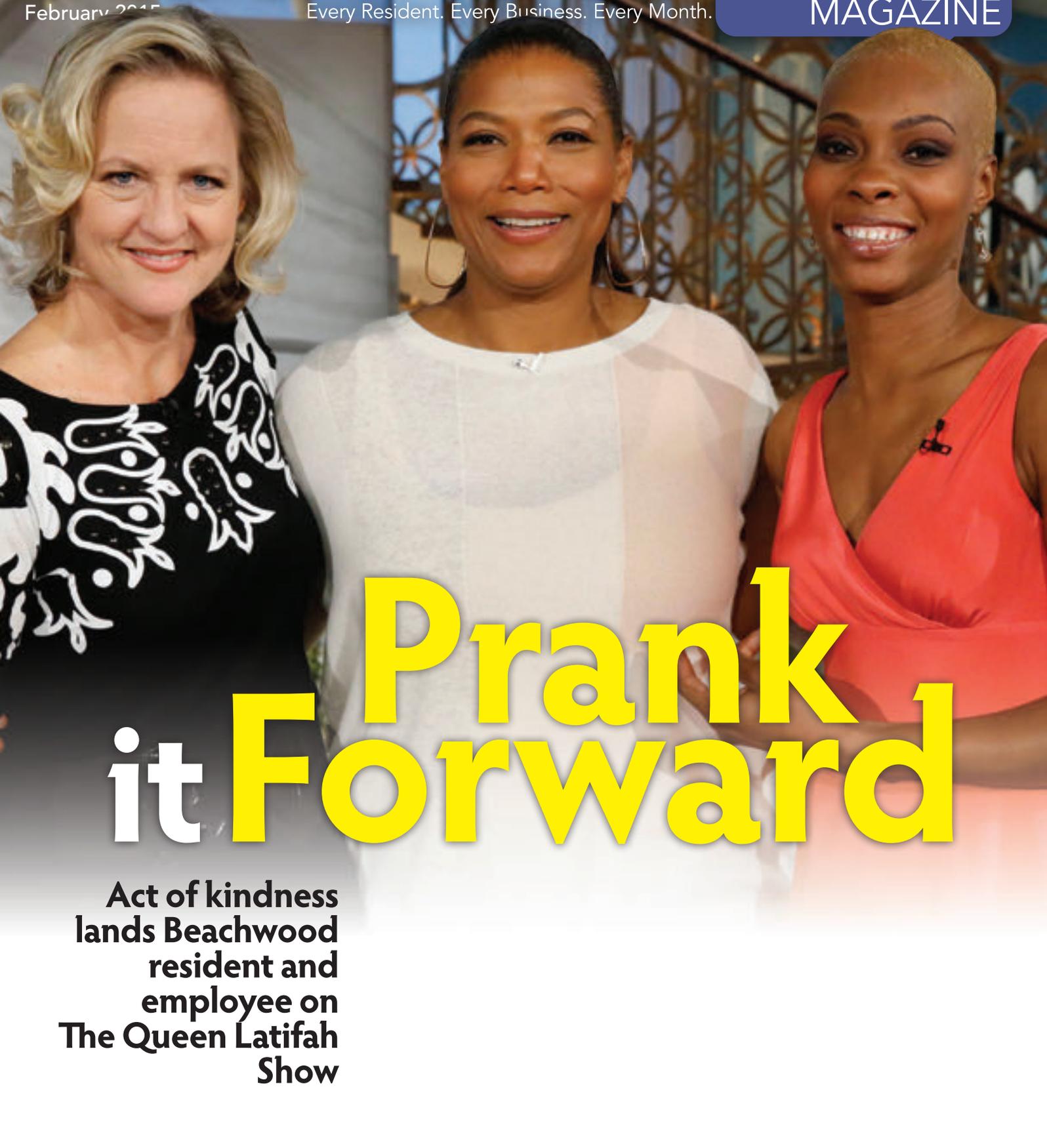


Beachwood Buzz

February 2015

Every Resident. Every Business. Every Month.

MAGAZINE



it Prank Forward

Act of kindness
lands Beachwood
resident and
employee on
The Queen Latifah
Show

We Are Offering GREAT LEASES This Month... Stop In Today!



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Michael Friedman • Beachwood Resident

Celebrity Birthdays

- Feb. 7 Ashton Kutcher (37) • Chris Rock (49)
- Feb. 9 Joe Pesci (72) • Carole King (72)
- Feb. 10 Greg Norman (60) • Mark Spitz (64)
- Feb. 11 Jennifer Aniston (45) • Sheryl Crow (52)
- Feb. 12 Arsenio Hall (60) • Bill Russell (81)
- Feb. 13 Peter Gabriel (65) • Jerry Springer (71)
- Feb. 14 Florence Henderson (81)
- Feb. 16 John McEnroe (56)
- Feb. 17 Paris Hilton (33) • Michael Jordan (55)
Jim Brown (79)



Ganley Supports Golden Age Centers of Greater Cleveland!

Pictured from left: Anne-Marie Connors, Bedford Mayor Stan Koci, Michael Friedman, Dinah Mouat and Jeremy Eisenberg.

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The more you smile, the easier it becomes and the happier you will be. And, the energy we send out will come back, which will make us want to smile.

In the midst of winter, with more gray skies than blue, what helps to lift your spirit? Sure, many of us would agree that a getaway to a beach or warm climate does the trick. But how about something that will provide more immediate gratification?

To help lift your spirit, just smile.

Smiling makes us look and feel more attractive, changes our mood, is contagious, relieves stress, boosts our immune system, lowers our blood pressure, is a natural drug, makes us feel confident and successful, and helps us stay positive.

There is no downside – just smile! To those who smile often, you most likely recognize the benefits. To those who don't, it's something easy that can be done to improve your mood and attitude.

It is often said that smiling is the best medicine. Mark Stibich, PhD, a behavior-change expert with experience in helping individuals make lasting lifestyle changes, says:

- **Smiling makes us more attractive.** We are drawn to people who smile because they're warmer to approach, and we want to figure out what is so good. Smiles draw us in. When people frown or scowl, they push us away.
- **Smiles change our mood.** Next time you are feeling down, try smiling. There's a good chance your mood will change for the better. Smiling can trick the body into helping you change your mood.
- **Smiling is contagious.** When someone is smiling they lighten up the room, change the moods of others, and make things happier. A smiling person brings happiness with them. Smile lots and you will draw people to you.
- **Smiling relieves stress.** When you are stressed, take time to put on a smile. The stress should be reduced and you'll be better able to take action.
- **Smiling boosts your immune system.** When you smile, immune function improves because you are more relaxed.
- **Smiling lowers your blood pressure.** When you smile, there is a measurable reduction in your blood pressure. Give it a try if you have a blood pressure monitor at home. Sit for a few minutes, take a reading. Then smile for a minute and take another reading while still smiling. Do you notice a difference?
- **Smiling is a natural drug.** Studies have shown that smiling releases endorphins, natural pain killers, and serotonin. Together, these three make us feel good.
- **Smiling lifts the face and makes you look younger.** The muscles we use to smile lift the face, making a person appear younger. Try smiling your way through the day – you'll look younger and feel better.
- **Smiling makes you seem successful.** Smiling people appear more confident, and are more likely to be promoted and approached. Put on a smile at meetings and appointments and people will react to you differently.
- **Smiling helps you stay positive.** Try this test: Smile. Now try to think of something negative without losing the smile. It's hard. When we smile our body is sending the rest of us a message that "Life is Good!" Stay away from depression, stress and worry by smiling.

The benefits of smiling aren't limited to face-to-face interactions. If we smile while talking on the phone, the other person will feel our smile and our confidence.

Our intentions come across in the signals we send, and smiles generally come across as genuine friendliness. It feels good to smile, and it also makes the person you're smiling at feel good.

If you smile often, recognize the benefits. If you don't, then practice! The more you smile, the easier it becomes and the happier you will be. And, the energy we send out will come back, which will make us want to smile.

Beachwood Buzz

Every Resident. Every Business. Every Month.



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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. 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

Article Submissions

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

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Beachwood Buzz is distributed via the U.S. Post Office to every resident and every business, every month. If you live outside our distribution area, subscriptions are available by sending your name, address and a check for \$30 (12 issues) to Beachwood Buzz P.O. Box 22194 Beachwood, Ohio 44122

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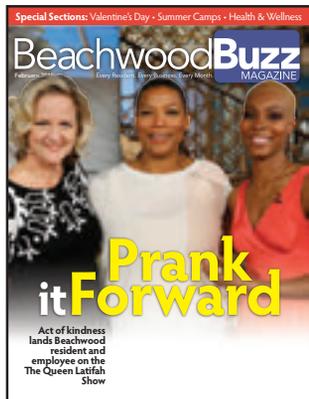
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COVER STORY

It takes someone special, who did something extraordinary, to be invited to sit with Queen Latifah on stage. Be sure to see our feature story, on pages 6-8, to see what Mary Jo Dean did for Cara Simmons that gained national recognition.

Photo courtesy of Defy Media and The Queen Latifah Show.



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Fifth-Grade Project

Hilltop Students Helping Families

Beachwood High School Principal Earns Ph.D.

Family Fun Night at the Bison Basketball Game

Everyone's got a story. Tell yours in Beachwood Buzz.

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Beachwood Buzz Welcomes Sales Associate Adam Jacob.

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Beachwood's 100th Birthday

2015 marks Beachwood's 100th birthday. In June 1915, Beachwood Village was formed by a group of just 151 residents. Today, there are nearly 12,000 residents.

Beachwood Village was part of Warrensville Township until 1915, when it seceded following a decision by township officials to close a school in that area. On May 29, 1915, a petition signed by 57 freeholders of the

northeastern part of the township was filed with the trustees. They asked that their section, containing a population of 151, be permitted to incorporate as a village.

On June 15, 1915, an election was held at the schoolhouse at the corner of Richmond Road and North Woodland Road (officially renamed Fairmount Boulevard in September 1925). Out of 47 votes, only one was

against the proposal. On June 26, 1915, the trustees of Warrensville Township ordered the incorporation of Beachwood Village.

Watch future issues of *Beachwood Buzz* to learn historical facts and events leading up to this centennial celebration.

What has been your favorite part of watching our city grow? Email responses to The Beachwood Historical Society at tbhs1915@gmail.com.



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it Prank Forward

Mary Jo Dean Nominates Employee
for Prank of a Lifetime



Beachwood resident Mary Jo Dean has always enjoyed dancing. She attended Maharishi University, holds an MFA in dance from CWRU, and is a certified life coach. In 1988, she founded Maid Brite, cleaning homes by herself to supplement her income as a dancer for Cleveland's Repertory Project. Since that time, her company has grown. She currently employs 15 full- and part-time employees, servicing customers throughout Beachwood and the Heights.

It takes someone special, who did something extraordinary, to be invited to sit with Queen Latifah on stage, so here's her story.

A few months ago, Mary Jo received an email from Defy Media, who was in search of a cleaning lady in Cleveland to be the recipient of a prank – but this was no ordinary prank. It was to air on the heartwarming series, Prank it FWD, on break.com, to help spread positivity. When reading the email, Mary Jo saw that Defy was requesting nominations for a single parent who is worthy and super deserving.

Mary Jo has great relationships with all her employees, and gladly nominated Cara Simmons, Glori Nicholson and Germille Raham.

Soon thereafter, Casey Casseday from Defy Media came to Cleveland to interview the candidates, not only from Maid Brite, but from other companies, as well. Since Casey needed additional information that Dean didn't have, they camouflaged the prank by telling the candidates that personal information was needed to re-build Maid Brite's website and Facebook page.

When Casey talked to Cara about her relationship with Mary Jo, she became emotional and started crying, because through financial and health hardships, Mary Jo had always been supportive and had treated her well. Casey not only felt Cara was deserving, he also felt she had the best personality for the gag.

It took a lot of planning before the prank became a reality. Here's what happened:

Cara was assigned a job for a very important client in Cleveland Heights. When she got there, Madeline, an actress in on the prank, answered the door. She told Cara she had already cleaned, and said she needed her help to get ready for a party for her boss that would take place that evening.

Cara's first task was to taste test a gourmet meal that was being prepared by world-renowned Executive Yacht Chef Manny Slomovits. Menu items included a California salad with Tristan rock lobster meat, valued at \$400-\$500 per lobster, that had been flown in from the south coast of Africa, and six additional courses,

(Continued on next page.)

