuja Medical Center is providing healthy food varieties and learning to a prime age group – kids who are old enough to be aware of healthy choices and young enough to more easily

break unhealthy eating habits.” A New Leaf is part of UH Ahuja Medical Center’s annual Mayor’s Initiative for Health and Wellness, a collaboration between the hospital and the surrounding communities. For information about partnering with the hospital on “A New Leaf” in your community, visit [www.UHAhuja.org](http://www.UHAhuja.org) and click Health & Wellness.

## Music Therapy: Why It Works

Written by Seneca Block, Music Therapist, University Hospitals



Throughout the ages, music has remained an essential aspect of day-to-day life for the majority of mankind in just about every culture. From its beginnings in early man’s ancient 40,000-year-old bone flutes to modern-day mp3 players, music has truly stood the test of time. But why has this universal language been so tightly woven into humanity and how is it used as a form of therapy?

Plato recognized the effects of music on the human soul, advocating the positive effects of harmony on character and health. Fast forwarding to modern day, scientist have mapped brain activity using FMRI (functional magnetic resonance imaging)

during musical play. Results show that music is diffusely activated throughout the brain regardless of pathology. This allows music to access memories and emotions, bypassing neural pathways and creating a “bridge” to these “lost” brain sections.

In the face of pathology and deterioration, music therapy has developed to address and treat individuals by strengthening both physiological and psycho-social aspects of the whole person. This use of music as medicine has grown and been employed throughout the modern healthcare field, becoming recognized as an effective modality of holistic treatment.



The Connor Integrative Medicine Network offers music therapy to in-patients as well

as private sessions for out-patients. For more information, call 216.285.4070.

## JFSA Recruiting Volunteers

JFSA is currently recruiting volunteers with a flexible schedule and a reliable vehicle for multiple programs. Drivers are needed to take Holocaust Survivors to and from a weekly socialization program, Europa Café, at the Jewish Federation of Cleveland in Beachwood. Europa Café takes place Wednesdays from 2 – 4 p.m. Volunteer drivers may also attend the program, or drop off and pick up Survivors. Russian speakers welcome.

Drivers are also needed for JFSA's Home-Delivered Meals program. Volunteer drivers deliver healthy kosher meals to homebound clients on Tuesday and Thursday mornings. Volunteers are welcome to deliver meals alone or with a friend.

Both volunteer opportunities offer unique ways to meet new people and give back to the community in a fun and interactive way. If interested, please call Sandy Lusher-Waterhouse, at 216.378.3475.

JFSA is also recruiting Tikkun Olam Volunteers (TOV) for friendly visits with Holocaust Survivors and other older adults in the community in order to enhance their quality of life. TOV volunteers help Survivors and older adults feel less isolated and less fearful because they know that there is someone in the community who personally checks in on them and cares about their well-being. The TOV program was launched in 2007 as a joint venture between Jewish Federation of Cleveland, Kol Israel, and Second Generation Kol Israel. Volunteers spend approximately one to four hours per month with an older adult and may visit at their home, accompany them on excursions, or enjoy special occasions together.

JFSA welcomes anyone 18 years or older, or minors accompanied by an adult, to come to a TOV volunteer-training session on September 9, from 4:30 to 6:30 p.m. at the JFSA offices located on 3659 South Green Road, Beachwood. Volunteers will receive specialized training by JFSA Holocaust Survivor Support caseworkers to understand the special needs of Survivors and other older adults. Snacks will be provided. If interested, please call Sandy Lusher-Waterhouse at 216.378.3475.

## Volunteers Needed for Annual Fall Cemetery Cleanup

There is no greater mitzvah than caring for those who came before us. Volunteers are needed for the Annual Fall Cemetery Cleanup hosted by the Jewish Federation of Cleveland's Jewish Volunteer Network and the Commission on Cemetery Preservation (COCP). The event will take place on Sunday, September 14, from 9:30 a.m. to 11:30 a.m. at Lansing Cemetery, 3933 E. 57th Street, Cleveland. All ages are welcome to participate in this community-wide event, rain or shine.

