

Beachwood Buzz

April 2015

Every Resident. Every Business. Every Month.

MAGAZINE



Warm Days

COOL TRENDS

Also inside :
2015 Mother's Day
Contest

END-OF-LIFE CARE SHOULDN'T BE A LAST MINUTE DECISION.

Many people don't realize they have options when it comes to the care they want to receive. That's why there's **National Healthcare Decisions Day**. You may have never heard of it, but it's just as important as the tax deadline that comes the day before. It's a day devoted to educating and empowering you to make your healthcare choices known should you become unable to speak for yourself. By making these choices now, you're giving your loved ones the gift of peace of mind.

Hospice of the Western Reserve can help. We offer a free guide that provides useful tips and worksheets, plus all the legal documents required by the State of Ohio. There is no wrong way to begin and no better time than now. Be prepared to make choices that are right for you. Find a community education event near you or download your guide now at hospicewr.org/decisions.



**HOSPICE
OF THE
WESTERN
RESERVE**

800.707.8922 | hospicewr.org



2015 Mother's Day *Makeover* Contest

Who stands out when you think about someone who would really enjoy a complete makeover?

Each month, I use this column to write something inspirational or motivational. This month, I'm going a different route. With Mother's Day being just around the corner, *Beachwood Buzz* and Lavish Color Salon created a contest to provide one deserving recipient with a complete Mother's Day makeover.

Who stands out when you think about someone who would really enjoy a complete makeover? Maybe she works hard and doesn't take time for herself. Or maybe she volunteers and gives so much of herself that it would be nice for someone to do something for her. Or maybe she has endured some hardships, and a day of pampering would regenerate her. Who comes to mind? Please nominate her, or yourself, for our 2015 Mother's Day Makeover Contest!

Just email a current photo and description (not to exceed 350 words) of why this person should be considered for this makeover. Nominees must be Beachwood residents. Winner will be selected by an independent panel of judges and will be featured in the June issue of *Beachwood Buzz*.

Winner will receive:

- Complete makeover by Lavish Color Salon
- Transportation Service to and from dinner
- Dinner
- Flowers
- New Outfit
- Photo Shoot

Package value is estimated at \$1,500.
Entries must be received by April 30.
Please email entries to beachwoodbuzzcontest@gmail.com.



Are you a smoker?

Early lung cancer detection could mean a healthier tomorrow.

New scientific evidence shows that a lung cancer screening can be a lifesaving investment. That's why University Hospitals Seidman Cancer Center is offering a low-dose CT test that costs just \$99 for qualifying patients:

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- Patients who have smoked one pack per day for 30 years.

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To make an appointment or to learn more, call **1-866-UH4-CARE (1-866-844-2273)**.



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at convenient locations throughout Northeast Ohio, call or visit:

1-866-UH4-CARE (1-866-844-2273) | UHSeidman.org

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Write to us and tell us what you think. Beachwood Buzz magazine welcomes all Letters to the Editor. Please send all letters via email to beachwoodbuzz@gmail.com. Letters must have the contact's name and phone number. Phone numbers will not be published.

Calendar Section

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

Article Submissions

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

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COVER STORY

Warm Days Cool Trends

After a long winter, spring is finally here. To complement these warm days, we share these cool trends. The cover photo was shot at the Ohio Design Centre. This outdoor set from A.E. Monroe & Company, titled Summer Classics from the Rustic Collection, has a powder-coated aluminum frame and weathered resin feet to endure for many years. *Feature story is on pages 8-10.*

Cover Photo by Scott Morrison, Discovery Photo.

City Council Update • Page 24

City Centennial Celebration

American Red Cross Blood Drive

Centennial Fact

RX Drug Drop Box

Rain Barrel Workshop

Hydrant Flushing

Art Exhibits

Upcoming Meetings

Municipal Service Department Year-End Totals

Mommy & Me Fairytale Tea

When You're in Beachwood, You Have Arrived!

Free Personal Shred Day for Residents

Ice Cream Sundae Sunday

Hazardous Household Waste Round-Up

Home Safety and Emergency Planning

Deer Management

You and Your Schools – Page 28

Musicians Earn High Ratings

Join Us for Lunch at the BHS Bistro

Bryden Principal for the Day

Celebrating Culture

Save the Date: Community Thank-You Celebration & BBQ for Dr. Markwardt, Superintendent

State Champions!

