

Beachwood Buzz

August 2020

Every Resident. Every Business. Every Month.

MAGAZINE

WEED 'EM AND REAP

Beachwood's Community Garden

Beachwood Passes
Mask Ordinance
Town Hall for Racial Equity
City of Beachwood *Insider*
Beachwood Schools Reopening Plan
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As I write this column, I can see the morning sun glisten on the trees, while listening to a melody orchestrated by birds that chirp their morning tunes. Much of the economy is open, and each of us has our own opinion and guidelines about where we will go and how we will behave.

Should I do my own shopping or have groceries delivered? Dine out or eat at home? Visit a salon or cut and color my hair at home? Shop online or go to a store? The list goes on.

I choose caution and consideration: Caution to minimize opportunities to contract (or spread) coronavirus and consideration by wearing a mask – indoors always, and outdoors when I may be closer than six feet from someone. Wearing a mask is a responsible, considerate, respectful choice. To me, it's not a choice! Why would anyone NOT choose to protect those around them, especially those who have immune deficiencies and may not be able to fight off effects from this virus? It's infuriating!

In fact, since I wrote this column, both the City of Beachwood and Cuyahoga County made it MANDATORY to wear masks.

Through this pandemic we have choices. We may view current times with doom and gloom, and boredom, or with great opportunities to adapt and hit a reset button. I choose the reset button and share information from Benjamin Hardy, an organizational psychologist and bestselling author who publishes motivational, thought-provoking articles that are read by millions of people around the globe.

The following information is referenced in one of his articles, "Write a List of All Your Desired Future Experiences."

Benjamin wrote about how our identity is based on the stories we tell about ourselves, most of which are from our past or in definitive terms. We may find benefits by reflecting on past experiences, but they don't need to define us. Instead, he suggests we edit our narrative and define it by our desired future experiences.

He asks, "Do you know what future experiences you want to create? Are you actively creating those experiences in your life?"

Benjamin explains the value of engaging in challenging, new activities and how practice leads to greater outcomes which, in turn, increases confidence and encourages persistence. He suggests taking 10-20 minutes to make a list of all desired future experiences – social, personal, or spiritual – and to write, next to each one, why you want to do it and how it will benefit your life. This is different than a bucket list because it's about something you want to develop, not a one-time experience of something you wish to do before you die.

He also suggests making a list of your best prior experiences, reflect on each of them, and reach out to anyone involved and thank them. These memories may trigger ideas for new experiences.

Our current self is a work in progress. We can let the past predict who we are or do the work to further shape ourselves. It takes courage and commitment to learn, feel, and grow. Failure is part of the process too. Without

failure, you never really feel the glory of success.

We get more out of life when we look at our decisions through the eyes of our future self since today's choices create tomorrow's memories. Benjamin shared a story about his son who was asking him to go swimming. He was tired and really just wanted to watch, but thought about how his future self would look back at this moment: Would he want to see himself on the sidelines, or interacting with his son, enjoying the experience? He jumped in!

Whether you view current times with doom and gloom, boredom, or optimism, I encourage you to create your list. Something on it may spark interest and bloom into something beautiful. We all have capabilities and interests to learn something new and grow. We also have access to online resources to get us started.

In Benjamin's new book, *Personality Isn't Permanent*, he explains science-based strategies for reframing past memories, becoming the scribe of our identity narrative, upgrading our subconscious, and redesigning our environment.

"When you know the truth of personality, desired personal change can be dramatic and directed," he explains. "When you don't, personality is something you seek to discover rather than create."

Once a book is purchased, there's a link at benjaminhardy.com to show proof of payment

and receive access to an online program with additional resources that explain the psychology behind this topic.

We get more out of life when we look at our decisions through the eyes of our future self since today's choices create tomorrow's memories.

This book may serve as a roadmap that helps you rewrite self-limiting stories. If you're on a journey that includes self-reflection and growth, and would like a copy of this book, email me at beachwoodbuzz@gmail.com, with *Personality Isn't Permanent* on the subject line. I'll gift hardback copies of this book to five people who respond by August 12. Since *Beachwood Buzz* is delivered to homes at different times, I'll select names through a drawing. If you wish to read additional articles by Benjamin Hardy, visit benjaminhardy.com.

Stay safe, have a great month, and please – protect yourself and those around you by wearing a mask!

Don't delay. Cancer screenings save lives.



Vinit Makkar, MD
Cleveland Clinic
Hillcrest Hospital

As we all start to reestablish some sense of normalcy after the past few months of sheltering at home due to COVID-19, it's time to think about scheduling any preventive screenings,

checkups or medical appointments that were canceled or postponed due to the coronavirus pandemic.

"Cleveland Clinic has all the necessary measures in place to safely provide routine care, which is critical for your long-term health," says Vinit Makkar, MD, a specialist in hematology and oncology who treats patients at Cleveland Clinic Hillcrest Hospital. "The virus is still a

concern, but so are other health issues including cancer."

Symptoms of cancer can include:

- Changes in bowel or bladder habits.
- Cough or hoarseness that persists.
- Easy bruising or bleeding.
- Dizziness or vision troubles.
- Jaundice (yellowing of the skin, whites of the eyes and mucous membranes).
- New lumps anywhere, but especially new lumps of the breast.
- Persistent fatigue, night sweats or unexplained infection or weight loss.
- Unexplained fever.
- Unexplained skin moles, especially if they are dark or change color.

"If you are ignoring any of these symptoms or putting off seeing your



doctor, don't delay. It's important to continue to receive regular screenings, from mammograms and PAP smears to skin checks and colonoscopies," says Dr. Makkar.

Why? Because some cancers grow slowly, but others grow quickly, so prompt diagnosis is key. A delay in diagnosis can transform a cancer that is potentially curable to one that is not.

If you're experiencing any symptoms or have questions about cancer screenings, please reach out to your primary care provider.

Learn more about the steps we're taking to keep you safe at ClevelandClinic.org/Coronavirus.

Expanded lab hours on the East Side.

For your safety and convenience, we've expanded the hours for laboratory services at the following Cleveland Clinic facilities on the East Side:

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- Monday – Thursday, 6 a.m. – 6 p.m.
- Friday, 6 a.m. – 5:30 p.m.
- Saturday, 8 a.m. – noon

Solon Family Health Center

- Monday – Thursday, 6 a.m. – 5:30 p.m.
- Friday, 6 a.m. – 5 p.m.
- Saturday, 8 a.m. – noon

Willoughby Hills Family Health Center

- Monday – Thursday, 6 a.m. – 6 p.m.
- Friday, 6 a.m. – 5:30 p.m.
- Saturday, 7 a.m. – noon

Visit ClevelandClinic.org/Locations to find facility hours – including lab, imaging, mammography, pharmacy and Express Care hours – for each Cleveland Clinic site.



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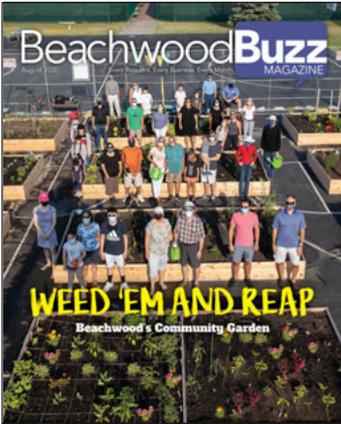
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WEED 'EM AND REAP Beachwood's Community Garden



In the same spot where Beachwood residents used to shoot baskets, 40 gardeners are now scoring baskets loaded with fresh, homegrown produce.

Beachwood's debut community garden is located in an enclosed basketball court next to the city's Community Center. In less than a week of the June 8 registration, all 40 plots were snapped up. With full sun and water on site, the garden plots began to thicken, and now they bear fruit, vegetables, flowers, and herbs.

Cover and article photos by Scott Morrison, Discovery Photo.



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City of Beachwood Requires Facial Coverings in Indoor Areas

People can do four things to prevent the spread of coronavirus: thoroughly and frequently wash their hands, practice social distancing, get tested for COVID-19, and wear a face mask.

To help limit the spread of the coronavirus, Beachwood City Council voted to mandate the wearing of face masks in Beachwood-based indoor areas that are accessible to the public.

"This is a public health requirement in the midst of the largest public health crisis of our lifetime," said Council President James Pasch. "There is nothing more important than our health, and science shows that a simple face mask helps blunt the spread of the virus. It is incumbent upon all of us, not just to look after ourselves, but to also care for our neighbors, friends and entire community. If we all wear masks, we will all be safer. We must do our small part to save lives."

Facial-Covering Requirements

As defined in Exhibit A of the ordinance, "facial covering" means "a covering of the nose, mouth, and chin that is secured to the head with ties, straps, or loops over the ears or is simply wrapped around the lower face."

All customers must wear facial coverings while they are:

- Inside a retail business establishment;
- In restaurants and bars, when not at their table;
- In office spaces open to the public when they are inside the establishment;
- In any personal care and grooming businesses. While in a personal care and grooming business, "customers may take

off their facial covering if they are receiving a facial treatment, shave, or other services on a part of the head that the facial covering covers or by which the facial covering is secured," according to the ordinance.

Businesses are granted the right to refuse service to patrons not wearing face masks. Exceptions to the facial-covering mandate are listed in the final approved ordinance, which is now online at beachwoodohio.com. People who do not follow the ordinance and who lack an exception will initially receive a verbal warning, to be followed by an \$85 civil penalty for any subsequent violations.

It is also a requirement to practice adequate social distancing, keeping a minimum of six feet between yourself and any other person outside of your household or quarantine circle.

"We want our residents, employees, and visitors to stay healthy and wear face masks to promote the continued health of our city!"

"If you're outside in Beachwood, running errands, or visiting someone who isn't part of your quarantine household, please wear a mask," said Mayor Martin Horwitz. "We want our residents, employees, and visitors to stay healthy and wear face masks to promote the continued health of our city."

Correction: In last month's *Beachwood Buzz*, Ryan Rosenfeld was incorrectly identified as Ryan Rosenthal. Congratulations to Ryan on being awarded the Technology Award by the Beachwood Schools Foundation. Ryan will be attending University of Cincinnati, majoring in Mechanical Engineering.

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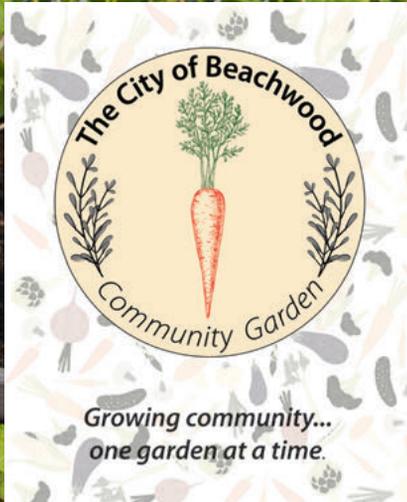
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WEED 'EM AND REAP



Beachwood's Community Garden

By Arlene Fine

Patricia Sun

In the same spot where Beachwood residents used to shoot baskets, 40 gardeners are now scoring baskets loaded with fresh, homegrown produce.

Beachwood's debut Community Garden is located in an enclosed basketball court next to the city's Community Center. Neighborhood gardeners put down roots in 8-foot by 8-foot Douglas fir boxes lined with landscape fabric and washed gravel, then topped with a rich mix of topsoil and humus. With full sun and water on site, the garden plots began to thicken, and now they bear fruit, vegetables, flowers, and herbs.

Beachwood City Council members June E. Taylor and Eric Synenberg planted the seeds for the Community Garden.

"Based on our research, we knew the benefits of providing a community garden area for our residents," said June. "Along with physical exercise, gardening helps improve mental health and lets people grow fresh, healthy food close to home. This is particularly meaningful during the COVID-19 pandemic."

The diversity of the neighborhood

gardeners adds much to the success of the project, said June. "Community gardens are part of the sharing economy. Our gardeners represent different racial and religious backgrounds, allowing our participants

to cultivate powerful neighborhood-level social change and connection. Our gardeners also have the opportunity to grow, eat, share, and celebrate their own traditional ethnic foods."



"My family and I wanted the Beachwood Community Garden to grow from citizens planting seeds side-by-side by other gardeners and sharing skills while getting out into the fresh air. Families are meeting other families for the first time. Children are away from their screens. All of us are learning about new vegetables, herbs and techniques. Hopefully, this fall, our efforts will evolve into our first socially distant Soup Garden Harvest Social and result in the creation of the Beachwood Community Garden Cookbook."

June Taylor

Eric has been watching his family's garden plot and the camaraderie among the gardeners blossom. "Just like the Beachwood Family Aquatic Center and Barkwood Dog Park, this new garden is a spot where neighbors can gather outdoors, socialize, and enjoy a healthy activity," he said.

To ensure there are no wallflowers in the

garden, Beachwood's Public Works Director, Chris Arrietta, in conjunction with the city's building, maintenance, and grounds crews, created divided planters that could be shared by two gardeners, one on each side.

"After looking at community gardens in Highland Heights and Orange Village, we decided to build 8-foot by 16-foot boxes

that could be divided to accommodate two gardeners," said Chris. "We are pleased with the success of this year's garden and look forward to finding a permanent location next year, with the possibility of adding twenty more boxes."

Peter Conces, Beachwood's recreation director, keeps a close eye on the 40 unique, well-tended garden plots. "Many of our gardeners have told me they have always wanted to grow herbs, vegetables, fruits, and flowers in their own garden, but Beachwood's deer population was a big deterrent," said Peter. "By providing a gated, protected space, our gardeners are able to reap a bountiful harvest."

Included in the mix of gardeners who paid a \$20 annual fee, along with a \$50 refundable deposit, are seasoned gardeners, apartment dwellers, retirees, and young families who want this to be a learning experience for their children.

"It's wonderful to see the look of satisfaction on our gardeners' faces as their plants begin to grow, and nothing beats the big smile on a child's face when that first cherry tomato appears," said Peter. "I've learned to never underestimate the power of a community garden."



Ari, Jamie, Asher, Eric, and Noah Synenberg enjoy going together as a family to water the garden and watch it grow.

Absolutely Radishing – Gardeners Share Their Stories

PATTY AND DON ISENSTADT

Rookie gardeners Patty and Don Isenstadt are growing a garden teeming with vegetables, herbs and flowers. They credit their success to the sage advice of fellow community gardeners like Ganash Iyer, who helped the couple grow a pair of green thumbs.

"We quickly learned that a successful garden is more than just putting plants into the ground," said Patty. "Ganash's gardening tips have enabled us to double the size of our harvest."

Ganash, a tech expert, taught the couple to mound soil around plants to retain moisture and reduce weeds, to apply fish emulsion as a fast-acting fertilizer, and to use the square-foot gardening concept to make the most efficient use of space.

Quick learners, the Isenstadts now have a garden to be proud of. Their thriving plot consists of tomatoes; red, green and banana peppers; a kiwi plant; white and purple eggplants; flat and curly parsley; and basil and dill.

They also grew cucumber and zinnia plants from seed. The zinnias were planted to bring pollinators to the garden.

The Fairmount Blvd. residents always wanted to have a garden in their backyard but, "the deer ate everything before we could," said Patty. "Having the city build raised beds in an enclosed space is a real blessing."

With the community garden so close to their home, the Isenstadts often walk there once or twice a day to check on their crop. They spend close to 45 minutes watering their plants, pulling out weeds, and marveling at their plants' progress.

"During this time of isolation, it's wonderful to have a safe place we can go to relax and be productive," said Patty. "It's also nice to socialize and check out each other's gardens, being careful to stay six feet apart and to wear masks."

The Isenstadts give kudos to the city of Beachwood. "The garden design is ingenious, and we are grateful for the easy access to water," said Patty. "We are getting a fantastic return on our investment and can't wait to share our bumper crop with friends and neighbors."



Don and Patty Isenstadt



Ruthie and Chaim Aloni with their grandmother, Debbie Ross



Aisha Taylor

DEBBIE ROSS

Thanks to the community garden, 9-year-old Ruthie Aloni knows the pleasure of plucking a freshly picked juicy strawberry right off the vine and eating it on the spot.

Ruthie and her brother Chaim Aloni, 14, are the grandchildren of Beachwood community gardener Debbie Ross. Sharing her knowledge and enjoyment of gardening with her grandchildren has been one of the highlights of Debbie's gardening experience.

"When I lived on Ranch Road, I maintained a large vegetable garden each year," said Debbie. "After I moved to The Village, my gardening was confined to pots of herbs on my deck and windowsill. When I had a chance to sign up for the community garden, I jumped on it. I love to garden and have really missed watching things grow."

Debbie, a vegan, thrives on eating healthy fruits and vegetables, and her garden provides just that. The plot she tends with her grandchildren is bursting with four varieties of tomato plants, rows of beans grown from seed, different colored peppers, cantaloupe,

cucumbers, zucchini, carrots, marigolds, and a big sunflower in the middle.