Volunteers will help prune, rake, and beautify the 124-year-old cemetery, and are asked to bring gardening tools, such as weed trimmers, shovels, clippers, and gloves.

Past Cemetery Cleanup events have attracted hundreds of people across generations and denominations. Preserving cemeteries is considered one of the most righteous acts of chesed (kindness).

In recent years, COCP has been broadening its role in cemetery preservation and maintenance in five Jewish cemeteries. A recently completed cemetery study is recommending further expansion, and the hiring of a cemetery operations director. More information on the expansion of the Jewish Federation of Cleveland's role in preserving Cleveland's Jewish cemeteries is coming soon.

Event chairs are Jeff Morris, Judy and Marvin Solganik, and Vivian Solganik.

To register or learn more about JVN, visit [www.jewishcleveland.org/](http://www.jewishcleveland.org/) volunteer or call Susan Hyman, JVN Director, at 216.593.2887.

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27100 Cedar Road • Beachwood, OH 44122  
Call Beth Silver at (216) 839-6678

# Jolt Your Career™ by Sunny Klein Lurie

**J**olt Your Career™ is an eye-opening book about the state of employment and how it affects our economy. Written by Sunny Klein Lurie, Ph.D., it asserts that unhappiness and discontentment in the workplace drive down an economy infinitely more than do job shortages, and job unhappiness breeds loss of efficiency and productivity, which causes sales and profits to plummet.

"The level of personal and professional job or career fulfillment is at crisis proportion," Lurie told us. "A recent Gallup survey revealed that more than 70% of America's workers are unfulfilled in their positions."

Lurie acknowledges unemployment may be an impediment to economic growth and social well-being, but when nearly 3 of 4 workers in northeastern Ohio and America are unhappy in their jobs, we had better begin to take notice

since job dissatisfaction is not the road to long-term recovery, expansion or social contentment.

The Beachwood author points out that unfulfilled workers tend to encounter more struggles, both personally and professionally. Work dissatisfaction lowers job performance, increases sick days and hinders quality of life. "Economically, business and industry suffer because uninspired workers are often less efficient and productive, and as a result, sales and profits are inclined to suffer."

Lurie's new book, Jolt Your Career™, encourages job seekers and those confined to positions for which they're not well-suited to "jolt" themselves into a new job or career and discover a professionally rewarding job. Her counsel comes with a caution since companies use innovative, new recruitment methods today, and

if the job seeker isn't able to apply these new tactics, they'll likely fall through the cracks.

"Age-old methods of securing positions are less effective today and often lead to frustration. The marketplace is always changing, and the ways opportunities are presented and successfully pursued today differ significantly from approaches used only five years ago," Dr. Lurie said. "The old way doesn't work anymore, folks! I want to stand up and shout 'stop force-fitting yourself into the wrong career... you're ruining your life, and impacting your health and the American economy!'"

Dr. Lurie and her firm, Fast Focus Careers, have advised private and corporate clients for two decades. She has served on several boards and is a highly regarded researcher, widely published in business journals, as well as an accomplished speaker. Her book, Jolt Your Career™, is available through Amazon.com, Barnes and Noble, and through [www.JoltYourCareer.com](http://www.JoltYourCareer.com) or [www.FastFocusCareers.com](http://www.FastFocusCareers.com).

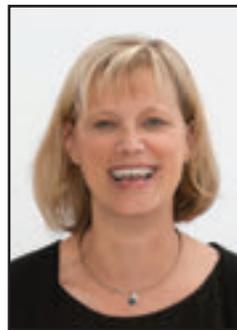


## On The Move

**C**ongratulations go to Catherine Schwartz of Beachwood on her promotion to chief development officer for Hattie Larlham after serving as vice president of development for two years. She manages the annual fund, major gifts, planned giving, events, communications, P.R. and data analysis.

Hattie Larlham is a nonprofit organization that provides medical, residential, recreational and vocational services to 1,500 children and adults with developmental disabilities. The organization provides services to 130 children and young adults at the Hattie Larlham Center for Children with Disabilities in Mantua, Ohio, and to adults at community-based homes throughout Ohio.

