

# Beachwood Buzz

October 2020

Every Resident. Every Business. Every Month.

MAGAZINE



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Celebrates  
50 Years

*Built on Foundation of Family,  
Kindness and Empathy*

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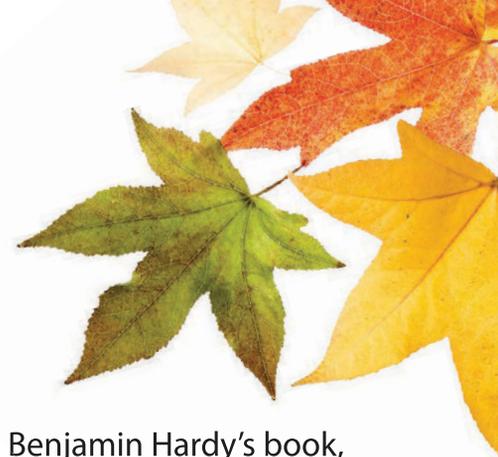
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# Letter from THE EDITOR

By Debby Zelman Rapoport



A couple of months ago, I wrote about Benjamin Hardy's book, *Personality Isn't Permanent*. Today, I include information about Benjamin's perspective on the next few months.

Many people view 2020 as being disastrous and look forward to its end with a more optimistic vision for 2021. Benjamin views the remainder of this year with hope, and as a great opportunity for accomplishment. He quotes Dr. Marshall Goldsmith: "If we do not create and control our environment, our environment will control us."

In a recent webinar, he said, "If you don't have hope, you don't make choices." He then explained how everything we do creates a desired result, and how hope opens up possibilities to create strategies that make our visions reality.

So I ask you, how do you view the remainder of this year? In January, when you look back at the last three months of 2020, what would you like to see? What actions will you have taken, or wish you would have taken, to obtain desired results?

Benjamin suggests that we spend the first 120 minutes of each day visualizing our future selves and setting the tone for what we want: to plan our day instead of watching it unfold. Many of us grab our phones first thing in the morning, surf or scroll, and before we know it, an hour or more has passed. It takes discipline and confidence to move in the direction of our dreams, and when we push ourselves with a vision, we are each capable of creating beneficial results in spite of today's challenging realities.

With open minds, we may even see positive changes that result from this pandemic. We've each adapted, whether to isolation, working from home, home-schooling, etc., all of which may be viewed as opportunities for growth. We have more time to grow relationships, stay connected, employ new technologies, take advantage of online learning opportunities, or dedicate time to current or potential interests.

For those of you who feel discouraged, depressed, or stuck, and find difficulty in seeing the positive side of your current reality, I share the following information that was published by Mayo Clinic:

### Identify Troubling Conditions or Situations

Become aware of thoughts and beliefs, your self-talk, and interpret the meaning of the situation.

### Challenge Negative or Inaccurate Thinking

Pay attention to all-or-nothing thinking, adjust your thoughts and beliefs, replace negative thoughts with hopeful statements, and treat yourself with kindness and encouragement.

### Forgive Yourself

Recognize that mistakes or past actions aren't permanent reflections on you as a person. They were choices made in isolated moments in time.

### Avoid "Should" and "Must" Statements

These statements may be putting unreasonable demands on yourself or on others.

### Focus on the Positive

Think about what's working well, be proud, and repeat.

### Encourage Yourself

Give yourself credit for positive changes, take care of yourself, follow good health guidelines, do things you enjoy, and spend time with people who make you happy.

Media has a lot to do with how we live our lives, and today's reality continues to be inundated with negativity. We may not be able to control the news itself, but we *can* control our news sources and consumption. When we hyper-focus on negativity, it multiplies, which may destroy hope, increase negative momentum, and pull us away from making choices. A more optimistic path for a brighter tomorrow may be to limit news consumption or be more thoughtful about the news sources you are trusting.

Another choice – or obligation – we each have to empower ourselves is to VOTE and have our voice heard!

What led us individually to where we are today is a direct result of the choices we made. If we want our tomorrows – or the rest of 2020 – to be

brighter, we need to make choices that reflect our desires.

Last month, I shared the concept of trigger, thought, action, consequence. Something triggers us, we think about it, act, and receive positive or negative consequences. If we don't like our consequences, we have the power and ability to change everything that led to them.

Achieving our goals depends a great deal on how we set them. As a general rule, SMART goals are: **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-based. We empower ourselves with SMART goals because, as published by Antoine de Saint-Exupéry in his book *Le Petit Prince*, "a goal without a plan is just a wish."

Not all goals have to be life-altering. If you want to reconnect with someone, pick up the phone. Get more physical? Take more steps today than you did yesterday. Feel more grateful? Write down three things each day for which you're grateful.

So, I ask again, in January 2021, how would you like to look back at the last few months of 2020? The choices are yours!

Stay safe,

Be sure to read the quotes that are placed throughout this issue. They introduce or reinforce beliefs ♥

# 4 strategies to keep diabetes under control during challenging times.



**Marcio Griebeler, MD**  
Cleveland Clinic  
Beachwood  
Medical Office

With so many challenges in the world today, sometimes our health is the last thing on our minds. More than ever, it's important for everyone – and especially people with diabetes – to stay healthy.

“Infections, including COVID-19, thrive in sugar-rich environments and high blood sugars impair healing. This leaves diabetics in an immune-impaired state that can lead to more serious consequences,” says Marcio Griebeler, MD, an endocrinologist at Cleveland Clinic Beachwood Medical Office.

Dr. Griebeler recommends these strategies to keep diabetes under control:

- **Nutrition:** Plan your meals and focus on fresh, healthy choices to minimize time spent in the grocery store. Avoid snacking when you're bored.
- **Exercise:** Keep moving. Walking, biking or running are great solitary exercises that can help form healthy new behaviors. Online fitness classes, inexpensive equipment and yoga are all great ways to stay fit at home.
- **Sleep:** Go to bed earlier, read a book and avoid screen time at night to improve your sleep. “The amount and quality of sleep you get are both equally important,” stresses Dr. Griebeler.

- **Stress:** Stay connected to family and friends. Isolation can be a particular stressor for people during this time.

Medical weight management and diabetic care are components of the diabetes self-management education and support programs offered by Cleveland Clinic and its regional hospitals.

“All of the strategies, combined with medical support, will help us get through these difficult times,” assures Dr. Griebeler.

*Learn more about diabetes education offerings at [ClevelandClinic.org/Diabetes](https://ClevelandClinic.org/Diabetes). To make an appointment with Dr. Griebeler or another Cleveland Clinic endocrine specialist, call 216.444.6568.*

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**Elliott Borinsky, MD**  
Cleveland Clinic  
South Pointe Hospital

Elliott Borinsky, MD, has joined Cleveland Clinic Digestive Disease & Surgery Institute, which offers in-person and virtual appointments.

*To make an appointment with Dr. Borinsky at Cleveland Clinic South Pointe Hospital, call 216.444.7000.*



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# Beachwood Buzz

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**Buzz**  
MAGAZINE

## FFCC Celebrates 50 Years – Built on Foundation of Family, Kindness and Empathy



Family, kindness, and empathy support most of us through easy and rough times alike. They provide an edge when building personal and business relationships, and are effective tools for reaching positive, collaborative solutions. These qualities were embedded in Harvey Himmel's core. They came naturally and were passed on to future generations at First Federal Credit Control, a Beachwood-based company that just celebrated its 50-year anniversary.

Cover and article photos by Scott Morrison, Discovery Photo.

Clockwise, from top right: FFCC family employees (and their pets, who come to work) Brian Himmel, Zander (Brian's dog), Norm Shafran, Donna Shafran, Macey (Jamie's dog), Ian Shafran, Alyse Muttillio, and Jamie Feuerman.

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# Beachwood Names Kelly J. Stillman as Police Chief

Mayor Martin S. Horwitz recently announced the hiring of Kelly J. Stillman as police chief for the City of Beachwood.

A 35-year veteran of the Rocky River Police Department who served as chief of that department since January 2011, Stillman brings a deep commitment to public service, and a focus on community policing and community engagement to his new role. In addition to serving Rocky River, Stillman is well-regarded by area police chiefs and was elected president of the Cuyahoga County Chiefs Association in 2018.

"We were fortunate to attract many qualified candidates to our

search for a police chief, and Chief Stillman rose to the top of every aspect of the hiring process," said Mayor Horwitz. "In addition to his depth of professional experience and high assessment scores, I was particularly impressed with his knowledge of police procedures and policies, advanced law enforcement technology, and communication and management skills. I am sure he will be well-known to our residents, civic and religious leaders, and business community very quickly."



During his tenure at Rocky River Police Department, Chief Stillman implemented leadership training for all department officers; planned and evaluated the department's transition to 12-hour shifts; initiated the first Citizen Police Academy; established units in Bike Patrol, Motorcycle Patrol, Neighborhood Crime Prevention Officer, K-9, and Coffee with a Cop; obtained grants for police equipment; and built relationships and partnerships with the Rocky River Senior Center, Chamber of Commerce, and City Council.

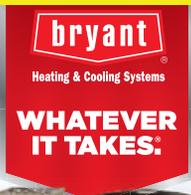
"Law enforcement has seen some drastic changes over the past decades, but I am a firm believer that police must be engaged and stay engaged with the citizens we serve," said Chief Stillman. "I truly love my chosen profession and look forward to serving the people of Beachwood and its residents, employees, and visitors."

Chief Stillman was sworn-in during the City Council meeting on September 21, and his first day as Beachwood's police chief was September 28.

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Twenty-three-plus-year employees Jill Joseph, Leah Mandel, Linda Chapman, and Angel Shingary.

# FFCC Celebrates 50 Years

*Built on Foundation of Family, Kindness and Empathy*

by Debby Zelman Rapoport

**F**amily, kindness, and empathy support most of us through easy and rough times alike. They provide an edge when building personal and business relationships, and are effective tools for reaching positive, collaborative solutions.

These qualities were embedded in Harvey Himmel's core. They came naturally and were passed on to future generations at First Federal Credit Control, a Beachwood-based company that just celebrated its 50-year anniversary.

Harvey started FFCC, one of the nation's leading collection agencies that serve healthcare and commercial clients, in 1970. Recognized as Mr. Athlete in the Beachwood Men's Softball League and very well known in the Jewish community, he also became



The Himmel/Shafraan family lives, works, and plays in Beachwood. **Standing:** Joe and Alyse Muttillio, Norm and Donna Shafran, Jamie and Alan Feuerman, and Nicole and Ian Shafran. **Kneeling:** Austin and Reese Muttillio, and Cameron Feuerman. **Sitting:** Chase Muttillio, and Jake and Avery (holding Macey) Feuerman.

## Norm's outside interests:

- I enjoy spending time with our grandchildren and family.
- I'm addicted to Words with Friends.
- We enjoy traveling and exploring. Cleveland has some undiscovered areas, including Huntington Park, and covered bridges in Ashtabula, Avon Lake, and Edgewater.
- We like to ride bikes and attend concerts.
- Although I may appear to be crazy or funny, I have a sensitive side.
- As we age, we realize that life is fragile and that we are accountable to others.

well known and respected for his business savvy in Beachwood and beyond.

Over the past five decades, FFCC has grown from a six-person company into a successful, family-operated business that employs 48 people, many of whom have been with the company for 15+ years. Employees stay because they're treated like family, have opportunities to learn and grow, and are empowered to use skills that build relationships.

Harvey's son-in-law, Norm Shafran, joined the company in 1975, just after he and Donna were married. Norm had graduated from The Ohio State University with an undergraduate degree in psychology. He met Donna at

Annas Bananas at LaPlace during Thanksgiving weekend, 1974. They went on a date soon after and, the following day, Norm realized that Donna had left her umbrella behind. When he dropped it off at her house, Donna's mom, Sue, offered him a bagel. Ten months later they were married.

"I was a young person coming into the business with new ideas," Norm recalled. "They were in line with Harvey's business philosophies, yet more focused on analyzing strategies and expansion."

Brian Himmel, Harvey's son, began his career with the company in 1988 after working for other companies that taught him what he *didn't* want to do. He had a taste

of working at FFCC over two summers, one in high school and another in college.

"We attribute the success that brought us to this 50-year milestone to how we treat our employees and customers, and deliver more than what is expected," Brian shared. "Our client relationships span decades, as do employee tenures. You often can't tell which employees are family members and which are not."

Harvey worked until his passing in 1996. Today, Norm is CEO, Donna works in a clerical capacity, and their children,

Alyse Muttillio, BHS class of '95; Jamie Feuerman, class of '97; and Ian Shafran, class of '01, also joined the team. Alyse is vice president, and Ian and Jamie are in sales. Brian is president; and Norm's mom, Vivian, and Brian and Donna's mom, Sue, worked until the start of the pandemic.

FFCC moved from South Euclid to Beachwood 28 years ago, where Norm, Donna, Alyse, Jamie, Vivian, and Sue all reside. "We love living and working in Beachwood," Norm said. "It is, by far, the best location around. We love the people, schools, and our proximity to downtown Cleveland and work."

Once FFCC planted its roots in Beachwood and technology capabilities expanded, the company's branches extended past its Ohio boundaries to Florida, Maryland, Michigan, Pennsylvania, New Jersey, and Texas. Norm also co-founded a collection business in Columbus, which he sold to his business partner 15 years after it was established.

Donna started to work at FFCC in 1995, and admits to being the chattiest member of the team. "I have always been very close with my family, so it felt natural to be involved. I waited until Ian was in middle school before taking on responsibility outside of my favorite job of being a mom," she said. "At work, I feel like a friend to some and a mom to others."

Her favorite aspects of working outside the home are seeing family more regularly and nurturing staff relationships. Her short- and long-term goals are one and the same: to continue providing a family-like atmosphere to all.