Pictured: Mary Jo Dean and Cara Simmons share their story on The Queen Latifah Show.

(Photo courtesy of Defy Media and The Queen Latifah Show.)

one of which included Italian white truffle, valued at about \$4,000 per pound.

Next, she answered the door to welcome masseuses who were hired to do massage and reflexology treatments. Since they needed to warm up their hands, Madeline asked Cara if she wouldn't mind being massaged.

Madeline then asked Cara to come upstairs, saying she was getting rid of some clothes, and since they appeared to be the same size, Cara could help herself to whatever she wanted. (What Cara didn't know was that her sister, Glori, who was also nominated, went with producers on a shopping spree to pick the items out for Cara, so everything was in her size and style.)

When the doorbell rang again, Cara was told that the movers were there, and was asked to help unload packages for the evening. As they opened the boxes, Cara was confused because these items were from her home. The delivery man (Greg Benson, the actor who hosts Prank it FWD), read from the order, saying, "These are for the woman who lives here in this house, Ms. Simmons."

Madeline then said, "Yes, Ms. Simmons is my boss."

The delivery man then looked at Cara and said, "Maybe you don't understand. We actually have some things in the truck that might clear this up."

As they went outside and Greg opened the back of the truck, Cara's three children (Cierra-Mia, Kiarah and St. Gavin), along with



Pictured: Glori Nicholson and Cara Simmons are stunned to find out about Cara's new home. Mary Jo Dean, Queen Latifah and Cara Simmons on The Queen Latifah set.

Glori and her daughter, jumped out of the truck, yelling "Surprise!"

Greg then said, "Maybe I should clear this up for you. My name is Greg Benson. I'm an actor and I host a show called Prank it FWD where we do good things for people who deserve some goodness. Glori and Mary Jo decided that you needed a day off to just to relax and enjoy, so that's what we decided to do today. We didn't want you to do an ounce of work. But what they don't know, and what your family doesn't know, is this is actually your house now. We've renovated this house. We rebuilt it, and paid for it, and these are your keys."

When finding out about the house, Mary Jo told us she was in shock, stunned and crying. "I was hoping for a car, which they gave away in a previous episode. I never thought it would be a house!"

Cara, too, was in shock, and said, "It took a while for the whole experience to sink in. When I got home and settled down, I began to believe that it was the real deal. Prior to this, I could only



dream about owning a home."

After a champagne toast, Greg had another surprise. They were sending Cara and her sister on an all-expenses-paid vacation to Riviera Maya, Mexico.

"Mary Jo is not only an awesome boss," Cara said, "but she's an awesome person as well, and that's why I've been working at Maid Brite for so long. She motivates everyone around her to be better people, and what she teaches us carries over into our everyday lives. She is always so optimistic about everything, and all I can say is WOW, I want to emulate her."

As a result of this prank, Cara told us that she feels more accountable. "It's heartfelt that Mary Jo thinks that I am deserving of something so awesome. Now I'm that much more motivated to go out in the world and truly be my best. I owe that to her and I owe it to myself."

After the Prank it FWD episode aired, Cara and Mary Jo were invited to share their story on the Queen Latifah show, where Queen Latifah shared her excite-

ment at seeing this prank unfold. She said, "We get excited when we see people who really do well be rewarded for their hard work."

Queen Latifah asked Cara what was going on in her mind when the surprises kept piling up, and Cara responded by saying that nobody would have believed what was going on that day, so she was taking selfies of the food for proof!

Then, Queen Latifah announced a "prank back" for Mary Jo, for her kindness for nominating Cara for this prank. "We are going to send you to Mexico. You get to take a break while Cara gets to take a break." The prank back was a 6-night, 7-day, all expenses-paid vacation to Mexico, courtesy of Delta Vacations.

"You keep doing kind things for people," Queen Latifah said.

"It comes back," Mary Jo responded.

"It came back!" Queen Latifah said.

Prank it FWD is break.com's "pranks for good" campaign for charity. The more views, the more that is donated to DoSomething.org. For more information, or if you know someone who deserves a to be featured, visit prankitfwd.com to nominate them.

Defy Media partnered with Neighborhood Housing Services of Greater Cleveland to make this prank come to life. Marge Misak, director of the Land Trust Program at Neighborhood Housing Services of Greater Cleveland and Barefoot Wine financed the entire project. Additional partners were Chef Manny Slomovits, Evolution Construction and Interior Designer Cindy Hounshell.

About Mary Jo Dean:

Mary Henderson, Mary Jo's friend, told us that nominating Cara for 'Prank it Forward' was reflective of Mary Jo's relationship with her employees. She offers benefits that are not only uncommon for a cleaning company, but for any small business. They include: professional development, health insurance, a company matching-retirement plan, an automobile-loan program, and personalized coaching on a variety of issues.

Additionally, Mary Jo uses her coaching skills to help her employees on a personal level. She encouraged one employee to continue her education and helped her by teaching studying skills; another by helping him get through the system quicker to collect Social Security benefits after being diagnosed with stage-4 cancer; and many additional

employees to get financial-literacy coaching when they participate in the automobile-loan program. Because of these personal relationships and how she treats employees, Mary Jo's team is extremely loyal and turnover is low. Cara has been with the company for nine years and many customers have been with her for more than 10 years. Mary Jo says, "This loyalty is the result of our equal commitment to employees and customers—it's what makes us unique!"

"I really care about my employees," Mary Jo said. She then quoted one of her favorite Chinese proverbs, "If you give a man a fish you feed him for a day. If you teach a man to fish you feed him for a lifetime."

To see the complete Prank it FWD and Queen Latifah videos, visit www.maidbrite.org and select news.

Letter to the Community

Words from the Democratic Ward

We had a great meeting in January. Beachwood Police Chief Keith Winebrenner spoke with us about community policing and took our questions. We came away with a better understanding of the Beachwood Police Department and a greater awareness that we live in a safe community.

We will celebrate our diversity at our February 10 meeting with Peggy Zone-Fisher, president of the Diversity Center of Northeast Ohio. Peggy will speak about the great work that the Diversity Center provides to the region and we will learn more about how we can celebrate our differences while maximizing our similarities.

March 10 brings Judge Michael Astrab, with a candid, informative discussion about the heroin epidemic in the area. The scourge of heroin has been increasing steadily and suburban heroin use has been rising at alarming rates. Learn what's behind this increase in use and what is being done to reverse the trend.

The featured speaker for April 14 is Cuyahoga County Democratic Party Executive Director Nick Martin. Nick will share his wisdom and insight into the election process and the GOTV efforts of the party that are second to none. Nick will also inform us about what the party has in store for the upcoming election cycle.

There are so many great reasons to come to a meeting of the Beachwood Democratic Ward Club. Our meetings start at 7 p.m. in Council Chambers and are free and open to all Democrats. For more information, call 216.292.5562 or email BeachwoodDemocrat@gmail.com. As always, I am Beachwood Democratic Ward Club president Steve Rosen, and I approve this message.

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Diversity Matters in Beachwood

Diversity Matters in Beachwood will be presenting its 10th Annual African-American History Celebration at the Beachwood Middle School, 2860 Richmond Road, on Saturday, February 21, at 4 p.m.

The program, "Music Tells the Story," will present an historical overview through music and narration, featuring students from Beachwood City Schools, with a special guest performance by Terry Greene, aka Sequoia Forest.

Sister Sequoia is a storyteller who believes in the power of personal stories, animated fables and tales that guide and caution. She blends her experiences of nursing, singing and art to bring color and brilliance to each story she tells; and is a member of the National and Cleveland Associations of Black Storytellers.

Diversity Matters will honor Dr. Stephen Haynesworth with the 2015 Julian Earls Community Service Award. Dr. Haynesworth is a faculty member at Case Western Reserve University, and the associate dean and associate professor in the College of Arts and Sciences.

The Recipient of the 2015 Inspiration – Building a Legacy Award is Mr. Paul Hill, Jr., who has served as head of a local and national cultural hub for people of African ancestry in Cleveland since 1981. Hill has also been president of the National Rites of Passage Institute since 1993.

Exhibitors will have a pre-gala opening at 3 p.m. with various goods. The evening ends with a community pot-luck, soul-food tasting. Admission is free and open to the community. Please contact Terri Muldrow-Hines at diversitymatters1@gmail.com for additional information.

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Kabert Lives Life of Whimsy; Surrounds Self With It, Too

By June Scharf

E laine Kabert knows exactly when she became an artist. It was in first grade, when she was creating a piece of scratch art where colored crayons are randomly used to fill an entire page, then covered over with black crayon. The sharp end of a stretched paper clip is then used to scratch out the black with the colored layer underneath offering contrast, allowing the artist's images to be revealed.

Since then, art has filled her life and home, which is set at the corner of Halcyon and Deborah, where she has lived with her family for the past 47 years. "The house is an extension of me," she says, indicating her creations that fill every nook and cranny.

Kabert describes her style as a mash up of folk art and cartooning, something her art teachers in school hated, saying, "They wanted creations to look more like Rembrandt's." As a self-taught artist who employs a range of materials – anything from buttons to breakfronts – she sets no boundaries. "I amaze myself with what I can do," Kabert said with a smile.

Her interest in art has a long history of finding commercial outlets all over the east side in stores she owned and operated, beginning 40 years ago with the Artists' Nook at Cedar Center, a spot she occupied for 21 years. Kabert also had outposts in LaPlace, downtown Chagrin Falls, and a cart at Beachwood Place. She most recently sold her own art and that of local artists at Whimzi, located in The Greens of Lyndhurst. Starting this

month, she will operate inside Artistic Attic, 5882 Mayfield Rd., Mayfield Heights.

"With these stores, I've given artists the opportunities that I always wanted for myself," she said. And she never calls her stores "galleries." Instead, she prefers "gift shops." Kabert extends shelf and wall space to artists of all varieties. "If I like a person's art, I don't care if he or she is in kindergarten."

But business these days is tough. "Between competition from the Internet and gift cards, and the fact that people don't have lots of knick-knacks anymore, it's hard."

In her own art, Kabert favors using recycled objects. She haunts Goodwill stores, house and garage sales, all to buy and decorate found items. "It's gluing 101." Her goal is to make unique pieces by "adorning and beautifying them." She affectionately calls it "upcycling."

There probably isn't a surface that the 73-year-old hasn't tried painting or decorating. Whether it's walls, boxes, picture frames, jewelry, old furniture or canvas, Kabert takes a very whimsical approach. She also likes working in multiple settings – at the store, at her kitchen table or in the middle of her driveway. Often

"If I like a person's art, I don't care if he or she is in kindergarten."

people will say to her that they wish they could paint. In response, she'll whip out a canvas and put them to work, guiding them to create art, possibly something as simple as a flower, with the use of several colors.

Kabert and her husband, Norm, raised daughters Heidi Walter and Michelle Sefcik in Beachwood. All these years later, she has no plans to leave this community or to retire. "I can't do either. This is my passion and Beachwood is my home. My family, home and art are the loves of my life."

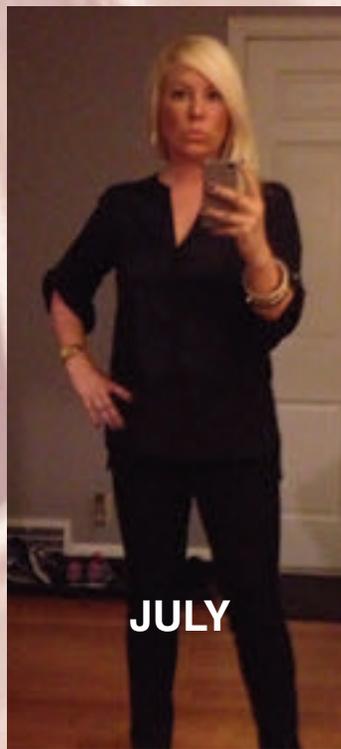




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Cleveland POPS Orchestra Celebrates 80 years of Oscars for Music

The Cleveland POPS Orchestra, with conductor Carl Topilow, will salute the Academy Awards for Music at Severance Hall on Friday, February 6, from 8 – 10 p.m.

The first half of the two-hour concert will feature musical selections, representing each of the eight decades in which songs and original scores for movies have been recognized by the Academy. The audience will experience, in order of decade, music from The Wizard of Oz (30s), Sea Hawk (40s), Ben Hur (50s) The Graduate (60s), The Godfather (70s), Amadeus (80s), Titanic (90s), and Lord of the Rings (00s).