For more information, visit [www.hattielarlham.org](http://www.hattielarlham.org).



## Wanted: Volunteers to Work From Home

The Veterans of the Vietnam War Organization is a non-profit organization dedicated to helping veterans of all wars.

### **VOLUNTEERS ARE NEEDED TO WORK FROM HOME.**

Retired individuals are preferred, though not mandatory!

Please call/text Gary Curran at 440.387.8009.

## Food Truck Mondays at Legacy Village

On September 8 and September 22, from 11:30 – 1:30 p.m., those who visit Legacy Village can enjoy a great variety of ethnic and comfort foods, listen to live music, take a stroll through Legacy Village's many shops and restaurants, or just sit and relax. It's a great way to unwind and refresh during lunch breaks before heading back to the office or whatever the day holds. For more information, visit [legacy-village.com](http://legacy-village.com).

## Interest-Free Loan Fund Focused on Helping Seniors

**H**ebrew Free Loan Association (HFLA) and the Business of Good Foundation are collaborating to establish an interest-free loan fund that focuses on helping seniors on fixed incomes get relief from high-interest loans.

Predatory loans, those that frequently charge interest rates upwards of 300% for short-term loans to vulnerable people, are having a devastating effect on individuals with low and fixed incomes. Borrowers often need to take an additional predatory loan in order to pay another, and this continues in a vicious cycle.

This new loan fund will help seniors escape the predatory lenders. Along with another nonprofit, ESOP (Empowering and Strengthening Ohio's People), seniors will be provided with financial literacy skills that will enable them to live within their means.

HFLA, founded in 1904, is a nonprofit financial-assistance agency that serves those in Northeast Ohio who are not eligible for conventional bank loans.

The Business of Good Foundation is an engaged philanthropic organization, dedicated to serving those who serve the poor through hands-on capacity-building efforts.

ESOP was founded in 1993 to foster the economic empowerment of disenfranchised communities through outreach, education and advocacy.

For information and qualifications, please call HFLA at 216.378.9042 or visit [www.hflacleve.org](http://www.hflacleve.org).

## LearnInn – An Elderhostel-Style Retreat

The Mandel JCC is celebrating the 20th year of its Elderhostel-style retreat, LearnInn, which will take place October 28-30, at the Bertram Inn and Conference Center, 600 North Aurora Road, Aurora.

The retreat will feature 11 widely known historians, professors, music and theatre professionals and local TV personalities who will lead lively and informative discussions on a wide array of topics, ranging from lectures and interactive discussions. Senior adults will explore music, film, sports, Judaism, theatre, art, and more. Entertainment and social activities are offered each evening.

Participants may register for one, two or all three days of LearnInn, which include meals and optional overnight stays at the noted Bertram Inn. Visit [mandeljcc.org/learninn](http://mandeljcc.org/learninn) for a complete schedule of events or call Jan Rutsky at 216.831.0700, ext. 1348. Registration deadline is October 8.

## When You Travel You Are Never Lost

### A photographic journey through Asia

Scott Sill, in association with University Hospitals Case Medical Center, announces a new exhibition of his photographs. The exhibit will be at the University Hospitals Case Medical Center, Humphrey Gallery, 11100 Euclid Ave, September 9 through October 26, with an opening reception on Monday, September 15, from 5:30 – 7:30 p.m.

When you travel you are never lost, Sill's first photo exhibition, captures his journey through South East Asia. Sill decided during a mid-life crossroads that he wanted a change in his life and began a journey to New Zealand and Australia that eventually led him to Southeast Asia. He has now been traveling extensively for the better half of the year for the past four winters.

Sill, a native Clevelander, grew up in Shaker Heights, attended the University Wisconsin and has lived his adult life in Los Angeles, where he has participated in the film industry. He then moved to Miami, where he worked as a fashion photographer, producing images that appeared in *Vogue*, *Ocean Drive Magazine* and *Seventeen*. He now lives right here in Beachwood.