Along with a healthy harvest, Debbie said her grandchildren have reaped many other benefits. "They understand the basics of gardening, the value of patience, and the importance of taking care of things responsibly," said Debbie. "They have also learned to socialize and enjoy the company of a community of gardeners from widely diverse backgrounds."

To ensure the success of their garden, Debbie and her grandchildren visit their plot daily. "They take turns watering the plants and checking on how things are growing," said Debbie. "It's also nice to spend time outdoors around healthy plants and healthy people."

Debbie gives credit to Beachwood for making the garden a reality. "Despite the fact that the pool is closed this year due to the pandemic, Beachwood is the greatest place to live. From neighborhood parks to outdoor movie nights at the high school to the community garden, we have it all."

AISHA TAYLOR

Aisha Taylor's garden is as colorful and varied as a seed catalog. Growing in her garden plot are squash, zucchini, tomatoes, pole beans, bush beans, sweet peas, onions, radishes, cucumbers, orange bell peppers, jalapeño peppers, kale, lettuce, eggplant, and calendula flowers.

"When I was a kid, my family and I used to grow vegetables and flowers in our backyard," said Aisha. "Having an 8-foot by 8-foot garden plot is something new and it really expands my horizon."

Once Aisha was assigned her plot, she began to research the best things to plant. "I learned what plants were compatible with each other and which to separate," she said. "That's why my onion plants are on the opposite side of my beans. I also had to determine how much space each plant required in order to thrive."

Assisting the Beachwood native with her garden are her four-year-old twins, who make an event of it. First Aisha and her kids water the plants, study their progress, and enjoy the company of their fellow gardeners. Then

they walk a short distance to the Beachwood playground, located next to the Aquatic Center, for outdoor playtime.

"Instead of sitting in the house watching TV, my twins are outdoors getting plenty of fresh air and exercise, and they are not feeling the isolating effects of the pandemic so acutely," said Aisha.

Using the garden as a teaching tool, Aisha encouraged her kids to use a ruler to measure the space between plants. She also gives them daily science lessons as they watch with their own eyes how small seeds can turn into large, fertile plants. "Gardening requires critical thinking too," said Aisha. "If certain plants do better than others we discuss why."

Aisha's father often accompanies her and her children to the garden. "My dad is worried I will have too many tomatoes and will have to learn how to can them," she said. "I'm thinking I'll just make lots of homemade tomato sauce. Nothing will go to waste, and if we can't eat it all, we will share our bounty with others. That's one of the other beautiful features of this community garden."

FROM THE GARDENERS



Farah Al Ali (top right) with daughters Aisha, Shamsa, Shamma, and Shaikha Aleassa

FARAH AL ALI

Thank you, Beachwood! My kids were thrilled to start gardening. This is one of the most fun and engaging activities we've done since the start of COVID-19. My kids chose the plants, planned what to grow, where, and why. This provided opportunities to teach, have fun, and enjoy the miracle of gardening; and now, they're enjoying the fruits of their labor.



David (standing) and Doug Cohen

DAVID AND DOUG COHEN

The Beachwood garden provides a fantastic opportunity to cultivate our own crops and strengthen our roots with the community. The garden is a safe environment to meet new people and enjoy meditative relief amidst the chaos of the pandemic. We love visiting and tending to our plot, and we are eagerly anticipating our fall harvest!



AVERY AND JAMIE FEUERMAN

We really enjoy seeing the progress of our garden and others'. We also find gardening very therapeutic, so we loved this opportunity to expand our home garden. It gives us a fun, safe place to go together as a family.



Kathleen, Mike, Lisa, and Sarah Jane Fullerton

LISA FULLERTON

The Beachwood Community Garden has provided our family with opportunities for beautiful outings right here in Beachwood. It's like our own Beachwood Botanical Gardens. We love to look at what our neighbors are growing, and learn from their great ideas!



MARGERY AND FREDERICK GASS

We love our garden plot! It has been a delightful diversion from all the stress of the pandemic. It is fun to be outside, working with Mother Nature, to see what everyone else is growing, to learn from them, and to meet other Beachwood residents. Social distancing is easy because it is never crowded. We express a big thank you to all who made this possible. Thank you, Beachwood!



SHARDA AND GANESH IYER (WITH BELLA)

We are enjoying the garden very much. Thank you for setting up the raised-bed garden in Beachwood. This was a great idea, and very thoughtfully done.



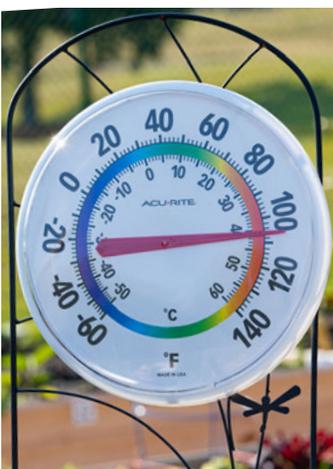
HANNAH IRVINE

I am thrilled to be a part of this community. I'm still pretty new to the gardening world, so I'm trying new things as they come along. It's been such a pleasure to meet so many different people around Beachwood – that may be my favorite part!



SHERRIE KANTAROVICH

Visiting the Beachwood Community Garden is the best part of my summer. It is fun to talk to fellow gardeners. Everyone is very friendly, and it is very relaxing to be outside, enjoying nature.



NATALIE KEYERLEBER

Cultivating a summer garden each year is a family tradition. Strolling through gardens on a daily tour, chatting about what is (or is not) growing well, and eating vegetables straight from the vine allow us to live in the moment for a short while each day. When the City of Beachwood offered us this opportunity, we could not pass it up!

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MARLA SCHILLER

The Beachwood Community Garden is both enjoyable and rewarding. It's fun to view the variety of plants and creativity everyone has added to their garden. I've talked with friends from theater, met new Beachwood residents, and watched families garden together all in just the first few weeks. I'm sure there will be a waiting list next summer. I have plot number 12 reserved!



Simcha, Shoshana, and Leah Spolter

TAMAR SPOLTER

We love our garden. Our favorite parts are learning gardening tips from more experienced gardeners, meeting our gardening neighbors, checking to see what's growing in the other gardens, and spraying with the hose. We thought we may be overwatering our zucchini plants, so we are experimenting with our routine by watering some of them daily and others weekly to observe which do better. We also added some vitamins to the soil and are waiting to see if our plants improve. My kids aren't generally interested in gardens, but this set-up is an exception. Thank you, Beachwood! We can't wait to do this again next summer.



JULIE SOROKA

We've never had a garden before, and this gives my boys, Jack and Charley, something to do this summer. We all like going each day to water and see what has grown, and we finally have a pepper and a few tomatoes!



Justin, Cora, and Jay Plummer, with Zoë and Ralph Tyler

ZOË TYLER

This garden has been a godsend! Watching the plants grow under our tender care as "farmers" is so enjoyable. It is wonderful to be outside and to share this small miracle of nature. Thank you, Beachwood, for this healthy opportunity!

Town Hall for Racial Equity

by Debby Zelman Rapoport

On Wednesday, July 8, the City of Beachwood hosted a Town Hall for Racial Equity, moderated by broadcast reporter Darrielle Snipes. Mayor Martin Horwitz called for this discussion in a statement at the June 1 City Council Meeting. City Council President James Pasch and Civil Service Commission Chair Pete Smith served as panelists for this open, honest discussion about race. Mayor Martin Horwitz and Police Chief Gary Haba were originally slated as panelists; the Mayor was unable to attend because he was in the hospital and Police Chief Haba retired.

The conversation was scheduled for community members to voice their opinions. About 90 individuals participated via Webex.

Darrielle shared Beachwood statistics, as noted on the city's website: 77.3% of the population is white, 13.7% is Black, and 7.4% is Asian. Beachwood is also home to people who observe different religions. Beachwood is a very diverse community. The conversation was scheduled for residents to voice their opinions so City Council members and administrators can come up with applicable solutions for racial disparity.

"There is no time like the present," Darrielle said. "People are awake. They're listening and see what is happening in this country. I hope you've come with an open heart and an open mind, and are ready to discuss possible change."

Pete said in his opening statement, "I am present because of the importance and the delicacy of the community/police interactions, now and always. Disturbing and disproportionately deadly interactions between people of African descent and the police forces of America are not new. A recent national conversation regarding sweeping reform, however, is long overdue."

The Civil Service Commission is responsible for representing the citizens of Beachwood in the hiring process of fire, police, and EMT personnel. As chair, Pete's vision is to be instrumental in making personnel more

reflective of the community in which they serve.

"This will be achieved by hiring and promoting a diverse group of qualified candidates," Pete said. "Diversity here refers to race, ethnicity, and gender."

Pete is the son of a peace officer, specifically a corrections officer, who served as a public servant himself. He is of African descent and has been a Beachwood resident for more than a decade.

"I'm an involved parent and neighbor," he said. "My appointment to this position was not an accident, but a deliberate and a thoughtful act on the part of the city to bring different perspectives to all aspects of government."

He closed his statement by saying, "The dynamics and subjects that will undoubtedly come to light tonight are centuries old and we're not going to solve them in 90 minutes. However, I encourage us all to actively listen without assumptions of what we believe we do and do not know."

James then shared his opening statement. "Tonight is important because the nation is at an inflection point when it comes to conversations about race, equity, and inclusion. Beachwood is no different. We are a microcosm of what we have seen across the country. In order to approach tonight's conversation, we must first review the past of our region."

James explained how Cleveland's white population began to decline in the 1940s

because, after World War II, white G.I.s received low-cost federal home loans to move into the suburbs. What makes Beachwood particularly unique during that time period was that, when just a small village in 1948, Fairmount Temple bought a 32-acre plot of land on Fairmount Blvd., where the temple is currently located. When residents heard of the synagogue's plans to welcome 1,800 families, they were worried that the demographic change would be detrimental to public safety and welfare.

In May of '52, the Village of Beachwood filed a lawsuit to prevent the temple from being built. In 1954, the case went all the way to the Ohio Supreme Court, which ruled that the synagogue could be built, forever changing the future of our city. Within 10 years, our city's population jumped from about a thousand to over six thousand people, and additional Jewish institutions and synagogues moved into our community.

In 2010, when James moved to Beachwood, demographics started to change again. "When I first moved here, I would hear people say that the city doesn't look the same," he said. "Then, when I started my term on Council, I was questioned, 'Do we ID people who are on the basketball courts? Why do we need a new football field? What will lights on the football field do to our property values?'"

He paused, then said, "I think it's crucial that we look at our

past in order to understand how to be better than that in our future. We need to learn from those mistakes instead of repeating them, so when we talk about embracing diversity, now is a time to act."

James is confident that we can create a community where every member will thrive. "We need to take the energy that we saw at our Rally for Racial Justice, where we had more than 1,000 residents present, and use it to create real sustainable change. We're not going to solve our problem or the world's problems tonight, but we are going to start listening. That's where the real work begins."

James then asked residents to share their stories of what it's been like for them to live, work, and raise their kids in Beachwood, and what concerns and hopes they have. He announced that all of his City Council colleagues were on the call, as well as several members of the Beachwood Board of Education.

"As elected officials, we're here to listen because we know that's where real change starts," he said.

Residents' questions included: In light of everything that we have seen nationally, when it comes to the death of George Floyd and other Black men and women, what steps have the City Council and the City of Beachwood taken to make sure that something like that doesn't happen in our community? Is the city prepared to declare racism a public health crisis? What is



From left:
Darrielle Snipes
James Pasch
Pete Smith

being done to ensure that police are of the mindset that people of color are as deserving of respect and equal treatment as white people? I read that police with at least an Associate's degree use excessive force 40% less than those without and exhibit less racist attitudes. What's the education level required of Beachwood police officers? Does Beachwood employ or plan to employ social workers to respond to calls involving a mental health crisis? Are chokeholds banned? Do officers use body and/or dash cameras? What about training?

Responses to these questions included:

- Mayor Martin Horwitz took President Obama's four-step pledge in the immediate aftermath of George Floyd's murder: To REVIEW police use of force policies, ENGAGE your community by including a diverse range of input, experiences, and stories in your review; REPORT the findings of your review to your community and seek feedback; and REFORM your community's police use of force policies.
- James asked City Council colleagues to be proactive by creating a comprehensive list of ideas that Council may use to make us a better community that embraces diversity and inclusion
- City Council is expected to discuss declaring racism a public health crisis.
- Policies are in place for interviewing and hiring a group of individuals who

reflect the community at large, who are diverse in terms of color, gender, and ethnicity.

- The nation is having a conversation right now about the use of licensed social workers on the police force. It is an area that the administration and City Council may explore.
- Chokeholds are banned in the City of Beachwood.
- All officers wear body cams and have dash cams in their cars.
- Officers currently go through implicit bias training, and the city will work on how they may do better by increasing training opportunities.
- The City continues to recruit the best and brightest candidates possible.

Residents of all ages spoke. Some shared stories of racism in their past, others shared suggestions and observations. All were heard.

In closing, James said, "Thank you for your insights, your stories, and your questions, and for helping guide the conversation. There are changes that will be made in the coming weeks and months. As we address those changes, we will do so in a transparent manner. We will come back to you to talk about solutions, and how we're bridging gaps that currently exist in our community.

"To me, this is the first of many conversations," he added. "I thank Pete and my Council colleagues for helping us prepare for this eventing and for joining us. I also thank

Mayor Martin Horwitz, who initiated the idea of this Town Hall, and all who attended. Questions were thought provoking, and I hope we achieved our goal of giving people a voice and starting down this road of clarity and deliberate discomfort. These problems are centuries old and we're not going to solve them in one, two, or three conversations, but we can take one step after another and face them square. We look forward to hearing more from you and continuing the conversation.

"These problems are centuries old and we're not going to solve them in one, two, or three conversations, but we can take one step after another and face them square. We look forward to hearing more from you and continuing the conversation."

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Time for Reframe

by Jennifer Stern

Negative thought patterns are depleting. They create barriers to contentment, peace and productivity. When negative thoughts are habitually accessed, the perspective through which one experiences the world becomes distorted.

Rigid thinking (black or white, all or nothing) doesn't allow for life, people, or relationships to be fluid, messy, or real. The middle path, the gray, is where balance exists. It allows for other possibilities, compromise, or solution-focused dialogue. Rarely do absolutes exist.

Using words like always, never, everybody, or nobody creates an unrealistic view of relationships and life patterns. There is no perfect person, relationship, job, or life. Try to be in the moment without attaching a greater, more pervasive meaning to a particular experience, interaction, or outcome.

Mind reading without checking to see if assumptions are true causes a lot of unnecessary drama in personal and professional relationships. It is important not to make assumptions or personalize what you are hearing or reading. Instead, ask for clarity:

- This is what I am hearing you say, am I correct?
- Tell me more. Help me understand, is this the intended takeaway?
- This is my understanding of what you said, are we on the same page?

If you are feeling critical of yourself or someone else: stuck, resentful, negative, or exhausted, it is time for a personal inventory. First, detach from triggered thoughts and beliefs. Breathe. Create space for facts and logic to guide you through this process.

- How do I know this belief is true? What are the facts (not feelings)? Am I using logic (not emotion)? Can I identify any strengths, positives, other possibilities, or opportunities?
- Am I only focusing on and filtering in the negatives, the disappointments, the resistance, opposition, or frustration? What am I choosing to give power to?
- Am I making assumptions, personalizing, catastrophizing, attaching meaning, or jumping to conclusions?
- Have I considered other possibilities, perspectives, reasons, or outcomes?
- How can this become a teachable moment? Is there a growth opportunity, a silver lining, a compromise, or a different path?

- What can I control (approach, attitude, response)?
- Will this matter next week, month, or year?

Mind reading without checking to see if assumptions are true causes a lot of unnecessary drama in personal and professional relationships.

Creating space for personal inventory allows for increased self-awareness, productive processing, responsiveness (instead of reactivity), and the ability to counterbalance negative awareness with positive. Reframing is a powerful tool that allows for negative thought patterns to be replaced, creating space for greater clarity, contentment, productivity, and positive awareness, as well as fostering a growth mindset.

Jennifer Stern, LISW, is a Loss and Bereavement Specialist at Ellen F. Casper, PH.D and Associates in Beachwood. For more information, call 216.464.4243. Visit her website, transformativegrief.com, and sign up for monthly posts.

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From the Desk of Kent Smith

During a crisis, we need to activate the gears of government, but when that machinery has been woefully underfunded, we should not be surprised when it fails. After a strong start fighting the COVID-19 pandemic, Ohio's case numbers and all its related grim outcomes are getting worse by the day. It seems like our statewide hashtag needs to change from #AllInThisTogetherOhio to #ItsUpToYouOhio because Ohio is ill-equipped for this fight, and that reality might cost you your life.

An analysis of two recent reports on public health funding levels indicate that Ohio's recent failures result from a lack of resources. The Trust for America's Health (tfah.org) produced a report at the end of 2017 that rated the 50 states for public health preparedness for diseases, disasters, and bioterrorism. Ohio achieved a score of 3 out of 10 possible measures. Only Alaska (2 out of 10) had a worse total.