The second hour will feature a wide selection of songs and scores that were in contention for, but did not win, the coveted golden statue – including Chicago, Mamma Mia, Jersey Boys, Les Miserables, West Side Story, My Fair Lady, Mary Poppins, and more.

Carl Topilow, a film-music enthusiast, will co-host the concert with Bill Rudman, nationally recognized authority on the American musical, and founder and artistic director of The Musical Theater Project. Topilow and Rudman will offer history and comments on the music presented. Stars of Tomorrow – talented members of the nationally acclaimed Baldwin Wallace University Music Theater Department – will perform many of the numbers in the concert's second half.

Guest artists include vocalists Lucille Anders, Kelly Autry, Ellis Dawson, Hannah-Jo Weisberg, and Lexi Cowan. For ticket information, call Severance Hall at 216.231.1111 or visit www.clevelandpops.com.



Global Climate Change – Weathering the Storm

Park Synagogue presents Global Climate Change – Weathering the Storm, on Thursday, February 12, at Park Synagogue East, 27500 Shaker Blvd., Pepper Pike. Doors open at 7 p.m., with the program beginning at 7:15 p.m.

We often hear about climate change in the news today, from the drought in California, to the torrential rains and mudslides, more frequent massive storms, hurricanes and tornadoes, and a warming of temperature in many areas. What are the causes, scope and impact of these changes? How are these changes affected by the global population? What effects does climate change have on humans, animals, and plants? What actions can individuals and communities take to reverse or lessen the changes?

A panel of experts will answer these questions and help us understand climate change and its effects – environmentally, economically and health-wise – on everyone and everything in Ohio and around the world. Panelists will be Alycia Ashburn, Outreach consultant/coordinator, Ohio Interfaith Power and Light; Matt Gray, director, City of Cleveland Office of Sustainability; Marni Urso, director, Audubon's Climate Initiative; and Stefanie Spear, founder and CEO of EcoWatch, who will also moderate the discussion.

The program is free and open to the community. RSVPs are requested to Ellen Petler, at epetler@parksyn.org or 216.371.2244 ext. 122. This program is sponsored by Park Synagogue's Social Action Committee.

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Women of Fairmount Temple Upcoming Programs

The Women of Fairmount Temple invite you to attend the following programs:

Tuesday, February 10

Sue Arnold, the leader of the Women of Fairmount Temple (WFT) monthly bible study group, will lead a program starting at 1 p.m. Arnold is a well-known and respected teacher and is certain to expand the knowledge of attendees in an exciting manner. Lunch will be served at noon; cost is \$7 for members and \$10 for WFT guests. Reservations may be made by calling 440.461.7921 on Monday, or 216.464.1330 on Tuesday, between 9:30 and 10:30 a.m.

Sunday, February 22

Mitzvah Morning will take place from 9:30 to 11:30 a.m. in the commons. Come and be a part of this ever-growing morning of busy hands by making Touch-and-Tell number books, lap robes, and vests for epileptic children.

Tuesday, February 24

You may want to wear casual clothes today. Why? Because Lisa Miller is going to provide an "Intro to Yoga and Meditation" beginning at 1 p.m. Lunch will be served at noon; \$7 for members and \$10 for WFT guests. Reservations can be

made by calling 440.461.7921 on Monday, or 216.464.1330 on Tuesday, between 9:30 and 10:30 a.m.

Tuesday, March 3

Join us as the Cleveland Museum of Art's director of outreach, Robin Van-Lear, shares details about the ins and outs of putting together "Parade the Circle." The program takes place at 1 p.m. Lunch will be served at noon; \$7 for members and \$10 for WFT guests. Reservations may be made by calling 440.461.7921 on Monday, or 216.464.1330 on Tuesday, between 9:30 and 10:30 a.m.

Beachwood Arts Council Exhibits and Programs at the Beachwood Community Center

20th Annual Juried Regional High School Student Art Show – Come and see the creative talents of students from 26 area high schools. Show runs through Sunday, February 22.

Kathryn Holzheimer Art Exhibit: Come Paint with Me Saturday, February 28 – Saturday, March 21

Opening Reception: Saturday, Feb. 28 • 5 – 8 p.m. Meet the artist and enjoy refreshments. Free and open to the public.

Painting Workshop: Sat., March 14 • 9 a.m. – 1 p.m. Register at 216.595.3400 to participate in Kathryn's workshop where you will learn how to paint with everyday objects such as combs and credit cards. \$40/BAC member • \$45/non-member • Fee includes all materials.

Gallery Hours: Mon.-Fri. 10 a.m. – 4 p.m.
Sat. 10 a.m. – 3 p.m. • Sun. 10 a.m. – 1 p.m.

Zentangle Class • Sat., March 7 • 2 – 4 p.m.

Mary Beth Ions Concert: Violin, Up Close and Personal Sun., March 15 • 2 p.m.

For more information or to register for classes, please call 216.595.3400 and leave a message.

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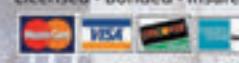
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A message from
Executive Director Cindy Caldwell

Boost Your Wellness Initiative Join us for the Fitness Challenge

Being healthy is always on our minds as we head into a new year, whether it's making smarter food choices or being in better physical shape. In 2011, the Beachwood Chamber of Commerce launched its Fitness Challenge with the idea that "Healthy Employees Means Healthy Businesses". Now celebrating its fourth year, the Fitness Challenge will be held on Thursday, March 19, 2015 from 5-7:30 p.m. at the Mandel Jewish Community Center in Beachwood.

Teams accumulate points by choosing from an array of activities, including 3-on-3 basketball, basketball shoot around, 1-mile walk/run, 1-mile team relay, yoga and spinning. Each participant will receive a goody bag and be

eligible for raffle prizes.

This event is a great way to boost team building and create a greater awareness of an active lifestyle among employees.

The presenting sponsor for the event is the Cleveland Clinic and its Beachwood Family Health and Surgery Center, Hillcrest and South Pointe Hospital locations. Supporting sponsors include The Mandel Jewish Community Center, Dollar Bank, Peoples Bank and DDR.

Registration is open now. Even if you don't have enough people to form a team, please feel free to join the Beachwood Chamber team!

To register online, visit Beachwood.org.

Beachwood Chamber of Commerce • 216.831.0003 • Beachwood.org
24000 Mercantile Rd. • Suite 3 • Beachwood, OH 44122

THE FITNESS CHALLENGE

Thursday, March 19 • 5 – 7:30 p.m. • Mandel Jewish Community Center

Healthy Employees Means Healthy Businesses • Boost your company's wellness initiative by forming a team!

- 3-on-3 Basketball
- Basketball Shoot Around
- 1-Mile Walk/Run
- 1-Mile Team Relay
 - Yoga
 - Spinning

Participate as an individual or team
Accumulate Points
Be Recognized
Raffle Prizes
Participant Gift Bags

Chamber Members: FREE

Non-Chamber Members: \$100/Team
(fee waived if you join the chamber for the event)

For Details and Registration,
Visit Beachwood.org.

Cleveland Clinic
Family Health and Surgery Center, Beachwood
Hillcrest Hospital
South Pointe Hospital



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Valentine's DAY

Gift Ideas



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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.

Chocolate Covered Strawberries

An easy-to-make Valentine's Day

Treat . . .



Instructions:

1. Start with chocolate discs, such as Merckens.
2. Place chocolate in a microwave-safe bowl and cook on 50% power for one minute. Stir, and continue cooking at 30 second increments until melted.
3. Wash and dry strawberries.
4. Place wax paper or parchment paper on a cookie sheet.
5. Hold strawberry by its stem, or place a skewer in the strawberry, and dunk, coating it 3/4 of the way.
6. If decorating with sprinkles, do so before chocolate hardens. If decorating with more chocolate, let strawberries harden, preferably in the refrigerator. Once set, melt additional chocolate and drizzle it on with a spoon. Refrigerate until ready to serve.



Ask PsychBC: Your Mental Health Q&A

Improving Your Mental and Physical Health

By Sara Goldman, M.D.

Try some of these suggestions to improve your physical health, your mental health and your quality of life:

Nutrition

- Focus on healthy eating rather than on a particular diet. Choose foods that you can eat in bulk without adding too many calories, such as green vegetables, fruit and whole-grain products.
- Choose low-fat or nonfat dairy products, with only a minimal amount of sweetener. Substitute whole wheat bread for white bread, mix whole wheat pasta with white pasta, and eat sweet potatoes rather than white potatoes.
- Eat from a small plate that is filled halfway with vegetables.
- Drink six to eight 8-ounce glasses of water daily.
- Start most meals with soup and/or salad.
- Don't skip breakfast! If you eat high-fiber, low-fat foods in the morning, you will feel fuller and eat less the rest of the day.
- Learn to eat only when you are hungry.

Sleep

Most adults need seven to eight hours of sleep nightly. Lack of sleep or sleeping too much can significantly worsen your mood. The best way to fight this is by learning what is known as "good sleep hygiene":

- DON'T drink or eat anything with caffeine after 3 p.m. (regular tea, coffee, soft drinks or chocolate).
- DON'T sleep during the day.
- DON'T watch TV or an exciting DVD or read a book that you can't put down as part of your bedtime routine - they tend to be too stimulating.
- DON'T lie in bed watching the clock any time during the night when you cannot sleep. Get out of bed after about 45 minutes, and do something relaxing. Don't get back into bed until you are somewhat sleepy.
- DO develop a relaxing, regular nighttime routine.
- DO learn relaxation skills such as progressive muscle relaxation and deep breathing routines. Your physician or therapist can help you with this.

Exercise

It has been shown in the scientific literature that regular exercise benefits cognition, physical health and mental health, yet for many people it is difficult to remain motivated. To help maintain your resolve and achieve good health through exercise, try these ideas:

- Choose an exercise partner whose desired exercise routine fits with your own. It is harder to say "not today" when someone is exercising with you.
- Set small, manageable goals.
- Try alternating activities, such as biking one day and swimming the next, or change between different machines in the gym.
- Use the outdoors! Many studies have shown that direct sunlight helps decrease the severity of depressive episodes. Be sure to use sunscreen to reduce the risk of skin cancer.

Mental Health

Introducing even some of the above dietary, sleep, and exercise tips into your life can make a big difference in your physical and mental health. It is becoming more and more evident that there is a strong mind-body connection, and when your body is healthy, improvement in your mental health can follow. And don't forget to take a few minutes each day to live in the moment - to take time to enjoy the lovely parts of life around you. Always remember that you have the ability inside your heart and your mind to improve your own health.

"Your Mental Health Q&A" is part of a Beachwood community service program provided by PsychBC. Email your questions to info@psychbc.com. All identifying information will be held in strictest confidence in the PsychBC secure email system.



PsychBC

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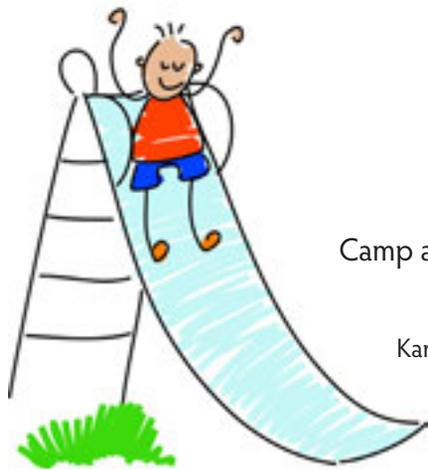
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J-Day Camps



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war and much more! Low staff/campers ratio. Get entered into a raffle to pay only \$65/week. Mention this ad and email camp@cgibeachwood.com.

Mandel JCC Day Camps

Mandel JCC camps have it all with boating, archery, sports, arts and crafts, music, ropes course and more! Our beautiful Gauga County lakeside camp sites and our amazing camp locations in Beachwood offer spectacular programs that provide an action-packed summer. Campers develop confidence and gain independence all while having a blast!



Fairmount Early Childhood Center Summer Camp

Fairmount Early Childhood Center Summer Camp accommodates children who are entering preschool, kindergarten and 1st grade. Enjoy weekly themes, outdoor activities, guest performers, field trips, art and the use of the Beachwood Family Aquatic Center. Registration is currently open in the Fairmount School office between 7:30 a.m. and 4 p.m.

Park Day Camp

Our camp is open from June 15 through August 7, 9 a.m. – 3:50 p.m., with before and aftercare available. We offer flexible and affordable 2, 4, 6, and 8-week sessions for boys and girls entering kindergarten through grade 6, field trips for grades 2-6, music, sports, crafts and more. Kosher hot lunches are included. Beautiful private pool. Nurse on staff.