Summer Camp Registration

Beachwood Mathletes Dominate Local Contests

Register for Kindergarten!

Seussville at Bryden

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

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

If we don't know about it, we can't publish it!

Beachwood Author Festival

April 25, 2015

at Beachwood Middle School & the Cuyahoga County Public Library – Beachwood Branch
 Presented by Beachwood City Schools & Cuyahoga County Public Library – Beachwood Branch
 Sponsored by the Beachwood Community PTO, Friends of the Beachwood Library and Overdrive.

An afternoon of meeting authors, storytelling, illustrations, workshops, book signings and more!



Marc Brown



John David Anderson



Lindsay Ward



Shelley Pearsall



Neil Shusterman



Angela Johnson

SCHEDULE

12-1 pm – Author

Marc Brown (C), BMS Theater

1:15-2 pm – Authors

John David Anderson (M, YA), CCPL Branch meeting room

Lindsay Ward (C), BMS Cafeteria

Shelley Pearsall (C,M), CCPL Branch meeting room

2:15-3:15 pm – Authors

Neal Shusterman (M,YA), BMS Theater

Angela Johnson (C), CCPL Branch meeting room

3:30-4:15 pm – Author Activities

Lindsay Ward: Illustration Activity, BMS Cafeteria

John David Anderson: Speaking/Activity, BMS Theater

Shelley Pearsall: Writing Workshop, CCPL Branch meeting room

Angela Johnson: Writing Workshop (M, YA), CCPL Branch meeting room

1-4 pm – Face Painting & Bookmark Making

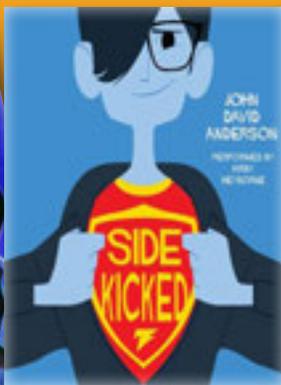
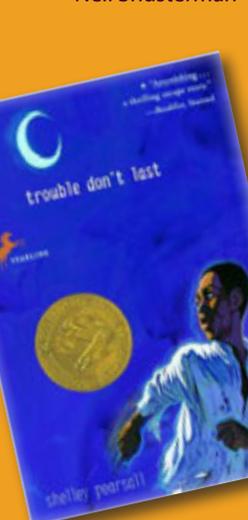
4:15-5 pm – Author Book Signings

(C)=Children's session (M)=Middle Grade session (YA)=Young Adult session

Free and open to the community

Registration suggested at www.beachwoodschoools.org

On-site bookstore to purchase books for signing



Visit beachwoodschoools.org for more information

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beachwoodbuzzmag.com](mailto:sales@beachwoodbuzzmag.com)

Beachwood PTO Clipboard



The Beachwood PTO's garage sale is back! Items include new and gently worn clothing, household items, sports equipment, books, toys, furniture and more. All proceeds benefit Beachwood City Schools.

Sale Hours:

Thursday, April 30 • 9 a.m. to 4 p.m.

Friday, May 1 • 9 a.m. to 4 p.m.

Saturday, May 2 • 9 a.m. to 3 p.m.

Sunday, May 3 – 10 a.m. – 1 p.m.

Please note new location:

23550 Commerce Parkway, Beachwood

For more information, call the garage sale hotline at 216.464.2600, ext. 550.

Free Presentation by Dr. Ethan Schafer

The Middle School PTO invites you to attend a free presentation by Dr. Ethan Schafer, clinical psychologist, on "navigating adolescence."

This event will take place Thursday, April 16, at 7 p.m., at the Beachwood Middle School library.

Dr. Schafer will address various issues that parents may be experiencing with their adolescents, and topics will be open to discussion.

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A program of Jewish Family Service Association of Cleveland





Warm Days COOL TRENDS

After a long winter, spring is finally here. To complement these warm days, we share these cool trends.

Furniture/Decorating

When meeting with professionals at the Ohio Design Centre, located right here in Beachwood on Mercantile Road, we learned that six of their eight showrooms are open to the public. The other two are open for browsing, although a decorator is required to make purchases. Angela Williams, account coordinator for Studiothink, the center's marketing company, is working hard to get the word out that the ODC is open to the public and that if a buyer wants to use a decorator and doesn't have one, he or she can be matched up with one.