Sill says his work is most influenced by French realism painting of the 19th century. His other influences are classic photography and fashion photography, the latter of which he has practiced. He is more inclined to employ color photography, using bright hues and color contrast, but he also enjoys black and white for its romanticism and timeless appeal.

For more information, visit [www.sillphotography.com](http://www.sillphotography.com) or email [ssillmi-ami@gmail.com](mailto:ssillmi-ami@gmail.com).



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# Ellie's, a New Restaurant and Party Center

Sometimes a series of events sends you a sign to start something new. That's what happened when Beachwood residents Brian, Jim, and Linda Ross decided to open Ellie's, a restaurant and party center, serving Kosher smoothies, ice cream, caramel popcorn, cotton candy, chocolate covered pretzels, Belgian waffles and candy trays.

"We've been in the party business for 24 years," Linda explained, "and wanted a permanent location where people could have parties on-site."

"When Chocolate Emporium went out of business, we received three phone calls, all suggesting we think about occupying that space and opening a restaurant," she added. "We had other personal circumstances going on in our lives, and recognized when one door closes, another one opens."

Operating under "A World of Magic," providing characters, bounce houses, carnival games, casino games, and entertainment, the Rosses bounced on the opportunity of taking over the

suggested space at the corner of Cedar and Green Roads.

"We can now customize birthday, anniversary, and other parties, accommodating up to 50 attendees on site," Jim said. "We've always taken equipment to other locations, which we will still do, but this makes for convenient alternative way to plan a party."

In addition to working at parties, the Rosses cater corporate, non-profit and personal events.

Our specialty waffles are a big hit," Linda told us. "We offer flavors, including apple pie a-la mode and lemon meringue, and fruit-topped and breakfast waffles."

Linda, Jim, and their son, Brian, are hands-on owners with years of combined experience in the industry. Linda has culinary and party experience; Jim has party experience; and Brian, a fireman by trade, has 10 years' experience in the restaurant business.

When asked about themes, they plan to host candy-making, magic, craft, princess tea parties – and whatever customers dream



Pictured from left: Jim, Linda and Brian Ross.

up. They will also host feature nights for those who dine at Ellie's, with balloon twisters, magicians, and other characters or entertainers. A college ID night is in the works, too.

"Ellie's a good blend for our family," Linda said. "We are excited to fill a gap so desperately needed in our community. We have a good time working together, and that's why it works."

"Ellie's appeals to everyone,"

Jim added. "We offer good food in a good atmosphere at a good location."

Dairy-free, vegan, nut-free and sugar-free items are also available, and Kosher items meet dietary requirements of Cholorv Israel. Parking is available behind the building, and items are available for dining in or carry out.

Ellie's is located at 14486 Cedar Road. For more information, call 216.381.5577.

## Ganley Team Finishes Season with 12-1 Record

Congratulations to the Ganley Subaru and Volkswagen Team, ages 11-12, on finishing this year's season with a 12-1 record. The team played on the Beachwood Recreation Boys Baseball Major League and was this year's season and tournament champs.



Front row: Shimon Goldfarb, Andrew Heath, Nathan Weider, Jonah Sieger and Ezra Shiller. Second row: Royce Peters, Ben Clegg, Liam Wasserman, Jesse Rosenblum, Adam Charnas, Miranda Luxenburg and Aryeh Roberts. Back row: Scott Peters, Steve Charnas and Mitch Luxenburg. Not pictured: Andrew Nathan.

## The High Notes Performs at Cuyahoga County Fair

On Tuesday, August 5, The High Notes, one of two National Council of Jewish Women's performing groups, presented two shows under a tent at the Cuyahoga County Fair. Despite a storm that raged during the show, entertainers smiled, sang and continued to entertain the crowd. The weather calmed for the second show, and all in attendance enjoyed a sing-along.

"With all the negative news that's recently been publicized worldwide, it felt good to get up there and sing," Lynn Kleinman told us. "We were thrilled to have some fun and represent our Jewish community."