Game On!

Game On! has spent years devoted to inspiring GIRLS through its proven teaching methodology; "Healthier Me" programming; and spirited, FUN environment. Name a sport – we play it. We know that learning the right way and understanding the sport leads to increased confidence and the ability to enjoy. Flexible week options available.

Summer Camp Convention

Our summer camp participants provide unique, exciting, fun, and safe summer programs which will enrich the lives of students; provide positive development, healthy risk taking and acceptance; and create unforgettable memories and relationships.



Membership Corner

The Beachwood Chamber of Commerce welcomes its newest members:

Entreo Co-op

11000 Cedar Road, #100
Cleveland
Kim Berger
216.658.3970
kberger@bioenterprise.com
Non-profit/Economic Development

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4496 Brighton Road
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Lindsay Arko
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Julie Kindred
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jkindred@atlantichospitalitycleveland.com
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Judy Kennedy
216.831.2054
thehamtpsonsmgr@livemillennium.com
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For complete information about the Beachwood Chamber of Commerce, visit www.beachwood.org or call 216.831.0003.

**Support the Arts in Beachwood.
Be sure to read about upcoming
Art Exhibits in this month's
City Council Update.**

There's a new Hospice House on the eastside

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CITY OF *Beachwood* Council Update

1915 - 2015

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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

YEAR IN REVIEW

Below is an abridged recap presented by Mayor Merle Gorden at the January 5th Council Meeting. Complete document available at: www.beachwoodohio.com/Blog

- Since 2007, there has been more than \$900 million in new capital investments in Beachwood. Included are: Eaton, University Hospitals Ahuja Medical Center and OMNOVA Solutions. Nearly 3,400 new jobs came from these investments.
- New York-based Fitch Ratings – an independent bond rating agency – recently affirmed its highest rating of AAA for Beachwood. We have maintained this rating since 2000. We are also rated Aaa by Moody's Investor Services (their highest rating) and have maintained that rating since 2009.
- According to the Insurance Services Office, the Beachwood Fire Department ranks among the top 1.75% of 49,000 fire departments in the nation.
- This year, we welcomed Keith Winebrenner as our new police chief. Chief Winebrenner is currently working on our city-wide fiber optic network to bring value and increased efficiency for our current and future technological needs which will benefit Beachwood City Schools as well.
- I would like to thank Beachwood's City Council members and our administrative team for their continued dedication.
- We continue to consider ways in which we can be smarter and better with our municipal operations.



As we celebrate our first 100 years, we look forward to embarking on our next century and future accomplishments.

Our best to you and your families for a happy, healthy and safe 2015.

City Contact Information

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



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1



ORGANIZATIONAL MEETING

On January 5, Beachwood City Council held its annual organizational meeting where the following appointed officials were sworn into office. Administration of Oath was presented by Law Director Brian Reali.

Congratulations and thanks go to the following who continue to serve the City of Beachwood:

4



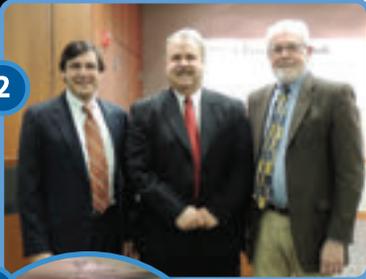
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6



2



Pictured: (1) Police Patrol Officer Terrill Rodgers, pictured with Police Chief Keith Winebrenner, was sworn in as Beachwood's newest police officer. (2) Joseph Cuini was sworn in as City Engineer, Thomas F. Greve as Prosecutor, and George Smerigan as City Planner. (3) Ronald Mickey Mottl was sworn in as Alternate Mayor's Court Magistrate. (4) Fredric Goodman and Mark Wachter were sworn in as members of the Tax Incentive Review Council. (5) Bill Mann was

sworn in as chairman and member of the Planning and Zoning Commission, Orry Jacobs as a member of the Planning and Zoning Commission, and Brian Burke as chairman of the Civil Service Commission. (6) Paul Kowalczyk was sworn in as Plans Examiner, Mary Ann Fletcher as a member of the Architectural Board of Review, and G. Gifford Dyer as Plans Examiner.

3



DID YOU KNOW?

CENTENNIAL FACT

Beachwood Village was part of Warrensville Township until 1915. Fairmount Blvd was originally named North Woodland Road until 1925.



LIKE US ON FACEBOOK

www.facebook.com/Beachwood0H



CITY TWEETS

@Beachwood0H

PD TWEETS

@BeachwoodPolice

UPCOMING MEETINGS

CITY COUNCIL

Usually meets the first and third Mondays of each month at 7:00 p.m. Upcoming meetings: Tuesday, February 17 and Monday, March 2. 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, February 26. Questions? Call 216.292.1914.

ARCHITECTURAL REVIEW BOARD

Meets at 5:30 p.m. Upcoming meetings: Tuesday, February 17 and Monday, March 2. 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

AMERICAN RED CROSS BLOOD DRIVE

FRIDAY, FEBRUARY 20 FROM 1:00 – 7:00 P.M.
BEACHWOOD COMMUNITY CENTER

SUMMER DAY CAMPS RESIDENT REGISTRATION NOW OPEN

Beachwood Summer Day Camps registration for residents is now open. Register for Kidz, Bison, Sports, Teen Travel and Theater Camp between 8:00 a.m. and 4:00 p.m., Monday through Friday at Beachwood City Hall (Recreation Office). Proof of residency required.

An early-bird fee will be offered to all residents who register by March 6. Non-resident registration begins March 10.



For more information refer to the
Winter Recreation Guide or visit
WWW.BEACHWOODOHIO.COM

OF SPECIAL NOTE

City Hall will be closed on Monday, February 16 in observance of Presidents Day. Rubbish pick-up will be delayed one day. Monday's collection will be made on Tuesday, February 17.

WWW.BEACHWOODOHIO.COM

Council Update

5-YEAR MASTER PLAN

Beachwood is working with the Cuyahoga County Planning Commission (CCPC) to create a 5-Year Master Plan. This Master Plan will be an important planning document for the City. The Plan will establish goals to guide us on a wide range of important topics related to both the residential and business communities.

In early January, the CCPC, mailed surveys randomly to 900 residents and 500 businesses. If you received a survey, please assist us by completing and returning it in the self-addressed, stamped envelope by the deadline date of February 10, 2015. The results of these surveys will be compiled and analyzed by the CCPC.



We appreciate the time and efforts of each participant. If there are any questions about the survey or the Master Plan, please contact the Beachwood Economic Development Department at 216.292.1915.

SNOW ORDINANCE

Our ordinances states when snow falls over a 24-hour period to a depth of 2" or more, an emergency is declared and parking may be prohibited on all City streets. We will make a reasonable attempt to notify the public by tweeting, using local press and Cable TV. Vehicle owners are responsible to comply with the emergency parking regulations. Vehicles parked in violation may be towed at the owners' expense.

BEACHWOOD RECREATION BASEBALL/SOFTBALL LEAGUES

Sign up now for Youth Baseball & Softball Spring/Summer 2015 Leagues.

BASEBALL PROGRAM

Novice Coed T-Ball: 5 – 6 years
Rookie Boys Machine Pitch: 7 – 8 years
Minor Boys Player Pitch: 9 – 10 years
Major Boys: 11 – 12 Years

SOFTBALL PROGRAM

Rookie Girls: 7 – 8 years
Minor Girls Player Pitch: 9 – 12 years

Fees: \$55 Resident / \$75 Non-Resident

For more information: See Winter Recreation Guide or call 216.292.1970



ADOPT A LOW-SALT DIET FOR OUR ROADS, SIDEWALKS AND LOCAL STREAMS

Salt, as harmless as it sounds, is a chemical that can harm both our personal health and that of our local creeks and streams.

HERE ARE SOME TIPS FOR USING ROAD SALT WISELY:

- Shovel. The more snow and ice you remove manually, the less salt you will have to use and the more effective it will be when you do.
- 15° F is too cold for salt - most salts stop working at this temperature. Use sand instead for traction, but remember sand does not melt ice.
- For best results, apply salt to cleared surfaces. The salt crystals should not overlap but be spread out a few inches apart.
- More salt does not mean more melting. Use less than 4 pounds per 1,000 sq. ft. One pound of salt is approximately a heaping 12-ounce coffee mug.
- Sweep up extra. If salt or sand is visible on dry pavement it is no longer doing any work and will be washed away into local streams.

WINTER DRIVING TIPS

Winter driving can be hazardous. The Beachwood Police Department urges you to remember the three P's of safe winter driving: Prepare, Protect and Prevent.



PREPARE

- Check your battery, tire tread, antifreeze and windshield wipers.
- Have safety gear in your car: cell phone, flashlight, jumper cables, abrasive material (sand, kitty litter), shovel, snow brush and ice scraper, warning devices (like flares) and blankets.
- Plan your route and allow plenty of time to get there.
- Clear snow and ice accumulation from all windows prior to driving.

PROTECT YOURSELF

- Buckle up and use child safety seats properly.
- Never place a rear-facing infant seat in front of an air bag.
- Children 12 and under are much safer in the back seat.

PREVENT CRASHES

- Drugs and alcohol never mix with driving.
- Slow down and increase distances between cars.
- Keep your eyes open for pedestrians walking in the road.
- Avoid fatigue – get plenty of rest before the trip.

ART EXHIBITS

Beachwood Community Center



MONDAY – FRIDAY • 9:00 AM – 4:00 PM

SATURDAY • 10:00 AM – 3:00 PM

SUNDAY • 10:00 AM – 1:00 PM

BEACHWOOD ARTS COUNCIL 20TH ANNUAL JURIED REGIONAL HIGH SCHOOL STUDENT ART SHOW

Exhibit features work by art students from more than 25 regional high schools in a variety of media, including painting, photography, sculpture and fiber art. Free and open to the public.

Show Dates: February 1 – February 22

Artists' Reception: Sunday, Feb. 1, 2 – 4:30 p.m.

Awards Ceremony will take place at 3:00 p.m.



BEACHWOOD ARTS COUNCIL KATHRYN HOLZHEIMER ART EXHIBIT: COME PAINT WITH ME

By using brushless painting techniques, Kathryn creates art that brings peace, contentment, balance and enjoyment to the viewer.

Show Dates: February 28 – March 21

Artists' Reception: Saturday, Feb. 28 • 5 – 8 p.m.

Meet the artist and enjoy refreshments.

Free and open to the public.

QUILT SHOW

TO CELEBRATE CITY'S
CENTENNIAL



The Beachwood Historical Society is looking to fill the Beachwood Community Center with handmade quilts. If you have a quilt you wish to lend for this summer-time exhibit, please contact Rosemary Nemeth at rnemeth001@aol.com or Susan Merdler at 216.292.1911 before April 2.

Beachwood PTO Clipboard

Beachwood Community PTO Lectureship Event

Wednesday, February 25 • 7 p.m.
Beachwood Board of Education
24601 Fairmount Blvd.
Free and Open to the Community

“Resilient You: Beyond Stress and Into Positivity”

presented by Heidi M. Weiker, MSSA
Life Coach and Stress-Resilience Specialist
University Hospitals

For more information, please contact Claudia Marmaros at
216.765.0146 or jujen97@aol.com.

Beachwood Garage Sale is Back!

April 30 – May 3
Volunteers and
Donations Needed!



Beachwood PTO announces that its community-wide garage sale will once again take place. This sale is a huge undertaking that raises thousands of dollars that directly support Beachwood schools and student programs.

Volunteers and donations are needed to make this event a success! Please start saving your new or gently used clothing, toys, household items, furniture, etc. Volunteers are needed to help with drop off, sorting, pricing, and during the sale itself.

To volunteer or for more information, please email beachwoodgaragesale2015@gmail.com.

Seussical the Musical

This enchanting musical combines the tales of Horton Hears A Who, and Gertrude Mc Fuzz, The bird best known for the smallest tail there ever was.

Audiences will be swept away to the land of WHO where they will meet Thing I and Thing II.

The Cat in the Hat will narrate the show with music and adventure, Oh, the places you'll go!

This show for all ages will enchant and amuse,
This February and March, see the magic of Seuss!

The show takes place on the Beachwood Middle School Stage
Saturday, February 28 • 4 p.m.

Sunday, March 1 • 2 p.m.

Friday, March 6 • 8 p.m.