While talking with Lisa Kuenning at Donghia, she told us that wall coverings are making a huge comeback this year and are being used throughout the home.

With a resurgence in natural and innovative options, they offer a wide selection of woven fibers, hemp, grasscloth, fabric, foam, wood, mother of pearl, magnetic and even 3D hologram papers from which to choose. Since many of these papers are works of art, clients often choose to use them for feature walls, panels and something special to hang on their walls.

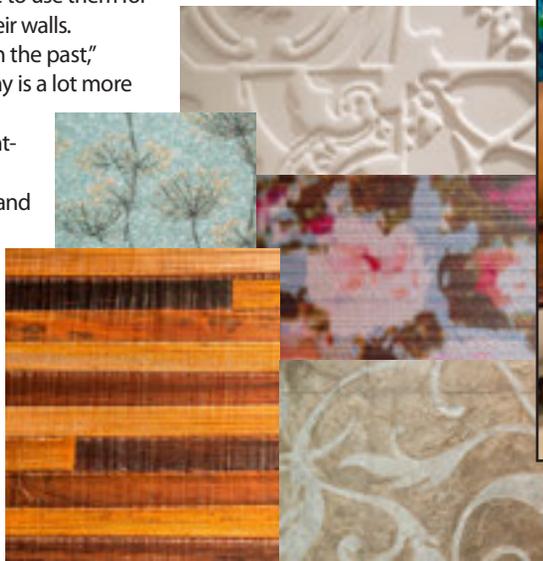
"It's not the wallpaper you think of when thinking from the past," Kuenning said. "We still have that, but what we have today is a lot more innovative."

In lighting, the trends are energy efficiency and LED lighting. What makes lighting interesting is the use of blended materials, like glass and metal, leather and metal or wood and metal. Lighting can create a statement and be seen as jewelry for the room.

Representatives from all showrooms agree that warmer tones, texture and depth are being used in furniture. While neutral tones will always be popular, beautiful, rich colors that can be used as an accent or theme are hot this spring. Textural fabrics, exotic woods and warm metals are combined to make stunning



Furniture and wall coverings from The Ohio Design Centre.



pieces. Traditional, contemporary and reclaimed furniture, also known as shabby sheik or urban sheik, are popular choices when it comes to style.

Window treatments are also making a huge comeback. Fabric choices are limitless, as is drapery hardware. Acrylic can be bent around corners; and finials are made of crystal, metal, or painted materials. Drapery ties also decorate a room.

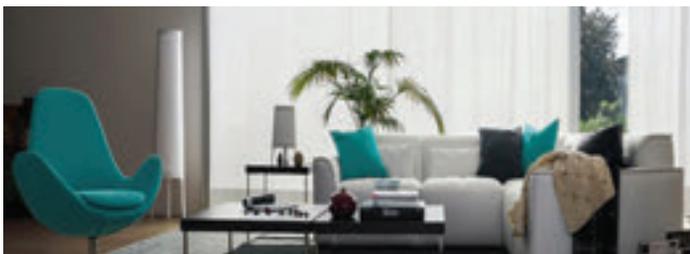
Ann Monroe of A.E. Monroe & Company showed us various performance fabrics that just came out this spring. These beautiful options withhold sun, don't fade or hold water, and are mold and mildew resistant. With bright, bold colors across the board, there are many prints available, with traditional and southwestern prints being popular. Like wallpaper, these fabrics are not like the outdoor fabrics seen in the past. The plush feel and textures allow for many more options when designing outdoor furniture.

Monroe also told us that her outdoor carpet line is more commercial, without a commercial look.

When talking with Thom Capretta of Atelier Lapchi, he shared that rug trends are an entity of their own that don't necessarily follow fashion furniture trends. As with furniture, he's seeing big colors as well as black, gray and taupe. His custom-designed rugs are created with hand-dyed wool and silk, and when asked what's hot, Capretta said it must be hardwood floors since he's selling larger rugs. As far as style, he showed us transitional designs that can be used to pull in a contemporary or traditional look.