The Trust also evaluated per capita spending on public health programs and subsequently ranked Ohio 44th out of

50 states. More recent data suggests things are trending in the wrong direction for the Buckeye state. According to the most recent America's Health Rankings report (2019), Ohio ranks 47th out of 50 for public health funding. See for yourself at americashealthrankings.org.

Based upon the lack of state investment, Ohio's lack of COVID tests should come as no surprise. As of mid-July, we are four months into the COVID-19 crisis, and we have only tested one million Ohioans. On our best day, Ohio has conducted 25,000 Coronavirus tests. There are more

than 70,000 confirmed cases and a positivity rate of about 6%. That data suggests two disturbing possible projections:

1. There might be 700,000 Ohioans with this disease and
2. At our current rate, it will take another 400 days to test every Ohioan once. Can you wait another 14 months to know if you are positive?

So please wear a mask. Asymptomatic transmission is how this virus spreads. Until Ohio strengthens its public health infrastructure, our best weapons are physical distancing

and wearing a mask. Our best strategy is our own behaviors. It's Up To You, Ohio.

Our best strategy is our own behaviors. It's Up To You, Ohio.

State Representative Kent Smith represents Ohio's 8th House District which includes Beachwood, Euclid, South Euclid, Richmond Heights, East Cleveland, Woodmere Village, and a little bit of the City of Cleveland.



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Brian Friedman,
President

From Education to Real Estate Shoshana Socher Raises the Bar

by Debby Zelman Rapoport

Fourteen years ago, Shoshana Socher was a homeschooling mom. As her children grew older, she thought about attending nursing school or law school, but with a large family, neither of those fit her lifestyle. Then she thought about real estate.

"The bar for entry in real estate is low, but the bar to succeed is high," she told us. "I thought it would be an interesting challenge."

Despite the 2008 economic meltdown that came not long after she started, her tenacity led her to grow a thriving business.

Five years after launching her new career, her son, Coby, returned from a year of study in Israel, and joined her as a business partner. Within three years, he'd sold dozens of houses as well as commercial property downtown, and had been featured on HGTV's popular "House Hunters" TV show. In 2018, Coby was awarded *Crain's Cleveland* "20 in Their 20's" award, and *Crain's* featured Shoshana in its "Notable Women in Real Estate" feature the following year.

The dynamic mother-son duo realized that they couldn't grow the business further without building a team. "We now have a nine-person team that operates out of 3,000 square feet of space we just renovated on Mercantile Road, in Beachwood," Shoshana said.

"It's got an industrial chic vibe – it's a really modern, fun, flexible office," she added proudly. "Coby and I designed it together."

Their business continues to grow because Shoshana, Coby, and their team believe in perpetual growth and recruiting like-minded people. "We are always looking for agents who want to succeed without having to reinvent the wheel themselves," Shoshana said. "We've done a lot of groundwork, have systems and a great

administrative support team in place, plus a huge, rich database. When you start solo, you create everything on your own."

When COVID struck, Shoshana wasn't sure how the housing market would react. But, like other small businesses, The Socher Team has learned to adapt.

"Instead of long in-person showings, people ended up buying homes without ever having been in them," she told us. "We sold three in a row that out-of-town clients had only seen on Facetime!"

"It's a great time to buy," she added. "Interest rates are historically low. If your rate, as a homeowner, is not around 3%, you may want to consider refinancing."

As of July, the team had sold 109 homes this year, and is on track to sell over 200. Shoshana is particularly proud that she sells more houses in Beachwood than anyone else. "We moved here especially for the school district's commitment to inclusion, and I love everything about this city: the amenities, the small-town friendliness, the way you can run into friends and neighbors at Mitchell's Ice Cream or when you're getting coffee at Nervous Dog," she says.

Shoshana's five-year plan is to grow the team and focus on coaching and training her agents and others at Keller Williams Greater Metropolitan and beyond. Education has always been at the core of Shoshana's belief system: from home schooling her children, to building her business, to recently installing a "Little Free Library" on her front lawn.

"I've wanted a Little Free Library for ages," she told us. "I love to meet neighbors this way, and to talk about books and share them. I'm so glad that the City of Beachwood approved its installation. Neighbors stop by when they're walking. They browse, take books, and chat. People also drop off all sorts of books – fiction, non-fiction, cookbooks, sometimes books in other languages."

Shoshana and her husband, Abe, have six children: Naomi, a children's librarian in Philadelphia; Anna, a teacher at Fuchs Mizrahi in Beachwood; Coby, a realtor in Beachwood; Dani, a creative executive at Major Chord, a film and TV production company; Dalia, a junior at Stern College for Women in New York; and Bayla, an incoming sixth grader at Beachwood Middle School. They also have six grandchildren and counting!

At the end of our conversation, Shoshana shared, "Stop by our house on East Silsby and pick up or drop off a book. And if you want to buy, sell, or invest in real estate, or join a team that really stands by its mission to amaze each and every client, call me!"



Shoshana

may be reached at shoshana@thesocherteam.com. If you are interested in installing a Little Free Library, contact the Beachwood Building Department at 216.292.1924 for guidelines.

"It's a great time to buy," she added. "Interest rates are historically low. If your rate, as a homeowner, is not around 3%, you may want to consider refinancing."



Top: Business partners Coby and Shoshana Socher
Below: Shoshana invites neighbors to visit her home's Little Library on East Silsby

Beachwood Real Estate Facts (first six months of 2020)

- Average sales price is \$371,600
- 69 homes have sold in 2020
- On average, 12 houses/condos sell per month
- 28 homes are on the market now
- It is a strong seller's market





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Golden Doodle Puppies Raise the Woof

By Arlene Fine

What's more adorable than a brand new cuddly, frisky, affectionate golden doodle puppy?

A whole litter of them – just ask Mitch Luxenburg.

For the past two years, Mitch's Lyndway home has been overflowing with puppy love. Mitch, with the assistance of his four teenage children, has entered the ranks of professional breeder of golden doodles.

The Luxenburg family's affinity for non-shedding golden doodles began in 2011 when Delilah joined the household. "She still remains the perfect dog and as she got older, we added a second golden doodle," said Mitch. "At some point we realized we loved puppies so much but couldn't keep bringing more and more dogs into our home."

To solve the problem, Mitch, who is also a practicing attorney, parlayed his experience and expertise with raising dogs to become a guardian home for two male mini-golden doodles from a highly regarded breeder with 25 years' experience.

A guardian home is a permanent home for a breeding male or female dog. Very stringent guidelines must be met to become a

guardian home. Once a family is accepted into the strictly monitored program, they receive the "pick of the litter" as their family pet from a reputable breeder. Depending on the gender of the dog, it is given to the breeder from three to five times over a five- or six-year period for breeding purposes. At the age of four to six years, the dog is spayed or neutered and then becomes a permanent part of their guardian home family.

As Mitch became friends with the breeder, who primarily bred mini-doodles, they decided to work together and breed two medium/standard doodles. In January 2019 Mitch's family brought in their first breeding doodle, Quinn, from Idaho. This past spring, Quinn was bred with a male golden doodle, Murphy, that he and his partner brought into their program from North Carolina.

The litter, which was adopted out about a month before delivery, was born on Mother's Day.

"When Quinn had her puppies, my kids were there to help," said Mitch. "It was an amazing experience for all of

us. We cared for, loved, and raised the puppies until they were eight weeks old, at which point they were crate trained, socialized, and ready for their forever homes."

Things have come full circle for Mitch as he now places many dogs with guardian families. In fact, Murphy lives with his guardian family, BHS alum Jason Toth and Alan Hazard. Several more litters are expected over the coming months, including mini- and medium/standard doodles, as well as mini and medium/standard bernedoodles, which Mitch started breeding in 2020.

"At some point we realized we loved puppies so much but couldn't keep bringing more and more dogs into our home."

Because of the high cost to properly care for the puppies, including the installation of artificial turf in his backyard, Mitch emphasizes that breeding isn't about money.

"Sometimes you just hope to break even," he says. "You become a breeder for the love of dogs, and the joy and wonder of bringing brand-new puppies into the world. Even though I am attached to the puppies, it is pure magic to see the look on the faces of children (and adults!) when they hold their puppy for the first time."

Based on his experience, Mitch advises parents, "Don't get a puppy because your kids want one. Get a puppy because you want a dog because, I promise you, the puppy isn't going to be a puppy for long, and sooner or later, it's going to be your dog. Also, remember that the puppy is coming to live with you, not the other way around. Training your puppy early and consistently will give you, your family, and your pet the best lives together, complete with endless rewards and love for everyone."

Mitch Luxenburg's doodle litters are sold out months in advance. He expects to have more puppies available this fall. For more information, visit his Facebook page.



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This year's Shining Star CLE will be a virtual event. All are welcome to watch, vote, and support this unique fundraising event that will be live-streamed and open to the public! The production will be similar to American Idol's virtual format, but this Northeast Ohio solo-singing competition will give high school students the chance to compete for college scholarships.

After competing in a series of online video and Zoom follow-up auditions with professional judges, the top ten finalists will each receive an opportunity to be safely and individually recorded in a professional studio for their Finals performance.

We are thrilled to welcome back Monica Robins of WKYC who will emcee the event. Additionally, the event will be judged by top talents in the music industry. The event promises to be 90 minutes of pure excitement, energy, and phenomenal

talent! You will see nothing short of a professional show combining pre-recorded and live components, videos, sponsor messages and thank yous, and group and individual performances, all while enjoying the musical talents of ten extraordinarily talented high school students. Everyone who is watching this virtual show will have the opportunity to vote for their favorite performer from the top-four finalists.

All proceeds from this virtual event provide much needed funds to support memory care programs and services offered by Menorah Park and Montefiore, now one in excellence in caring.

For more information on sponsorship, donor opportunities, and additional information, contact Debbie Rothschild at 216.910.2633 or drothschild@montefiorecare.org.

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BHS Grad Follows in Dad's Footsteps; Builds Business For People Who Need a Lift

When Alex Romanov and his family moved from Kiev, Ukraine, to Beachwood in 1989, he worked as a dishwasher and pizza delivery person. He was a hard worker, seeking a career opportunity, when he met some people who were retiring from the shoe repair business. The store was up for grabs and Alex stepped in, learned the business, and continues to repair shoes at Village Shoe Repair at Village Square.

His son, Ilya, graduated from Beachwood High School in 2001, attended Ohio State University, majored in finance, and accepted a position as a financial analyst after graduation. It didn't take him long to realize that he didn't want to work from a cubicle, so he shifted gears and took some time to figure out what his next move would be.

"I quickly realized that it wasn't really my cup of tea to work for someone else. I didn't want to march to the beat of someone else's drum, and knew I wouldn't make it in the corporate world," he said. "I've always had an entrepreneurial spirit. I worked at my dad's shop since I was 11 and have always been intrigued by how money is transferred from customers to businesses for service."

The number of cobblers in the United States had dropped from 70,000 to less than 5,000 over a 75-year period. Plus, the Internet had become more common, so Alex suggested that Ilya leverage the Internet's power to create an online shoe repair service that would connect customers to his store and others around the country.

"There is a service gap with shoe repair shops, especially in rural areas," Ilya explained. "Nobody new is going in the business, so numbers continue to decline."

His online strategy gained traction. He made it easy for customers to mail in shoes to have repairs done. Something that Ilya didn't expect was the number of customers who requested shoe lifts.

If one of your legs is longer than the other leg, you may have a common problem known as limb-length discrepancy. A typical difference in leg lengths can be anywhere from one centimeter to more than six centimeters. The greater the discrepancy, the more you must compensate your normal posture and gait (walking pattern) in day-to-day life, which may

lead to a variety of symptoms, such as functional scoliosis, hip, knee, and ankle problems. Shoe lifts are modifications to shoes and boots for people who have limb-length discrepancies.

"What we do is split the sole at the bottom of any shoe, create a customized lift, taper it at the toe, then reattach the original bottom of the shoe," Ilya explained. "This creates an aesthetically appealing look while alleviating pain in the foot, leg, hip, and back that is caused by the limb-length discrepancy."

At first, Alex filled the orders. Then, Ilya saw that there was an opportunity to create a business that specialized in shoe lifts and, in 2008, American Heelers (orthopedicshoelift.com) was born.

This Beachwood business, located on Mercantile Road, now has eight employees and about 15,000 customers from all over the world. "We get a lot of repeat business because when someone has a leg-length discrepancy, they modify all their shoes," Ilya explained. "There are other cobblers who dabble in the business, but since this is our specialty, we continue to grow."

Ilya's learned a lot from his father over the years. "What makes him successful is the relationships he builds with customers," Ilya told us. "He hires craftsmen to do the repairs, while he focuses on building these relationships."

"My dad is a hard worker and I respect him so much," Ilya added. "He's worked 6 days a week, often 10-hour days, for 30 years. I beg him to cut it back and tell him he doesn't need to work that much! My mom, Tanya, works for the company too."

Ilya paused, then said, "My dad is a great role model. He's created a lot of opportunity for me and my brother, Andrew, in this country. I'll definitely take care of my parents once they retire!"

Ilya's five-year plan is to double his business. He is also working on other entrepreneurial concepts. His message to the community is: "Go after your dreams. Don't think small, think big! There are always opportunities out there. If you get set in your ways, look at situations through a fresh set of eyes, which may send you in a new direction."

At first, Alex filled the orders. Then, Ilya saw that there was an opportunity to create a business that specialized in shoe lifts and, in 2008, American Heelers (orthopedicshoelift.com) was born.

Ilya told us he is grateful to have found this niche. "This is what I've dreamed of. It's provided a ton of independence, which led to opportunities I hadn't even dreamt about"

Ilya is engaged to Olga Biedak, whose family lives in Ukraine. Together, they enjoy traveling and putting off the real world as much as possible, for as long as possible.

For more information, visit orthopedicshoelift.com.

Pictured above:

Ilya Romanov and his dad, Alex Romanov

Picture left: Ilya and his fiancée, Olga Biedak



Parafill Pharmacy Launches in Beachwood with Extended, Personal Services

Residents in Beachwood and beyond now have access to convenient prescription home delivery and local pharmacy support with the launch of Parafill Pharmacy, a new Beachwood business that offers free same- and next-day home delivery, a dedicated pharmacist assigned to each patient, automatic refills, and 24/7 pharmacist support via call or text.

Patients who switch to Parafill Pharmacy are not charged extra for these services, they simply pay their normal prescription copay. They also benefit from the company's goal to re-establish a familiar pharmacist-patient relationship to ensure the safest and best results from medications.

"High-volume demand in a typical retail pharmacy places an unsafe burden on the pharmacist and can lead to unacceptably high rates of medication error," said Chris Verdi, CEO/President of Pharmacy Operations. "Pharmacists are the healthcare providers on the front lines who can change this trend, and Parafill was formed to do just that."

Every new patient has a brief consultation with his or her assigned pharmacist who sets the foundation of the relationship that Parafill aims to build. Once medication is delivered, patients can call or text their pharmacist at any time with questions on dosage, side effects, or other health-related questions.

Parafill Pharmacy's personal approach can be especially useful to those who take multiple medications, and to caregivers who monitor and administer medication. Since Parafill pharmacists act as patient advocates, they will make sure all prescriptions are safe – individually and combined – and delivered on a convenient schedule.

"Modern medications are increasingly complex and expensive, and people are taking more and more of them," said Chris. "The CDC estimates that 1.3 million emergency room visits happen on a yearly basis due to medication-related problems, many of which are preventable. Having a pharmacist who knows you and your needs can save you money and keep you safe!"

Parafill Pharmacy Partners to Provide Nutritious Meals to Northeast Ohioans in Need

In response to the growing need caused by the COVID-19 pandemic, Parafill Pharmacy has partnered with the Greater Cleveland Food Bank to launch Meds for Meals. For every prescription that Parafill fills, the pharmacy will donate one meal to the Greater Cleveland Food Bank to support hunger relief efforts throughout Northeast Ohio. All prescriptions filled by Parafill through the end of September qualify for Meds for Meals.

Chris said, "partnering with the Greater Cleveland Food Bank was the natural next step in helping Northeast Ohio residents stay healthy. Our mission is to make staying healthy simple and safe," and The Cleveland Food Bank fits that mission with the great work they do to provide healthy meals to our neighbors in need. We want to extend our impact into the community as much



From left: Chris Verdi, CEO/President of Pharmacy Operations and Will Stumpf, CTO/President of Product Development

as possible, especially now that more people are facing food insecurity due to COVID-19."

Parafill's goal is to donate 500 meals by the end of September. Prescriptions filled for new and existing Parafill patients qualify for the Meds for Meals program. New patients can quickly and easily transfer prescriptions to Parafill Pharmacy by going to parafill.com, or by calling or texting 216.260.1300.

Since Parafill pharmacists act as patient advocates, they will make sure all prescriptions are safe – individually and combined – and delivered on a convenient schedule.