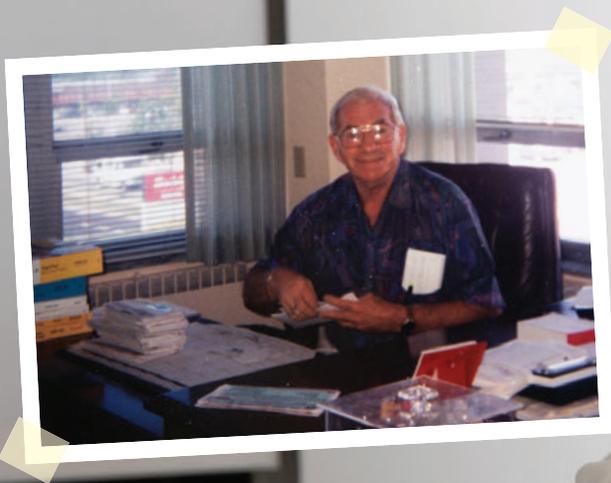
Alyse started to work at FFCC in 1992, at age 15. She fondly remembers going to work with her dad and grandpa on Saturday mornings, and how they worked hard and had fun together. "My grandpa interacted well with clients, making them feel good, and my dad always put family first with his employees," she recalled. "It all made so much sense to me."

"I love the company's fast-moving pace and people's drive to do well. I also love it when people ask questions, want to learn, have pride in their work, and succeed," she added. "Plus, it's fulfilling to receive emails from patients who appreciate how they were treated by a particular collector, or from clients who show appreciation for what we do when they know how difficult our jobs can be."



"My grandpa interacted well with clients, making them feel good, and my dad always put family first with his employees. It all made so much sense to me."

– Alyse Muttillo



Alyse Muttillo holds a photo of her grandpa, Harvey Himmel, FFCC founder, while modeling his jacket, which still hangs in his office.

"I work in my grandpa's former office, and his picture is on my computer, which makes me smile every day," she added. "His jacket still hangs outside my door, and when the air is blowing, I'm quick to put it on. It gives me a good reminder of him and the work he always put in on a daily basis."

Jamie joined the family business in 2003, after helping with clerical duties during summers and working for another company, where she discovered her love for sales. She had majored in healthcare management and observed that FFCC provided growth and learning opportunities. Today, she and Ian, who knew by age 5 that he wanted to work in the family business and started at age 22, in 2005, sell collection services to physicians and other companies, and pride themselves on providing clients with great customer service.

"I'm grateful that when I come to work each day there's a warm family feeling with everyone, whether or not they're family," Jamie said. "Plus, our dog-friendly work environment is a lot of fun, and it's rewarding to get to know my clients, who often provide referrals to other companies."

Two of Jamie's standout experiences include the company's 40-year anniversary party, when they surprised everyone with a small plane that flew overhead with a banner that read, "FFCC ROCKS!" and when she was pregnant with her first child and out selling. "I drove close to 20,000 miles a year back then, and I am still working with most of the clients I had established. It's really incredible getting to know them and being able to share life's exciting moments."

There's a lot to celebrate when you succeed and thrive as a half-century-old family business. We asked staff members what the company's secret formula is and we were unanimously told that they all feel like family, they work as a team, and that everyone treats all clients, small or large, with the same personalized attention.

Jill Joseph, a 29-year employee, said, "I'm so grateful to be a part of FFCC. They take care of all of us, I love them, and I would never want to work anywhere else. If they ever tried to get rid of me, I'd haunt them, and they know it!"

Jill also told us that the phone-system interactions are part of each user's experience, and she and RJ answer every call. Nobody enters an excruciating menu system only to be left on hold.

Angel Shingary said, "I have been at FFCC for 29 years and LOVE it! The flexibility they allow, especially to working moms, is incredible. If you need to run out to pick up your child, no problem. If you need to bring your child with you, no problem at all. Support, friendship, and love have been such a blessing, and there is no better place to work."

Leah Mandel added, "Little did I know when I was 18 years old, after completing an unsuccessful year at college, that Harvey Himmel was offering an opportunity to have a 25+ year career with FFCC. Working for the Himmel and Shafran families has been nothing short of amazing. They truly show compassion, respect, understanding, and flexibility. I am honored to be part of the FFCC family, and I wish them continued success."

## Advice for young business owners:

- Never take anything for granted.
- Always give it your all.
- Expend energy and go the extra mile.
- Follow every lead.
- Find ways that set you apart.
- Hire the right people.
- Remain focused.
- Let clients know they are appreciated.
- Treat employees like family.
- Provide tools to help people succeed.
- Listen. Always listen.
- Treat people with kindness and respect, and trust them to do their jobs without being micromanaged.
- Have a plan, have integrity, and be willing to work hard.

Carol Neola Cecchi, a 29-year employee, told us about her interview with Norm and how glad she was to have accepted. "Norm's style is like no other. He is very patient and kind, and goes out of his way to make every person know they matter," she said. "He shares ownership with all of us, and his generosity and fun-work environment are like no other. I'm proud to say that Norm is my boss, mentor, friend, and someone for whom I will be eternally grateful."

Linda Chapman told us that when she walked into this company 23 years ago, she did so hoping to get a job, build a career, and make some money. "I was so lucky. This office became my home, and before long, there was no place else I'd rather be," she said.

"Not everyone looks forward to work, but when you're in an environment where doors of opportunity are opened for you and you feel loved, one settles in for keeps. I could never find a place where I would be happier than I am right now."

Norm credits the company's success and his family-comes-first attitude to strong family values from his upbringing. "My dad had a good work ethic. He worked at Sherwood Foods until he was 84 years old and instilled in me to never ask for something unless you've earned it," he said. "He and Harvey both graduated from Glenville High School (they knew each other in school). They were good people with down-to-earth values and no pretenses whatsoever; and our moms are very nice too! I'm so indebted to our parents for

what they've done for us, and for teaching us that there's a fine line between mediocrity and making things happen. It's important to stay focused and never let up."

When the pandemic began, employees had to work from home. "We are empathetic with each person's circumstances and retrofitted the company to be totally remote. Only four employees currently work from our 11,500 square-foot office. I feel for people, and I think they know that. In return, they're consistent, mindful, and successful.

"The secret to success is not only to dot every I and cross every T, but also to be nice," Norm added. "Plus, we have a lot of fun and a lot of laughs at work, and we provide opportunities for employees to increase their success annually. It's not staged. That's how we are, and feedback supports this. The Facebook comments that have impressed me most were compliments from former employees.

"Here is our most simplistic scenario," he added. "Debtors either can or can't pay. If they can, either they will or they won't, so we approach them each with heart and empathy. Plus, we've eliminated some managerial positions, so our collectors are empowered with managerial responsibilities and earn more money. It's a win-win formula that benefits everyone."

Norm's five-year plan is to pass on the FFCC torch and to stay onboard in an advisory capacity. "I want to go to the office, joke around, act in a motivational capacity, and enjoy my 70s," he said. "I have some insecurities about leaving because I'll be giving up control,

but I'll also be excited for our children, who have already assured me that they'll take care of people much as I do. I realize that they have great ideas, and Donna and I want them to have opportunities to push the company forward. My dream is to split time between our homes in Beachwood and Florida."

Everyone continues to move in one direction: towards continued success by keeping the momentum going, helping clients navigate through the current pandemic. They look forward to welcoming the next generation of family members, and watching the company grow for another 50 years.

Alyse said, "I feel like my grandpa would be blown away if he could see where we are today."

Although employees did not have an opportunity to "ROCK" together for the company's 50-year anniversary as they did at an earlier celebration, they did have a social-distance gathering in the building's parking lot where everyone received a gift certificate in appreciation for their service. Family members also plan to celebrate together in Florida.

Brian has three children, Jordan, Cade, and Dylan, and is engaged to be married to Marianne Linfante. Alyse is married to Joe Muttillio, and they have three children, Austin, Reese, and Chase. Jamie is married to Alan Feuerman (BHS class of '97), and they also have three children, Cameron, Avery, and Jake. Ian is married to Nicole.

First Federal Credit Control is located at 24700 Chagrin Blvd., Suite 205, Beachwood. For more information, visit [ffcc.com](http://ffcc.com).

"The secret to success is not only to dot every I and cross every T, but also to be nice."

– Norm Shafran

# Cataracts: When is it time to consider eye surgery?



**Bryan Roth, MD**  
Cleveland Clinic  
Cole Eye Institute,  
Beachwood

Three out of four Americans will have signs of cataracts after age 60.

Symptoms include:

- Vision that is cloudy, blurry, foggy or filmy
- Sensitivity to light or glare (such as from oncoming headlights when driving)

- Poor night vision
- Double vision

Aging is the primary cause of cataracts. However, regardless of your age, if

cataracts are causing vision problems that can't be corrected with glasses or contact lenses, it may be time to consider surgery.

"Cataract surgery is the most performed operation in the U.S.," says ophthalmologist Bryan Roth, MD, at Cleveland Clinic Cole Eye Institute, Beachwood. "In the early stages of cataracts, you may simply need a stronger prescription for glasses or contacts. As cataracts continue to progress over time and impaired vision is affecting your daily activities, surgery is a safe and relatively easy treatment."

Cataract surgery is an outpatient procedure. You'll be awake, but have local anesthesia so you will always feel

comfortable. Your ophthalmologist will break up and remove the cloudy lens from your eye, then insert a new, clear artificial lens implant. The procedure usually takes less than 30 minutes.

In addition to improving vision, cataract surgery offers these benefits for most patients:

- A lower risk of falls and fractures
- A lower likelihood of causing car accidents
- A better quality of life

Studies also suggest that cataract surgery may improve cognitive function for some people with Alzheimer's disease.

Although you can't avoid getting cataracts completely, you can protect your eyes by getting regular eye exams, wearing proper prescription eyeglasses, and not smoking.

*For more information or to schedule an appointment with Dr. Roth or another Cole Eye Institute provider, please call 216.444.2020. Virtual visits may be an option for new and existing patients.*



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# New Beachwood Residents Bring Nonprofit to Community

By Arlene Fine



It clearly wasn't the weather that prompted Wendy Berezovsky to move from Minneapolis to Beachwood. Rather, it was the warmth of our closely knit community that propelled her to settle here last October.

"My son, Reuven, was a student at Telshe Yeshiva and whenever my two daughters, Eliana and Chaya Dalya, and I visited him, we were struck by the kindness and outreach of the community," said Wendy. "I also knew this would be a wonderful area for Sweet Dreams for Kids to flourish."

Sweet Dreams for Kids is a grassroots nonprofit that donates new, colorful, cozy pajamas to hospitalized children. The idea for the nonprofit came from Wendy's personal experience and a miracle.

In 2005, Chaya Dalya was born with a cancerous tumor and given little chance of survival despite surgery, many rounds of chemotherapy, and radiation. The fact that she did survive propelled Wendy to devise a nonprofit that eases a hospitalized child's

experience. "When you have a daughter like Chaya Dalya, whom I call 'my little miracle,' you have to do something positive to pay it forward," said Wendy.

Since it was launched in 2008, Sweet Dreams for Kids has donated more than 20,000 brand new pajamas to children in hospitals around the world. Wendy has mailed new pajamas as far away as Israel, Australia, France, and England, and the orders keep coming in. Sizes range from babies to adult. Wendy also makes sure that if a sick child has siblings at home, they, too, receive a pair of new pajamas.

"It's good for families with ill children to know that other families can relate to what they are going through," said Wendy. "Just

seeing a child's face light up when he or she puts on these adorable pajamas, instead of a hospital gown, is incredibly rewarding. Our pajamas bring a piece of home to their hospital room."

Along with personally answering all email she receives from pajama recipients and their families, Wendy donates children's pajamas to hospitals when she is traveling to other cities. "Dalya inspires me every day," said Wendy. "She always says she is happy when she makes someone else happy."

Sweet Dreams for Kids has been rated the top nonprofit since 2012 by [greatnonprofits.org](http://greatnonprofits.org). Major pajama donors include Hanna Andersson, Carter's, and Macy's in Minneapolis. Target at Cedar Center has already provided gift cards for Wendy to purchase pajamas, and Cleveland Yachad and Goldie's Donuts & Bakery also contributed. Over the years, the nonprofit has also received assistance from businesses, schools, retail stores, youth groups, and medical professionals.

Wendy is hoping to develop online fundraisers and pajama parties to keep her purchasing power up during COVID-19. She is also trying to locate a warehouse in the Cleveland area to store donations that are currently housed in a donated storage unit in Minneapolis.

"I've already made contact with Cleveland Clinic, Ronald McDonald House, Rainbow Babies & Children's Hospital, and Bikur Cholim, and am eager to find local storage space

so I can deliver boxes of donated pajamas and have room for new donations," said Wendy.

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"When you have a daughter like Chaya Dalya, whom I call 'my little miracle,' you have to do something positive to pay it forward."

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As Wendy networks in the Cleveland community, her two daughters are busy making friends and enjoying their new hometown. Eliana attends Chaviva High School in Cleveland Heights, and Chaya Dalya is a student at Beachwood High School. Reuven attends a Yeshiva in Lakewood, New Jersey.

Despite COVID-19 restrictions, Wendy and her daughters could not be happier with their move to Beachwood. Recently, Chaya Dalya celebrated her 15th birthday and Wendy organized a birthday parade from Hilltop Elementary School to their home. The event brought out a Fox 8 TV crew and made local news.

"Beachwood's Fire Department, EMS, and Police Department participated, and we felt the support of the entire community," said Wendy. "There's no question, moving to Beachwood is the best thing that could have happened to our family."

**To find out more about Sweet Dreams for Kids, visit [sweetdreamsforkids.org](http://sweetdreamsforkids.org).**

Reuven, Eliana and Chaya Dalya Berezovsky are so proud that Sweet Dreams for Kids has donated more than 20,000 new pajamas to children who are hospitalized.



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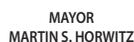


**Leah Gilbert**  
*Striped Vase*  
20" x 20" Mixed Media  
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**Shari Wolf**  
*She Has Flowers In Her Hair*  
20 x 24 Mixed Media  
\$300, framed

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# Young Entrepreneur Builds Sweet Business

Eitan Lichtenstein was born with an entrepreneurial spirit. His first business deal was sealed on a school bus, on his way home from kindergarten. An older student in the front of the bus gave him a bag of potato chips that he didn't want, and Eitan then turned around and sold it to another student in the back of the bus.