At Bello Design, a more contemporary showroom, designer Laurie Lindbloom told us people are getting more comfortable with a style that incorporates clean lines, a mix of different materials and an overall look that is not so matchy matchy. Even those who are more comfortable with more traditional homes will welcome a contemporary table, lamp or fixture to add a little bling. About animal prints? They're classic and will be used forever.

When asked what's hot, Saule Narabutaitis, Bello Design assistant manager, said bold is in. Large art is in. Recycling is in and clean lines are in. "What's really in depends on the space, style and needs of a client," she said.



Furniture

To get another perspective on furniture trends, we talked with Joseph Kogan, owner of MC Furniture in Willoughby, who told us the demographic of those who favor contemporary furniture has doubled from 8% to 16% over the past few years.

When asked what's hot, Kogan told us that espresso wood finishes are big, and a lot of furniture with walnut wood is now being shown. And, he said, "Very bright colors!"

He also favors Scandinavian designs because of their simple forms, clean lines, unbeatable craftsmanship and timeless elegance; as well as their combined use of materials, like natural woods and leather or fabrics.

Kogan said that contemporary hand-crafted furniture from Italy, Canada, France and the United States is hot. He also agrees that clean lines are in and that individual tastes tie in with styles that create peace, elegance and harmony.

Kogan realizes that not everybody has a high-limit budget and guarantees the lowest prices for the merchandise he sells everyday.

"What's hot is being able to affordably and tastefully decorate your home while staying within your budget," he said.

Outdoor Lighting

With the snow melting and ground thawing, it's time to think about outdoor lighting. The three reasons to consider outdoor lighting are safety, security and ambiance. When asked what's hot this year, Chris Ursetti of Liberty Landscape Lighting said it's definitely the LED lighting that's available now.

"Technology is really good. The bulbs look like halogen lights, don't have the blue tint anymore and reduce electric use by 70%," Ursetti told us. "A 50-watt spotlight only uses 9 watts of electricity."

Along with this technology comes new products that enhance the lighting. Copper and brass are in, and Ursetti said that his products have a lifetime guarantee and add value to your home.

"All the way around, outdoor lighting provides a win win situation," Ursetti said.



Tile

When talking with Lori Kirk-Rolley, vice president, brand marketing, at Dal-Tile Corporation, to see what's trending in tile, she told us that wood looks are clearly among the hottest trends in the marketplace. The use of tile that emulates wood, in long, linear plank sizes, continues to gain momentum in both floor and wall applications. What was first introduced as a traditional take on hardwood floors has evolved to include more colors and textures to choose from than ever before. Porcelain tile that realistically mimics the look of hardwoods allows for beauty, long-lasting durability and ease of maintenance.

Here are some additional trends expected to be seen throughout 2015:

- Gray will continue to be the hottest color in 2015. Clay, taupe and other neutrals, including soft blacks, will start to rival gray's popularity.

- Pastel blues and greens, as well as peach, coral and purple, are popular choices as accent colors. Marsala, PANTONE's 2015 Color of the Year, will also be in high demand as the industry leader sets the tone for the annual color palette.

- Mosaics have evolved and are growing in popularity.

- As an alternative to granite, quartz is set to be a favorite in 2015 thanks to myriad color and pattern options that mimic other natural materials, and the low-maintenance qualities of the slabs.

- Large-format tile sizes push the limits each year, allowing for more continuity in an open floor plan, allowing furnishings and décor to define the space.

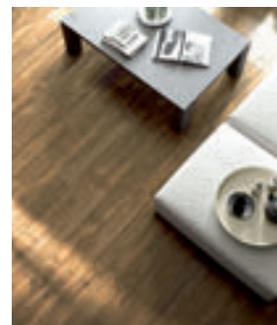
- Long, lean planked tiles in various styles and finishes that mimic natural materials are popular.

- Long rectangular tiles are becoming more popular for backsplashes and shower and tub surrounds.

- What's old is new again – Retro design will continue to be popular, especially in bathrooms.

- Daring colors and unique orientations of materials are setting some homes apart from the rest.

- Classic marbles in large formats and unique floor patterns are becoming more popular.



Landscaping

While trends in landscaping don't vary too much each year, John Neff of Neff Landscaping talked with us about sprucing up our yards this spring.

According to Neff, the best time to plant grass is in the spring, before it gets too hot outside – but not too early since too much moisture, frost and freezes will kill the seeds.