Pictured from left: Jean Geller, Aileen Apple, Sandi Bohl, Jane Kinstlinger, Diane Klein, Marilyn Herman, Ronna Treinish, Roseann Schmidt, Charlotte Rubin, Gail Eisen and Esther Spott.

# Familiar Name Tabbed to Rebuild Beachwood Wrestling Program

With the Beachwood wrestling program in a period of transition, Beachwood director of athletics Ryan Peters, a former Bison wrestler and coach, turned to his former coach and mentor, Pete Cimatori, to rebuild the program.



program as an assistant shortly after ending his wrestling career at Dayton and earning his Master's Degree at John Carroll University. He quickly developed into Head Coach Domenick

lammarino's right hand man. He returned to Beachwood in 1987, this time as the head coach of a one-man wrestling team. He recruited 23-25 kids who built a buzz around the schools about Beachwood wrestling. Cimatori recognizes that wrestling isn't a four-year activity – it's a pathway to success, which is why he's already building the middle- and high-school programs.

The Bison finished among the top 15 Division III teams in the Ohio High School Athletic Association state wrestling tournament four straight seasons and the wrestling team at Beachwood is the school's most storied program, dating back to the 1970's. But recent graduation losses leave the program with low numbers and limited experience.

"I am very excited about having Pete on our staff," Peters said. "He's a lifelong resident of Beachwood, and his passion and love for the community, the kids and the wrestling program are the main reasons we hired him. Pete has all the necessary skills to help rebuild the program. He is an unbelievable teacher and motivator who will help each wrestler meet his potential. I am very confident Pete will put together a fantastic staff that will help lead our wrestlers to the highest levels of success."

Cimatori first joined the Bison

"Cimatori is building excitement," Peters told us. "He's also reestablishing relationships with alumni, which will have a huge impact on the success of current wrestlers, creating a sense of family."

Cimatori and his inner circle of fellow wrestlers and coaches are all committed to the same goal – to ensure that the wrestling program remains a beacon of pride for our community.

Cimatori is CEO and president of an advertising firm and co-founder of the Wrestlers in Business Network.



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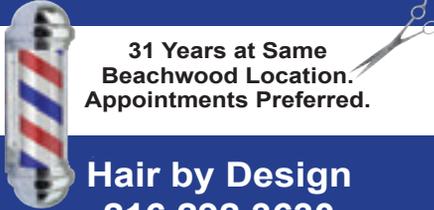
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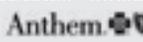
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# Upcoming Programs at The Gathering Place

The Gathering Place is a caring community that provides free programs and services to support, educate and empower individuals and families touched by cancer. All programs listed below are held at the Beachwood location, 23300 Commerce Park, unless noted. For more detailed information visit [www.touchedbycancer.org](http://www.touchedbycancer.org) or call 216.595.9546. All programs listed require advance registration by calling 216.595.9546.

## KidShop

**Monday, September 8 and September 22, 6:30 – 8 p.m.**

For children of all ages who have an adult family member with cancer. Utilizing art, play and discussion, children and their parents/guardians interact with families in similar situations.

## Gentle Movement

**Monday, September 22, 1:30 – 3:30 p.m.**

Come spend an afternoon in Norma's Garden where we will combine the healing properties of nature with gentle yoga poses, walking, journaling and reflection. Wear comfortable clothes and tennis shoes.

## Exploring Spirituality through the Practice of Gratitude

**Monday, September 29, 6:30 – 8 p.m.**

Experience how practicing gratitude can help enhance one's spirituality during the cancer journey. Family members welcome.

## Ovarian Cancer Symposium

**Saturday, October 25, 8 a.m. – 3 p.m. at Cuyahoga Community College, Westshore Campus, 31001 Clemens Road, Westlake**

For those recently diagnosed and for individuals who have completed treatment. Hear from physicians on the latest treatments and research, participate in workshops and dialog with others on the ovarian cancer journey. Continental breakfast and lunch provided.

Complete required advance registration at [www.touchedbycancer.org/symposium](http://www.touchedbycancer.org/symposium) or by calling 216.595.9546.

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