"It's a great memory," Eitan told us. "I wish I still had that dollar."

Eitan, now an eleven-year-old sixth grader at Fuchs Mizrahi school, lived in Manhattan until the age of seven and ran his first business on the sidewalks of New York City. He sold fresh cookies and lemonade, which were big hits for people returning from Central Park on hot Sunday afternoons.

"The profit margin was amazing because my parents provided all the items for sale," Eitan fondly recalled. "I once offered free lemonade with an option to purchase a cookie, and was amazed at the number of people who took neither, but still put money in the tip jar."

His younger sister, Sara, usually helped out, and Eitan quickly learned that not many people can resist a cute four-year-old girl pitching her older brother's refreshments! He then recalled how his entrepreneurial spirit was sparked by his parents: his dad as his number-one mentor who guides him and provides advice, and his mom who encourages and helps make things happen.

"Without doubt, my parents have encouraged me every step of the way," Eitan said.

After moving to Beachwood, Eitan organized Sunday camps for kids ages 3-7. He also created his company, MECO, because he likes turning his ideas into something real, and wanted to become

"official" and market himself with credibility.

Since Eitan's Beachwood lemonade stands weren't as successful as those in New York, he chose to add cotton candy to his mix.

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*"As it turns out, people are more trusting of kids than I would have guessed."*

---

"I did my research," he said. "I watched videos of how people make cotton candy and read reviews of Kosher brands and flavors.

"I wasn't sure whether people would be interested in hiring me, so I then created a survey and handed it out to parents at my school's back-to-school BBQ," he added. "As it turns out, people are more trusting of kids than I would have guessed."

Eitan then borrowed money from his parents to purchase a professional cotton candy machine. He practiced making cones in his driveway, gave samples to kids on the block, and distributed flyers at school events to get the word out about his availability for parties.

The word spread and jobs started coming in. Within a few months, Eitan had his first big event and sold more than 200 cones in one afternoon. Six months later, he had paid his parents back

and, looking to expand the business, purchased a movie-theater style popcorn machine.

COVID-19 has slowed business down, but Eitan is confident that new jobs will come along soon. "After all, there's a limit to how long kids – and many adults – can go without parties and fun times," he said with a smile.

When we asked Eitan what he likes most about his business and what his future plans are, he said, "What I like most is that it adds to people's happiness, and that I give 10% of my profits to Tzedakah (*charitable giving*), which means I get to help people in other ways as well.

"My one-year goal is to grow my current business, offer additional products, and do

4-5 events a month," he added. "I would also like to be able to handle two

jobs at once, which would mean training the right person to run an event without me. The most important thing is to make sure that everybody enjoys the food!"

Eitan's message to other kids is, "If you want to accomplish something, do it and do not give up!" And his message to adults? "Kids can do amazing things when given the chance!"

For more information, or for fresh and delicious Kosher cotton candy and popcorn, email [meco.fun@gmail.com](mailto:meco.fun@gmail.com) or call 917.334.0908. Eitan offers party set-up services and pre-packaged products.



Dovi Klarfeld and Eitan Lichtenstein sold treats last month at Food Truck Tuesday on Mercantile Road.

# Please Wear a Mask

by Debby Zelman Rapoport

I recently re-posted the following from a friend's Facebook page because for everyone's safety, I felt an obligation to reiterate the clarity of its message – an important message that I now share with you:

*I have been wearing a mask in stores (and limiting my trips) since March when this whole thing went down. I'm not sure how being considerate to others for the common good is now being mocked by some who are calling it "living in fear," but it needs to stop. When I wear a mask over my nose and mouth in public, and in the stores/supermarkets/pharmacies/offices, I want you to know the following:*

- I'm educated enough to know that I could be asymptomatic and still give you the virus.
- No, I don't "live in fear" of the virus; I just want to be part of the solution, not the problem.
- I don't feel like the "government controls me". I feel like I'm an adult contributing to the security in our society and I want to teach others the same.
- If we could all live with the consideration of others in mind, the whole world would be a much better place.
- Wearing a mask doesn't make me weak, scared, stupid or "controlled." It makes me caring and responsible.

*When you think about your appearance, discomfort, or other people's opinion of you, imagine a loved one – a child, father, mother, grandparent, aunt, uncle, or even a stranger – placed on a ventilator, alone, without you or any family member allowed at their bedside. Then ask yourself if you could have helped them by wearing a mask.*



This pandemic has no end in sight. Shy of a proven vaccine, masks and social distancing are our best defenses against its spread. I urge those of you who currently do not wear masks to reconsider. Your decision to wear them may slow the spread of this virus and save lives.

I also reiterate my comment on page 3: "Another choice – or obligation – we each have to empower ourself is to VOTE and have our voice heard!" Informed citizens create a strong democracy. Learn the facts and vote your conscience so we elect leaders who will

make decisions today that benefit us all, and will lead to a brighter tomorrow. We are each on this earth for a finite amount of time and have the privilege of voting for candidates who will support our values and moral compasses.

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**This pandemic has no end in sight. Shy of a proven vaccine, masks and social distancing are our best defenses against its spread.**

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## Happy Halloween

Halloween is around the corner, but since traditional trick-or-treating may not be in the cards this year, here are some alternative ideas that we received from friends on Facebook:

- A field trip to Sweeties, All City Candy, or both, and a candy scavenger hunt.
- Stagger company throughout the afternoon and evening to social distance around a fire pit.
- A Halloween campfire, with costumes and decorations.
- A socially distanced pumpkin-carving party with prizes and candy.
- Buy a big bag of your favorite candy and splurge!
- A reverse trick-or-treating event, with people in cars throwing candy to kids.
- Create new traditions with candy and baking.
- Make s'mores and watch a Halloween movie, like *Hocus Pocus*.
- Have a family movie night, with everyone dressed up in costume.
- Organize a neighborhood "trunk or treat," where everyone decorates their car in a parking lot, opens their trunk, and lets kids go from car to car and take candy.
- Enjoy the City of Beachwood's Honkin' Haulin' Truck Parade! Details on page 29.
- Our favorite response . . . everyone can wear masks. Oops, we already do!



# Fall into Baking



tips, and easy recipes that will hopefully help you, too, get through these times. To ease into fall which celebrates everything pumpkin, here's a delicious bread that is perfect for breakfast, brunch, snack or dessert!

## Abbie's Pumpkin Cream Cheese Bread

(Adapted from [confessionsofabakingqueen.com](http://confessionsofabakingqueen.com) and [averiecooks.com](http://averiecooks.com))

### Bread

- ¼ cup oil canola (can use vegetable or liquid-state coconut oil)
- 1/3 cup each brown sugar and granulated sugar
- 1 cup pumpkin puree
- 1 large egg, room temperature
- 2 tsp vanilla extract
- 1 ½ cups all-purpose flour
- 2 tsp pumpkin pie spice mix OR 1-2 tsp cinnamon + 1 tsp ginger + ½ tsp each of nutmeg, cloves, and all-spice
- ½ tsp each of baking powder, baking soda, and salt
- **Optional Add-ins:**
  - ¼ cup sour cream (can use "light" or Greek/plain yogurt)
  - ½ to 1 cup (combined) raisins, chopped pecans/walnuts and/or chocolate chips

### Filling

- 4 oz (brick-style) cream cheese, softened (can use light or non-dairy)
- ¼ cup granulated sugar
- 2-3 tsp all-purpose flour
- 1 tsp vanilla

### Instructions

- Preheat oven to 350F and grease a 9x5 loaf pan.
- In a large bowl, combine "wet" ingredients – oil, sugars, puree, egg, vanilla – and, if using, sour cream/yogurt.
- In a small bowl, whisk together "dry" ingredients – flour, baking powder, baking soda, salt and spices. Add add-in raisins, nuts, and chips here. Gently fold "dry" ingredients into "wet" ingredients.
- Spoon two-thirds of batter into prepared pan, spread evenly then set aside.
- In a medium bowl, whisk together the cream cheese, sugar, flour, and vanilla. Spread evenly on top of bread batter.
- Spoon remaining bread batter into pan. Cover cream cheese layer completely and evenly.
- Bake 45-50 minutes, until a toothpick inserted comes out clean.
- Rest for 20 minutes before inverting onto wire rack to finish cooling.

As you may have read in the August issue, baking has become my salvation – preparing treats for family and sharing with friends helps me cope with pandemic isolation. This new column is an opportunity for me to further share food ideas,



- Store air-tight for up to one week, or wrapped in freezer for up to 6 months.



Abbie Nagler Sender is the owner of BAKED by abbie, a licensed, Beachwood-based, home-bakery offering customized baked goods with a Jewish twist. For more information, visit Abbie's website [www.BAKEDbyabbie.com](http://www.BAKEDbyabbie.com) and like her Facebook business page BAKEDbyabbieCLE. Place credit-card orders at [www.BAKEDbyabbie.com/order](http://www.BAKEDbyabbie.com/order) or call 216.536.8139.

# Designer Dress Days Returns

The hours, location and safety guidelines have changed during a pandemic, but the designer labels at better-than-bargain prices will be better than ever at National Council of Jewish Women/Cleveland's (NCJW/CLE) Designer Dress Days, Cleveland's premier, annual three-day sale.

Designer Dress Days 2020 (DDD) marks the 52nd annual sale, and will take place Friday, October 16 (Special Preview Day), Saturday, October 17, and Sunday, October 18 at Thriftique Showroom, 5055 Richmond Road, Bedford Heights.

The event will feature "Pandemic Pricing" of gently worn exclusive designer brands such as Rag and Bone, Prada, and Armani, plus additional designer styles and luxurious furs. Jewelry and accessories will not be available at this year's sale.

NCJW/CLE understands the importance of keeping its members, volunteers and

community informed and safe. To ensure the well-being of all and out of an abundance of caution for our community, NCJW/CLE will be putting precautionary measures in place at this year's sale.

#### Guidelines and considerations:

- New this year: Three-day sale, open on Saturday!
- Only credit/debit accepted
- Limited capacity; please be prepared for minimal wait times
- No dressing rooms
- Masks and social distancing required
- No jewelry or accessories at this year's sale

DDD combines the fun of bargain shopping with fashionista finds and the satisfaction of philanthropy. More than 250 volunteers make DDD an easy-to-navigate shopping experience that supports NCJW/CLE's many programs impacting lives for women, children, and families. Proceeds pay for the organization's volunteer activities in the community, its social justice work, and its educational programs. Projects include a focus on foster care, literacy improvement and restoring dignity to sexual abuse victims as well as educational and advocacy work for women's rights, voter rights, and human trafficking survivors. The organization

is constantly assessing the community and political landscape to meet current needs.

Kelly Markowitz, Solon resident, and Debbie Rosenthal of Orange are vice-presidents of Retail Operations for NCJW/CLE. Michele Kaminsky of Beachwood is president of NCJW/CLE.

For more information, visit @DDDCleve on Facebook and Instagram, or visit ncjwcleveland.org. To reserve your Preview Day timeslot, call 216.379.7238.

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# Choice

by Jennifer Stern

**T**his pandemic! Will it ever end? Will life ever truly feel normal again?

Ambiguous loss, a loss that lacks clarity or resolution, makes getting through this surreal time a bit complicated. Our lives feel anything but normal. The need to adapt to necessary limitations to avoid getting sick triggers a sense of powerlessness. This loss of *normal* – social isolation, limited access to your support system of family, friends and colleagues, and adjustments to daily rituals, routines, or hobbies – adds additional dimensions to the challenges of living our lives with a healthy, productive, optimistic mindset.

**Acceptance** is the need to accept what we cannot change or control, and the resourcefulness and resilience to find ways to manage the very

real fatigue, frustration, and disappointment without giving up or acting out in ways that further isolate.

No matter what's going on around us, we always have the power of choice. We can choose to allow rage, apathy, self-pity, or hopelessness to fill us, but this will not bring solace or change. Your self-talk and ability to reframe can be helpful.

### I feel trapped.

In this moment, I am not trapped. I can go outside, go for a drive, or walk in my neighborhood or at a walking park. If unable to leave your home, you still have choices. I can read a book, watch TED

Talks or funny movies, or listen to inspiring podcasts. **I have choices.**

### I am all alone.

In this moment, I can call, Facetime, or text family or friends. I can reach out to clergy. I can find an online support group or club. I can play online games. **I have choices.**

### I feel hopeless!

In this moment, I am safe. I am able to care for myself or ask for help. I can get through this one day at a time. I can recognize that I do not have a crystal ball, so there is no reason to accept that life will not get better. I can remind myself that I am 100% successful at getting through my worst moments. **I have choices.**

*"May your choices reflect your hopes, not your fears."*

– Nelson Mandela

Your thoughts are powerful. They impact your perception, and how you feel physically and mentally.

*I don't think of all the misery, but of the beauty that still remains.* – Anne Frank

Practicing daily gratitude is a choice that does not dismiss or deny pain, frustration, or loneliness. The practice of gratitude makes us stronger, healthier, kinder, happier, and more resilient people.

### Here's an exercise:

Write the names of three people you are grateful for, such as family, friends, someone on a supportive medical or care team, clergy; or people you may not know, but who inspire, make you laugh, or provide comfort or validation.

Identify three things you are grateful for that are often overlooked, such as shelter,

access to food, clean water, medical care, TV, computers, or books.

Write down your three favorite books, songs, movies, meals, or vacations, and your memories associated with each; then share with others.

Express gratitude. Reach out to those who have treated you with consideration, kindness, or support, and thank them. The expression of gratitude feels good and is a meaningful way to pay it forward.

*No matter what's going on around us, we always have the power of choice. We can choose to allow rage, apathy, self-pity, or hopelessness to fill us, but this will not bring solace or change. Your self-talk and ability to reframe can be helpful.*

*If the only prayer you said was thank you, that would be enough.*

– Meister Eckhart

It feels empowering to set and accomplish goals. Set three goals each day: shower, make your bed, buy meals for the week, clean out a junk drawer, read a chapter in a book, call a friend, schedule a doctor's appointment, pay a bill, go for a walk. Whatever your daily goals are, make them doable.