Neff said it's important to apply pre-emergents between mid-March and April 15 to control crabgrass and weeds in your lawn and flower beds, saving headaches during the growing season. He also recommends six pre-emergent applications instead of five, saying, "Pesticides nowadays are different than the ones we used to have. Today's pesticides are less toxic so they disperse quicker."

When talking about color, Neff told us that the use of perennials and annuals are commonly used, but added that shrubs can add color year round. Examples include red twig and yellow twig dogwoods; and blue and yellow-color junipers.



Perennials, like tulips, daffodils and crocuses, which have to be planted in the fall, bloom first. Annuals are generally planted once the perennials die. When choosing annuals, be sure to know how much sunlight they will get before making your selections. When fertilizing flowers, Neff recommends a liquid fertilizer. He also recommends incorporating fertilizer into the soil when planting, and says that it's important to fertilize shrubbery, too.

Since deer present a problem in most areas, Neff recommends mixing things up and planting various items. Each year, lists of deer-resistant plants come out, and each year, the list gets shorter because the deer are hungry and eat more of what's available.

Lastly, don't forget to mulch, which like paint, covers up a multitude of sins. Neff recommends bark mulch, which is more inert and doesn't affect the plants in the beds. Black mulch, which looks attractive, is often made of dyed wood chips and can be unfriendly to plants.

If your yard is tired and needs an update, Neff recommends calling a landscape professional, and says your investment should last and should be able to survive our challenging winters.

Sunglasses

We've talked about home trends – now, here's a little tip about showing some style when going outdoors.

When talking with Blake Ellison at Eyetique, he shared some style tips about sunglasses this spring, saying that every collection is getting away from heavy and thickset, and that he's seeing a lot of metal – or half metal and half plastic – in much lighter, more comfortable styles.

Additionally, manufacturers are getting away from motifs, and are not plastering their logos on the frames.

"It's nice that what is currently coming into trend is basic classic stuff," Ellison said. "We're seeing styles that used to be popular before fashion went to the over the top."

The chunky trend was very one dimensional for one style of person, and didn't look good on the vast majority. Now, with super clean, thinner, lighter weight designs, it opens up doors for more people to have more choices that really do look good.

Some vintage and throwback styles are also in, and aviators, which come in many different shapes, will always be hot.



Staying Cool

Cleveland summers are hot and humid, but your home can be nice and cool, unless your air conditioner breaks down. To keep your cooling system running efficiently and effectively, yearly maintenance is a must.

"Many homeowners are unaware when their cooling systems are running poorly and how much money is being wasted in the process," said Gary Rosen of Smylie One. "It not only costs more in energy bills, but can also cause further damage to the system that could necessitate costly repairs and even replacement of your air conditioner."



Resources

Daltile
23632 Mercantile Road,
Beachwood OH 44122
216.464.4470
daltile.com

Liberty Lighting
440.823.3917
libertylandscapelights@aol.com

Neff Landscaping
440.449.3050
nefflandscaping.com

Smylie One
440.449.HEAT (4328)
smylieone.com

Eyetique
Eton
Woodmere, Ohio 44122
216.514.3002
eyetique.com

MC Furniture
28172 Chardon Road
Willoughby Hills, Ohio 44092
440.585.7430
mdcfurniture.com

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Orson Welles Impersonator to Make Guest Appearance at Beachwood Elderclass

Mark Sebastian Jordan has been an active presence on the Ohio arts scene for 30 years as a writer, actor, director, playwright, poet and improv comedian. As a living history performer, Jordan will portray Orson Welles for the next Beachwood Elderclass program on Thursday, April 9. Although Welles is perhaps remembered best for the movies, "Citizen Kane" and "The Third Man," his "War of the Worlds" frightening radio broadcast remains an epic.



Jordan has been featured in numerous TV programs and appeared as an extra in the classic movie, "The Shawshank Redemption." He lives at Malabar Farm State Park in Lucas, Ohio, where he runs the Hostelling International hostel. His Malabar Trilogy of historical dramas was featured in sell-out performances for a decade at Malabar Farm State Park.

The community is invited to attend Mark Jordan's impersonation of Orson Welles, whose numerous quotable quotes include, "Popularity should be no scale for the election of politicians. If it would depend on popularity, Donald Duck and The Muppets would take seats in the Senate."