Saturday, March 7 • 4 p.m.

Sunday, March 8 • 2 p.m.

Friday, March 13 • 8 p.m.

Saturday, March 14 • 4 p.m.

Sunday, March 15 • 2 p.m.

For 31 years, Beachwood Community Theatre has provided the opportunity for seasoned, adult performers to share the stage with their children and young actors. In this intergenerational, musical extravaganza, veteran actors along with performers of all ages share the magic of Dr. Seuss. This is a must see for the entire family!

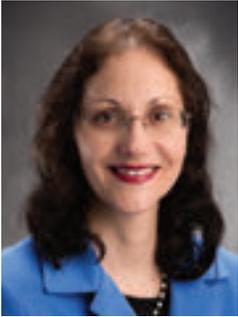
Pictured from left: Adam Ritzenberg (JoJo), Charles Stone (The Cat In The Hat), Saige Eitman (The Cat in the Hat), Mason Kacmar (JoJo), and Sharon Young Deutchman (Mayzie LaBird).

In this intergenerational, musical extravaganza, veteran actors along with performers of all ages share the magic of Dr. Seuss. This is a must see for the entire family!





Beachwood Convention & Visitors Bureau
VisitBeachwoodOhio.com • 216.378.9333



BCVB Visitors Guide – A Great Marketing Tool for Your Business!

By Patty Lampert, President

The Visitors Guide for the Beachwood Convention & Visitors Bureau (BCVB) is a great marketing tool for your business to find new customers and stay connected to your target market. The guide is used to promote the area in and around Beachwood as a destination location for leisure and business travelers. The Beachwood CVB has won awards for its creative promotion of Beachwood as an overnight leisure destination for shopping, dining, and entertainment, as well as a great location for business meetings and events.

More than 5,000 Beachwood Visitors Guides will be distributed to many locations including: all Beachwood hotels, area businesses, Destination Cleveland's Visitor Center, the Beachwood Chamber of

Commerce and the City of Beachwood. The guide is also online at www.VisitBeachwoodOhio.com, and is optimized to be downloaded to smart phones and tablets. The website expanded its reach with links to the Beachwood Chamber, City, Schools, and the Maltz Museum.

The Beachwood Convention & Visitors Guide has proven to be a successful way to reach your target market. I invite you to participate in this worthwhile marketing program. If you have any questions about the 2015 guide, please contact me at 216-378-9333 or Patty@VisitBeachwoodOhio.com.

To take advantage of this excellent marketing opportunity for your business, please contact Jillian Eddy from Great Lakes Publishing at 216-377-3700 or Eddy@glpublishing.com.



BEACHWOOD'S NEWEST BOUTIQUE HOTEL



From the moment you walk into Hotel Indigo Cleveland-Beachwood, you will notice the unique connection between this contemporary, upscale boutique hotel and the neighborhood around it. Hotel Indigo Cleveland-Beachwood provides convenient access to the businesses, restaurants, shops and distinct destinations that define the neighborhood around it. Signature murals capture the true essence of the style and culture around you. Freshly prepared dishes highlight the local flavor on the menu at 3581 Bar & Bistro. Whether looking for the quickest way to get to Legacy Village, Beachwood Place or Eton Square; or seeking off-the-beaten-path destinations that only true locals know about, our knowledgeable team is dedicated to providing first-class service.

**For reservations please visit us at
HotelIndigo.com/Beachwood**



3581 Park East Drive • Beachwood • 216.454.8000 • www.Hotelindigo.com/Beachwood

A Letter from Our School Board President

Dear Beachwood Residents,



Happy New Year! Your Board of Education thanks you for the trust you place in us and in allowing us to serve. I consider it an honor to do my part to ensure that Beachwood remains the premier place to live, work and raise a family.

I am proud to state:

- ▶ The Beachwood City School District achieved its highest-ever Performance Index Score in 2014, ranking eighth out of 611 districts in Ohio;
- ▶ Our academic, extracurricular and athletics offerings continue to expand as our students excel in them;
- ▶ Relationships between the administration and staff, and with the city and business community, are strong;
- ▶ Per-pupil expenditures have been flat since 2010 and in fact, when adjusted for inflation, have been reduced compared with a decade ago.

All of this has been accomplished while maintaining the highest bond rating and managing to keep an operating levy off of the ballot since 2005, longer than any other school district in Northeast Ohio, if not the state.

While we celebrate both our new and continuing successes, we must continually look to the future. The board's and administration's overall goal is always to maintain and achieve even greater excellence in our academic, athletic and extracurricular programs in the most fiscally responsible and transparent manner. To do this, the administration is always fine-tuning, enhancing and improving our educational offerings to provide the most effective and efficient learning environment for our students.

Each year the board sets a series of goals for the administration. Last year the board highlighted for the community specific goals relating to a development plan, our athletic teams and facilities, and the conditions of our elementary schools. The administration thoroughly addressed each of these goals and is prepared to take them to the next stages of implementation. Below is an update relating to each of these directives that represent the next step in a continuation of the ongoing, never-ending work of our administration.

- 1. Development:** The board approved the creation and hiring of a director of development who is already working with the various school support organizations, activities and clubs, to assist in their respective efforts and facilitate collaboration between them and outside organizations.
- 2. Athletics Programming:** The board moved the athletic director's reporting duties to the Superintendent which emphasizes that athletics is a K-12 initiative. The AD has developed and is perfecting an athletic plan that will improve our programs for our younger athletes to build on our 2014 successes and ensure we remain competitive in years to come.
- 3. Athletics Facilities:** In 2014, the administration assembled a committee of administrators, coaches, student-athletes and parents to assess our athletic facilities and to make a recommendation of the improvements and changes that will best address the utilization issues facing our athletic facilities. We anticipate in the very near future retaining the services of a design firm that will work with the committee to ensure the greatest space utilization, design and efficiency.

ADMINISTRATION

Dr. Richard A. Markwardt, Superintendent, 464-2600 • supt@beachwoodschoos.org
Michele E. Mills, Director of Finance/Treasurer, 464-2600 • mm@beachwoodschoos.org
Robert P. Hardis, Assistant Superintendent, 464-2600 • rph@beachwoodschoos.org
Lauren J. Broderick, Director of Pupil Services, 464-2600 • ljb@beachwoodschoos.org
Ken Veon, Director of Curriculum & Technology, 464-2600 • kev@beachwoodschoos.org
Kathleen Stroski, Assistant Treasurer, 464-2600 • ks@beachwoodschoos.org
Doug Levin, Director of Marketing & Communications, 464-2600 • dl@beachwoodschoos.org

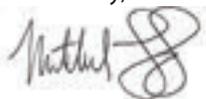
4. Elementary Schools Facilities: The administration recommended that the Board expand the Fairmount facility to make it a Pre-K-through-5 building, taking Bryden and Hilltop offline to convert them to residential development and recreational space/ fields, respectively. The residential development will result in approximately \$125,000 extra revenue to the district per year in addition to the sale proceeds. The development of Hilltop into recreational space will provide the community with much needed green space and provide our schools with increased options to address our athletic field overutilization.

A newly-formed committee will work with a design firm to further explore this option and present its findings to the board with a final recommendation, at which time the board will make a determination if it wishes to proceed with the consolidation of our elementary programs into one building.

It is also important to let you know that while we have stretched our operating dollars, operating levies are inevitable for ALL school districts, including Beachwood. Regardless and separate from the capital issues that will be required to address our elementary and athletic facilities, we will require an operating levy within the next 12-24 months.

Please also know that your school board will do what is necessary to ensure that Beachwood Schools remain at the top, meeting and exceeding all challenges presented in the most efficient and effective manner. We act in the best interest of our kids and aim to uphold the highest level of fiduciary duty to our community. As always, we appreciate and thank our administration, faculty and staff for all they do and we thank you – the community – for your unwavering and unparalleled support. We look forward to sharing many more successes with you over the coming year.

Sincerely,



Mitchel Luxenburg, Board President



Fifth graders at Hilltop Elementary School created aliens that could sustain life based on what they learned about the planets they researched during science class.

Beachwood High School principal Ed Klein earned his Ph.D. in K-12 education leadership from Kent State University in December, 2014. The topic of his dissertation was the effects of teacher collaboration on distributed leadership practice. Congratulations, Dr. Klein!



Beachwood High School received a grant from Farm Credit Mid-America to start a sustainable organic garden in the BHS courtyard, which will be watered by rain barrels and tended by various student groups. The garden will grow vegetables and herbs for culinary students to use in The Bistro, BHS's student-run restaurant that is part of the Mayfield Excel TECC program.





Hilltop Students Helping Families

Pictured left: Hilltop Elementary School students and staff collected and donated 762 pounds of food to the Greater Cleveland Foodbank for children, families and seniors in need in six counties.

Below: Hilltop fourth graders created dozens of fleece blankets for Project Linus to donate to children who are ill, traumatized or otherwise in need. Pictured are Emily Clar, Ana Duraes, and Grace Rogoff with one of the blankets.



Hilltop fifth grader Jonah Kaminsky was Hilltop's Principal for the Day on December 19. Jonah's parents won this duty for him at the Friends of the Beachwood Orchestras fundraiser in November.



FAMILY FUN NIGHT at the BISON BASKETBALL GAME

presented by the Beachwood Federation of Teachers
Friday, Feb. 20, 6-8 pm
Beachwood High School
25100 Fairmount Blvd., Beachwood

Bounce houses ■ face painting ■ tattoos ■ Xbox tournaments ■ games ■ crafts ■ and more

Boys varsity basketball game vs. Independence, 7:30 pm

Admission to Family Fun Night is included with your ticket to the varsity basketball game, which is free for Beachwood students and Beachwood Boosters members.

Overflow parking/shuttle buses available at the Beachwood Family Aquatic Center. Parking is also available at Beachwood Middle School.



FREE!
with game
admission

Top 10 Ways to Help Your Child Get A's

Now that the second semester is underway, many parents are wondering what they can do to help their children achieve maximum success in school. Here are ten ways you can help your children develop the good habits that lead to success:

1. Create an environment in your home that encourages learning.

Provide them with many different opportunities to become excited about learning. Make sure that a variety of appropriate materials are available to stimulate their curiosity.

2. Provide your children with a well-balanced life. A stable home, filled with love, serves as a solid foundation for getting straight A's. Establish routines so your children get enough sleep, eat regular nourishing meals, and receive sufficient exercise. Limit TV-viewing and the use of electronic games.

3. Read to your children every day. Most of the learning your children do in school involves reading. Read to your kids to teach them about reading, to expand and enrich their vocabularies, and to broaden their experiences. Reading aloud exposes them to materials that would be difficult for them to read on their own.

4. Encourage them to read extensively. As your children progress through school, as much as 75 percent of what they learn will come from the printed page. The more children read, the better their reading skills become. Make sure there are a wide variety of interesting reading materials in your home to encourage the reading habit.

5. Show your children how to be organized. Children who are organized find it much easier to succeed in school. One of the best ways to teach organizational skills is through example. Show your children how to use such organizational tools as assignment pads, calendars, notebooks, binders, and backpacks.

6. Teach them effective study skills. Good study skills are absolutely essential to get A's. Make sure your children know how to read their textbooks, prepare for tests, memorize facts, and use their time efficiently. Encourage them to have a regular time for studying, and provide a study place that is free of distractions.

7. Urge your children to listen and participate in class. Listening in class is the easy way for children to learn. Advise your older children to take notes – it will help them concentrate on what is being said. Encourage your children to participate in class – it will greatly increase their interest in what they're learning.

8. Help your children learn how to tackle homework. Doing homework reinforces what your children learn in school. Show them how to do it so that homework quickly becomes their responsibility. Help them learn what assignments to do first and how to plan their time. Encourage them not to rush through their homework, but to consider every assignment a learning experience.

9. Talk to your children about school. A lot can happen in a school day. Show that you are genuinely interested in their day by asking questions about what they did and discussing with them about the papers they bring home. When problems occur, work with your kids to find solutions.

10. Develop a good relationship with your children's teachers.

Good communication between home and school helps children do well in school and makes it easier to address problems. Be sure to attend parent-teacher conferences, visit your kids' classrooms, and volunteer to help their teachers. And don't forget to express your appreciation to teachers for all they do for your children.

If you find that your child is still not reaching his or her potential in school, then it is time for additional help. For more information, call The Tutoring Center at 216.292.4357 for a free diagnostic assessment and test consultation.

BEACHWOOD STUDENTS SHOW THEIR BUCKEYE PRIDE!