The only way through these trying times is to make one choice at a time, one day at a time. **You can do this!**

*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](http://transformativegrief.com), and sign up for monthly posts.*

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# Beachwood Library Welcomes You Back!

Cuyahoga County Public Library is a place for everyone, and its Beachwood Branch is a great resource in our community.

Last month, the CCPL board of trustees debuted its new video highlighting the profound impact that its programs, resources, and services have on visitors. It showcases efforts made to serve customers virtually, and welcome them back safely during this pandemic.

"I am delighted at how well this video tells our story," said Aimee Lurie, Beachwood Branch manager. "Our goal is to raise awareness of all we have to offer, and I encourage those who learn of this video to watch it and see how our services may benefit them."

The video may be viewed at [https://youtu.be/Pew\\_491hRGI](https://youtu.be/Pew_491hRGI).

## Yarn Over Beachwood

Knitters, crocheters, and loomers who participated in Yarn Over Beachwood continue to meet on the first Friday of the month at 10 am.

Since the start of the pandemic, the group's location switched from the Beachwood Library to the Beachwood High School parking lot, or on Zoom. The new location has not yet been determined.

"We are working on many winter projects for the needy and homeless in our communities," said Iris November, the organization's founder. "We welcome new members, and look forward to delivering completed projects that were made with love."

**Help is needed!** Veteran lapghans in red, white, and blue are always requested, and Project Hope requested lapghans in any color combination. The size should be no larger than 4' x 5'.

Meetings will take place on November 6 and December 4. For location and/or additional details, contact Iris at 216.375.9111 or [lbertyclub@gmail.com](mailto:lbertyclub@gmail.com).



## StoryWalk In the Park

StoryWalk® in Beachwood City Park East features a new, fall-themed book for October.

StoryWalk® was created by the Beachwood Branch of Cuyahoga County Public Library to help build children's interest in reading, while also encouraging healthy activity. Follow the StoryWalk® path and talk about the story as you go.

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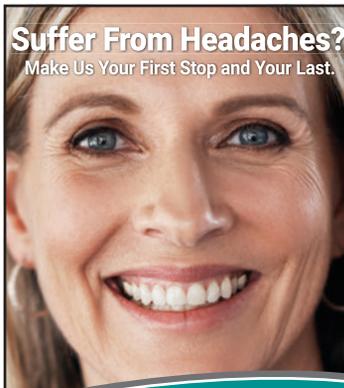


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# Giving Back When It Really Counts

To prevent social distancing from becoming social isolation in the wake of the COVID-19 pandemic – especially among the elderly in Jewish Cleveland – the Jewish Federation of Cleveland’s Jewish Volunteer Network (JVN) quickly mobilized to create a multi-pronged program designed to touch base with vulnerable community members to make sure they knew they were not alone or forgotten in this unsettled time.

“It’s so impactful to be able to give my time to this community during this pandemic and beyond, and wonderful to be able to spend this time with our community members,” said JVN volunteer Ilana Isakov Katz.

JVN chair and Beachwood resident Stephanie Wieder knew something had to be done to protect these community members from loneliness and fear. “This whole pandemic has put us in a world of unknowns,” Stephanie said. “The feeling of being able give back was something that we were all craving.”

JVN arranged many opportunities for people of all ages to volunteer, including

making cards for residents of Montefiore and Menorah Park, delivering meals through Mandel JCC’s Lunch Plus Program, and making caring phone calls to elderly residents in our community.

“With a pandemic, we aren’t able to be hands-on so it was a challenge to find safe and socially distant volunteer opportunities,” Stephanie said.

“I have a list of people to call to see if they have any needs or if they’re doing ok, if they need prescriptions picked up or groceries they need,” said Ilana. “It’s the reassurance they need. They’re astounded that people are reaching out just to check on them, and they’re happy to

have a conversation with other people. I’m so honored to have this opportunity. It has been so rewarding.”

“We are so grateful,” said Myrna, a recipient of the caring calls. “Just to hear someone’s voice on the other end of the phone and to know that there are people in this community who care about us, I am so appreciative for them to remember me.”

This crisis has actually turned into a reality check for some of the volunteers, as they realized we all need to lean on each other. “I hope we can all get through this together,” said Stephanie, “and be even more grateful for what we have and how we can help one another.”

“It’s such a good feeling to be able to help, any way we can,” said Joanie Berger, another JVN volunteer. “We have to make it work for long-term mental, emotional, and physical health for everyone.”

Stories like these are made possible by the generous support of the Jewish Federation of Cleveland’s annual Campaign, which is now underway. To donate to the 2021 Campaign For Jewish Needs, please visit [www.campaignforjewishneeds.org](http://www.campaignforjewishneeds.org).

To find out how you can volunteer through JVN, contact Susan Hyman at [shyman@jfcleve.org](mailto:shyman@jfcleve.org) or 216.593.2887.



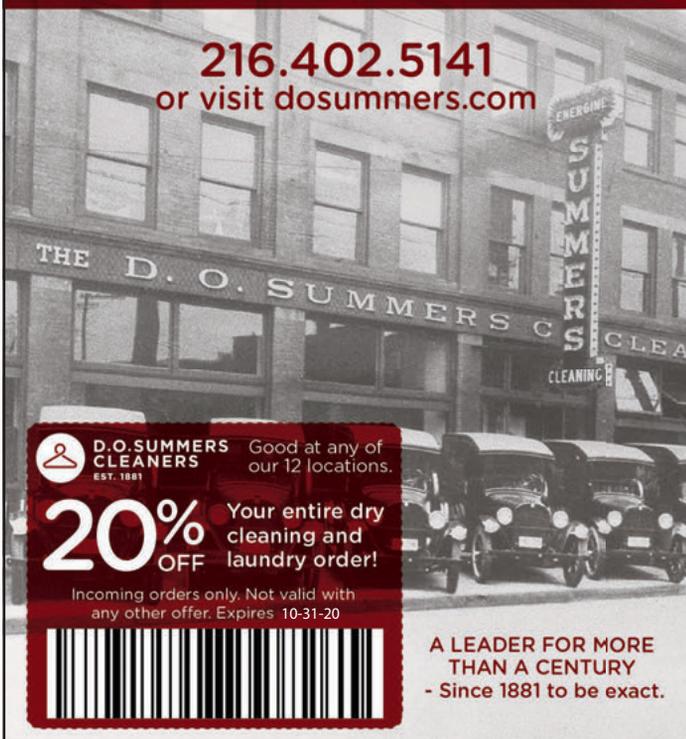
*Pictured from top:* JVN volunteers Ilana Isakov Katz, Stephanie Wieder, and Joanie Berger.



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*“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”*

*~ Michelangelo*

# Menorah Park Shines Brightly at Shining Star CLE 2020

Menorah Park recently presented the fourth annual Shining Star CLE, a fun evening of musical entertainment created to encourage and support talented high school students throughout Northeast Ohio in a solo-singing competition. This year's virtual event attracted 17,500 viewers!

Funds raised benefit memory care programs on the Menorah Park campus in Beachwood and The Weils of Menorah Park in Chagrin Falls, as well as programs

in the community. Through the generosity of sponsorships, donations, playbill ad sales, Star Patrons and Patrons, more than \$436,000 was raised. "Shining Star

CLE is a wonderful way to bring awareness to the challenges of memory loss and showcase the magic so many of us discover in music," said James Newbrough, Menorah Park president and CEO.

Nearly 160 students (grades 9-12) representing 73 high schools completed the first two rounds of auditions online, with 25 students progressing to the Zoom semifinals in a virtual session. The top 10 finalists put on the performance of their lifetimes while competing to win college scholarships. Congratulations to Ethan Peterson (first place – \$10,000), Julia Mullin (second place – \$5,000), Calista Zajac (third place – \$2,500), and Elena Flauto (fourth place – \$1,000). Ethan also has an opportunity to perform with the Cleveland Pops Orchestra at Severance Hall.

From left: Beth Rosenberg, chair, Menorah Park board of trustees; Ethan Peterson, first-place winner Shining Star CLE 2020; and Debbie Rothschild, vice president, Menorah Park Foundation.

Much gratitude to Honorary Co-Chairs and Beachwood residents Naomi and Edwin Z. Singer, and co-chairs Audrey and Kenny Koblitz, Susi and Peter Meisel, Adriana and Andrew Randall, Marcy Schwartz and Daniel Simon and Carmie and Todd Stein.

Connor Bogart O'Brien was this year's artistic director. Celebrity judges were Jim Brickman, Rashad V. Chambers, Telly Leung, Trisha O'Brien and Carl Topilow. Once the professional judges determined the top four finalists, audience members voted on their placement. Special thanks go to event sponsor KeyBank, double diamond sponsor Glenmede, and media partner WKYC Studios. This year's event was once again hosted by Monica Robins. Visit [shiningstarcle.org](http://shiningstarcle.org) for more information.



**The Tradition Continues • Oct. 25**

## This Year, Our Circle is Bigger Than Ever!

Choose your own route, while joining hundreds of others in sparking friendship, connection, and support for exceptional youth, their families, and teenage volunteers. Our virtual opening ceremony will begin at 9:30 a.m. on Facebook Live: [FCCleveland](https://www.facebook.com/FCCleveland) and [FriendsCleveland.com/Zoom](https://www.FriendsCleveland.com/Zoom). . . because

***Every Child Deserves a Friend!***

**Form Your Team today! • [www.MyWalk4Friends.com](http://www.MyWalk4Friends.com) • 216.377.3000**

# MyWalk4Friends 2020

## New Routes; Same Vital Commitment to Support Exceptional Youth and Their Families

The need to socially distance has forced Friendship Circle of Cleveland to alter its 11th annual MyWalk4Friends event, but the organization's leaders and supporters believe they have imagined a Plan B that will still draw widespread participation – with the emphasis on **wide**. On Sunday, October 25, rather than converge on Friendship Circle's campus on Brainard Circle in Pepper Pike for the traditional walk and child-oriented activities, supporters are asked to form fundraising teams and spread out on their own walking routes.

Proceeds will again fuel the year-round programs that promote social skills and friendships for several hundred children and young adults with disabilities.

Friendship Circle's core belief, that "every child deserves a friend," is especially urgent today, according to Friendship Circle executive director Rabbi Yossi Marozov, who says, "Exceptional youth are among the populations hardest hit by the pandemic, as social distancing has triggered severe isolation, causing loneliness and anxiety."

At the same time, Rabbi Yossi emphasizes that the scores of teen volunteers who serve as the backbone of the programs

remain dedicated to helping and, with ample funding, many programs can resume in the fall and winter. "It is imperative that we continue to develop vital, innovative programs to keep exceptional youth feeling deeply connected and parents feeling the community's support," he said.

Participants can register and form a walking team at MyWalk4Friends.com. Through peer-to-peer fundraising, teams can enable Friendship Circle to reach its overall goal of \$500,000.

The campaign is now underway, and the October 25 Walk will begin with an opening ceremony at 9:30 am., live-streamed on Facebook: FCCleveland and at

FriendsCleveland.com/ CircleWalk. A highlight of the ceremony will be the initial steps taken by The Circle Team as they set off from the Friendship Circle campus and walk to University Circle.

Led by Friendship Circle's board chair Harley Cohen, board trustee Mike Stovsky, and longtime supporter Larry Kupps, the team estimates their journey "through Jewish history" at two to three hours.

Larry says, "We wanted to come up with an inspiring route, and then it occurred to us that Friendship Circle is surrounded by major Jewish institutions, and that years ago, the mecca of Cleveland's Jewish community was 105th

Street, on University Circle, so why not trace the history of our community and do some spot narrations along the way? We hope plenty of walkers, whether they are traversing trails or residential areas, will tune in to our periodic updates and nostalgic commentary."

Friendship Circle of Cleveland's mission is to spark friendship, connection and support for exceptional youth, their families and Jewish teen volunteers. A community elevated by realizing the special soul within each individual is Friendship Circle of Cleveland's vision. For more information about Friendship Circle, visit [www.FriendsCleveland.com](http://www.FriendsCleveland.com) or call 216.377.3000.



"It is imperative that we continue to develop vital, innovative programs to keep exceptional youth feeling deeply connected and parents feeling the community's support."

– Rabbi Yossi Marozov

Pictured:  
MyWalk4Friends Event 2019.



*"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around."*

~ Leo Buscaglia



# Making Your Vote Count During COVID

by Kent Smith

Susan B. Anthony once said, "Someone struggled for your right to vote. Use it." But how do you vote during a global pandemic? Hopefully, the following will provide some answers.

Most importantly, if you want to vote in November 2020, you must be registered. In Ohio, the deadline to register to vote is October 5. You can check your voter registration status at [IWillVote.com](http://IWillVote.com).

### Here are three important voting tips for 2020:

1. Vote as soon as possible!
2. If you are going to vote by mail, request your ballot now if you have not done so already. When you get your ballot, vote quickly and return it immediately. Try to send it by October 20, or return it to the official ballot drop box at the Cuyahoga County Board

of Elections (BOE), 2925 Euclid Avenue, Cleveland. There may be additional drop-box sites. For up-to-date information, visit [boe.cuyahogacounty.gov](http://boe.cuyahogacounty.gov).

3. Early in-person voting starts October 6 and runs through November 2 at Cuyahoga County BOE. Hours are posted at [boe.cuyahogacounty.gov](http://boe.cuyahogacounty.gov). The first few days of early voting and final weekend will likely be the most crowded. Go during the week if you can.

**To make sure your vote counts, be aware of three common mistakes and tips to avoid them:**

### Incomplete Ballot Application

The top two missing items are date of birth and signature. Please fill in ALL areas of the form. One tip is to include a phone number and email address so your county BOE can contact you immediately if there is a problem with your application.

### Postage

Ballot applications and ballots both require first class postage. Some ballots may require two stamps.