A/C TUNE-UP ONLY

\$94.95

Take advantage of 12 months same as cash for a limited time only and replace today!

Visit our website for more specials.

CLEARING THE AIR

Breathe cleaner, fresher air in your home in just one hour!

- Safely treats the air throughout the home
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The Sweet Side of Covid-19

by Shana Wallenstein

Abbie Nagler Sender got a home-based, baked goods business fully up and operational in less than a month. It all started with a Facebook post on May 27.

“Serious question for local peeps. If I were to try a summer catering gig from my home kitchen, who would be interested, honestly, in purchasing my fare? Please note, I won’t do anything traif (non-Kosher foods or mixing of milk and meat). Just askin’. Thanks!” The post was accompanied by a photo of Abbie’s white Kitchen Aid stand mixer, beater blade up, her famous chocolate pound cake batter resting in the bowl. It didn’t take long before the conversation turned to Abbie’s delicious challahs, muffins, and tea cakes.

By June 5, Abbie was doing market comparisons for price, sizes, and ingredients. Taste testing would follow with dozens of friends and neighbors offering their honest opinions. Beachwood resident Roman Frayman, whose parents owned a bakery on 123rd for much of his youth, was quick to give a thumbs up! “These are really good. It takes me back!” he exclaimed.

Abbie tweaked recipes and enlisted her oldest son, Jon, who was home during the pandemic lockdown from Chicago, to build a website. The tasting opportunities were so popular that Abbie had to manage several days of “traffic jams” in her driveway. Fortunately, everyone abided by smart distancing and proper mask protocol. By June

17, her business was Facebook official and Abbie began accepting orders. By July 1, it was LinkedIn official. “BAKED by abbie” was alive and thriving.

Influenced by the cooking and baking skills of her mother, Rose Nagler, Abbie has enjoyed baking for quite a long time. Evy Davis, a friend who served as one of the first taste testers, joked, “as long as there is BAKED by abbie, there will be EATEN by evy.”

Abbie earned her bachelor’s degree from Brandeis University and her Master’s in Nonprofit Management from Case Western Reserve University, and had been freelancing in her field for the past few years, building a sustainable cadre of clients in the arts and education sectors. Alas, COVID-19 wreaked havoc on many non-profits as contracts began to dry up, and Abbie turned to the kitchen for COVID-19 baking comfort and to consider a home-based business.

It wasn’t the first time she’d turned to baking as a respite from work. Before Abbie joined the staff of Young Audiences in 2004, she was baking chocolate pound cakes from her kitchen for local celebrity chef and restaurateur Doug Katz, who was enthusiastic about Abbie and her infamous pound cakes.

“I love Abbie’s pastries and cakes. She made an amazing chocolate cake for us at fire long ago. I ate too many pieces and still dream about it,” Doug said. “Abbie is a passionate baker who takes pride in all she makes. I am thankful to know people who prepare great products with this type of passion.”

Alas, in order to put the delectable sweet on the dessert menu permanently, Doug needed a commitment that Abbie could manage increased production. At the time, it wasn’t feasible with her then-Cleveland Heights home. Today, 15 years after relocating to Beachwood, Abbie’s custom-remodeled kitchen is well designed for a successful home baking venture – which brings us back to those almost-too-good-looking-to-eat Russian tea biscuits – or RTBs as Abbie calls them.

She initially started her baking process by incorporating butter into her mother’s non-dairy recipe, but the dough didn’t quite work right. She then tweaked her recipe



until it would hold up to both traditional and new fillings, which include chocolate chips, apricot, poppyseed, or raspberry – with or without nuts, cinnamon, or candied ginger. The combinations are only limited by your imagination, and because an order is 14 pieces, or two loaves, you can mix and match flavors. One of her new combinations, inspired by customers, is chocolate raspberry.

Abbie is happy to comply with special orders. “It makes me happy to see people enjoying my food, especially during times of social distancing and quarantine. It’s nice to see and connect with people again.”

“Abbie is a passionate baker who takes pride in all she makes. I am thankful to know people who prepare great products with this type of passion.”

– Restaurateur Doug Katz

Abbie is also selling challahs (small and large, with or without raisins, four-strand loaf or round braids) and a variety of muffins. The chocolate pound cake is on the menu, accompanied by a lemon blueberry or lemon poppy tea cake, each of which serves 22 people.

Abbie has applied for a home bakery license from the Ohio Department of Agriculture’s Division of Food Safety. In the meantime, she’s in full compliance with the Cuyahoga County Board of Health. Each package is wrapped with a card that lists the ingredients and a BAKED by abbie label carefully positioned on the outside.

Abbie operates out of a kosher kitchen, but cannot obtain “hashgacha” (rabbinic supervision/certification) from an Orthodox Rabbi because she is not Sabbath observant. She and her husband, Steve, have two sons, Jon (BHS class of 2013) and Ted (BHS class of 2015).

To learn more, visit bakedbyabbie.com or facebook.com/bakeadbyabbieCLE. If word of mouth is enough to sustain a business, this one will be around for a long time.



Civista Bank Supports Customers in Challenging Times

Civista Bank has enjoyed a warm welcome from the Beachwood community since opening a local branch in late October. Now in the midst of a pandemic, Civista has stepped up to help Beachwood businesses and families navigate their financial challenges during a time of unprecedented uncertainty.

In the last few months alone, Civista has helped more than 2,000 community businesses secure over \$260 million in the Small Business Administration's (SBA) Paycheck Protection Program. Those funds have helped support more than 35,000 employees across the Civista footprint.

The Bank's supportive services extend well beyond that much-needed funding. As a full-service commercial bank, Civista offers highly individualized personal, business, mortgage, wealth management, and private banking services. They have been serving communities like Beachwood and building local

relationships since 1884. In fact, relationship banking is at the core of their mission.

Civista employees take that community commitment to heart, supporting local organizations through corporate donations, matching gifts, and volunteering.

Because Civista is a community bank, business and personal loan decisions are made locally by loan specialists who stay with each loan customer from application to final payment. Their business lenders understand the Beachwood market and tailor loans to meet specific local needs. Whether a customer is financing a development

project or business expansion, purchasing new inventory or covering unexpected expenses, Civista's experienced commercial lenders can customize solutions and provide prompt answers.

From mortgages and home equity lines of credit to a variety of checking options, Civista offers individuals and families the financial tools they need to weather these unprecedented times. This includes highly competitive rates and terms to help them realize their dreams, from tuition and home improvements to new vehicles and refinancing. All Civista

checking, savings, and CD accounts are FDIC insured.

Civista also offers online courses to assist individuals and families in how to better understand and manage their finances, as well as special programs for first-time home buyers. The bank is an equal housing lender.

Civista has a number of special offers to welcome new personal and business checking customers. If you would like more information about these Civista offerings, you may schedule an appointment by calling 216.342.7150.

For more information, visit civista.bank/reward.

Make a rewarding checking move and get \$200.

Open a new Civista Bank personal checking account at the Beachwood branch and ask about your \$200 reward with qualifying activities.¹

Make your move to relationship banking focused on you!



HURRY, OFFER ENDS SEPTEMBER 30.
Learn more at civista.bank/reward.

3723 Park East Drive
216.342.7150

¹Make qualified new money deposits totaling \$500.00 or more and 10 debit card purchases posted to a qualified new account within 60 days of account opening. Personal Checking Accounts include choice of Star, Compass, Free, One Choice Checking or Student Free Checking. Minimum opening deposit is \$50.00. eStatements is promotion account standard. Optional paper statement may be substituted upon request but would disqualify account holder from this promotion. A paper statement option charge may apply. Qualifying new money is money not on deposit at Civista and excludes transfers from another Civista Bank account. Account must be opened 90 days to be eligible for reward. Offer valid only at Beachwood branch for new Civista customers and excludes existing Civista personal checking account owners and those closed within the past six months. Employees of Civista Bank are not eligible. Offer cannot be combined with any other offer and limited to one per household (same last name and



Contact Info

CITY OF BEACHWOOD
25325 Fairmount Blvd.
Beachwood, OH 44122
216.464.1070
www.beachwoodohio.com

TV PROGRAMMING
Spectrum - Ch. 1020
AT&T U-Verse - Ch. 99

EMERGENCY Dial 9-1-1

Departments

CLERK OF COUNCIL
216.595.5493

AUDITOR
216.595.3712

BUILDING
216.292.1914

COMMUNITY SERVICES
216.292.1970

ECONOMIC DEVELOPMENT
216.292.1915

FINANCE
216.292.1913

FIRE & RESCUE
216.292.1965

LAW
216.595.5462

MAYOR'S OFFICE
216.292.1901

POLICE
216.464.1234

PUBLIC WORKS
216.292.1922

BEACHWOOD REQUIRES FACE COVERINGS

Prevent the spread of coronavirus: thoroughly and frequently wash hands, practice social distancing, and wear a face mask. To help limit the spread of the coronavirus, Beachwood City Council voted to mandate the wearing of facial coverings (face masks) in Beachwood public indoor areas.

"This is a public health requirement in the midst of the largest public health crisis of our lifetime," said Council President James Pasch. "There is nothing more important than our health, and science shows that a simple face mask helps blunt the spread of the virus. If we all wear masks, we will all be safer."

For more information, see page 6.



POLICE CHIEF GARY HABA RETIRES



The City of Beachwood thanks former Police Chief Gary Haba for his service to our community.

Haba was named police chief in 2017. He retired on July 17, after serving our community for 25 years. Gary Haba said highlights of his career included training at the FBI National Academy in 2014, launching Beachwood's two K-9 units and building relationships with The Jewish Federation of Cleveland. The City of



Beachwood wishes him success in all of his future endeavors.

Capt. Richard Lessick will be in charge of the Beachwood Police Department until a new chief is hired.

SPECIAL NOTICE

City Hall will be closed on Monday, September 7, for Labor Day. We wish you a happy holiday! All rubbish pick-ups will be delayed one day throughout the week.



LIKE US ON FACEBOOK
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Facebook.com/BeachwoodPolice



FOLLOW US ON TWITTER
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Twitter.com/BeachwoodPolice

EMAIL YOUR COUNCIL MEMBER
firstname.lastname@beachwoodohio.com
Ex: barbara.janovitz@beachwoodohio.com

MAYOR
MARTIN S. HORWITZ



216.292.1901
mayor@beachwoodohio.com

JAMES PASCH



COUNCIL PRESIDENT
216.630.9671

BARBARA
BELLIN JANOVITZ



COUNCIL V.P.
216.406.5914

JUSTIN BERNIS



216.509.6509

TOWN HALL FOR RACIAL EQUITY

On July 8, the City of Beachwood hosted a Town Hall for Racial Equity, moderated by broadcast reporter Darrielle Snipes. City Council President James Pasch and Civil Service Commission Chair Pete Smith served as panelists for this open, honest discussion about race. Mayor Martin Horwitz and Police Chief Gary Haba were originally slated as panelists. The Mayor was unable to attend because he was in the hospital and Police Chief Haba retired.



The conversation was scheduled for community members to voice their opinions so City Council members and administrators can come up with solutions. About 90 individuals participated via Zoom.

Pete noted, "The dynamics and subjects that will undoubtedly come to light tonight are centuries old and we're not going to solve them in 90 minutes. However, I encourage us all to actively listen without assumptions of what we believe we do and do not know."

James added, "There's no way to solve a problem without listening to our shared or your personal experiences. That's where the real work begins. So tonight I ask you to share your stories of what it's been like for you to live, work, and raise your kids in the City of Beachwood. What concerns do you have? What hopes do you have? We will try our best to answer some of your questions tonight. We will also do a lot of listening. All of my Council colleagues are on the phone this evening as well as several members of the Beachwood

Board of Education. As elected officials we are here to listen, because we know that's where real change starts."

A Q&A session followed the opening comments. Additional details may be found on page 14.

WATCH FOR SCHOOL BUSES

Drivers seeing a stopped school bus with the stop arm out and lights flashing are to stop at least 10 feet from the front or rear of the bus and not move until signaled to do so by the bus driver. When traveling on a road with four or more traffic lanes, a driver does not need to stop for a school bus when it is approaching from other direction.



American Red Cross

**AMERICAN RED CROSS
BLOOD DRIVE**

FRIDAY, AUGUST 21

1:00 – 7:00 PM

Beachwood Community Center

Call 1.800.RED CROSS for an appointment

SENIOR RUBBISH ASSISTANCE

Are you 80+ years of age or disabled with no one in your single-family home to assist you with your rubbish & recycling bins? We can help. Call 216.292.1922 to register.

Public City meetings are now held online and can be viewed on the City website. For information on how to participate or submit a comment, please email whitney.crook@beachwoodohio.com. For information about Planning & Zoning and the Architectural Board of Review, please email veronica.muth@beachwoodohio.com.

UPCOMING MEETINGS

CITY COUNCIL

Monday, August 17 at 7:00 PM

Questions? Call 216.595.5462

PLANNING & ZONING COMMISSION

Thursday, August 27 at 6:30 PM

Questions? Call 216.292.1914

ARCHITECTURAL BOARD OF REVIEW

Monday, August 3 at 4:00 PM

Monday, August 17 at 4:00 PM

Questions? Call 216.292.1914

MIKE BURKONS



216.832.6771

ALEC ISAACSON



216.291.2797

ERIC SYNENBERG



216.401.0074

JUNE TAYLOR



216.533.7640

BEACHWOOD FLOODING

Beachwood has recently endured significant rain events, which have overwhelmed the capacity of many of its sewer systems and caused water to back up into some residents' basements. Mayor Horwitz and City Council are committed to improving Beachwood's sewer systems. The Department of Public Works (DPW) is evaluating short-term and long-term solutions through the collection and analysis of sewer-study data, collected both by the City of Beachwood and the Northeast Ohio Regional Sewer District (NEORS).

SEWER 101

The sanitary main (graywater/blackwater) is separate from the storm main (rainwater). These mains run to each home via sanitary and storm connections. The DPW uses each connection's Test Tee to access, clean out, and video the connections from the Tee to the main and the Tee to the home.

Most of these house connections were built with clay-tile pipes 50-70 years ago. Over time, separations in these pipes can occur, causing groundwater to infiltrate connections and flow into homes. Sewer mains in the street can fill during heavy rains and the water can make its way into basements through floor drains, if the storm water infiltrates the sanitary sewers. If water is coming through the walls of your home, this can be a basement waterproofing issue and does not necessarily mean there is a sewer back up. Additionally, storm sewer lines are always higher than sanitary lines, so any storm-sewer leakage may run into the sanitary system, which may then back up into a home.

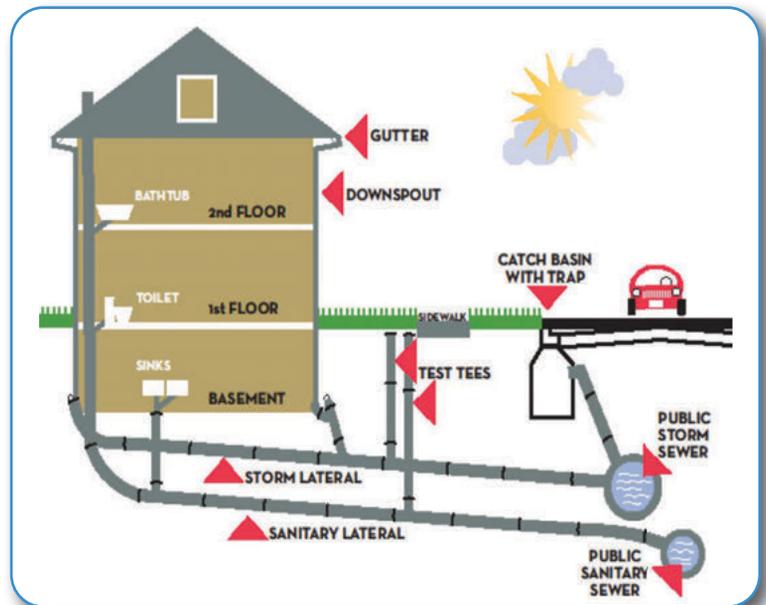
If you are concerned about blockages or other potential issues with your sewer systems, please call the DPW at 216.292.1922 to schedule an evaluation.

IDENTIFYING IMPROVEMENTS

NEORS has mapped Beachwood's sewer systems to find improvements. A preliminary report of this data identified a cost of \$20M for Beachwood's tier-one (critical) fixes, which would include capacity increases and sewer replacements in areas including Bryden Rd., Lyndway Rd./Glenhill Dr., Greenlawn Ave., and Halcyon Rd. The City would be responsible for the cost of these improvements, because Beachwood owns the sewers and NEORS treats the waste water.

The City, in coordination with the Cuyahoga County Public Works Department, has invested \$5M in its sewers over the past 6 years. Some of the projects include repairs, relining, and separating the storm and sanitary sewers that share manholes in 22 locations. Replacing the actual storm sewers to increase capacity would also mean replacing the sanitary sewers and replacing the roads that these sewers are beneath.