On January 12, the day the Buckeyes won the National Championship, the halls of the Beachwood schools were a sea of red, black and gray as students showed their team spirit!



Teacher Colleen Schachtel with first graders Cameron Feuerman, Matthew Leizman, Ethan Malek and Adeline Wohl.



Fourth graders Luke Bennett and Aiden Diaz.



Teacher Kate Testen with preschoolers Arya Arora, Ashley Cedano, Zak Workman, and teacher Veronica Downey.

Third grader Jack Felder proudly wears his CHAMPS t-shirt following the Buckeye's victory!



FREE Workshop Test-Taking Skills

Has your child ever studied hard for a test only to come home with a poor grade? Successful students not only study hard, they study smart, and they know the best ways to approach each type of test.

The Tutoring Center is offering a free one-hour workshop designed to help intermediate and middle school students learn techniques for making the most of their study time, as well as strategies for

success when taking various types of tests.

The workshop will take place on Sunday, February 22, from 4:30-5:30 p.m., at The Tutoring Center, 30659 Pinetree Road, at Lander Circle near Heinen's.

While there is no charge for the workshop, registration is required as space is limited. Reserve a spot for your 5-8 grade student(s) by calling The Tutoring Center at 216.292.4357.

Women4Women, Knitting4Peace

Start off your new year by joining Women4Women Knitting-4Peace, February 6 and March 6, from 10 – 11:30 a.m. at the Beachwood Library. You don't have to know how to knit or crochet – they will teach you! Share good times, ideas and creativity. For more information, contact Iris November at lbrtyclub@gmail.com.

"Big and Loud"

If you heard someone say, "C'mon let's get BIG and LOUD," you may think "pep squad." In a sense, you'd be right. After witnessing the miraculous transformations for persons with Parkinson's disease, physical and speech therapists at Menorah Park's Peter B. Lewis Aquatic & Therapy Center became invested and inspired by techniques developed by LSVT Global, called BIG & LOUD®.

Parkinson's, which affects the nervous system, is the second most common degenerative disease, following Alzheimer's. "Many in our community have been touched by this disease, and it is incumbent upon us to do all we can to help – especially when we have the skills to do so," echoed the therapy team.

Their passion for improving daily living of those under their care led four physical therapists and assistants and two speech therapists to become certified in BIG & LOUD®. They are currently the only professionals in this area who are engaging in these groundbreaking techniques that have been proven effective and that are currently

being studied to determine the program's additional strengths.

The creator of BIG® compares it to accelerated tai chi. Another physical therapist describes patients who were unable to stand when they began the therapy and were able to walk a half mile after BIG® therapy. BIG® is only four years old and, even in its infancy, is showing tremendous results. By working with clients to practice exaggerated, big, repetitive movements that mimic movement patterns important to everyday tasks, therapists effectively help persons with Parkinson's improve their abilities to do everything from dressing to enjoying the simple pleasure of playing with a grandchild. The first step is to identify tasks significant to each client so that therapists may tailor the therapy to serve each person's specific needs.

LSVT LOUD® was developed in 1987 and has been scientifically studied for nearly 20 years with funding support from the National Institute for Deafness and other Communication Disorders (NIDCD) of the National Institutes of Health.

BeeAroundTown.com With Happenings Close to Home

Looking for something to do close to home? BeeAroundTown.com, created by Anna Kelberg Kim, was recently re-launched to the public. It gives you the best buzz about activities and events in our neighborhood.

BeeAroundTown.com provides free service to every business or individual to find and to post local events throughout Greater Cleveland Area. Simply create an account and submit information about your event or location.

Registration is free and includes access to all listings. There is also an opportunity to receive weekly e-blasts. Whether you're looking for restaurants, kids' activities, sports, recreation or entertainment, BeeAroundTown.com makes web-surfing easy.

"Our mission is two-fold. It increases awareness about life in local communities, in order to connect consumers with small local businesses, and it keeps local dollars local," Kelberg Kim told us.

"What sets us apart is how much we focus on local happenings versus just events in and around the downtown Cleveland area," she added.

As a business, please provide information to be listed. As a consumer, please check out what's being offered!

You can also find BeeAroundTown.com on Facebook, Twitter and Instagram.

► One person in every 200 will be diagnosed with Parkinson's disease in his/her lifetime.

► Approximately 1% of the U.S. population over the age of 65 is diagnosed with Parkinson's disease.

► The Center for Disease Control estimates that as many as 40% of all cases may go undiagnosed.

programs are each administered in 16 sessions over a single month (four individual 60-minute sessions per week). This intensive mode of administration is consistent with theories of motor learning and skill development, as well as with principles of neural plasticity or the capacity of the nervous system to change in response to signals – critical to attaining optimal results.

For more information, contact the Peter B. Lewis Aquatic & Therapy Center at 216.595.7345.

Campus Sushi Experience Debut Draws Excitement and Adventure

There's plenty of buzz around the Menorah Park Campus about the new Sushi Experience. The first events held at each residence on campus were very well received and well worth repeating, so



they will be! The food and the experiences were great, according to residents, who excitedly gathered to sample and enjoy hand-rolled sushi and good company during each event. Each month, each residence's dining area is transformed into a beautiful, elegant Japanese setting, complete with a full sushi bar, with Shuhei's professional sushi chef, Hiroshi, at the helm. With an ambiance and décor that makes one feel she or he has ventured to a foreign land, it is an experience to remember and repeat. Some residents tasted wasabi and others used chopsticks for the first time.

Distance Learning – Community Invitation!

The community is invited to attend the following Distance Learning programs at Menorah Park, in the Miller Boardroom. Each session begins at 2:30 p.m. and lasts about an hour. Please RSVP to LeAnne Stuver, director of Lifelong Learning, at 216.831.6500 or email lastuver@menorahpark.org.

Monday, February 2 • 2:30 – 3:15 p.m.

"Meet the Expert: Groundhog Day"
by the Carnegie Museum of Natural History (Pittsburgh, PA)

Monday, February 9 • 2:30 – 3:30 p.m.

"Geology Rocks!"
by the Cleveland Museum of Art

Monday, February 16 • 2:30 – 3:15 p.m.

"Winter Woes"
by the Lee Richardson Zoo (Garden City, Kansas)

Monday, February 23 • 2:30 – 3:30 p.m.

"Abraham Lincoln, African Americans, and the Emancipation Proclamation"
by History Connects from the Virginia Historical Society (Richmond, Virginia)

Monday, March 2 • 2:30 – 3:15 p.m.

"Contemporary Craft: Clay Works"
by the Smithsonian American Art Museum (Washington, DC)

Life, Made Easier

"I found it ALL in one place!"



Menorah Park Center for Senior Living

One Campus. Many Solutions. One Person at a Time.

- ✓ **Marcus Post Hospital Rehabilitation**
- ✓ **Home Health Services**
Skilled Nursing and Personal Care
- ✓ **Outpatient Occupational & Speech Therapies**
- ✓ **Peter B. Lewis Aquatic & Therapy Center**
Aquatic and Land-Based Physical Therapy
- ✓ **Adaptive Living Shoppe**
Emergency Response and Daily Living Products
- ✓ **Door-to-Door, Non-Emergency Medical Transportation**
- ✓ **Adult Day Care**
Daytime Personal Care and Enrichment
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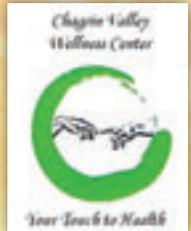
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Upcoming Programs at The Gathering Place

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

Kid/TeenShop – Opening Your Heart: Fun Communication Skills

Monday, February 9 and 23, 6:30 – 8 p.m.

This workshop is for children and teens who have an adult family member with cancer. Utilizing art, play, and discussion, children, teens and their parents interact with families in similar situations.

Big Emotions: Anger

Wednesday, February 11, 6:30 – 8 p.m.

Learn ways to cope with challenging emotions like anger while on the cancer journey.

Big Emotions: Hope

Wednesday, February 18, 6:30 – 8 p.m.

Learn how hope can be a coping strategy that helps to improve quality of life with a cancer diagnosis.

Balancing Work and Life: I Don't Have Time for Breast Cancer

Thursday, February 26, 6:30 – 8 p.m.

Lymphedema: Fact or Fiction

Saturday, February 28, 10 – 11:30 a.m.

Learn the facts and myths about lymphedema. What is it? How can you reduce the risks of getting lymphedema? What can you do to manage the signs and symptoms?

Gathering Place Celebrates 15th Anniversary



Saturday, January 3, marked the 15th anniversary of The Gathering Place providing free programs and services to individuals and families touched by cancer. Since opening its doors in 2000, The Gathering Place has served nearly 30,000 individuals who have made more than 229,000 visits. *Photo credit: Carrie Michael Photography.*

Top Ten Scams Reported Locally in 2014

Phony IRS agents, bogus sweepstakes, illusory government grants, pseudo-employers and fictitious puppies are just a few of the deceptions reported by Cleveland area consumers during 2014. Con artists used our phones, email and online shopping habits to trick us into handing over cash and even confidential information that put us at risk for identity theft. "Most of these scams are not new, but scammers are learning to appear more legitimate," said David Weiss, president of BBB Serving Greater Cleveland. The top ten scams reported locally in 2014 were:

- **Advance Fee Loans** – Using names like E-Loan, Principal Investment Financial Services, and Net Cash USA, advance fee loan scams bilked cash-strapped consumers through telemarketing and email. All promised substantial guaranteed loans and required the payment of advanced fees, usually totaling several hundred dollars.
- **Phony IRS Agents** – Based on calls to BBB, it seemed as though no neighborhood was spared calls from phony IRS agents' threatening arrest if tax debts were not paid immediately. Callers often had personal information about the consumer and altered caller ID to make it look like the IRS was calling. They used fake names and bogus IRS identification badge numbers. Potential victims were threatened with deportation, arrest, having their utilities shut off, or having their driver's licenses revoked.
- **Phony Sweepstakes Plagued Local Seniors** – Most of these businesses came to our attention from seniors who were plagued with calls from con artists trying to collect substantial fees with the promise of millions in cash and other prizes. Many of these scams originated from Jamaica and used names like Mega Millions Jackpot and American Sweepstakes Network. Some telemarketers falsely claimed to represent Publishers Clearing House.
- **Tech Support Posers** – This fall, there was a surge in reports of consumers' receiving calls from individuals claiming that Microsoft has been notified of errors or viruses on their computers that needed removal. The scammer persuades the victim to download a program that allows remote access to their computer. Once access is gained, the scammer shows typical computer errors, which are enough to convince the owner of an existing problem. They then offer to fix the problems for anywhere from \$200 - \$400.
- **Fake Employers** – While the typical work-at-home scams (e.g., envelope stuffing) still exist, job seekers were also prey to scammers who created "copycat" websites and posed as legitimate corporations. These phony employers would obtain sensitive personal information and/or advanced fees and often engage the applicant in illegal activities (e.g., being a money "mule" or reshipper of stolen goods).
- **Phishing Tricks** – Phishing emails continued to lure victims into clicking on links or opening attachments that contained dangerous malware. These viruses captured user passwords and other sensitive data that provided access to online bank accounts or information that put the user's identity at risk. Emails could appear to be delivery notifications from UPS or FedEx, your bank, PayPal or other familiar businesses.
- **Puppy Scam** – Pictures of popular breeds of dogs were posted online and offered for sale at substantial discounts. Buyers were persuaded to pay advance fees for shipping, vet bills, transportation, etc., to the tune of several hundreds or thousands of dollars. In reality, the puppies did not exist and victims could not recover lost funds.
- **Fake Utility Bills** – Local businesses were duped by callers who claimed they represented local utilities. Business owners were told their utility bills were delinquent and their services were in danger of being disconnected in a few hours if the bills were not paid immediately with prepaid debit cards, such as Green Dot MoneyPak cards.
- **Deceptive Car Wrap Business Opportunity** – Internet ads or unsolicited emails claimed to represent popular energy-drink companies, such as Rockstar, Powerade and Monster Energy. The scammers typically offered to pay \$300 - \$600 per week if you agreed to have your vehicle wrapped with a vinyl advertisement for the beverage. The catch – they paid with a check for much more than the weekly pay. Consumers were asked to deposit the check, withdraw their weekly pay, and wire the balance to the graphic artist who will create the vinyl car wrap. Those who fell for this later learned the checks were counterfeit.
- **Rental Listing Scams** – Scammers lifted listings of houses from legitimate real estate websites, then posted the pictures and details in an online ad, offering the home for bargain rental fees. Duped renters paid deposits to phony landlords by prepaid debit cards or wire transfers only to discover that the house was actually located in another city or state and was not for rent.
- **Do not believe it just because you saw it on the Internet.** Online claims of easy money, lucrative investments, and guaranteed loans, regardless of your credit history, are no more reliable because the website looks impressive. Always check the business at bbb.org/cleveland.
- **Guard your personal information.** Identity theft is one of the fastest-growing crimes in the country. Do not give your credit card number (or the expiration date), bank account number, social security number or driver's license number over the phone or the Internet to anyone you do not know. Even if the caller promises a prize, a job, a loan, or demands payment for a debt. Ask for details in writing and check it out at bbb.org/cleveland. Do not click on links in email or open attachments until you are sure the sender is legitimate.
- **Do not pay for prize/sweepstakes winnings.** It is illegal to require an advance payment or purchase as a condition to receive sweepstakes winnings. You cannot be required to pay legal fees or taxes in order to receive a prize.
- **Microsoft is not calling you.** If someone calls claiming to be from a tech-support company offering to fix or clean-up your computer viruses, don't believe it. The caller will claim your computer is sending error messages, and they need access to it in order to fix it. Doing this will put your computer at risk for a virus that can steal your personal information, remove files, or gain access to online banking and other sensitive sites.
- **Pay with a credit card.** When buying online, do not use prepaid debit cards, Western Union, MoneyGram, or bank debit cards. If you use your credit card, you have protection against unauthorized charges and can dispute payment for merchandise you do not receive.
- **Hang up.** If a caller claims you owe taxes, you won a prize, they can reduce your credit card debt, or uses high pressure tactics, hang up. Most of the fraud reported to BBB originated with a phone call. Never provide personal information to an unknown caller or agree to pay a debt/bill based on a phone call. Always ask for details in writing.