### Vote-by-mail Ballot Deadline

Vote-by-mail ballots must be postmarked by November 2 to be

counted. If you are close to that deadline, take your ballot to the Post Office and request a hand-stamped postmark, or deliver your ballot to the BOE drop box.

If you plan to vote in person on November 3, double check your voter location. Many counties, including Cuyahoga County, have reduced their Election Day polling locations. Also, you will need to bring an ID. Questions? Call the Voter Protection Hotline at 1-844-OH I-VOTE (1.844.644.8683).



*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.*



To All Beachwood Voters,  
Thank you for the opportunity to serve you in the Ohio State House since January 2015. I request your vote again this November, even though I am unopposed.  
Thank you ~ Kent Smith

◀ State Rep. Kent Smith honors Beachwood High School Students at the Statehouse.

## Endorsements

U.S. Senator Sherrod Brown has endorsed State Rep. Kent Smith, stating, "Kent Smith is a leader who will fight for good-paying jobs, funding for education, and renewable energy in the Ohio House of Representatives. With nearly two decades of public service, Kent understands that the Dignity of Work is not just a slogan, it's how we govern. That's why I am proud to endorse Representative Kent Smith for his re-election."

Kent Smith is also endorsed by the Cuyahoga County Democratic Party, Ohio Democratic Party, Ohio AFL-CIO, Teamsters, Ohio Farm Bureau, Planned Parenthood, Cuyahoga Democratic Women's Caucus, Cuyahoga County Progressive Caucus, Stonewall Democrats, CPA's, teachers, firefighters, environment organizations, and others.

Paid for by Kent Smith Committee; Schuyler Cook, Treasurer; 801 East 232nd Street, Euclid, Ohio 44123.



**Kent Smith, District 8**  
Ohio House of Representatives

## 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

## FLOODING UPDATE FROM MAYOR HORWITZ

City Council and my administration have made the issue of flooding our number-one priority and have been working to find solutions. I know that many Beachwood residents have had floods over the past 2-3 years and in 2020 this has worsened. In addition to massive rain in March and May 2020, the National Weather Service reported that Labor Day 2020 was the third wettest day in Cleveland's history. The *Plain Dealer* reported that east-side communities were even harder hit than Cleveland proper.

Moreover, rainfall is increasing: a September 9 *Plain Dealer* article quoted representatives from the U.S. Army Corps of Engineers, CWRU, and the Northeast Ohio Regional Sewer District (NEORS) who all attributed these more frequent and higher-intensity storms to climate change.

A view of the rainfall in Beachwood over the past 10 years shows that from mid-2017 until now, our rainfall has doubled over the 7 years prior: search "Beachwood weather averages" at [worldweatheronline.com](http://worldweatheronline.com). The NEORS-owned storm-water systems, many of which were constructed 50-80 years ago, were not built to handle such an influx of rain.

### COMPLETED SEWER PROJECTS

Many Beachwood residents believe that nothing has been done to mitigate flooding; this simply is not true. Over the past 6 years, the City, working with the Cuyahoga County Public Works Department, has invested \$5M in its sewers, with projects including repairs, relining, and separating the storm and sanitary sewers in 22 locations. Separating these systems has helped to prevent storm water and untreated sewage from backing up into basements during significant rainfall.

### PROPOSED SEWER PROJECTS

- In the **Bryden and Green Road area**, we are working with Shaker Heights to create a second culvert that will double the storm-water capacity in that area. This project will aid Bryden and Green residents and homes on the side streets in the area. The construction could begin as early as next spring and could be completed by the end of Summer 2021.
- The **Northwest Beachwood area** is served by sewer systems at Lyndway Road and Glenhill Drive. This project will positively impact homes located between Fairmount Blvd. and Cedar Road and Richmond Road to Green Road. We have completed data gathering from installed flow meters on the major storm-water lines and expect to have recommendations from our city engineer by early October. Completing this project will require a significant amount of capital and cannot be rushed without a complete study.



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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

- Finally, our Department of Public Works has created a list of residents who would benefit from the **installation of back-flow diverters**. These back-flow diverters are highly effective for flooding that occurs from the backup of indoor drains, but will not remedy issues such as old waterproofing or crushed sewer lines, which are the homeowner's responsibility. These diverters are typically installed by the County Public Works Department; I am proposing that Council approve a program for an independent third-party contractor to install some of these in Beachwood. If you require immediate assistance, you may hire a private plumbing contractor to locate test tees or install a back-flow device at your own expense.

More about these projects can be seen at the August 31 Public Works Committee meeting on our website. Also, the August 2020 *Beachwood Buzz* City Insider page 26 outlined basics about our sewer system and is archived online.

Beachwood does not pay for personal flood damage, nor can it all be fixed tomorrow. Nevertheless, I am committed to developing a City-wide Master Water Plan to help mitigate future flooding.

#### HOW YOU CAN HELP

- If your property experienced flooding on Labor Day, please call the Beachwood Department of Public Works (DPW) at 216.292.1922 with your address. They are creating a database of our hardest-hit flood areas. You may also request a free evaluation of your sewer systems, a service we are happy to provide.
- Please move flood-damaged items to your tree lawn and call DPW at 216.292.1922 to schedule a special rubbish collection at no charge.
- If you are planning a building or paving project, please consider using permeable paving materials.
- Contact our Regional, State and Federal elected officials and demand that they allocate budget to increase capacity of the storm sewers owned by the NEORSD, and ask what legislation they are promoting that will alleviate climate-change activity.

Council and I appreciate the pride our residents take in their homes and we are working to help protect your investment.

## CELEBRATE 50-YEAR BEACHWOOD RESIDENTS!

Bernard Abrahams	Jack Davidson	Toby Katz	Gretchen Russell
Nate Arnold	Ruth and Jerry Dombcik	Gloria Kurland	Jerry Savransky
Betty Blumenthal	Jane Dunay	Sanford and Elaine Jaffe	Fern Weiss
Sheldon Brodsky	James and Emily Eckley	Joyce Raviotta	
Diane Chaitoff	Alan Goldstine	Sheilagh Roth	

## WELCOME, POLICE CHIEF STILLMAN!

For more information see page 6 and also next month's City Insider.

### UPCOMING MEETINGS

**CITY COUNCIL**  
 Monday, October 5 at 7:00 PM  
 Monday, October 19 at 7:00 PM  
 Monday, November 2 at 7:00 PM  
 Questions? Call 216.595.5462

**PLANNING & ZONING COMMISSION**  
 Thursday, October 29 at 6:30 PM  
 Questions? Call 216.292.1914

**ARCHITECTURAL BOARD OF REVIEW**  
 Monday, October 5 at 4:00 PM  
 Monday, October 19 at 4:00 PM  
 Monday, November 2 at 4:00 PM  
 Questions? Call 216.292.1914

<b>MIKE BURKONS</b>	<b>ALEC ISAACSON</b>	<b>ERIC SYNENBERG</b>	<b>JUNE TAYLOR</b>
			
216.832.6771	216.291.2797	216.401.0074	216.533.7640

## SHRED DAY!

Thanks to the 494 Beachwood residents who participated in the Sunday, August 30 Shred Day. We shredded a record 22,760 pounds of material: more than 11 tons! Thanks also to City employees Tim, Tony, Nick, Karen, and Mayor Horwitz for facilitating the transfer of shred materials from vehicle trunks to the shred trucks. The next event will take place in Spring 2021: watch for more information in future issues of City Insider.



## CRIME ADVISORY



Last month, many vehicles were entered, items taken, and in some cases, vehicles were stolen from Beachwood residential neighborhoods. Most (if not all) were unlocked with the ignition keys left inside. Please be safe: lock up and take your keys any time you leave a vehicle unattended.

If you see suspicious activity, please report it to the Beachwood Police Department at 216.464.1234.

## WANTED: ORIGINAL GARDEN RECIPES

If you have created an original recipe around one of your Beachwood veggie harvests, send it to the City. We will assemble all the submissions in a booklet to be shared on our website. Please send your recipes to [lynn.johnson@beachwoodohio.com](mailto:lynn.johnson@beachwoodohio.com).

**Deadline: October 30**



## BEACHWOOD WINS STATE AWARD

Good record keeping has qualified the City of Beachwood for the Auditor of State Award with Distinction. Auditor of State Keith Faber said, "Congratulations on an audit that highlights your dedication and commitment to transparency and accountability to taxpayers." Our congratulations to the City's Audit and Finance Departments, particularly Audit Director Harvey Rose, Administrative Coordinator Mari Conroy, Assistant Finance Director Michelle Kaplan and Finance Director Larry Heiser.

## ONLINE CITY MEETINGS

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](mailto:whitney.crook@beachwoodohio.com). For information about Planning & Zoning and the Architectural Board of Review, please email [veronica.muth@beachwoodohio.com](mailto:veronica.muth@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. For more information, please call 216.292.1971.

## HYDRANT FLUSHING



The Beachwood Fire Department will conduct hydrant flushing October 24 — October 30.

Hydrant flushing may occur on your street any day during this week. If you experience discolored water, please run the COLD water from the lowest point in your house (for example, a basement sink) until it runs clear.

For more information, call 216.292.1965.

## UTILITY SCAMS: BE SAFE!

The Cuyahoga County Department of Consumer Affairs warns residents to hang up on utility scam calls that threaten disconnection. Utility disconnection, refund, or discount scams, which target residents and businesses, often spike before weekends or holidays.

The safest thing to do with these calls is report them to Cuyahoga County's Scam Squad by calling 216.443.SCAM (7226) or use the online reporting form at [consumeraffairs.cuyahogacounty.us](http://consumeraffairs.cuyahogacounty.us). Answering --or worse, calling back-- may result in more calls.

### RESIDENTS ARE ADVISED:

- Utilities do not accept gift cards, money wires or Bitcoin.
- Never share Social Security numbers or banking information with anyone who calls you.
- If you have questions about your utility accounts, contact your utility using the number on your bill.
- Do not use callback numbers provided in robocalls or on your Caller ID.

## 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.



### PICK UP AFTER YOUR DOG

**It's the law!**

(Beachwood City Ordinance 618.12)

## MASK REMINDER



Our City Playground is considered an outdoor gathering area. Face coverings are required to be worn by all patrons over the age of five.

## NEW ART EXHIBIT



BEACHWOOD COMMUNITY CENTER  
*CREATIVE EXPRESSION*

\*Friday, October 2 — Wednesday, October 28

### BY APPOINTMENT

Featuring bright, bold, and colorful work by artists Lisa Gerla-Feder, Meghann Hennen and Deb Steytler.



\*Visit exhibit online or call 216.595.3733 to schedule an in-person appointment. Monday — Friday, 9:00 AM — 3:00 PM

## FALL LEAF PICK-UP

Loose-leaf pick-up has begun and (weather permitting) runs through mid-December.

- Leaves need to be raked into piles on the treelawn
- Keep piles free from other debris such as grass, trees or branches
- Vehicles parked on the street may impede the City's ability to collect leaves



# MULCHING THE LEAVES ISN'T A TRICK

IT'S A TREAT FOR YOUR LAWN!

- Mulch leaves with a lawn mower: leaves provide nutrients for healthy soil
- Apply a good-quality compost along with grass seed while seeding the lawn

## DID YOU KNOW?

Researchers found that mulching leaves in the fall resulted in a greener lawn and up to 80% fewer dandelions the following spring season.



## VETERANS DAY SALUTE

SUNDAY, NOVEMBER 8  
11:00 AM

BEACHWOOD CEMETERY

The Beachwood Historical

Society and the City of Beachwood will partner to commemorate Veterans Day. This program, free and open to the public, will feature local veterans and dignitaries and the presentation of colors. Beachwood Cemetery, located at the corner of South Green and Halburton Roads, is the final resting place of 40 soldiers from the Revolutionary War to World War II.

## RED CROSS BLOOD DRIVES

Blood donations are **by appointment only**. Please call the Red Cross at (800) 733.2767 or log onto [www.redcrossblood.org](http://www.redcrossblood.org) to schedule your appointment.

BEACHWOOD COMMUNITY CENTER  
1:00 — 7:00 PM

Friday, October 16  
Friday, November 20  
Friday, December 18

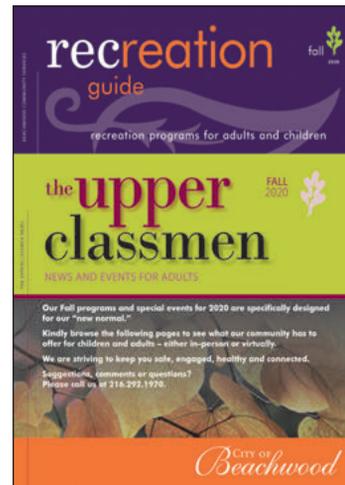


**SAVE A LIFE. GIVE BLOOD.**

## QUICK LINKS FOR QUICK INFO

For instant information about what's going on in the City of Beachwood, visit Quick Links at [beachwoodohio.com](http://beachwoodohio.com). Topics include: COVID-19 Updates, Watching City Meetings, Recreation Programs and Virtual Rec Guide, the Honkin' Haulin' Parade Route and more. Visit today!

## RECREATION & HUMAN SERVICES ACTIVITY GUIDE



Activities are available for all ages: in-person, online and hybrid! Be sure to view the Recreation & Human Services Activity Guide on the Quick Link at [beachwoodohio.com](http://beachwoodohio.com).

Browse its pages to see what our community has to offer for children and adults. We strive to keep you safe, engaged, healthy and connected.

Suggestions, comments or questions?  
Please call 216.292.1970.

## OF SPECIAL NOTE

Drivers seeing a stopped school bus with the stop arm out and lights flashing are to stop at least 10 feet from the front of or rear of the bus and not move until signaled to do so by the bus driver.

A driver does not need to stop for a school bus approaching from the opposite direction when traveling on a highway with four or more traffic lanes.



Just bring your creativity, clothes and accessories!

FREE but registration  
is required:  
[WWW.BEACHWOODOHIO.COM](http://WWW.BEACHWOODOHIO.COM)

FREE  
BUILD  
A  
SCARECROW!