The City of Beachwood does not pay for personal flood damage, nor can it fix all of the issues tomorrow. Replacing sewers is a big investment. The City administration is evaluating these issues through its own studies and those completed by NEORS and will make recommendations to City Council accordingly. For more information, residents are invited to view the recent City Council discussion on this issue via the "Watch Council Meetings" Quick Link on the home page of www.BeachwoodOhio.com; click the "Council Committees" heading on the Live Stream page and navigate to "Committee of the Whole, April 6, 2020."



SENIOR WELLNESS CALLS

Since mid-March, the Community Services Department has made over 5,500 phone calls to seniors in our area. Daily, weekly or bi-weekly calls are available free-of-charge. Interested in receiving a check-in phone call (or know someone that does)? Call 216.292.1970 and we will gladly add them to the call list.



NEW FIRE EQUIPMENT

The Beachwood Fire Department recently took delivery of a Pierce Rescue Pumper replacing a 1998 vehicle. This new fire engine has double the water-carrying capacity of the previous truck, along with a full complement of rescue tools and airbags for specialty rescues. It will be used to protect the City of Beachwood for many years to come.



NATIONAL DOG DAY!



National Dog Day on August 26 celebrates all breeds, pure and mixed, and serves to help galvanize the public to recognize the number of dogs that need to be rescued each year. National Dog Day honors family dogs and dogs that work selflessly to save lives, keep us safe and bring comfort.

In recognition of this special day, we share that Barkwood now has 352 members, with 430 dogs: a reason to celebrate!



NOISE/LANDSCAPE ORDINANCE

The City of Beachwood requests as a courtesy to your neighbors that all landscaping noise ceases by 5:00 PM. Because of social distancing, more families are spending time outdoors and loud noises are disruptive.

Our City Ordinance states the any objectionable or unreasonable noise that may be a disturbance to neighbors or other residents in the City should be limited between 7:00 PM and 7:00 AM, Monday through Friday, and 7:00 PM to 9:00 AM on Saturdays, Sundays and official holidays.

SUMMER FUN BOX



Running out of things to do with the kids? Order a Summer Fun Box today! It includes directions and materials for all sorts of fun and enriching activities.

You can get yours for \$15 each via:
www.beachwoodohio.com/registration.

50 YEAR RESIDENTS

Have you been a Beachwood resident for 50 years?

Let us honor you!
We will deliver a special gift to your home.



Please call 216.595.3733

RX DRUG DROP BOX

A prescription drug drop-off box is located in the Police Department lobby. Residents can deposit unused, unwanted or expired prescription pills at the Drug Drop Box at the Police Department, Monday through Friday between 8:00 AM and 4:30 PM. No liquids or needles.





SUBSCRIBE NOW!

This postcard has been mailed to all residential Beachwood addresses.

Should urgent City news require your attention, we want to let you know immediately. In addition, you will be kept up-to-date on City programs and events.

Stay informed and register TODAY.

BEACHWOOD: Help Us Keep You Informed!

There has never been a more important time for you to register for City of Beachwood notifications. If there is a City emergency that requires your attention, we want you to know immediately. As we look to the future, we will let you know as City programs resume and businesses reopen. The City of Beachwood is committed to reaching every resident by email and/or text message.

Register today with your email and mobile number one of three ways:

1. **ONLINE** at www.beachwoodohio.com by clicking Notify Me at the Alert Center and registering for BEACHWOOD eLIST
2. By **VOICEMAIL MESSAGE** at 216-292-1905; or
3. **EMAIL** the information to: elist@beachwoodohio.com

Your information will not be shared.


Martin S. Horwitz, Mayor


CITY OF
Beachwood
WWW.BEACHWOODOHIO.COM

**STAY
INFORMED!**

BARKWOOD NOW OPEN: BEACHWOOD DOGS REJOICE!

In light of many places reopening and the number of Barkwood families who have requested that the park return to pre-COVID-19 operation, we have re-opened Barkwood without restrictions. Barkwood hours are 7:00 AM – 9:00 PM daily.

We trust you understand the risks associated with the use of a public facility and will make responsible choices that are best for you, your dog, other Barkwood members and their dogs.

PLEASE:

- **Do not take your dog to Barkwood if you are sick or have recently been in close contact with a person with COVID-19.**
- **Do not take your dog to Barkwood if your dog is sick. Signs of sickness may include fever, coughing, shortness of breath, lethargy, vomiting or diarrhea.**
- **Limit your dog's interaction with others outside your household.**
- **Consider bringing a portable water bowl.**
- **Facial coverings are required.**
- **Maintain social distancing (6 feet) at all times.**
- **Refrain from touching other dogs.**
- **Sanitize your hands before and after your Barkwood visit.**



The Barkwood live stream/camera is online at www.beachwoodohio.com.

***We reserve the right to change these operating hours/procedures if regulations are not followed or when we receive new medical warnings. Busy times/heavy attendance may require a cue for entrance.



HEAL. SIT. STAY.

All 2 legged animals:

We require wearing a facial covering.



IF A COYOTE IS IN YOUR BACKYARD, WHAT SHOULD YOU DO?

Coyotes are common throughout Ohio in both rural and urban settings. They are most active at dawn and dusk, but may be seen frequently throughout the day. Coyotes eat a variety of foods, including small mammals, insects, fruits and berries, and items meant for pets and humans. If a coyote is in your yard:

1. Identify that the canine is truly a coyote and not a stray dog. If the animal is a stray dog, contact Beachwood Police.
2. Remove all "attractants" to possibly deter the coyote from returning. This includes removing garbage and pet food before nightfall and cleaning up around grills.
3. Keep small dogs and cats inside or supervise them at night when coyotes are most active. Coyotes are curious but generally fearful of humans. Clap your hands and shout to scare off coyotes.
4. If the coyote seems to lack a fear of humans or is presenting a conflict even after removing attractants, contact a nuisance trapper by calling the Division of Wildlife at 1-800-WILDLIFE (945.3543) or visit www.wildohio.com.



UPCOMING DRIVE-IN MOVIE

FROZEN II
AUGUST 16

STAY IN YOUR CAR
Beachwood High School Parking Lot
Movie Starts 5:00 PM

Reservations are **Mandatory**
www.beachwoodohio.com
LIMITED SPACE!
Questions? 216.292.1970

RECREATION PROGRAMS: VIRTUAL AND IN-PERSON



The City of Beachwood created a Virtual and In-Person Rec Guide on its website with links to activities, education and resources available to you and your family. Many offerings are free and

a few have a minimal fee. If you have an idea or resource that you would like to share, please email recreation@beachwoodohio.com.

BEACHWOOD VAN SERVICE

The Beachwood Community Services Department continues to provide van service to resident seniors and residents with disabilities to get to medical appointments, or to pick up pre-paid grocery and pharmacy orders. To schedule a ride, please call 216.292.1970.



USE CAUTION & BE SEEN

Use caution when walking at dawn, dusk and evening hours. Add reflective items to your clothing. When and if it is necessary to walk in the street, please walk facing traffic and if in a group, single file.

FOLLOW US Details regarding the effects of COVID-19 are changing on a daily basis. Stay informed by following the City of Beachwood online:

- WWW.BEACHWOODOHIO.COM
- FACEBOOK.COM/BEACHWOODOH
- TWITTER.COM/BEACHWOODOH



We continue to encourage residents to claim a free CodeRED emergency communications account. Click the red circle icon on the left-hand side of www.BeachwoodOhio.com

BOARD OF EDUCATION

Dr. Brian Weiss, President, (216) 464-6678, bw@beachwoodschoools.org

Maria E. Bennett, Vice President, (440) 725-1450, mbennett@beachwoodschoools.org

Jillian DeLong, (216) 509-3514, jdelong@beachwoodschoools.org

Josh Mintz, (650) 464-6788, jmintz@beachwoodschoools.org

Megan Walsh, (216) 287-4657, mwash@beachwoodschoools.org

BEACHWOOD CITY SCHOOLS

REOPENING OUR SCHOOLS



How Our Schools Plan to Open:

On August 24th, we hope to return to school. As we do, our top priority is the health and safety of our students and staff. We will enact preventive measures in each building that represent the best practices recommended by the medical professionals advising the district.



Health Checklists: A checklist, including a temperature check, will be submitted online for every student and by every staff member each day before they enter school or board a bus.



Face Coverings: A covering is required of all staff and students at all times inside the buildings (or bus).



Handwashing/Sanitizing: Time will be dedicated to cleaning or disinfecting hands throughout the day. Sanitizer dispensers will be located at every entrance, in every classroom, and at the entrance stairs on the buses.



Distancing: Our plans are designed so physical distancing of students can take place. Elementary students will be spread across more classrooms and only half the middle and high school students will be physically in the buildings each day.



Cleaning and Disinfecting: Increased cleaning and disinfecting will take place during the school day when it typically would have been our focus after the students left for the day. In the evenings, thorough cleanings will take place, including the use of electrostatic disinfectant sprayers in every room.



Technology Training for Staff: All K-12 families are being provided the option to keep their children at home to engage in online learning only. In addition to this group of students, we know it is highly likely that all our students will be involved in online learning for certain periods of time this school year. To address this reality, we are developing a series of technology training sessions for our teachers and staff so all Beachwood students benefit from **rigorous, engaging and interactive online learning**. Our teachers learned a great deal during the months of school closure. We will now put that learning to good use as we develop new and innovative ways to incorporate online learning seamlessly into our repertoire.

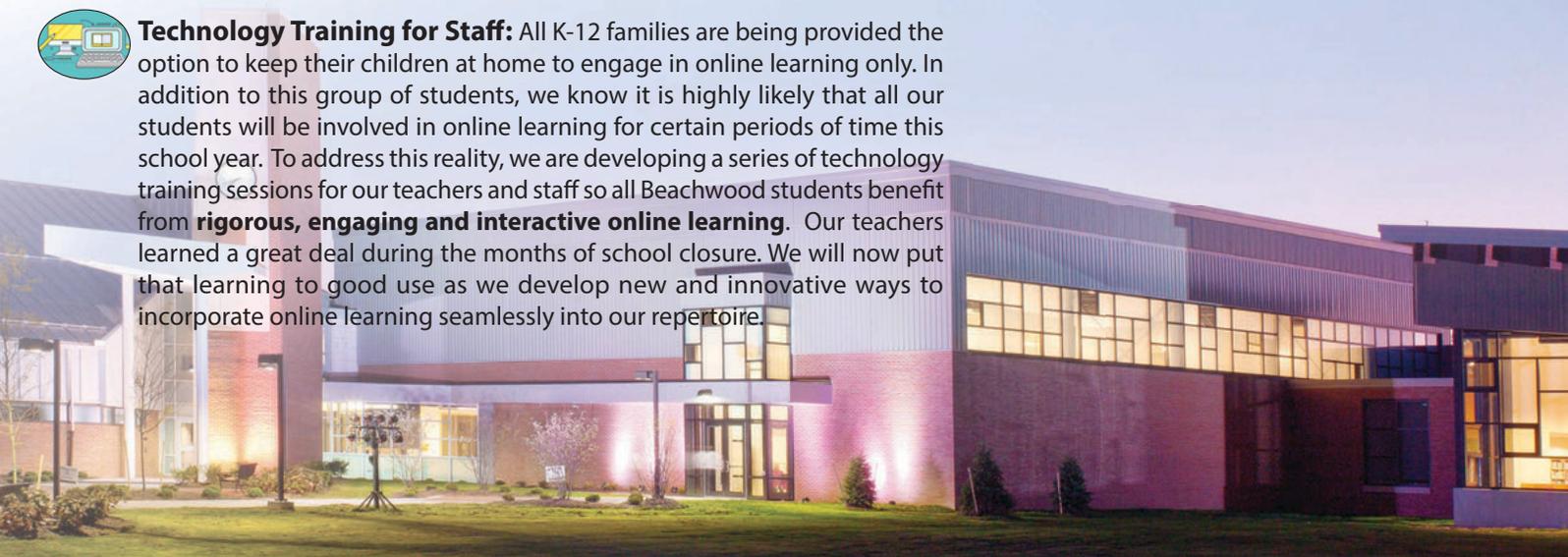
CLASS OF 2020

Class of 2020 Graduation

On August 2nd, we look forward to the long-awaited celebration of the Class of 2020 as they graduate from Beachwood High School in a **drive-in commencement ceremony**. Seniors **Cassidy Gilliam** and **Carly Petti** will speak to their peers and each senior will have the opportunity to cross the stage to receive his or her high school diploma. A surprise rendition of our alma mater, "White and Gold," will be unveiled at the ceremony. Before the graduation, all seniors will be invited to gather at the drive-in to watch their Senior Slide Show and hear the Senior Superlatives announced. We invite the community to join us for the livestream of the graduation on Beachwood Schools' YouTube station. The ceremony will begin at 10:30 am. **Congratulations Class of 2020!**

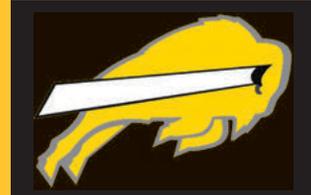
THANKS TO OUR SCHOOL COMMUNITY!

Many thanks to the students, parents, teachers, administrators, other school staff, and community medical professionals who provided ideas, feedback and research that resulted in the cautious district reopening plan released to the public on July 9th. Visit beachwoodschoools.org and click on the **Reopening Plan** link for more information.



ADMINISTRATION

Dr. Robert P. Hardis, Superintendent, (216) 464-2600 ext. 299 • rph@beachwoodschoools.org
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RALLY FOR EDUCATIONAL EQUITY

On Sunday, June 28th, a student-led **Rally for Educational Equity** was held in the main stadium at Beachwood High School. Organized by recent graduate **Cassidy Gilliam** and rising senior **Carrington Peavy**, the rally featured students from across the district who expressed their frustrations, hopes, and vision for change in our school system today and in the future. Hundreds of community members including students, families, staff and board members, were present to support the speakers. The rally was a call to action and Beachwood Schools was listening. The Beachwood Board of Education's Statement of Conviction and Action, approved unanimously on June 8th, is clear in declaring, **"We embrace our organizational responsibility to dismantle practices that perpetuate structural racism in our school system and hold every Beachwood Schools' employee responsible for doing so."** (For more information, see article on page 36.)



Board of Education NEWS

Recent Resolutions:

- Stollo Architects, Inc. hired for high school projects
- Renewed contract with AVI Foodsystems
- Recognition of outgoing Student Council President
- Acceptance of resignations/retirements of staff

Future Resolutions:

- Face Covering Policy
- Expanded FMLA/Emergency Paid Sick Leave Policy
- Construction Manager for high school projects
- Handbooks and Program of Studies
- Bus Routes

Board Meeting Calendar:

- August 10, 2020 @ 7:00 pm
- August 24, 2020 @ 7:00 pm

OVERARCHING DISTRICT GOAL: EDUCATIONAL EQUITY

Beachwood will keep its steadfast focus on **student achievement, intercultural awareness and mental health**. These focus areas all intersect under the overarching district goal of **educational equity**.

Student Achievement

Beachwood students' performance consistently places us **among the top school districts in NE Ohio** across many measures, but this is not good enough. We are committed to ensuring that from Fairmount Preschool through Beachwood High School:

- Every family feels that opportunities are fairly provided to all children
- All children feel represented in, and engaged by, our curriculum

Intercultural Awareness

With the addition of **Director of Equity & Community Engagement Kevin Houchins**, the district ensured that equity and inclusion would be considered in all decision-making. Student, parent and staff **Equity & Engagement Teams** were initiated at the elementary, middle, and high school levels. The district's sustained effort to diversify our teacher and administrative ranks paid dividends this year. Our recruiting efforts resulted in the **hiring of five teachers from groups underrepresented in K-12 education**. We are fortunate that these experienced educators will make a difference in our students' lives starting this August.

Mental Health

Beachwood Schools regards student mental health as **critical to student academic success**. In addition to bolstering our district's support for struggling students, we initiated programs to build all students' **resilience and executive functioning skills**. Beachwood staff were also trained to better understand the **impact trauma has on our students and families**. Returning from the pandemic-forced school closure, in addition to reckoning with racial violence and protests, will be extremely difficult for many students, including our youngest learners, so we are preparing to help them successfully return to the welcome routines and structure of school.



Visit us at www.beachwoodschoools.org
www.facebook.com/BeachwoodBison



[@beachwoodbison](https://twitter.com/beachwoodbison)

Beachwood Chamber Welcomes Lilia Lipps

by Debby Zelman Rapoport

Lilia Lipps is a marketing expert who, in 2019, followed her passion to start her own business. Little did she know then that because of COVID-19, many business models would change and require creative solutions to move forward.

When Lilia saw a post from the Beachwood Chamber of Commerce about an opportunity to develop social media platforms, she responded, felt a connection, and was confident that the organization's needs aligned with her skills.