Winter Music Concerts

Enjoy these photos from the Beachwood schools' December band and orchestra concerts.



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NCJW/Cleveland Seeks Nominees

The National Council of Jewish Women/Cleveland (NCJW/Cleveland) has opened the nomination process for the eighth annual Roslyn Z. Wolf Award for Youth, Family and Education. Community non-profit organizations that demonstrate outstanding contributions to our community in the areas of youth, family and education in the past year are encouraged to apply. The award, which will fund a project outlined in the application, includes a \$5,000 grant and a permanent plaque with the

awardee's name.

The award was established to honor the late Roslyn Z. Wolf's ideals. Wolf was a lifelong participant in the academic, fine arts, and Jewish communities. Born in Cleveland, she graduated from Cleveland Heights High School and received a B.S. degree in Art History from Case Western Reserve University. She served on the boards of The Jewish Community Federation of Cleveland, Cleveland State University, the Great Lakes Science Center, The Cleveland Orchestra,

The Cleveland Play House, Jewish Family Service Association, Ohio Arts Council and Bellefaire/Jewish Children's Bureau. She was also active in many other Cleveland organizations. Roslyn was married to Milton A. Wolf, former United States ambassador to Austria.

Visit www.ncjwcleveland.org for the award criteria and application form to be completed by March 1, 2015, and emailed to president@ncjwcleveland.org, faxed to 216.378.2205, or mailed to President, NCJW/Cleveland, 26055 Em-

ery Road, Cleveland, Ohio 44128. Contact Linda Barnett, president, at 216.378.2204, ext. 102, with any questions.

NCJW is a volunteer organization that has been at the forefront of social change for over a century. Inspired by Jewish values, NCJW works to improve the quality of life for women, children, and families, and to ensure individual rights and freedoms through programs and projects initiated by its network of 90,000 members and supporters nationwide.

A Passover Tradition Continues

Dark Chocolate Seder Plates to Benefit Women of Fairmount Temple



The vision of making chocolate Seder plates began with an idea from Fairmount Temple member Peg Behrens, 23 years ago. She saw a Seder plate mold, filled it with chocolate, adorned it with symbols of the Passover holiday, and brought her chocolate Seder plate to a Fairmount Temple Sisterhood meeting. The ladies loved it. At first, she made them to give away. Then she thought they would make a good fundraising project.

Over the years, Behrens has made several hundred plates and contributed all money raised to the sisterhood. The project was so time consuming that she remembers telling her late husband, Bill, that he was not to plan any trips that would take her away from home during the months of February and March, as those were the months she would be making the chocolate Seder plates.

Behrens single-handedly ran this project for 15 years. Other organizations tried to copy these plates but were unsuccessful. Behrens was a stickler for quality and each plate had to be perfect. Over the years, she has even mailed these unique plates as far away as Israel and England and to all parts of the United States.

About seven years ago, Behrens came to realize that she just could no longer physically continue this project alone. She went to the Fairmount Temple Sisterhood (now known as the Women of Fairmount Temple) and said the project would be discontinued unless she had help. The women decided that they wanted to keep this fundraiser going, and Behrens showed them how each piece was made and assembled. One thing she insisted upon was consistent quality.

Each plate has a little more than a pound of high-quality dark chocolate, with the symbols made from colored chocolate. Seder plates are completely nut free and sell for \$20 each. Behrens continues to help with this project. To place your order, please call Bernice Goldman at 216.378.9478. Pick up dates are Sunday, March 15; Tuesday, March 17; and Sunday, March 19 at the Fairmount Temple gift shop. Hours for pick up are 9 a.m. to noon.

Brightening a Child's Holiday Season

Smiles were contagious at the Garden Valley Neighborhood Center, where volunteers from the Jewish Federation of Cleveland and Greater Cleveland Food Bank brought holiday cheer to children at-risk for hunger during their winter break.

"We sometimes take food for granted, and the holiday season reminds us to give back and volunteer," said Peggy Lipp, a Beachwood resident who volunteers with the Winter Break Lunch Program.

More than 20 volunteers and nearly 50 children joined Lipp to play games, create crafts, and enjoy hot, nutritious lunches. Bojangles the Clown provided entertainment and laughter, and each child received his or her own special holiday gift to celebrate the joy of the season.

"This is a great group [of kids], and I'm just happy to take a few hours out of my day to play and give back," Lipp said.

The Winter Break Lunch Program is just one volunteer opportunity that the Federation's Jewish Volunteer Network (JVN) offers. In 2013, over 1,500 JVN volunteers participated in programs related to hunger, poverty, and literacy. Last year's Winter Break Lunch Program served nearly 700 hot lunches to local school kids.

For more information about volunteer opportunities, visit www.jewishcleveland.org.



Pictured: Beachwood resident Joshua Acks volunteers at the Winter Break Lunch Program.

Montefiore awarded grants for In-Home Memory Support program

Lauren B. Rock, president and CEO, is thrilled to announce that Montefiore has received two grants (totaling \$45,000) from LeadingAge and the William J. and Dorothy K. O'Neill Foundation to introduce an In-Home Memory Support program to the community.

Montefiore was one of four senior service organizations chosen, out of 110 applications from across the country, to be awarded \$20,000 from the LeadingAge Innovation Fund. Montefiore was also delighted to receive a \$25,000 grant from the O'Neill Foundation after a site visit to its Beachwood campus. Both grants align directly with Montefiore's strategic plan priority to be positioned as a center of excellence in memory care. The establishment of the In-Home Memory Support program will benefit individuals with dementia and Alzheimer's disease, their fam-

ilies and the general community.

These two grants provide funding to pilot this innovative initiative in early 2015. The In-Home Memory Support program will fill a much needed community service gap for persons with early-to-mid-stage dementia and their families by offering a unique tool kit to the community. This program will provide care navigation support to help community members with memory impairment age in place and live independently as long as they are able, while also easing the burden and stress of decision-making on families by providing social work and nursing support.

Rock commented, "We are thrilled to be awarded these grants from LeadingAge and the O'Neill Foundation to help us fill a much-needed service in our community. With the expansion of The Willensky Residence, a memory care community on our

Beachwood campus, building The David and Freda Robinson Residence memory care pavilion on our Weils campus in Chagrin Falls and now using our expertise in memory care to launch an In-Home Memory Support program, Montefiore will continue to be a leader in dementia care, services and residential housing through purposeful planning and thoughtful programming."

The program is based on the successes of The Maximizing Independence at Home (MIND) project, piloted by researchers at The Johns Hopkins University with a personalized "care navigator" guiding families throughout their journey. By combining successful aspects of this program with caregiver support and Montefiore's unique position as an area leader in memory care and a comprehensive line of health and wellness services, this program will offer an expand-

ed range of services to the community throughout the continuum of dementia care.

Montefiore's expertise in dementia care and dementia residential housing is evident by the success of The Willensky Residence, Montefiore's assisted living memory care community on its Beachwood campus. Due to community needs for quality memory care services, both Montefiore and The Weils, a Montefiore senior community in Chagrin Falls, are expanding their campuses. The Willensky Residence at Montefiore is now in phase III of an expansion, adding five studios and two suites for a total of 25 studios/suites for individuals with memory loss. Completion is scheduled for this month. The Weils is building a new memory care pavilion, The David and Freda Robinson Residence, with an opening planned for spring 2015.



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This exhibition was underwritten in part by grants from Katharine M. and Leo S. Ullman and The Blanche and Irving Laurie Foundation, with additional support from the Lester Robbins and Sheila Johnson Robbins Traveling and Special Exhibitions Fund established in 1990.

This installation of *State of Deception* is generously sponsored by John P. Murphy Foundation; Ratner Family; Wolf Family Foundation; Stanley G. Blum; and Donna Yanowitz.

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Image: From a poster for the film *S.A. Mann Brand*, 1933. *Kunstbibliothek Berlin/BPK, Berlin/Art Resource, New York*

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BMS Students Form FTC Robotics Team – Take 3rd Place and Win Award for Best Design

Beachwood Middle School students Joel Green, Clinton Sansonetti, Gal Pinhasi, Jing-Jing Shen and Ryo Okamoto are not newbies to FIRST robotics competitions. All five middle schoolers were part of last year's BMS robotics FLL (FIRST Lego League) pilot program. This year, however, they wanted to move up into the next tier of competition and joined together as a neighborhood team, The Thunderbolts, to compete in the FTC (FIRST Tech Challenge).

Their season kicked off in September and the rookie team met their challenge head on. The team met for hours every weekend and during their winter break to build and program their robot, "Big Jeff." They spent additional hours strategizing, practicing and preparing for

the January 4, 2015, Qualifying Tournament, which was held at CCC Eastern Campus. Their efforts were rewarded as The Thunderbolts placed 3rd out of 24 competing teams and were the only team representing the Beachwood area.

The Thunderbolts also won the tournament's PTC Design Award, which recognizes design elements of the robot that are functional and aesthetic.

FIRST's mission is to inspire young people to be science and technology leaders by engaging them in exciting mentor-based programs that build science, engineering and technology skills that inspire innovation and foster well-rounded life capabilities, including self-confidence, communication and leadership.

FTC is designed for students in



Pictured from left: Clinton Sansonetti, Gal Pinhasi, Jing-Jing Shen, Ryo Okamoto and Joel Green.

grades 7-12 to compete head to head, using a sports model. Teams are responsible for designing, building and programming their

robots to compete in an alliance format against other teams.

Congratulations to The Thunderbolts!

Dive-In to Support Diabetes!

Ready, Set, DIVE! On Sunday, March 1, between 10 a.m. and 4 p.m., don your scuba gear and take the plunge to put together



one of eight giant 220-piece puzzles, all underwater, at the Diabetes Partnership of Cleveland's 17th Annual Scuba for Diabetes. The event will take place at Cleveland State University's Robert F. Busbey Natatorium, 2400 Chester Avenue, and 100% of money raised will remain in Greater Cleveland to support diabetes education and programs, and Camp Ho Mita Koda for children with diabetes.

Divers, 10 years and older, can form a team or be paired with other divers. Minimum donation is \$100 to participate and each diver will receive a 17th annual commemorative SCUBA FOR DIABETES t-shirt, 60-plus minutes of dive time and a certificate for a free air fill at one of the participating dive shops, valid April 1, 2015.

Scuba for Diabetes is one of many Diabetes Partnership of Cleveland's events and programs that support diabetes and education programs throughout Greater Cleveland, as well as Camp Ho Mita Koda, the nation's oldest camp for children with diabetes, located in Newbury, Ohio.

Visit www.scubafordisabetes.org for more information, to register, or make a donation to Scuba for Diabetes.