Perfect family  
or group activity  
for everyone!

- Sunday, Oct. 11
- Beachwood  
City Park East
- 12:00 - 2:00 PM

SUNDAY,  
OCTOBER  
11

We provide the  
scarecrow  
mounting, straw  
and twine.

VECTEEZ

Presented by: City of Beachwood, Beachwood Historical Society, Beachwood Arts Council

Trucks are  
on the move!



FREE  
goody bags!

- Sunday, Oct. 18
- Starts at 1:00 PM
- Parade route at:  
[WWW.BEACHWOODOHIO.COM](http://WWW.BEACHWOODOHIO.COM)

CITY OF  
*Beachwood*  
[WWW.BEACHWOODOHIO.COM](http://WWW.BEACHWOODOHIO.COM)



# Jay Leberman New Head of Mandel JDS

By Arlene Fine

Forget the honeymoon period for Jay Leberman, the newly appointed Mandel Jewish Day School Head of School. COVID-19 took care of that.

Jay, a seasoned, internationally renowned educator, has hit the ground running since he assumed the school's helm in early July. By providing insightful and motivating leadership for students, teachers, and parents, Mandel JDS successfully opened its doors during the pandemic. Jay replaced Jerry Isaak-Shapiro, who led the school for 17 years.

"Our 320 students are learning and socializing in the safest, smartest ways possible, as we follow Ohio Department of Health and CDC Covid guidelines," said Jay. "Thanks to the school's recent renovation and expansion, there's plenty of space for students and staff to comfortably and safely practice physical distancing and still engage in active learning."

Jay, 63, has spent his entire career in Jewish education. Prior to coming to Cleveland, he served a seven-year stint as director of the Kivunim Gap-Year program in Jerusalem. He held a 16-year position as head of school at the Perelman Jewish Day School in Philadelphia and, before that, was the educational director at the Sager Solomon Schechter Day School in Northbrook, Illinois, for 12 years.

His educational credentials include a Bachelor of Arts

degree from Hebrew University in Jerusalem and a Master of Philosophy from Oxford University in London. But it was the moral values Jay was taught as a young student attending Bet Shraga, a day school in Albany, New York, that have guided him throughout his life.

"At Bet Shraga I learned the lesson of *Derech Eretz*, which covers the basic norms of ethical and moral human behavior," Jay said. "Everyone, no matter where they are in life, should practice compassion, and act in a nonjudgmental, ethical, and respectful way to every person they meet."

Treating people well and embracing people from all walks of life has led Jay to interact with diverse communities around the world. He has many Hindu, Christian, and Buddhist friends, including the Dalai Lama. "My Judaism allows me to engage with the world, not disengage from it," he said. "Within each of us there is a divine spark; each of us is an entire world. It is incumbent upon us to respect each other and contribute to the betterment of all of mankind."

It is this openness to the broader world that inspires Jay as a Jewish educator. "Mandel



JDS is a nondenominational, pluralistic community," he said. "Our inclusive admission policy provides a welcoming place for students from all spectrums of Judaism, from Orthodox to the unaffiliated, and from all social and economic backgrounds. With the increase of racism, bigotry, and intolerance, it's important for our students to appreciate the values of acceptance and diversity, and know that everyone has the ability to contribute to the collective good of society."

---

Everyone, no matter where they are in life, should practice compassion and act in a nonjudgmental, ethical, and respectful way to every person they meet.

---

As he looks to the future, Jay plans to ensure significant scholarship funds are available so all families, including those adversely affected by the COVID-19 economy, can send their children to Mandel JDS.

"Cleveland has a magnificent reputation of leading the country in cutting-edge Jewish educational programs," said Jay,

"And the Jewish Federation of Cleveland is well known for its generous support of Jewish day schools."

An avid naturalist, Jay plans to incorporate more nature and outdoor programs to the curriculum. These include lessons about the birds and the bees – building bird feeders to attract rare species and studying bees and bee keeping as it relates to the environment.

As to living in Beachwood, Jay is amazed at what this Northeast Ohio community has to offer. "Everyone I have met has been so hospitable and gracious," he said. "And being an outdoors person, I have already taken many walks in the Beachwood Park and Acacia Reservation. It's a beautiful area; this move and professional opportunity have been a blessing."

Jay and his wife, Soraya, live in Beachwood. He is the father of three sons, Hemi, Hanan, and Boaz, and three grandchildren who live in Israel. His daughter, Yael, attends the prestigious Royal Academy of Dramatic Arts in London.

Mandel JDS is located at 26500 Shaker Blvd., Beachwood. For information, visit [mandeljds.org](http://mandeljds.org) or call 216.464.4055.



*"Fight for the things that you care about, but do it in a way that will lead others to join you."*

~ Ruth Bader Ginsburg



Join  
us

Visit us at  
[www.beachwood.org](http://www.beachwood.org)  
or on social media:  
Facebook  
@BeachwoodCOC  
Instagram  
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## Upcoming Events

Wednesday October 7 • 8-9 AM • Member Orientation

This is an event for all our members to learn what the chamber has to offer.

Wednesday October 14 • 12-1:15 PM • Monthly Luncheon

How Employee Benefits Have Evolved

Thursday October 15 • 11:45-1 PM • Women's Connection

International Women's Air and Space Museum

We Invite you to Check Out  
Our *NEW* Website!

Become involved by  
joining a committee to  
make your voice heard!



# PawTree Provides Customized Nutrition Program for Pets

A few months ago, Beachwood resident Jodi Edelman-Agapito read the *Beachwood Buzz* article about Mitch Luxenburg breeding puppies. She then called to tell us about her business, PawTree, a holistic, customized nutrition company for pets.

Jodi said, "Pets are family members, so whether you already have four-legged friends, or plan to bring one into your home, why wouldn't you feed them the most nutritious foods possible?"

Roger Morgan founded PawTree in 2012 because he knew there had to be a better way to care for pets with premium-quality food, treats, and supplements made with only the finest ingredients.

When Jodi heard about PawTree, she was looking for a business opportunity, so it was a natural for her to get involved. But first, she tried the products on her dog, Mambo, who was limping, and having a hard time walking and jumping on the couch. She saw improvement in a few days, and a huge improvement over time.

"I thought he would need surgery," Jodi told us. "I talked with a PawTree consultant who suggested some of their products, and now Mambo, who is 14, is pain-free and running around like he did when he was 3. I was sold, and so was my husband, Juan, who is always skeptical."

Jodi informed us that when you buy food from a pet store, it isn't regulated and you may not know the full ingredient content.

"PawTree rewrote the book on pet nutrition," she said. "Its products are all created by veterinarians

and a nutritionist, and are all chemical-free with no byproducts or fillers."

Jodi also shared that PawTree offers a full line of dietary supplements, seasonings and more, and that the best way to learn about this company and all it offers is to visit its user-friendly website at [PawTree.com/petzappeal](http://PawTree.com/petzappeal).

Prior to creating PawTree, Roger spent more than a decade as CEO of a pet products company where he was told many times to lower prices. The only way to lower them was to cut quality, which he wasn't comfortable doing. Now, he controls the quality of his products without compromising, and works with people who have the same mindset.

"The company's philosophy is to create opportunities for individuals to follow their passion, take control of their lives, make a difference, and feel good about what they're doing," Jodi shared. "I'm so glad to have learned about this company and to spread its good word."

Jodi explained the importance of educating and empowering pet parents with information that will improve the quality of their pet's life. Whether your pet has anxiety, cognitive issues, stress, gas, low energy, seasonal allergies, etc., there is a supplement or program to build its immune



Jodi and Juan with their dog, Mambo.

system. Customers shop by symptom or diagnosis, or they fill out a questionnaire that is used to create a customized plan.

"I love these products. They help pets grow and remain happy and healthy for as long as they possibly can. When our pets have more energy and feel better, so do we. The company's vision is to create a world filled with unconditional love where pets and their people thrive.

"I know from experience how these products work," she added. "If you're an advocate of healthy, clean eating, this is for you. PawTree created a story based on unconditional love, and this is

one way we can give back to our pets. Plus, there's no risk because of the company's full money-back guarantee."

Jodi explained the importance of educating and empowering pet parents with information that will improve the quality of their pet's life.

For more information about products or sharing the opportunity, visit [PawTree.com/petzappeal](http://PawTree.com/petzappeal) or call Jodi at 216.401.3112.

*"The only limit to the height of your achievements is the reach of your dreams and your willingness to work for them."*  
~ Michelle Obama





## The Best Way to Survive Breast Cancer: Catch It Early

*University Hospitals Recommends Women Begin Annual Mammogram Screenings at Age 40*

**W**hen breast cancer is caught early, the survival rate is nearly 100 percent, and the five-year relative survival rate of women with localized cancer, an early stage of the disease, is 98 percent. So it's important to get regular breast screenings.

An initial baseline mammogram is recommended for women when they turn 40, regardless of their risk factors, followed by annual screening mammograms.

"A lot of patients are afraid to come in because they are afraid of what we're going to find," says University Hospitals breast radiology specialist Donna Plecha, MD. "If we can find something that hasn't metastasized or gone to the lymph nodes, we probably have about a 98 percent chance of a five-year survival rate or a cure, as opposed to waiting until the issue becomes much larger. Being proactive and finding things that are much smaller and at an earlier stage gives us a better chance of curing that patient."

Patients can come to the Breast Center at University Hospitals for many different reasons. One could be to get their annual mammogram. The other way a patient may come in is when they are experiencing symptoms, such as finding a lump or some type of change in their breast.

"In that case, we'll do targeted imaging with a mammogram or 3-D tomosynthesis imaging, as well as ultrasound," explains Dr. Plecha. "Then we'll talk with the patient and give them the results. If the patient needs a

biopsy, we can move in that direction. Some patients may just end up needing extra imaging in six months to watch an area that we think is probably benign – less than a two percent chance of being cancer – and we'll continue to keep a close eye on the area."

About 60 percent of biopsies come back benign. Some biopsies may come back malignant, and then the discussion with the patient's surgeon or nurse practitioner at that time will detail what the next steps are.

"It really depends on what type of breast cancer the patient has," says Dr. Plecha. "There are so many kinds of breast cancer, and we're really good now at targeting the treatment to the particular type of breast cancer that we diagnose."

In addition, almost half of all women who get mammograms are found to have dense breasts, and although having dense breast tissue is normal, many women don't know what it means or the health implications it may have. Breast density matters because women with dense breasts have a higher risk for breast cancer than women with fatty breasts.

The radiologist who reviews your mammogram will classify your breasts according to four groups:

1. Almost entirely fat (about 10 percent of women)
2. Some dense areas: scattered areas of dense glandular and connective tissue (about 40 percent of women)
3. Many dense areas: numerous areas of glandular and connective tissue (about 40 percent of women)
4. Extremely dense: almost all glandular and connective tissue and little fat (about 10 percent of women)

Dense breasts fall into groups three and four, and after a mammogram, patients will receive a letter letting them know if they have dense breast tissue. Dense areas look white in a mammogram, the same color as cancer, making it tricky for doctors to read the images and find breast cancer.

If you have dense breasts, speak with your doctor about your risk factors for breast cancer and whether you should have more screening tests, such as 3-D mammography, a breast ultrasound or a magnetic resonance imaging (MRI) exam. Currently, there are no screening recommendations beyond mammography alone for dense breast tissue cancer detection; however, additional screening may find cancers missed with mammography.

---

Regular screening is key to catching breast cancer early, Dr. Plecha emphasizes. Women can also reduce cancer risk by maintaining a healthy body weight, getting enough exercise and limiting alcoholic drinks.

---

UH also offers a ten-minute Fast Breast MRI, a self-pay option that detects three times the cancers compared to mammograms.

"It's a game changer in the fight against breast cancer because it detects the most cancers," Dr. Plecha says.

Regular screening is key to catching breast cancer early, Dr. Plecha emphasizes. Women can also reduce cancer risk by maintaining a healthy body weight, getting enough exercise and limiting alcoholic drinks.

*To schedule an appointment with a breast specialist at UH Ahuja Medical Center or to schedule a mammogram, call 216.245.1204. For more information about UH breast health, visit [uhhospitals.org/services/obgyn-womens-health/breast-health](http://uhhospitals.org/services/obgyn-womens-health/breast-health).*

# Bryden Neighborhood Party

**B**ryden residents continued their annual neighborhood party tradition, but this year, with social distancing. Donning masks, residents walked up and down the road with balloons, greeting one another and enjoying conversations. Some neighbors opted to sit on their porch or in their driveway waiting for passers-by to stop.

Masks, sanitizer, water, and packaged snacks were handed out, as volunteers from the Beachwood High School senior class made sure everyone was comfortable, and had what they needed to be safe and have a great time.

The event started with music by BHS jazz trio Zachary Ritzenberg, Ben Bosler, and Alex Thiam, and concluded with a “mini-Blossom” concert,

hosted by Bryden resident Lisa Boyko, who performed with fellow-members of the Cleveland Orchestra.

“Karen Carmen and Lynn Johnson from the City of Beachwood helped us connect with seven different neighborhoods, and we had a great summer, playing all over Beachwood,” Lisa said. “My colleagues from the Orchestra were so pleased to have had

these opportunities to play for live audiences. For me, hosting the August 30 concert on our own street was a delightful ‘grand finale.’”

Randi Lackritz said, “I was happy the block party didn’t get ‘blocked’ this year! The idea was different, but the warm Bryden welcome was still in the air. Once again, we look forward to next year’s gathering!”



“I was happy the block party didn’t get ‘blocked’ this year! The idea was different, but the warm Bryden welcome was still in the air.”

– Randy Lackritz



- Clockwise from top left:*
- BHS musicians Zachary Ritzenberg, Ben Bosler, and Alex Thiam.
  - Lisa Boyko (*right*) performs with Cleveland Orchestra colleague Kim Gomez.
  - Annual Bryden party sign, created by kids in the neighborhood seven years ago, with added messages added annually about what it means to be a great neighbor.
  - Neighbors enjoy a front-lawn concert.
  - Fred Helper and Missy Bystrom take a social-distance walk to visit immobile neighbors.