"The skillset that the Chamber was looking for was right up my alley," Lilia shared. "It seemed like a great fit. I was presented with the opportunity, and I accepted. Not only do I assist the Chamber, but I also get to meet small-business owners, and expand my network."

Lilia brings fresh blood and updated thinking to the organization, both of which have paid off.

"Now, more than ever, social media needs to be on point as companies and organizations look for new ways to connect with their audiences," she shared. "The Chamber's Facebook, Instagram, and LinkedIn pages are more active, and, as analytics show, more people are learning about the Chamber and participating in programs."

I've been a Chamber member since 1996, since the inception of *Beachwood Buzz*, and was pleased to see many new faces at last month's Zoom luncheon. I was also impressed with the meeting's format. Everyone was greeted in the main session, assigned

to smaller groups in breakout rooms for more personalized networking opportunities, and were then brought back to the main session to hear a panel of business owners talk about challenges as the economy was beginning to reopen.

"I thrive on making connections," Lilia told us.

"Current programs are attracting more members, and I invite the community to be part of conversations that will help our local businesses continue to grow. New members bring fresh ideas, and we encourage young people to participate!"

To provide continued value to members, the Chamber offers networking opportunities at different times of day: Toast and Talk takes place on the last Thursday of each month from 8:30-9:30 am, Cheers with the Chamber is offered on the last Tuesday of the month from 4:30 – 5:30 pm, and luncheons are offered monthly on the second Wednesday.

Topics vary, depending on the business environment,



current events, or member suggestions. Recent topics answered the following questions: How do you thrive during uncharted times? How can you inspire others? Who inspired you? What sorts of humanitarian work have you done? Were they supported by your company? And more.

A recent panel addressed ways for one's business to be more racially sensitive and inclusive, and steps one may take to achieve this goal.

"I thrive on making connections," Lilia told us. "Current programs are attracting more members, and I invite the community to be part of conversations that will help our local businesses continue to grow. New members bring fresh ideas, and we encourage young people to participate!"

She paused, then said, "We need new ideas because many business models need to pivot and adapt to the times. When I hear the term, 'this is how we've always done things,' a little part of me dies! The world is changing and if you don't step out of your comfort zone, you will be left behind."

"There is a lot of potential out there," Lilia added. "We're working to tap into it."

In-person networking opportunities are on the

horizon. To view online programs, which take up less time, provide strong benefits, and are productive, visit beachwood.org or check their social media platforms on Facebook, Instagram and LinkedIn.

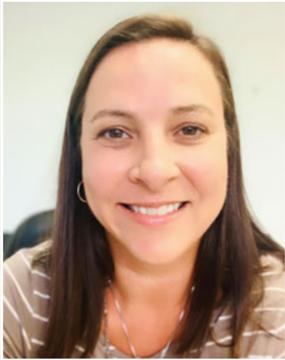
"We need new ideas because many business models need to pivot and adapt to the times. When I hear the term, 'this is how we've always done things,' a little part of me dies! The world is changing and if you don't step out of your comfort zone, you will be left behind."

Lipps Service, LLC, is a full-service marketing agency. For more information, visit lippsservice.com.



THE BEACHWOOD CHAMBER IS ABUZZ

Catch the Fever!



We Have a New Executive Director!

Kathy Seeley has joined the Chamber as our new executive director. She previously served as a Beachwood Chamber board member, and has more than 20 years of customer service and sales experience in the banking industry, with the last four being in Beachwood. Kathy lives in a suburb of Cleveland with her family.

Welcome Kathy, we're excited to work under your leadership!

Upcoming Events

Diversity and Inclusion Event • Luncheons • Toast and Talks • Cheers with the Chamber • Food Truck Sundays
Golf Outing • Tanglewood Country Club • September 4, 2020 • *Great Social Distancing Event!*

The Chamber has Something for Everyone

For complete details, visit us at beachwood.org, or on Facebook and LinkedIn

Diversity in the Workplace: Part 4 Client & Partner Engagement; Panel Discussion

In light of the current climate and recent events in our country, we feel that **DIVERSITY** and **INCLUSION** are important topics for the chamber to address with chamber and community members. Please join us for this important conversation.

In this final installment of our 4-part series, we will address your company's inclusive efforts and how you may effectively apply them with clients, partners, and vendors to strengthen business ties. We welcome back guests from our first three segments, along with a celebrity moderator.

For more details about each speaker and the moderator, visit beachwood.org.



From left: Dawn Ja'Net Williams, Culture Improvement Specialist; Stella Skaljac, JD, SHRM-SCP, Founder/CEO, ImagineHR; Kevin Houchins, Director of Equity & Community Engagement, Beachwood City Schools; Bob Hardis, Superintendent, Beachwood City Schools.

Diversity in the Workplace

A Special Event Series for the Whole Community

Please Join us on **Wednesday, August 12, 10 a.m.**, for our **Client & Partner Engagement Panel Discussion**, which culminates this series. All event speakers will return to communicate important messages that are relevant in today's society. **The program is free.**

Registration is required. Visit beachwood.org.

**Evaluating if
Your Workplace
is Inclusive**

**July 22
10 a.m.**

**Implementing
Inclusive Hiring
Practices**

**July 29
10 a.m.**

**How to Retain
Diverse
Employee**

**August 5
10 a.m.**

**Client & Partner
Engagement
Panel Discussion**

**August 12
10 a.m.**



Students Lead Rally Addressing Educational Equity

By June Scharf

Beachwood High School's student-led "Rally for Educational Equity" was held Sunday, June 28, at the high school's stadium under blue skies and some blazing heat. It was attended by around 200 socially distanced people, all donning mandatory masks to safeguard against the coronavirus. According to event organizers, the mission of the event was to share students' hopes and expectations for the school system.

The event was organized by Cassidy Gilliam, BHS Class of 2020, and Carrington Peavy, a rising senior and co-editor-in-chief of *The Beachcomber*, the high school's newspaper. They, along with Greg Perryman, Malinda Creel, Radha Pareek, Will Owens, Yasha Cohen, Marley Readance, Aiden Monroe, and Maverick Morris used their impassioned voices to convey an interest in several issues, including: a desire to see greater inclusion of historically significant Black figures and African American history in the curriculum at all grade levels, to draw more students of color into honors level classes, and to address discipline as it applies to all students in an equitable fashion.

According to remarks by Gilliam, it took until this (past) academic year for Beachwood to have an African American history class. "I could never understand why I had to take extra time (on my own) on my history when European history was taught every year. The truth is, African American history is everyone's history." She added that part of her motivation to speak out related to her educational hopes for future generations of children of color.

She admonished community members to listen and to work on making changes. "Black boys make up 90% of the BHS football team. You're quick to cheer them on, but be just as quick to cheer them on in equality and equity in our district," she stated.

She pointed to the MAC (Minority Achievement Committee) Scholars program as a standout effort undertaken by the district, which had a deep, long-lasting and positive impact on her. She served as the group's president for two years.

"MAC Scholars was a safe place for me. Honestly, it just shows you how phenomenal our academic program is in Beachwood. There are so many smart African Americans in that group."

Peavy echoed these sentiments. "MAC Scholars has been a very influential part of my life and has shown me the beauty of my blackness and the enrichment of my culture reflected within the walls of Beachwood. It has made sure our voices were heard and provided direct connections to the administration to voice our grievances." She added that, "MAC Scholars isn't just for African Americans. We invite all cultures and races to participate and shape our understanding of different cultures unlike our own."

Aiden Monroe, a BMS sixth grader, called attention to the discrepancy in the racial composition of students who are taking honors track classes.

"Seventy-two percent of BHS students took one or more Advanced Placement classes last year. However, of those 264 students, only 11% were African American. It is obvious that there is a major achievement gap in Beachwood," he reports.

He recommended that the "community of Beachwood and the school district (develop) a structured plan with a diverse leadership system to create a viable plan of action to place everyone on an equal playing field." He also expressed that "systemic issues of inequality in our schools shouldn't be an issue after 54 years of Brown v. Board of Education. We need schools where we can be properly educated, find our passions, make friends and not feel we are racially marginalized in the educational community."

"When the only time that people who look like you are reflected in the curriculum in bondage and not as a scientist, entrepreneur and community leader, you get the message: hopelessness."

*Gregory Perryman,
BHS junior*

He also noted that, according to a recent report, the suspension rate for white students was 4% while it was 14% for African American students in Beachwood. "This 10% difference is detrimental to the education and wellbeing of African American students. We



From top: Rally organizers Cassidy Gilliam and Carrington Peavy

should not be treated differently because of the color of our skin."

Gregory Perryman, a BHS junior, spoke of the overall racial messages reaching students of color. "It comes down to this: The root of educational equity (relates to) who is taught hope and who is taught hopelessness." He drilled down on the topic by pointing out that "far too many Black parents have to fight to see that their children go into accelerated courses."

He also noted, "when the only time that people who look like you are reflected in the curriculum in bondage and not as a scientist, entrepreneur and community leader, you get the message: hopelessness."

He mentioned that his family has lived in Beachwood for 13 years, and over that time period, he says he has "witnessed the rapid demographic change (here) from a majority white community to a majority minority one."

He concluded by saying that, "though it may be uncomfortable, when we come together across lines of race, class, and background

to ensure that every student is given the chance to hope, develop, and reach their aspirations, then – now – I am hopeful about the direction we are going.”

William Owens, a junior, challenged the community to respond to his concerns regarding the actions the district could take to address educational equity. His suggestions: “We need Black Americans in administrative positions, board positions, and teaching positions.” He added that “representation is important when deciding on curriculum, books, and activities like field trips.”

Owens’s parents attended the

event as well. William Owens Sr. said he advocates for “identifying students of color who have the potential to be in the honors program, but, for whatever reason, are not selected for those opportunities.”

Ericka Owens said she supports having “the curriculum encompass Black education so that all kids can partake in understanding all cultures and appreciate them. The Black population is growing in this district, and it’s past time for the community to embrace Black Americans.” She also stated that, in terms of school board and city council positions, “I think we’re

going to have to...put folks in those administrative positions.”

Is she considering running for office? “I haven’t ruled it out, I’m giving it some thought.”

Rabbi Jonathan Cohen, a Beachwood resident with children attending Beachwood schools, including one who spoke at the event, says he “supports the district’s efforts to achieve greater equity.” He added, “We believe the appointment of Kevin Houchins as Director of Equity and Engagement for the district has been a very important step forward in its continued advancement toward equity.”

William Owens, a junior, challenged the community to respond to his concerns regarding the actions the district could take to address educational equity. His suggestions: “We need Black Americans in administrative positions, board positions, and teaching positions.”



Note: On June 8, 2020, the Beachwood Board of Education approved Resolution #06-20-2020, which spells out the Beachwood Schools Anti-Racism Statement of Conviction and Action. It states that Beachwood Schools is committed to the equity, justice, and inclusion of ALL students and respects the frustration, anger, and impatience of African Americans, people of color, and all marginalized Americans for whom our country has not lived up to its promise. “We embrace our organizational responsibility to dismantle practices that perpetuate structural racism in our school system and hold every Beachwood Schools employee responsible for doing so.” The complete resolution may be viewed at beachwoodschoools.org, under the Anti-Racism tab, located on the website’s homepage.

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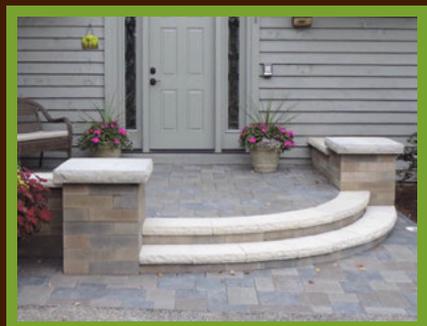
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Running Man With the Camera

by Debby Zelman Rapoport

When Alex Philip's photo of Hilltop Drive at sunrise popped up on my Facebook page, his name, Running Man with the Camera, caught my attention. I wanted to know more, so I visited his website, runningmanwiththecamera.com, and then reached out to Alex.

Alex, a Beachwood resident, works in finance at Cleveland Clinic by day and is a nature and travel photographer during his free time, with his favorite subjects being landscapes, sunrises, and fog.

"Photography has been my passion and professional hobby for more than 15 years," he told us. "I love to capture life as I see it, and to document my vision and personal experiences."

Alex came up with the name Running Man with the Camera because it encompasses his two passions: running and photography, a win-win because he burns calories and sees new places at the same time.

What I admire most about Alex is his outlook on life. He sees beauty and diversity in all that surrounds him and shares it with the world. He always takes his camera when he runs, and his favorite time to run and shoot is sunrise.

"My golden hour is before my family awakens, yearning for breakfast," he said. "I find a lot of magic in nature. It counterbalances and grounds our busy lives."

When Alex take pictures, he stops, listens, and hears nature's whispering, a sound that is welcoming to all of us, no matter where we are on our journey. An avid traveler, Alex's goal is to deliver a message that traveling is nice, but you don't have to go far or spend

a lot of money to witness the beauty of nature.

"Through this pandemic, people tend to spend more time indoors and travel opportunities are limited, but we have opportunities in and around Beachwood to visit parks, waterfalls, and more. When we look for beauty, we can find it anywhere, even when taking a walk around the block. There are so many places right here in our own back yards that people never discover.

When we look for beauty, we can find it anywhere, even when taking a walk around the block. There are so many places right here in our own back yards that people never discover.

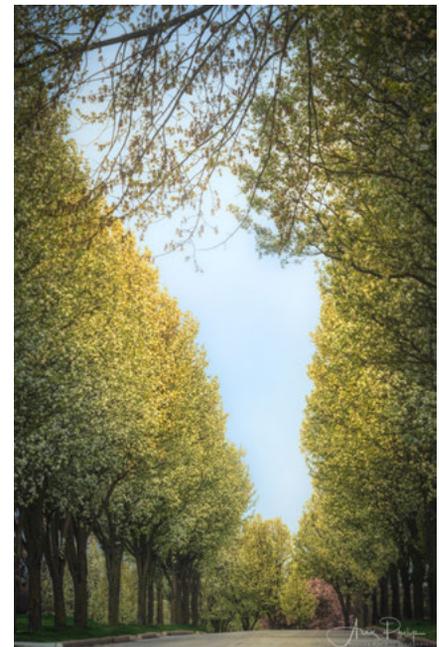
"When we get tied into our routines, we often miss what is right in front of us," he added. "We all face challenges, but they are eased when we take note of the beauty around us. We may view something as a burden, or an opportunity. I invite you to view our beautiful surroundings as an opportunity."

His favorite nearby waterfalls are Brandywine, Chagrin Falls, Berea Falls, and Blue Hen Falls.

"I created a website and Facebook page to bring my experiences to viewers with sincere hope that my photos inspire and encourage them to see places they've always wanted to visit, connect with the beauty of nature that surrounds us, or simply brighten their day."

Alex shares this message

with the community: "There is so much negativity out there and we all need balance. I encourage you to find a way to stay calm, respectful, and positive. It doesn't take long to go for a walk or a car ride. Take a break, put down your electronics, turn off the news, and go outdoors. There's a beautiful world out there!"



From top:

Squaw Rock Falls at South Chagrin Reservation

Hilltop Drive, Spring 2020

“There is so much negativity out there and we all need balance. I encourage you to find a way to stay calm, respectful, and positive. It doesn’t take long to go for a walk or a car ride. Take a break, put down your electronics, turn off the news, and go outdoors. There’s a beautiful world out there!”

Alex and his wife, Irina (Wolfson), grew up in Belarus and moved to Beachwood 15 years ago. They have two children, Andrew (15) and Victoria (9). He and his family love our schools, city services, location, and diversity, and they are happy to call Beachwood home.

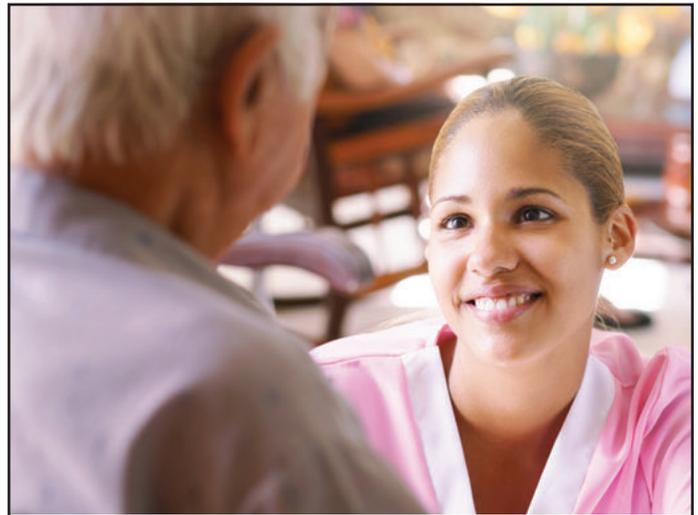
For more information, or to view and purchase stunning images, visit runningmanwiththecamera.com or Running Man with the Camera on Facebook. Alex offers readers a 25% discount when they use the code Beachwood Buzz.