From the County –

Cuyahoga County Executive Armond Budish is meeting with 100 business leaders during his first 100 days in office.

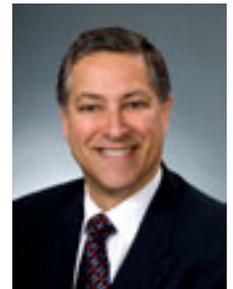
In his inaugural address, Budish pledged to make job creation a top priority of his administration and called for collaboration between government, non-profit organizations and businesses.

"We have a unique and diverse blend of talent, experience, and brainpower among the leaders in our business community.

Their input is critical to turning Cuyahoga County into an economic powerhouse," said Budish. "I want to hear first-hand about business opportunities and challenges to being successful right here in Cuyahoga County."

Budish will coordinate with Greater Cleveland Partnership's CEO Joe Roman and other organizations on this endeavor. At the end of Budish's first 100 days in office, Cuyahoga County will publish a full report, listing the meetings, highlighting the common themes, and laying out a course of action.

"The Greater Cleveland Partnership is eager and proud to assist Executive Budish on this initiative," said Roman. "Executive Budish understands what it takes to build a strong business community and to create jobs. I look forward to growing our partnership with Cuyahoga County and, more importantly, helping them grow our existing companies, support the creation of new businesses, and attract even more jobs to our region."



Montefiore President honored with 2014 Hillcrest Hospital Community Service Award

Montefiore is excited to announce President and CEO Lauren B. Rock, MBA, LNHA, received the 2014 Hillcrest Hospital Community Service Award for her outstanding and significant contributions to the community. Rock was presented the award by Brian Harte, M.D., president of Hillcrest Hospital, at the monthly Community Advisory Council luncheon recently held at Hillcrest Hospital.

Since taking on the presidency in July 2007, Lauren has enhanced Montefiore's vision of excellence in senior healthcare by expanding its programs and services as well as elevating the quality of care at both campuses, including The Weils senior community in Chagrin Falls, while

overseeing a staff of 500.

According to Montefiore Board Chair Lawrence Mack, "Lauren is a highly respected leader—combining compassion for people, a keen business sense and a deep appreciation for the intricacies required to deliver great care."

The cornerstones of her leadership include her passion for forging strong partnerships, strategic planning, philanthropy, supporting Montefiore's mission and vision, and valuing a dynamic leadership team.

She earned her Bachelor's degree in Sociology/Social Work from Miami University in Ohio and her MBA from George Washington University in Washington D.C.



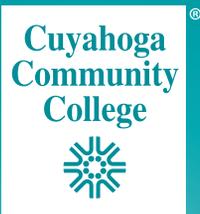
Pictured: Lauren Rock and Brian Harte, M.D.

Jewish Federation of Cleveland's French Terror and Security Fund Now Open

In response to the horrific terror attacks in France, including the murder of four Jews at a kosher supermarket, the Jewish Federation of Cleveland has opened a French Terror and Security Fund to address the challenges and threats facing the French Jewish community.

To aid the French Jewish community, donations may be made online at www.jewishcleveland.org/france; by calling 216.593.2900, ext. 400; or by mailing a check to Jewish Federation of Cleveland, P.O. Box 74320, Cleveland, OH 44194-4320, Re: French Terror and Security Fund.

To send a message of solidarity to the French Jewish community, please visit www.jewishcleveland.org/france.



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Agnon Students Wage "Penny Wars" for Charity

Students at The Agnon School recently raised \$1,315.51 by waging a week-long "Penny Wars" charity challenge to support the Jewish Federation of Cleveland's Annual Campaign for Jewish Needs. The Federation will use this money to address the diverse needs of the Jewish community worldwide.

An important part of Agnon's curriculum teaches students to engage in acts of tzedakah – which means righteousness in Hebrew – through charitable giving and volunteer work. As one of the school's seven core values, this instills within the students a sense of responsibility for each other and for the larger world in which they live.

The object of "Penny Wars" is

to collect the most pennies. At the start of this challenge, each grade received a jar for collecting money. Then, students enthusiastically place pennies in their own grade's jar, while strategically depositing larger amounts of money into other jars to increase their chances of winning.

At the end of "Penny Wars," Agnon's 4th grade class was declared victorious. They received a trophy and will celebrate their triumph with an ice cream party. All proceeds from every grade were donated to the Jewish Federation of Cleveland.

"\$1,315.51 is a lot of pennies – but Penny Wars is about so much more than the dollars raised. For our students, it is the awareness they gain that they are also

responsible for their community's welfare; and it's the knowledge that everyone, no matter their level of support, can contribute

to a better future. They came through beautifully," said Agnon Head of School Jerry Isaak-Shapiro.



Pictured: Hannah Plotkin helps raise funds for the Jewish Federation of Cleveland during the "Penny Wars" challenge.

Coming Soon! The 39th Cleveland International Film Festival

The 39th Cleveland International Film Festival (CIFF) will take place March 18-29 at Tower City Cinemas and select neighborhood screening locations.

For the past 38 years, the CIFF has been the premier film event in Ohio. Today, the CIFF presents more than 180 feature films and over 160 short subject films from at least 60 countries.

More than 200 filmmakers and other special guests attend the CIFF, and hundreds of junior high and high school students participate in FilmSlam, a mini-festival of CIFF films screened every weekday morning.

The 39th CIFF will launch with an opening night film and gala event to an anticipated crowd of 1,500 people on the evening of Wednesday, March 18, followed by more than 475 film screenings at Tower City Cinemas from 9

a.m. to 12 midnight (and even later on weekends) for the next eleven days. Screenings at select neighborhood locations will also be available throughout the festival. The closing night awards program will likely draw 2,000 people on the evening of Sunday, March 29.

Since 2003, the CIFF has experienced tremendous growth. Attendance, which has increased by 178% over the last 11 years, was 97,804 in 2014.

The program lineup will be available at clevelandfilm.org in mid-February, and program guides will hit the streets the week of February 23. Tickets will go on sale to members only on Friday, February 27, one week before they are offered to the general public, on Friday, March 6. Because advance tickets for many screenings sell quickly, patrons are advised to purchase

tickets as early as possible.

When purchasing your tickets, be sure to use coupon code BCHWDB to receive \$2 off each ticket!

For more information, visit www.clevelandfilm.org or call 216.623.FILM (3456).

When purchasing your tickets, be sure to use coupon code BCHWDB to receive \$2 off each ticket!

Is Toastmasters for You?

Do you panic, get tongue-tied or break out in a sweat when you have to speak in front of a group? If so, then Toastmasters is for you. Toastmasters is an international organization designed to help people overcome their fear of public speaking through practicing proven-success methods in a friendly setting. Its mission is to provide a supportive and positive learning experience that develops communication and leadership skills, resulting in greater self-confidence and personal growth. All are welcome and encouraged to attend!

A local club, Transformative Toastmasters, meets every Tuesday evening, 6:30-8:00 p.m., inside Heights Christian Church, 17300 Van Aken Boulevard, Shaker Heights. For more information, contact Janet Wasserman at japawa1@aol.com.

Beachwood Elderclass Presents "Love in the Afternoon"

An enjoyable concert of romantic songs, arias and duets from musical theater and the world of opera favorites performed by two well-known artists.

On Thursday, February 26, Beachwood Elderclass will present Love in the Afternoon, featuring soprano Andrea Anelli and baritone James Love. The event takes place at Beachwood High School.

In addition to her role as executive director for Cleveland Opera Theater, Anelli maintains a full performance schedule, and will appear in the title role of Puccini's Tosca in May, 2015, at the Cleveland Performance Arts Center.

Love has been performing for over twenty years nationally and internationally. His leading role as Curly in Oklahoma at Porthouse Theater received rave reviews.

Jeanette Davis Ostrander, who has studied piano since the age of two, will accompany the performers. Plan to enjoy an afternoon of wonderful musical entertainment.

Sponsored by the Beachwood Board of Education, Elderclass affords residents an opportunity for learning and entertainment in a high school environment.

Excellent lunches, catered by the vocational culinary arts class, are \$5 for Beachwood residents and \$8 for non-residents if space is available. Programs in the new community room are free and open to the public.

Elderclass coordinator Mort Biel reminds attendees that lunch will be served in the Beachwood Bistro at noon with the program to follow at 1:00 p.m.

A bus will begin pickups going from the northeast corner of the parking lot to the front entrance beginning at 11:15 a.m. and ending at noon. The bus will return you to your car following the program.

Please register for the lunch by

using the flyer you will receive in the mail. If you are not registered to receive Elderclass monthly program flyers, please contact Marlene Dunger at the Beachwood Board of Education, 216.464.2600. Reservations will be accepted by mail only. No walk-ins for lunch. No reservations needed for the program only.



Andrea Anelli and James Love will be featured on Thursday, February 26, at Beachwood High School.

Ahuja Wellness Programs

The community is invited to attend Ahuja Wellness Programs on the second Wednesday of every month, from 6 to 7:30 p.m., in the Enid B. and David M. Rosenberg, MD Conference Suite. Food and refreshments will be provided. This program is free and open to the community. To register, email AhujaWellnessProgram@UHospitals.org or call 216.285.4069.

Wednesday, February 11 Heart Health Series: Part 2, Innovations and Technology

The community is invited to attend the second part of this Heart Health series to discuss the advancing technologies and future of cardiovascular care.

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Please register for the following programs by visiting the Beachwood branch at www.cuyahogalibrary.org or by calling 216.831.6868. Registration is required for all programs except storytimes.

**Women in History:
Josephine Baker
Wed., February 28,
at 7 p.m.**

The life of Josephine Baker, African-American international star, civil rights activist and WWII heroine, will be portrayed by actress Vernice Jackson.

Josephine Baker is Jackson's favorite character because she was a free spirit who successfully reinvented herself over and over again. Obstacles were a temporary evil. She overcame poverty, lack of formal education, illnesses and racial discrimination. She was a true survivor.

**National Book
Award Winner
Phil Klay
Wed., March 4,
at 7 p.m.**

The library is thrilled to welcome Phil Klay, author of *Redeployment*, winner of the 2014 National Book Award for Fiction. A former marine and Iraq veteran, Phil Klay returned from the war in February 2008, and slowly began the process of thinking about what had happened there, and what had happened

to the people and fellow soldiers he met. *Redeployment* takes readers to the front lines of the wars in Iraq and Afghanistan. Books will be available for purchase and signing, courtesy of Macs Backs Books on Coventry.

**Meet the Author:
D.M. Pulley
Sat., March 7,
at 2 p.m.**

Meet the author of *The Dead Key*, the Grand Prize Winner of the 2014 Amazon Breakthrough Novel Award.

An atmospheric and richly detailed mystery, *The Dead Key*, weaves together the stories of Beatrice Baker, who begins work at the First Bank of Cleveland shortly before its mysterious collapse in 1978; and Iris Latch, the civil engineer hired to survey the abandoned, but perfectly preserved, bank building two decades later.

Books will be available for purchase and signing courtesy of Macs Backs Books on Coventry.

CHILDREN'S PROGRAMS

**Talespinners Acting
Workshop
Wed., February 4,
at 4 p.m.
Grades 4-6**

Join Talespinners Children's Theatre for this fast-paced art experience that will exhilarate and encourage you to use your imagination and creativity.

**From Page to Stage:
Literature, Language,
Story and Song
Mon., February 9,
at 6:30 p.m.
Grades K-3**

Through gesture, movement, song and call-and-response, children learn how music, words, pictures and movement can work together to tell a story.

**Junior Robotix Blox
Wed., February 11,
at 4 p.m.
Ages 7-10**

Love to build with LEGO bricks and looking for a new adventure? Join us as we build STEM skills and explore the world of WeDo robots.

**Build-o-Rama
Thurs., February 12,
at 4 p.m.**

Grades 1-5
Calling all LEGO® bricks lovers! Join us for our building blocks program.

**Friday Family Fun:
Be My Valentine
Fri., February 13,
at 1:30 p.m.
Ages 2-5 with a
caregiver**

Puppets make playtime and stories come to life. Come and hear stories portrayed by puppets, play with puppets and make a puppet of your own to take home.

**Hebrew Storytime
Wed., February 18,
at 4 p.m.
Ages 2-8 with a
caregiver**

Join us for a Hebrew/English storytime, when we will hear stories and songs in Hebrew and English. Presented in cooperation with the Jewish Education Center of Cleveland.

Hebrew Storytime
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