*Photos by Matthew Keyerleyber*

# Cuyahoga County Department of Health and Human Services Launches New Website

From babies to older adults, the Cuyahoga County Department of Health and Human Services (CCDHHS) provides programs that help thousands of residents from all walks of life. Some services are critical for safety and basic needs, while others help individuals and families build a brighter future through education, training, and jobs.

Previously, residents had to visit ten different websites to get all this information. Now it's all in one place. The new website, [hhs.cuyahogacounty.us](http://hhs.cuyahogacounty.us), provides information from eight agencies so residents can easily find what they need.

"This is a big step toward helping Cuyahoga County residents get the help they need during an historically challenging time," said David Merriman, director, CCDHHS. "Many people who have never reached out to us before are contacting us now, and we want to give them quick and easy access to information and services. Having everything in one place helps people learn more about what we do, how we can help them or their neighbors, and the value we bring to the community."

#### Features include:

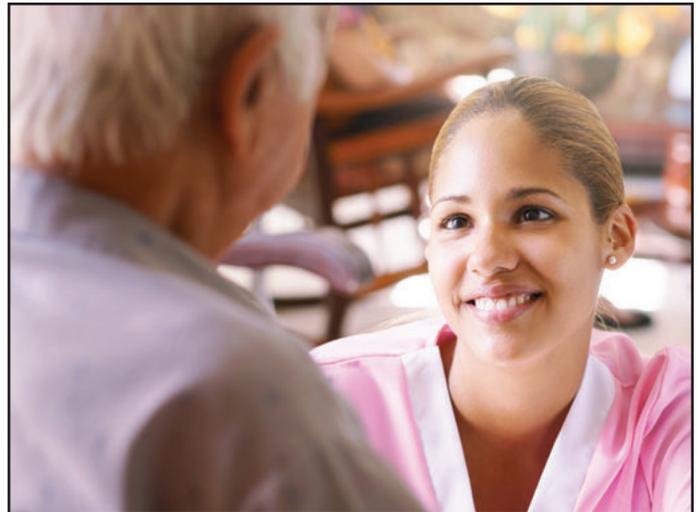
- A listing of all our departments and services by topic.
- Don't know what program you're looking for? Just click on

"I Need" and discover all the ways we can help.

- Services for moms, dads, teens, seniors, and more, using the "I Am" feature.
- Select a program for details and how to apply.
- Online Community Resource Guide provides residents with agency contacts that are closer to home.
- Get Involved section provides opportunities to help your community by donating, volunteering, mentoring, or becoming a foster parent.

The new website, [hhs.cuyahogacounty.us](http://hhs.cuyahogacounty.us), provides information from eight agencies so residents can easily find what they need.

Whether you want to get help or give help, you'll find everything you need at [hhs.cuyahogacounty.us](http://hhs.cuyahogacounty.us); or on Facebook, Twitter, and Instagram.



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## CWRU's Siegal Lifelong Learning Remote Programs

Case Western Reserve University's Siegal Lifelong Learning is offering an array of upcoming remote courses. Check out the ones listed here or visit [www.case.edu/lifelonglearning](http://www.case.edu/lifelonglearning) to find out more.

### **The American Jewish Community in the Age of the Coronavirus:**

**Four Questions to Consider**  
Tuesdays, October 6 - 27  
7-8:30 pm

Presented by: Steven Windmueller; Rabbi Alfred Gottschalk, emeritus professor of Jewish Communal Studies; Jack H. Skirball, campus of HUC-JIR, Los Angeles

### **The Immune System: Friend or Foe?**

Wednesdays, October 14 – November 18 • 1:30 - 3:30 pm  
Presented by: Steven

Emancipator, professor emeritus, Pathology, School of Medicine, CWRU; Alan D. Levine, professor, Molecular Biology & Microbiology, School of Medicine, CWRU.

### **The Social Conscience of the American Musical**

Thursdays, October 15 – November 19 • 1:30 - 3:30 pm  
Presented by: Jodi Maile Kirk, director of Active Learning; and Heather Meeker, executive director, of The Musical Theater Project.

### **Reassessing a "Great American Icon": The Antisemitism of Henry Ford**

Thursdays, October 15 – November 5 • 7:30 - 9 pm  
Presenter: Bruce Ogron, attorney, instructor of Lifelong Learning.

### **Do Jews Write the Songs That Make the Whole World Sing?**

Wednesdays, October 21 – November 11 • 1 - 2:30 pm  
Presenter: Sarah Sager, cantor laureate, Fairmount Temple.

## NCA Financial Planners Hosts Retirement Webinar

NCA Financial Planners, a leading independent financial planning firm, is hosting a free virtual webinar, "Making the Life Altering Transition into Retirement," on Wednesday, October 7, from 12 - 1 pm.

"We've been helping clients through this life altering transition for over three decades," said Laurie Jackson, NCA's Client Services and Marketing director. "It's important to be strategic,

honest, and excited about what retirement will actually be. If you are less than 10 years away from retirement, join us for this discussion."

Attendees will learn the four phases of retirement, how to reduce stress and prolong independence, and important considerations to incorporate in your financial plan.

To register, contact Laurie at 440.473.1115 or visit [ncafinancial.com/retirement](http://ncafinancial.com/retirement).

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# Dianne Palmer

## Personalizing Music for You

If you're looking for a creative gift idea and are in a musical frame of mind, you'll want to meet Beachwood resident Dianne Palmer.

Dianne is a critically acclaimed vocalist whose live stage performances explore a diverse range of musical compositions.

She brings you great standards from The American Song Book to jazz tunes, and from pop to country. Her sophisticated vocals and humor leave audiences enchanted, so it's not a surprise that she created new options for sharing her love of music when the pandemic struck and spotlights were dimmed.

Back in February when the world changed for all of us, Dianne wanted to give back to her 97-year-old mom's assisted living communities, both former and current.

"My mom's caregivers have always been, and continue to be, amazing. Plus, because of the time I spent at her former assisted living home and now spend at her current one, I wanted to do something to give back," Dianne explained. "I'm a singer, so I thought, 'the gift of music' would be a great way to connect, but how?"

Then an idea came to her: Tailor-Made Serenades™. She would create videos that include four personalized songs and can be viewed on a TV channel.

"It really took off," Dianne told us. "I started by making videos for my mom and her friends, and then expanded the idea by offering Tailor-Made Serenades™ for backyard concerts, which



is a cool way to celebrate an anniversary, birthday, special occasion, etc."

Both versions of Dianne's personal serenades have been hits. Now,

with the weather cooling down, she's added a new verse to her repertoire: Musical Greeting Card Videos.

"These cards are personalized and make for gifts that last longer than flowers," Dianne told us.

"They definitely send a smile to someone's computer!"

Her cards include three songs from the Great American Songbook (selected by buyer), one personalized song, and one personalized conversation, all packaged on a 15-minute video sent as an Mp4 and saved to a keepsake memory stick.

"Reinvention can be exhausting, but wow is it rewarding!"

When Dianne is not on stage, or creating birthday greetings and serenades, she is busy working as a nationally/internationally known voiceover talent for both radio and TV commercials, web narrations, and audiobooks.

Perhaps you've heard her on commercials for Dirt Devil, Lancome, Wyndham Hotels, ABC, NBC, TNT, CBS, Secret, Maybelline, Dell computers, WalMart, Kraft Products, Windex, Hotels International, Las Vegas Chamber of Commerce and hundreds more.

Now, Dianne is having fun and keeping it local. To order your Tailor-Made Serenade™ or Musical Greeting Card Video, contact Dianne at 216.346.2877.



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# Halfway to CIFF45

Wednesday, October 7, 11 am – Saturday, October 10, 11 pm

CIFF is celebrating the halfway point to CIFF45 (which opens on April 7, 2021), and invites you to join them online as they bring back some of the best of CIFF44 short films!

This year, CIFF is thrilled to offer three different programs: Comedy Shorts, Jury Shorts I, and Jury Shorts II, with pre-recorded post-film conversations, each available on a pay-what-you-can sliding scale. Each post-film conversation will include a sign language interpreter. Please check individual short film descriptions for closed-captioning availability. Films will be available to stream Wednesday, October 7, 11 am, through Saturday, October 10, 11 pm.

For complete information, visit [clevelandfilm.org/events](http://clevelandfilm.org/events).

## FILMSLAM® STREAMS

FilmSlam® Streams offers educators digital access to hundreds of films and accompanying study guides (when available) to use as part of their classroom curriculum. In addition, CIFF will provide opportunities for educators and students to engage with filmmakers through Q&As. If you are an educator who would like to take part in FilmSlam® Streams, please contact special programs director Beth Steele Radisek at [beth@clevelandfilm.org](mailto:beth@clevelandfilm.org).

CIFF is supported in part through a public grant from Cuyahoga Arts & Culture.

# Free Book Discussions with Margaret Reardon

Join Margaret Reardon live in the Beachwood Community Center or in the comfort of your own home via Webex for the following book discussions:

## ***Olive the Lionheart: Lost Love, Imperial Spies and One Woman's Journey Into the Heart of Africa,***

by Brad Ricca  
October 20  
11:30 am - 12:30 pm  
Registration deadline:  
October 15

In 1910, Scottish aristocrat Olive MacLeod received word that her fiancé, the famed naturalist Boyd Alexander, was missing in Africa. So, she went to find him. Though there are wild animals to fight and inhospitable forests to whack through, Olive's incredible journey becomes even stranger as she goes on.

Vietnam, and his girlfriend, an emergency room doctor trained to ask questions, follows a path that leads her home to the very hospital where they met.

## ***The Address,***

by Fiona Davis  
Tuesday, December 15  
11:30 am - 12:30 pm  
Registration deadline:  
December 10

From the author of *The Dollhouse* and *The Masterpiece* comes the compelling national bestselling novel about the thin lines between love and loss, success and ruin, passion and madness, all hidden behind the walls of The Dakota – New York City's most famous residence.

\* The Beachwood Community Center adheres to state and local health recommendations regarding face coverings and social distancing. Register at [beachwoodohio.com/registration](http://beachwoodohio.com/registration). Questions? Call 216.292.1970.

## ***The Red Lotus,***

by Chris Bohjalian  
Tuesday, November 17  
11:30 am - 12:30 pm  
Registration deadline:  
November 12

From the #1 *New York Times* bestselling author of *Midwives* and *The Flight Attendant* comes a twisting story of love and deceit: an American man vanishes on a rural road in

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# NCJW/CLE Sponsors Social Justice Film at Chagrin Documentary Film Festival

Seven Ordinary People become *Activated*; Discussion with Director and Actor Follows Film

National Council of Jewish Women/Cleveland is the sponsor for the Chagrin Documentary Film Festival film *Activated*, to be shown virtually, followed by a live discussion with Eric Stange, the director, and Gail Weinstein, one of the featured women. The event takes place on Wednesday, October 7, at 7 pm. The film can be viewed between October 6 and October 11 in the comfort of your home.

This 36-minute film showcases a handful of ordinary Americans who decide to leave their comfort zones and focus on a political cause for the first time in their lives because "it's the American thing to do," as the film's subtitle states.

"Like many of our NCJW advocates, these are people who never saw themselves as advocates, but were inspired to step up, put themselves on the front lines, and make a decision

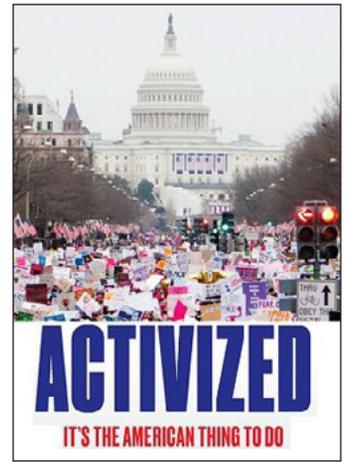
to defend American values and democratic institutions they believe are under threat," said Michele Kaminsky, NCJW/CLE president. "*Activated* epitomizes the spirit of the strong women in NCJW who learn to use their powerful voices for change in causes that impact lives for women, children, and families," she said.

"This is the fourth year NCJW/CLE has been a Silver Sponsor of CDFE," said Mary Ann Ponce,

executive director of CDFE. "Their partnership makes the festival delve even deeper into the subject of the film they sponsor," she added.

Jean Heflich and Roberta Herman are NCJW/CLE event chairs. NCJW members can participate at no cost. A link to watch the film will be emailed prior to the discussion.

Registration is required for all participants at [tinyurl.com/NCJWActivated](http://tinyurl.com/NCJWActivated).



"*Activated* epitomizes the spirit of the strong women in NCJW who learn to use their powerful voices for change in causes that impact lives for women, children, and families."

– Michele Kaminsky, NCJW/CLE president

For other festival tickets and updates, visit the CDFE website at [chagrinfilmfest.org](http://chagrinfilmfest.org).

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[ncjwcleveland.org](http://ncjwcleveland.org)

# ORT Ohio to Honor Heroes at 49th Annual ORT

ORT America-Ohio Region will break with tradition this year to host its 49th Annual Virtual Brunch that will honor ORT's heroes, teachers, and community heroes of the COVID-19 pandemic. This Virtual Brunch will be held on Sunday, November 8, at 10 am.

During this event, the Ohio Region will also present a special video tour of the Kfar Silver Youth Village in Israel, and stream the live dedication of the Science Center, which was funded by Ohio Region donors.

Additionally, ORT supporters will each have an opportunity to recognize someone who has impacted their lives during the COVID-19 pandemic. A tribute card will be mailed to each honoree acknowledging that a donation was made in their honor, and the pair will be listed at the November 8 event, and in an ad that will be published by *Cleveland Jewish News*.

"In the midst of this pandemic, it is important to

recognize ORT's teachers and come together as a community to honor all of our heroes," said Greg Marcus, president of the ORT Ohio Region. "ORT teachers have really gone above and beyond learning new skills and navigating new platforms to help our students."