From top:

Backyard Friends, taken on Wimbledon Road during a family walk to Beachwood City Park

Indian Summer in October at Beachwood City Park



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BHS Stock Market Club Earns 200% Return

by Shana Wallenstein

Gabriel Colmenares, Stephanie Yen and Nikhil Murali met during their freshman year at Beachwood High School. Gabe cajoled the other two into joining him in the Stock Market Club, a long time extracurricular program that dates back to at least the early 90s at Beachwood High School.

"Stephanie and I were in Mr. Kaminski's stats class with a bunch of seniors who were recruiting hard for the club," Gabe said. "They were offering donuts, pizza, and all kinds of foods!"

"He cornered me in cross country practice," added Nikhil, "and it sounded like fun, so I was in, too."

In the fall, presuming a continued return to normalcy, these students are headed to three of the most prestigious universities in the United States: Yale (Gabe), Princeton (Stephanie) and Georgia Tech (Nikhil).

There was an easy, casual banter between the students when we met on Zoom one afternoon to discuss the Ohio Stock Market Challenge and their huge victory of earning a 200% return in a four-month timeframe, beating out 400 competitors. They each received \$50 which, if invested strategically, may multiply!

The Stock Market Club has a simple approach. High school students form teams, meet, and enter local, state, and national contests. Teams include up to five people, receive a fund

of play money, and compete to build the best-performing portfolio. Some competitions carry cash awards for top finishers, and others operate for pride and experience only.

The BHS Club is advised by John Kaminski, a popular stats and math teacher who manages his own portfolio and ran his own club 10 years ago. He was selected to fill the role by former advisor Jeanne Goetz, who retired from teaching a few years back.

When asked if they had been strategizing their win over time, the students laughed.

Gabe offered, "As freshmen, I don't think any of us really took it seriously."

"You're competing against a couple hundred or, in some competitions, a couple thousand teams, so you learn that you have to create an aggressive strategy," Nikhil added. "There's also a lot of language to learn."

Stephanie commented, "By senior year, we were in it to win. We put together a new strategy that was pretty aggressive. By mid-February, we were down, but we held our course and

waited it out. By the end, we sailed above the other teams."

Their margin of success was over 200%, turning \$100,000 in play money to an ending balance of \$218,117.28. They finished first in a field of 400.

None of the students want to take the credit for their winning strategy.

"It was a team effort for sure," declared Nikhil.

Their margin of success was over 200%, turning \$100,000 in play money to an ending balance of \$218,117.28. They finished first in a field of 400.

And for sure it was, but Nikhil was the one who cultivated the list of leveraged investments they used. When asked if anyone invested in their strategy, with parental approval, Nikhil indicated that he had invested and had an even better return than they did as a team, somewhere around 300%.

I asked if Georgia Tech was paid in full for the year and he laughed, "I just invested a little bit I earned from working last summer."

Nikhil later lost a chunk of these gains due to overly aggressive strategies involving options. He noted that "many of the strategies we applied in the contest, or that I applied with a small amount of money, had an incredibly high risk of totally blowing up. Short-term

leveraged investments or options need to be treated like gambling. It can be fun with a small amount of money, but devastating with significant amounts."

Initially, the team was shorting Chinese stocks, but later shorted the entire stock market after China's COVID-19 outbreak was under control. They made most of their return by shorting the S&P 500. When Italy began to rebound from the pandemic, they ditched that position, the market started to rally, and their portfolio showed gains of more than 200%.

Nikhil tried hard to explain the minute details, even sending in a suggested "cheat sheet" of terminology (*see page 43*). Even with the cheat sheet, the sheer comprehension of what these students did went way over this writer's head.

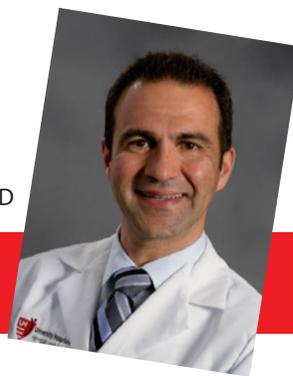
Advisor Kaminski even utilized their strategy in his own portfolio. "I did pretty well for myself," he mentioned during our conversation.

Stephanie commented as we wrapped up our conversation. "The schools should teach financial literacy; how to read the stock market, how to invest, and the importance of investing at a young age shouldn't just be an option for the kids who find this club."

Although these young people will move on from Beachwood, I have no doubt that their friendship, camaraderie, and general care for one another will provide substantial long-term gains.

BHS Stock Club gurus Gabriel Colmenares, Stephanie Yen, and Nikhil Murali rally with a 200% return in a four-month timeframe.





Saving Limbs, Saving Lives

University Hospitals Harrington Heart & Vascular Institute Offers Limb Salvage Program to Help Patients Walk Again and Enhance their Quality of Life

University Hospitals (UH) Harrington Heart & Vascular Institute is one of a select number of such centers in the United States to include a Limb Salvage Program. The program transforms the standard of care for “no option” critical limb ischemia (CLI) patients at risk of amputation. UH specialists can provide consultations for patients with blood flow blockages in the leg, advanced peripheral artery disease (PAD), foot ulcers or gangrene.

Experts within UH Harrington Heart & Vascular Institute are national principal investigators for multiple clinical trials aimed at reducing leg amputations, giving patients unparalleled access to novel therapies to prevent lower extremity limb loss.

“We are very passionate about ‘hope’...that is our approach,” says Mehdi H. Shishehbor, DO, MPH, PhD, director of the Cardiovascular Interventional Center and co-director of the Vascular Center at UH Harrington Heart & Vascular Institute. “I have seen situations many, many times where patients are told there is no hope, there is no option. Then, when we take care of them, they are walking a few years later. Honestly, there is nothing more joyful than having that kind of impact on someone’s life.”

When it comes to dealing with patients who have ulcers and gangrene, the needs are immensely vast: taking care of the wound, monitoring potential infection, adhering to proper nutrition, ensuring patients receive the appropriate follow-

up appointments needed, and ultimately being able to use novel techniques to improve blood flow to the feet and legs, to name a few.

“UH created the Limb Salvage Program, because saving people’s legs takes a village,” explains Dr. Shishehbor. “It’s not about one individual, one doctor or one specialty. We created a multidisciplinary team of vascular surgeons, interventional cardiologists, podiatrists, wound care specialists, and others who work together to achieve a common goal.”

Dr. Shishehbor emphasizes that he and his team feel most successful when they have saved a limb, the wound has completely healed, and patients can walk, enjoy daily activities and enhance their everyday quality of life.

UH is committed to education and public health, and Dr. Shishehbor has trained more than 400 physicians across the United States in advanced techniques for limb salvage.

To schedule an appointment, call UH Harrington Heart & Vascular Institute at 216.595.7969. For more information about the UH Limb Salvage and Amputation Prevention Program, visit UHhospitals.org/limbsalvage.

TELEHEALTH SERVICES

UH is helping patients and the Northeast Ohio community manage their health and well-being throughout the current global pandemic. In addition to in-person appointments, we also offer telehealth services, featuring online video and phone appointments.

VIRTUAL HEALTH TALKS

UH is also bringing health experts to you through a series of virtual health talks. The virtual seminars will include a presentation by physicians who are experts in their field, followed by a Q&A session. These events are free but registration is required. Visit UHhospitals.org/Health-Talks to learn more.

“UH created the Limb Salvage Program, because saving people’s legs takes a village,” explains Dr. Shishehbor. “It’s not about one individual, one doctor or one specialty. We created a multidisciplinary team of vascular surgeons, interventional cardiologists, podiatrists, wound care specialists, and others who work together to achieve a common goal.”

R.H. Myers Residents Featured in Award-Winning Portrayals of Peace, Love, Joy, and Acceptance

For the third year in a row, the *Menorah Park Campus News Magazine* won the APEX Award for Publication Excellence in a competition for communications professionals. *Beachwood Buzz* is proud to recognize the Beachwood residents who were featured as cover stories of the magazine's award-winning issues.

The in-house team that creates the magazine is very proud of this accomplishment, and Menorah Park is equally proud of those who have opened their lives to be featured in the magazine. All three winning issues featured residents from Menorah Park's R.H. Myers on the covers.

The 2018 award-winning issue featured Jane Friedman. The article, "Who's That Gal in the Mirror – Aging with Humor," tells of Jane's attitude to age with grace and humor through song and laughter, and that old, young, or in-between is just that – an attitude. She was first noticed by media when she appeared in a YouTube video, which now has more than 170,000 views, singing a hilarious song about the aging body to the tune of "I Feel Pretty." Jane's story went international through social media, the Association of Jewish Services, television, newspapers, and magazines. She is a testament to the culture of healthy aging on the Menorah Park campus. You can view the video by Googling Jane Friedman Menorah Park.

The 2019 winning edition features Helene and Fred in boxing gloves, showing "their inner champions." They talk about all it takes to stay focused, active, and engaged, regardless of your age or health.

The 2020 winner explores a group of R.H. Myers residents that chose to colorfully display their sentiments of positivity during

increasingly challenging times. They joined together to paint peace poles that now act as a permanent symbol and reminder of their important wish for peace, love, and joy.

Luanna Gamble, who worked intermittently for several hours, said, "The peace poles demonstrate community, spending time together, interacting, and enjoying the nature around us."

Collectively, through this project, the group reminds the world to give peace a chance. When the poles were installed in the beautiful community courtyard, residents gathered, holding up their fingers in the sign of peace, knowing they make a difference through advocacy.

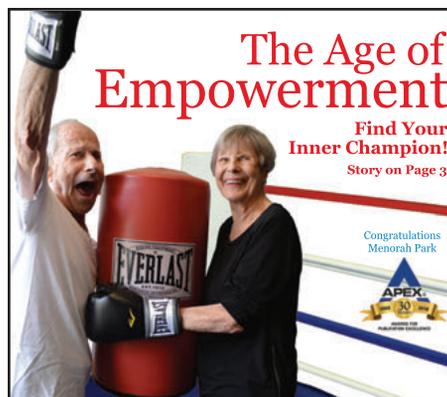
Other articles featured examples of how the Menorah Park community faces age-ism head-on, and that *age is personal, not chronological*. Another article demonstrated how a don't-quit attitude helped a stroke survivor get back to his art at Wiggins Place and went on to publish a book, which was a life-long dream.

The publication, with circulation of 14,000, features the vitality of residents and clients socializing, engaging, volunteering, and participating in what they are passionate about, be it art, music, brain health, education, physical fitness, or anything else they desire. It also includes opportunities for the community-at-large to engage and volunteer.

As demonstrated on one of the *Menorah Park Campus News Magazine* winning covers, life is like a boxing match. No matter our age, we benefit when we find our inner champion, give ourselves a pep talk when we need it most, and have the strength and power to push forward to a life we continue to love and appreciate.

"We are humbled and honored to share our residents' inspirational stories," said Menorah Park CEO Jim Newbrough. "We take pride in our residents' successes and are confident that we will produce more award-winning success stories for years to come."

As demonstrated on one of the *Menorah Park Campus News Magazine* winning covers, life is like a boxing match. No matter our age, we benefit when we find our inner champion, give ourselves a pep talk when we need it most, and have the strength and power to push forward to a life we continue to love and appreciate.



Apex winning covers, from left: Jane Friedman; Fred Solomon and Helene Weinberger; and Sally Ziff believe attitude is everything.

Beachwood Stock Club's "Cheat Sheet"

(Referenced on page 40)

Before Beachwood Stock Club members Gabriel Colmenares, Stephanie Yen and Nikhil Murali could play to win, they needed to learn the language. Here are some terms and concepts they found helpful when creating their winning strategy:

Shorting a Stock, betting it will going down

Shorting, or short-selling, is when an investor borrows shares and immediately sells them, hoping he or she can scoop them up later at a lower price, return them to the lender, and pocket the difference. Shorting is much riskier than buying stocks, or what's known as taking a long position, because your returns are limited to 100% assuming the stock goes to zero but your risk is much greater than 100% because the stock can go up exponentially.

ETF

An exchange traded fund (ETF) is a type of security that involves a collection of securities – such as stocks – that often tracks an underlying index. ETFs may include a number of industry sectors or use various strategies. They are in many ways similar to mutual funds; however, they are listed on exchanges and ETF shares trade throughout the day just like ordinary stocks.

A well-known example is the SPDR S&P 500 ETF (SPY), which tracks the S&P 500 Index. ETFs can contain many types of investments, including stocks, commodities, bonds, or a mixture of investment types. An ETF is a marketable security, meaning it has an associated price that allows it to be easily bought and sold.

There are also leveraged ETFs. A leveraged EFT amplifies the returns of an underlying index. While a traditional ETF

typically tracks the securities in its underlying index on a one-to-one basis, a leveraged ETF may aim for a 2:1 or 3:1 ratio. These types of ETFs should generally be used for hedging one's stock portfolio or, at times, to make short-term bets either long or short on the direction of the market or a sub sector. Given the leverage, they are much riskier than basic ETFs and should be used with caution.

VIX

Referred to as the so-called "fear index," the VIX is commonly used to gauge investor confidence in the market or, conversely, as a way of understanding how fearful market participants are that volatility will plague the space. The VIX tends to be largely based on stock market reactions; for instance, when the prices of stocks fall, VIX tends to increase, often to an exaggerated degree. Investors can trade ETFs that track the VIX in order to speculate on or hedge against future market moves. In February and March, the VIX fluctuated from 10 to 80 when the stock market crashed down about 35%, so as you can see, the VIX went up 8 fold on a 35% market draw-down. The VIX is still elevated, trading at about 25 presently, even though the broader market index SPY has recovered and is close to its all-time high. This is signaling that investors are still expecting higher than usual daily volatility.

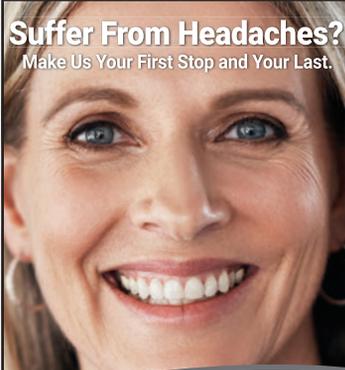
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Kol Israel Reveals Redesigned Educational Experience on August 27

Online Event Provides Sneak Peek of the New Face to Face®

Join Kol Israel Foundation for its Face to Face® Reveal, which will showcase the Holocaust education program with redesigned banners, personal stories, and updated information relevant in today's social climate. The free online program will light up your screen on Thursday, August 27, at 7 pm.

"The success of Kol Israel's 60th Anniversary Celebration provided the funding for the much-needed renovations," said Mark S. Frank, president, Kol Israel Board of Directors. "We are grateful and excited to fulfill the promise we made to our generous supporters."

The new exhibit includes:

- 14 banners with new topics to explore, including the United States' response to the Holocaust; the refugee crisis; definitions and variations of "concentration camps";

expanded stories of rescue, justice, and accountability; and other historical genocides

- 32 profiles highlighting a personal Holocaust experience
- 2 tabletop banners outlining the early warning signs of genocide
- 1 tabletop banner about anti-Semitism, which provides context for the Holocaust

Recognizing the challenges of operating during the COVID-19

pandemic, Kol Israel Foundation is committed to adapting the Face to Face experience to meet the needs of a potentially unconventional upcoming school year – whether that means traveling to classrooms or offering dynamic presentations with the help of technology. The program, designed for students in grades 7-12, will continue to focus on critical thinking, will expose the horrifying consequences of hate as experienced in the Holocaust, and will encourage students to become open-minded and outspoken advocates.

"I'm excited to build onto Face to Face with these new educational components," said Marianne Lax, Kol Israel education director. "With expanded perspectives that mirror our current environment, I hope the impact on our students will reinforce the live and taped testimonials presented by survivors and their families in a dynamic way. We need to help

this generation figure out what 'Never Again' means, and the first step is education."

Face to Face, which Kol Israel acquired in 2019, has influenced more than 54,000 students in more than 135 schools and 11-plus surrounding counties.

"Face to Face allowed me to understand the atrocities of the Holocaust in a more personalized way than in a simple classroom environment," said Brittany Thompson, a graduate of Garfield High School in Akron. "It made me an even more avid advocate of tolerance for all and gave me a better understanding of Judaism. It impressed upon me the importance of educating not only my generation, but also future generations to come. I'm looking forward to seeing the newly revised program."

For more information or to register for the August 27 event, call 216.831.3754 or visit www.kifcle.org/reveal.

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Food Truck Tuesdays

Seeking more sunshine, fresh air, and exciting new lunch options? Leave your brown bags at home and social distance at Tuesday Eats & Meets. Food trucks will park in the Buy Rite Office Products parking lot at 23715 Mercantile Road every Tuesday from 11 am – 2 pm. If you want to bring a chair and eat lunch on the premises, feel free!