During the pandemic, ORT has provided laptops and internet connectivity for students and teachers, along with online enrichment activities for students and professional development for teachers. Event proceeds will continue to support ORT schools and programs as they develop new teaching platforms and methods.

Kfar Silver, part of the World ORT Kadima Mada network in Israel, provides a high level of education and social support to Israel's most at-risk students, to ensure that they receive all they need to reach their full potential. Renovations at the 60-year-old youth village have been the focus of the Ohio Region's fundraising for the past three years, first supporting the renovations at the science building and then taking on much-needed work in the kitchen and dining hall. Kfar Silver is home to a diverse student body that found a home there when other schools have failed them.

In 2016, ORT Ohio raised funds to refurbish the Science Center at the Kfar Silver Youth Village.

"At our upcoming event, we will gratefully recognize donors who supported this project," said Alyssa Giterman, ORT America-Ohio's regional associate director. "During a live-stream program from Israel, we will witness the unveiling of room plaques and dedication of the 'Wall of Honor,' both of which recognize donors."

For information about the 49th Annual ORT Brunch, please contact Alyssa at 216.464.3022 or [AGiterman@ortamerica.org](mailto:AGiterman@ortamerica.org).



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# Shaker Arts Council Virtual Programs

Shaker Arts Council (SHAC) offers the following virtual art classes and webinars as part of its Stay-in-Place Productions, the arts council's response to COVID -19.

There are classes for every age and cover many artistic genres, including painting, drawing, theater arts, graphic novels, mixed media, papier-mache, poetry, and photography. Each is offered within an affordable price range. Free webinars include:

## How I Got to Perform with an Oscar Winner: Tips on Building Your Acting Career

Thursday, October 15, 2020  
7:30 - 8:30pm

Instructor: Peter Lawson Jones

During this one-hour session, Peter Lawson Jones will provide guidance on how you, as a Cleveland-based actor, can build an acting career. He will

share stories of his evolution as an actor and, most importantly, answer your questions. Peter is a member of both SAG-AFTRA and Actors Equity.

## Introduction to Voiceover

Thursday, October 22  
7:30 - 8:30 pm

Instructor: Amanda Terman

Learn how to get started in voiceover. Topics will include: how to create a demo, set up an inexpensive home recording studio, find and submit auditions, connect with talent agents, negotiate rates, and market your services.



## A+ Meditations (The A is for Aura) with Ras Chi

Monday, October 26  
7:30 - 8:30 pm

Instructor: Sirwilliam Cofield

This webinar will provide something for the whole family, especially during these times. The art of meditation will be thoroughly explained by meditation coach Sirwilliam, founder of Ras Chi. He will also introduce a few simple, highly beneficial techniques that may help us all in life. Let's strengthen our auras and immune systems together.

For complete programming visit [shakerartscouncil.org](http://shakerartscouncil.org).

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# Fall Into Backyard Composting

## Free How-To Webinars

Cuyahoga County residents are invited to learn more about residential composting and creating the perfect soil amendment for their yard. Informative, free webinars teach how to properly compost residential yard waste and food scraps. Composting and vermicomposting help reduce the amount of organic waste sent to landfills, while creating a healthy soil additive that can be used in gardens and landscapes. Three types of webinars are offered:

### Backyard Composting 101

Thursday, October 8 • 6 pm

Wednesday, October 21 • 2 pm

Get the dirt on backyard composting. Learn the science of composting and receive how-to-compost instruction.

### Composting with Worms:

#### Vermicomposting 101

Wednesday, October 7 • 12 pm

The red wiggler worms crawl in, the red wiggler worms crawl out. We'll teach you about vermicomposting and how to use these special worms to compost

organics into a nutrient-rich soil amendment. Vermicomposting is a great option for apartment dwellers or those who want to compost indoors. Stop sending your food scraps to the landfill!

### Ask the Composting Experts!

Monday, October 26 • 6 pm

Did you start a backyard compost pile for the first time this year? Have you been composting for a while, but you still have questions? Enjoy this fun, interactive webinar where you'll have the opportunity to speak with local

composting experts including:

- Carin Miller, education specialist for Cuyahoga Recycles
- Jo Ann Bartsch, OSU master gardener
- Nathan Rutz, director of soil for Rust Belt Riders

Email your composting questions ahead of time or be prepared to ask questions during the discussion.

All dates and the links to register are posted at [cuyahogarecycles.org/compost\\_workshops\\_and\\_bins](http://cuyahogarecycles.org/compost_workshops_and_bins).

To request a seminar for your group or organization, contact the District's education specialist at 216.443.3731.

### About the Cuyahoga County Solid Waste District

The Cuyahoga County Solid Waste District is the public agency helping the people of Cuyahoga County reduce, reuse and recycle at home, at work and in their communities. We serve as the leading resource in the County for information, expertise and programs that support sustainable materials management and reduce the environmental impact of waste. Visit [www.CuyahogaRecycles.org](http://www.CuyahogaRecycles.org) or call 216.443.3749 to learn how to recycle in your community and discover other recycling and disposal options.



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# Beachwood Historical Society Contest

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.

## This month's challenge:

Where was the Marous Family Farm located, and what is on the property now?

Note of interest: Frank Marous was mayor of Beachwood in the 1940s.

Please email answers to beachwoodbuzz@gmail.com with the words "Beachwood Historical Society Challenge" on the subject line.

All correct answers received by October 10 will be entered in a raffle for a \$50 gift card.



## Last month's question:

This building used to be called home by one of our country's largest retailers. Name that Company.

## Answer:

Joanne Fabrics or Fabri Centers of America. Congratulations to our winner,

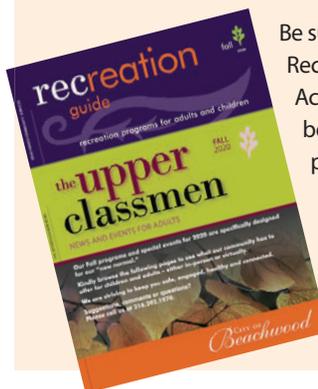


Elishva Creve, who will receive a \$50 gift card!



*"Never mistake motion for action."  
~ Ernest Hemingway*

## Looking for New Activities?



Be sure to view the City of Beachwood's Recreation & Human Services Activity Guide on the Quick Link at beachwoodohio.com. Browse its pages to see what our community has to offer for children and adults – in person and online – to stay safe, engaged, healthy, and connected. Suggestions, comments or questions? Please call 216.292.1970.

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# Maltz Museum Introduces New Online Anti-Bias Education Tool

The Maltz Museum of Jewish Heritage is proud to introduce its Stop the Hate Learning Portal ([learn.maltzmuseum.org](http://learn.maltzmuseum.org)). Designed to fit the needs of the 2020/21 school year, the portal provides online access to the Museum's nationally recognized anti-bias education content, where students can take the new Stop the Hate digital tour, teachers can book free online workshops, and both students and teachers can learn more about entering the \$100,000 Stop the Hate contest.

## About the Stop the Hate Digital Tour

The Museum's flagship program for young audiences in grades 6 – 12 is called Stop the Hate, which is centered on a student tour. Previously only available within the confines of the Museum's walls, a new digital version enables schools, teachers, and students to take the tour online and engage in coordinating activities. This digital tour uses

museum artifacts to exemplify expressions of racism and antisemitism in history.

## About the Stop the Hate Online Workshops

New this year, the Museum introduces free online workshops that expand the reach of two additional components to the Stop the Hate program: Youth Sing Out and Youth Speak Out.

For more than a decade, Roots of American Music has been

working with the Museum to deliver anti-bias education through the lens of arts enrichment in a program called Youth Sing Out. After a tour to the Museum, teaching artists would visit the classroom and work with students to pen original songs that reflect their own experiences with discrimination. The Museum redesigned this opportunity to create a new online version that's open to all 6 – 12th grade classrooms in twelve Northeast Ohio counties. Using Youth Sing Out as a model, the Museum then developed a second partnership with Lake Erie Ink to similarly teach writing workshops online in support of Youth Speak Out.

Students start by taking the Stop the Hate digital tour, then learn about Music and the Power of Protest from Rock & Roll Hall of Fame or Resilience from a Holocaust survivor, followed

by online work with a teaching artist from Roots of American Music or Lake Erie Ink to pen a class song or individual essay. Both workshops are free for middle and high school classes or home school groups of fifteen or more.

## About the Stop the Hate Contest

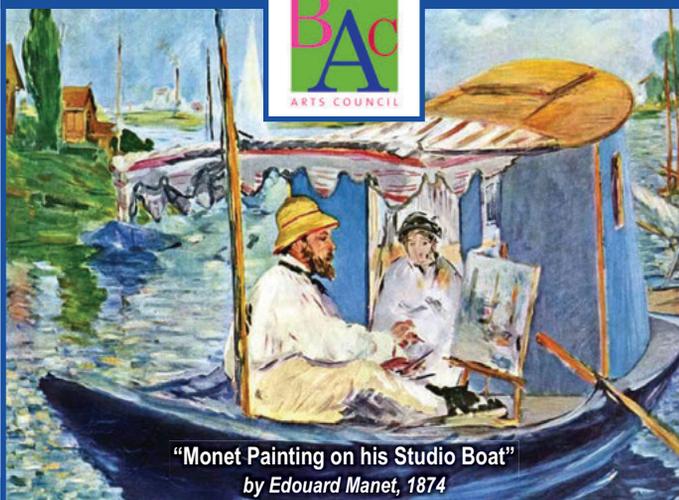
Now in its 13th year, the Stop the Hate contest gives out \$100,000 in awards and prizes annually. The contest is comprised of two components: Youth Speak Out Essay Writing for individual students and Youth Sing Out Songwriting for school classrooms. Both celebrate Northeast Ohio students in grades 6 – 12 who are committed to creating a more accepting, inclusive society by standing up and speaking out against bias and bigotry.

The contest, now open, has deadlines in March 2021.

Join the Maltz Museum's education team and partners for a Virtual Info Session on October 7 at 5 pm. To register for the Zoom link, contact [www.maltzmuseum.org](http://www.maltzmuseum.org) or 216.593.0585. To book a workshop, please email [education@mmjh.org](mailto:education@mmjh.org) or visit the Stop the Hate Learning Portal at [learn.maltzmuseum.org](http://learn.maltzmuseum.org).

*Thank you for your past support.*

We hope for smooth sailing in the coming year and look forward to seeing you at our future art exhibits, performances, tours, and workshops.



"Monet Painting on his Studio Boat" by Edouard Manet, 1874



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*"Learning never exhausts the mind."  
~ Leonardo da Vinci*

# Beachwood Schools PTO Supports Students and Staff

Beachwood Schools PTO has been hard at work to help staff and students acclimate to our changing world. Teachers received breakfast their first morning back in the building, a week before students arrived. They also received a small gift pack from PTO, which included a tie-dyed mask, plastic face shield, and lanyard, each packaged with a handful of chocolates. Since the mask packs were such a hit with teachers, PTO now offers them for sale on its website at <https://beachwoodschoools.membershiptoolkit.com/>.

To welcome students back, PTO members went to each building, including the Early Childhood Learning Center, to “chalk the walk” with colorful signs and sayings. “We can’t wait to see the kids’



smiles as they enter the building for the first time since March,” said PTO president Shana Wallenstein. To learn more about how you can help Beachwood Schools PTO, email Shana at [shanarene@gmail.com](mailto:shanarene@gmail.com).



maltz museum of jewish heritage

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Learn more on our new Stop the Hate Learning Portal plus access free anti-bias education tools



Take a *Stop the Hate* Digital Tour with optional activities



Book a Classroom Workshop with *Roots of American Music* (songwriting) or *Lake Erie Ink* (essay writing)

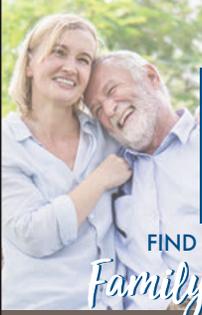


Enter the *Stop the Hate* contest as a class (Youth Sing Out) or as an individual (Youth Speak Out)

[LEARN.MALTZMUSEUM.ORG](http://LEARN.MALTZMUSEUM.ORG)

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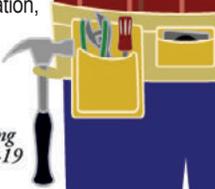
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# Jewish Federation of Cleveland Announces Young Leadership Division Microgrant Program Recipients

The Jewish Federation of Cleveland recently announced its next cohort of Young Leadership Division (YLD) Microgrant Program recipients. Through its Microgrant Program, YLD looks to expand upon the thriving, vibrant Jewish Cleveland young adult community by empowering individuals or groups to create, plan, and host experiences for Jewish Clevelanders ages 22-45.

YLD Microgrant Program recipients may receive up to \$1,000 to support their projects per calendar year. YLD Microgrant Program funding is available twice annually, with applications due in July and December.

"For more than three years, the Microgrant Program has helped dozens of Jewish Clevelanders create unique and personalized events for their peers," said Cameron Orlean, YLD board chair. "So many of these projects have become beloved events within our local Jewish young adult community, and the YLD Board and I are proud to play a part. Our July 2020 recipients really showcase the creativity and depth these programs can provide."

#### YLD Microgrant Program Recipients:

- Matthew Fieldman of Beachwood will host *Rekindle: Cleveland's Black Jewish Dialogue Fellowship*

- Jennie Becker of Shaker Heights will host a virtual screening and discussion of *Toxic: A Black Woman's Story*
- Madison Jackson of Solon will host a Global Jewish Pen Pal Program
- Aaron Wolkoff of Beachwood, representing B'nai Jeshurun Congregation's BJ Atid, will host a virtual paint party by Artist at Heart
- Annie Weinstein of Cleveland, representing Fairmount Young Professionals, will host Jew Years Eve, a social program for young adults during Rosh Hashanah

For more information about the YLD Microgrant Program, visit [jewishcleveland.org/yldmicrogrant](http://jewishcleveland.org/yldmicrogrant), or contact Leah Markowicz at [lmarkowicz@jcfclve.org](mailto:lmarkowicz@jcfclve.org) or 216.593.2905.



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