Tuesday Eats & Meets is presented by the Beachwood

Chamber of Commerce and Buy Rite Office Products. Come nosh with your neighbors and enjoy different food trucks each week. Kona Ice, serving snow cones (Kosher approved), will be there weekly.

For more information, call Michelle Ryb at 216.292.7112.



Beachwood Historical Society Challenge!

The Beachwood Historical Society is committed to preserving the dynamic history of Beachwood, educating people of all ages, and sharing historic collections. It preserves and promote artifacts, documents and photographs; educates people about the history of Beachwood, from "Beechwood" to Beachwood; sponsors events; and researches and archives information.



Last month's question:

What was once located on the same spot as today's Yours Truly Chagrin Restaurant?

Answers:

The following three answers were accepted: Standard Oil, Jolly John's Truck Stop/ Diner, or Our Gang restaurant. Congratulations to our winner, David Kerr, who will receive a \$50 gift card!

This month's challenge:

Where was this bell originally located?

Please email answers to beachwoodbuzz@gmail.com with the words "Beachwood Historical Society Challenge" on the subject line. All correct answers received by August 10 will be entered in a raffle for a \$50 gift card.

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What's New at Legacy Village

Legacy Village welcomes guests with expanded outdoor areas to dine and enjoy a favorite drink...and perhaps to even spend a Legacy Village gift card as part of the center's summer-long gift card customer-appreciation promotion.

In an expression of appreciation to its customers, Legacy Village is hosting gift card giveaways throughout the month. Its Facebook and Instagram followers will have the opportunity to participate in weekly themed contests – Merchant Monday, Wellness Wednesday, and Foodie Friday – for an opportunity to win \$50 in gift cards for Legacy Village retailers and restaurants. Legacy Village will also be distributing surprise \$25 gift cards and offering weekend gift card giveaways to on-site patrons.

"We launched this program to thank customers for choosing Legacy Village as a shopping and dining destination. In our current environment, getting out to visit your favorite stores or sharing a meal or drink with family or a friend has become a cherished experience, and we're grateful to those who choose Legacy Village as a destination for time spent away from home," said Susan Windle, Legacy Village general manager.

"Many customers regard Legacy Village merchants and restaurants as extensions of their broader community of family and friends. So,

as living and doing business have suddenly changed, our shared spirit of community is even more important and appreciated," she added.

Through Labor Day weekend, Legacy Village offers more opportunities for guests to dine and drink outdoors. The center extended its Designated Outdoor Refreshment Area (DORA) to allow guests to enjoy outdoor dining and adult beverages within Legacy Village from 11 am to 9:30 pm daily. A spacious tented canopy has also been added for guests to enjoy expanded outdoor dining. Additional seating was also added to Carriage Lane,

which is located between Crate & Barrel and Arhaus Furniture.

As part of the DORA program, patrons age 21 and over may purchase alcohol from participating Legacy Village restaurants, including Bar Louie, California Pizza Kitchen, The Melting Pot, and Wild Mango, and enjoy it outdoors and at select Legacy Village retailers that allow it (look for a DORA decal on retailers' doors). Alcoholic beverages must be enjoyed in the designated plastic cups and no cans, glass bottles, or drinks may be brought into Legacy Village.

For more information, visit www.Legacy-Village.com.



They, along with their children, Anna (15) and Noah (12), spend

The Beauty of Outdoor Living

Deb and Jenn Lonzer's Bryden Road home took on a whole new appearance when they turned their front porch and adjacent patio into a tasteful outdoor living space.

much of their time in their outdoor paradise that is surrounded by a garden, and adorned with rocking chairs, a seating area, flowers, a cantilever umbrella, and fountain.

Deb said, "We have enjoyed time out on our front patio since we moved in – but with COVID it gives us a place to enjoy time with friends and still maintain physical distance, so

we did upgrade this spring, at least in part for that reason.

Thanks to their neighbor, Sheilagh Roth, for emailing us about this attractive space. She wrote, "The house gleams with love and attention."



From left: Anna, Deb, Jenn and Noah enjoying time together in their outdoor paradise.

Chagrin Highlands Rotary Club Invites New Members

Chagrin Highlands Rotary Club normally meets for lunch every Friday. However, because of COVID-19, the group now meets on Zoom, every Friday at noon. Rotary Club members are putting a positive spin on current times. Instead of playing the waiting game to see when in-person luncheons will resume, they are proactively recruiting members to join their club and its mission.

"There are many reasons for joining our Rotary Club," said John Newberger, membership chair. "The most important is the social aspect."

Club members work together to achieve common goals, which creates a sense of community, something especially important during these trying times.

One of the group's activities is to award an annual scholarship

to an outstanding student who is graduating from Beachwood High School. This year, the scholarship went to Liat Schiowitz, who will be attending University of Cincinnati.

"At our Zoom meetings, we each discuss what keeps us busy and how we've been coping during these unprecedented times," John said. "Occasionally, we also introduce a speaker, customary for our in-person meetings.

"Part of Rotary is to obtain leadership skills and cultivate connections," he added. Most members participate to expand business or social circles and reconnect with old friends."

The club currently has 34 members. New members are always welcome. Just contact John at jnewburger@yahoo.com or 216.292.7737.

Tri-C JazzFest: Keeping the Beat

This online event will be free, though viewers will have the opportunity to donate to Cuyahoga Community College's Student Emergency Fund. Money raised will specifically benefit creative arts students experiencing unforeseen financial challenges with the potential to derail their studies.

The virtual festival will feature pre-recorded and live performances from local acts, drop-in interviews with jazz icons, and footage of memorable moments from past Tri-C JazzFests.

Tri-C's music program offers opportunities for students to earn associate degrees while building their skills. Graduates routinely continue their education at esteemed institutions such as Berklee College of Music and The Hart School at the University of Hartford.

The virtual festival in August reflects the College's goal to connect the community to the arts. Visit tri-cjazzfest.com for information on the festival, including how to stream the performances.

The virtual Tri-C JazzFest Cleveland is presented by KeyBank and made possible by Cuyahoga Community College, the National Endowment for the Arts, the Ohio Arts Council, Strassman Insurance Services Inc., The George Gund Foundation and a growing list of donors and vendors.



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To all knitters and crocheters:

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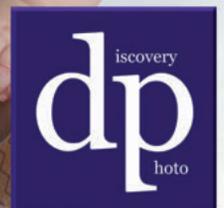
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Applications Now Open: 2020-2021 Saltzman Youth Panel

A program of the Jewish Federation of Cleveland

The Saltzman Youth Panel is a program that educates Jewish Cleveland students about the philanthropic process. The panel recommends the distribution of up to \$50,000 in grant funding to worthy programs in the Jewish and general communities. Participants will develop their leadership and group consensus building skills as they learn about community decision-making, leadership, and most importantly, tzedakah.

This program is for high school juniors and seniors, and the cost is free. Application deadline is September 4, 2020, and students do not need to be affiliated with a synagogue or Jewish organization to apply.

For more information or to apply, visit jewishcleveland.org/saltzman.

2021 Campaign for Jewish Needs

Save the Dates:

Please mark your calendar for the Jewish Federation of Cleveland's 2021 Campaign for Jewish Needs virtual events!

August 27, 2020

Campaign Launch Day

October 18, 2020

Super Sunday

December 9, 2020

Campaign Close Day

For more information, visit www.jewishcleveland.org or contact Renee Tyler at rt Tyler@jfcleveland.org or 216.593.2883.

BAC Offers Two-Year Membership for the Price of One!

Greetings to our Friends of Beachwood Arts Council! We hope you are doing well during this unprecedented and challenging time. Although we unfortunately had to cancel our spring and summer 2020 events, we look forward to bringing you new programs in the, hopefully, not too distant future. We will certainly let you know when our programming begins again.

In the meantime, we express our deep appreciation for your continued support of BAC. If you would like to join/re-join Beachwood Arts Council, your membership dues would be greatly appreciated and would help fund our programs in the coming year. To encourage your participation, we are offering **two years for the price of one!** Your dues will cover membership from July 1, 2020 through June 30, 2022 for all returning and new members.

Dues are as follows:

- Connoisseur - \$100
- Patron - \$75
- Family - \$50

- Individual - \$30
- Student
(under 25 years old) - \$15

Of course, we are grateful for additional donations! Please send a check, with your name, address, phone number, and email, payable to Beachwood Arts Council, to:
Beachwood Arts Council
c/o Membership
25225 Fairmount Blvd.
Beachwood, OH 44122

Interested in joining our Board of Trustees?

If you are a "worker bee," who has an interest in the arts, and would like to be considered as a potential BAC Board Trustee,

please contact me. We are always looking for additional Board members to add to our already terrific group!

If you would like further information, please visit beachwoodartscouncil.org. You can also find us on Facebook at "Beachwood Arts Council."

We miss seeing you at our events and hope that you will join us once our programming begins again! If you have comments and/or questions, please contact me.

Thank you and be well!

Paula Rollins, President
Beachwood Arts Council
216.789.3995
phonepr@aol.com

Chagrin Documentary Film Festival is ON

The show must go on! The Chagrin Documentary Film Festival (CDDF), founded by Mary Ann Ponce, is one of the top documentary film festivals in the country. This year's festival will be the most creative film festival yet.

Adhering to CDC guidelines and the safety and comfort of festival goers, the festival, located in Chagrin Falls, has designed two outdoor venues: an LED screen in Riverside Park, and an adapted drive-in location in Chagrin Falls Village. Membership packages include perks, such as Drive-in Docs, reserved parking, Films in the Park, Fest-to-Go boxes, and extended CDDF On-demand Streaming, which allows members full access to films from the comfort of their own homes. The 11th annual festival

will take place October 6 - 11.

The Cleveland Israel Arts Connection, a program of the Jewish Federation of Cleveland, was started around the same time as the Chagrin Documentary FilmFest and the two have been partnering ever since.

"CDDF's high standards ensure that the best Israeli documentaries are shown to a wide audience," said Debra Yasinow, director of Cleveland Israel Arts Connection. "In fact, many Israeli documentaries have won awards at past festivals. CDDF has also been crucial in bringing established and emerging Israeli filmmakers to the area to interact with the general and Jewish communities. Mary Ann and her team have been exceptional in promoting Israeli

documentary filmmaking and making it accessible to all."

Members will get special access to online and in-person films, the inside scoop, and many other benefits, all while contributing to the sustainability and legacy of this very special event. The Chagrin Documentary Film Festival has continued to grow in attendance, seeing an audience of 13,000+ in 2019 and being named to *MovieMaker Magazine's* "Top 50 Festivals Worth the Submission Fee" for the 8th consecutive year.

The full schedule and individual tickets will be available in early September.

To view membership details, visit ChagrinFilmFest.org or contact Daniel Wingenfeld at daniel@chagrinfilmfest.org.

Volunteers Needed

Want to brighten someone's day? Volunteer with JFSA!

JFSA is soliciting new volunteers because of a significant increase in the number of elderly and disabled individuals who need nutritious meals delivered to their homes. Deliveries are on Tuesday and/or Thursday mornings. Volunteers pick up boxed meals at the Myers Apartment kitchen (on Cedar Road in Beachwood) between 8:30 and 9:30 am, and will spend about one-and-a-half hours making deliveries.

If you are available and willing to help deliver kosher meals, along with a friendly greeting and warm smile, contact Sandy Lusher-

Waterhouse at 216.378.3475 or slusher@jfsa-cleveland.org and say "Yes! I WILL VOLUNTEER!" Please help JFSA spread the word by sharing this with family and friends. Additional help is needed to continue this vital service to our community members.

Please note: At this time during COVID-19 we are trying to make deliveries as contactless as possible. However, there may be a disabled or frail client who needs assistance getting the meals inside their home. JFSA provides gloves and a mask for you to wear for all deliveries.

Tri-C Encore 55+ Learning

Registration Now Open for Online Learning

Encore 55+ Learning at Cuyahoga Community College (Tri-C®) is opening a new session of online courses as the College works to maintain community programs while adapting to challenges created by the COVID-19 outbreak.

Encore On-the-Go features virtual sessions twice a week to enrich the minds and lives of those aged 55 and older. Fall session begins August 4, with a different set of four-week courses each month through November.

The 50-minute classes meet once a week on either Tuesdays or Fridays, with start times offered at 9 am, 11 am, and 1 pm. Courses cover a wide variety of subjects, including finance, fitness, history, literature, music, philosophy, science and more.

Instructors will teach the classes via Webex, an easy-to-use online meeting platform. Assistance is available for those unfamiliar with Webex, and the Encore team is offering test sessions on using the app.

Enrollment cost for Encore On-the-Go is \$18 per four-week course.

In addition, Tri-C's Neighborhood Scholars 55+ adult education program returns this fall in a primarily virtual format. The schedule includes online classes from the Cleveland Museum of Art and Cleveland History Center, as well as the popular "Coffee With a Curator" sessions.

In-person tours of four historic Cleveland churches are planned in September and October.

Most Neighborhood Scholars classes are one-day opportunities, with fees ranging from \$10 to \$20. The six-week Cleveland Museum of Art series costs \$79.

Visit tri-c.edu/encore for full lists of Encore On-the-Go and Neighborhood Scholars courses with dates and times. Potential students can also call 216.987.2274 for information. Enrollment for both programs is now open.

Brighten the Day for an Older Adult or Say Thank You for Being a Hero!



JFSA encourages the community to create greeting cards that can be shared with isolated older adults and essential front-line workers to let them know they are not forgotten during these difficult times of quarantine and social distancing. This is a terrific creative project for all members of the family.

How to Donate:

- Make your own greeting card with crayon, colored pencil, paint, water color, or any media you choose. *Get creative!*
- Not feeling creative? Add your personal note to a pre-made card.
- Greeting cards can be any format you like: one page or folded paper. Envelopes are not necessary.
- Write a cheerful message on your card and make sure to sign your first name.
- For something different, paint a small rock with a pretty picture or inspiring message on it.
- We have many Russian-speaking clients who would love to receive cards written in Russian!

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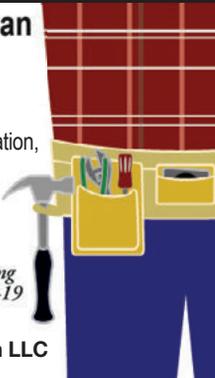
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Cuyahoga County Passes Resolution Declaring Racism a Public Health Crisis and Introduces Nominations to Citizens' Advisory Council on Equity

Cuyahoga County Council recently passed legislation declaring racism a public health crisis and introduced nominations for the Citizens' Advisory Council on Equity. Nominated by County Executive Armond Budish, they are subject to approval by County Council and tasked in part with reviewing and providing recommendations to reduce the disparity between Black and White people when it comes to:

- Healthcare
- The criminal justice system
- Healthy food
- Safe and affordable housing
- Well-paying jobs and business ownership opportunities
- Quality transportation
- Educational opportunities
- Safe places to be active

communities to create change and foster growth in new and innovative ways," said County Executive Budish. "Members of this board will influence decisions that shape the quality of life for our residents, and I am excited to see the great work the Council on Equity will do for Cuyahoga County."

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The resolution addressed structural and systemic racism and the disparities between Black and White people in Cuyahoga County. Executive Budish's nominations to the Citizens' Advisory Council on Equity are:

- **Rabbi Joshua Caruso**
Anshe Chesed Fairmount Temple
- **Stephen Caviness**
Director of Project Management, Team NEO
- **Dr. Kenneth W. Chalker**
Retired Senior Pastor, University Circle United Methodist Church
- **Jenice Contreras**
Executive Director, Northeast Ohio Hispanic Center for Economic Development
- **Habeebah Rasheed Grimes**
Chief Executive Officer, Positive Education Program
- **Dr. Heidi Gullett**
Medical Director, Cuyahoga County Board of Health
- **Phyllis "Seven" Harris**
Executive Director, LGBT Community Center of Greater Cleveland
- **Randell McShepard**
Vice President, Chief Talent Officer, RPM International Inc.
- **Marcia A. Mockabee**
President and CEO, Urban League of Greater Cleveland
- **India Pierce Lee**
Senior Vice President, Cleveland Foundation
- **Victor Ruiz**
Executive Director, Esperanza, Inc.
- **Cordell E. Stokes**
Chairman/CEO, CLC Stokes Consulting Group LLC
- **Danielle Sydnor**
President, Cleveland Branch of NAACP
- **Eddie Taylor Jr.**
President, Taylor Oswald, LLC
- **Sheila Wright**
President, The Good Community Foundation

"Members of this board will influence decisions that shape the quality of life for our residents, and I am excited to see the great work the Council on Equity will do for Cuyahoga County."

– County Executive Armond Budish

The Council on Equity will provide a status report no later than December 31, 2020, including any changes to County policies, procurement, structure of County government and the Cuyahoga County Code. Cuyahoga County will implement policy changes in response to the findings or recommendations from the Citizens' Advisory Council on Equity.

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