Sponsored by the Beachwood Board of Education, Elderclass affords residents an opportunity for learning and entertainment in a high school environment. Excellent lunches, catered by the vocational culinary arts class, are \$5 for Beachwood residents and \$8 for non-residents, if space is available. Programs in the new community room are free and open to the public.

Elderclass coordinator Mort Biel reminds attendees that lunch will be served in the Beachwood Bistro at noon, with the program to follow at 1 p.m. in the adjacent community room. A bus will begin pickups going from the northeast corner of the parking lot to the front entrance beginning at 11:15 a.m. and ending at noon. The bus will return you to your car following the program.

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



Jewish Federation
OF CLEVELAND
111TH ANNUAL MEETING

BEHIND the HEADLINES

WHAT THE AMERICAN MEDIA IS
NOT TELLING US

Join us

APRIL 14, 2015

26 Nisan 5775



featuring
David Horowitz

FOUNDING EDITOR, *THE TIMES OF ISRAEL*

Tuesday, April 14, 2015 | 7:30 p.m.
B'nai Jeshurun Congregation
27501 Fairmount Blvd., Cleveland

Coffee, tea & desserts

Kosher dietary laws observed

Free and open to the public

Space is limited: registration strongly encouraged.

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Online www.jewishcleveland.org

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Anita Hirsch and Marv Sicherman

A Fun-Loving Hometown Love Story

Anita Hirsch has been a Beachwood resident for more than 50 years. She and her late husband, Jerry, raised their children, Laurel (Muzik – BHS class of '76), Amy (Finkenthal – BHS class of '79) and Jeff (BHS class of '85) here, in Beachwood. She is a 20-year realtor who now works for Gordon Dental Care.

Marv Sicherman, also a 50-plus-year Beachwood resident, shares a similar story. He and his late wife, Sue, who passed away in January, 2007, also raised their children, Heidi (Fleischer – class of '78, whose stage name is Heidi Joyce) and Steven (class of '83) in Beachwood. As a bankruptcy attorney and adjunct law professor, he was once known as a “Kinsman Cowboy.”

Nonetheless, in our small, close-knit community, although Anita and Marv's paths had crossed, they never really knew each other – until meeting on J-date and reminiscing about their pasts.

Finding themselves alone after their spouses lost their battles to cancer, both Anita and Marv signed up on J-date to find companionship – and maybe more. Marv, who signed up first, had been casually dating, but rarely met anyone with whom he wanted to go out more than once or twice. When Anita decided it was time to come out of her shell and start living again, she, too, signed up.

“When we were young, Sue told me that if she died first, she wanted me to get remarried,” Marv said. “Statistically, I didn't think that would happen.”

“After learning that she had cancer, I never heard her say that again,” he added somberly.

“Jerry also told me that if anything happened to him, I should go out right away and go on with my life,” Anita shared. “Dick Eston, Jerry's best friend, was the last person he talked to. And Dick checked on me every

day until he passed away. I think Jerry asked Dick to call me every day and take care of me, but I really don't know.”

Both Anita and Marv took their deceased spouses' advice. They talked a few times and agreed to meet on a Sunday morning, just after New Year's Day, at Bob Evans for coffee. At the time, Marv asked himself why he was doing this. His kids had just returned to Los Angeles after visiting, and he thought coming out for coffee would be a waste of time.

A few minutes after Anita arrived for their coffee date, she got a call from Marv, who asked, “Are we meeting at 10 a.m. or 10 p.m.?”

“I thought this was crazy,” Anita told us. “I took a deep breath and thought the meeting will be short and sweet!”

Anita already had her coffee when Marv walked in. He ordered tea, and Anita felt she would be out of there in 5-10 minutes. This was a far cry from what ended up to be an 11-hour date.

“Prior to meeting, we only had each other's first name,” Marv said. “But once we met, there was a connection, and I realized who Anita was. I knew Jerry, but didn't know he'd passed away at the time. It didn't register.”

“We had connections, but we weren't in each other's circles,” Anita added.

The couple found themselves enjoying each other's company and decided to go for a ride down memory lane, each introducing the other to his/her old neighborhood.

“We took a ride down memory lane, driving past previous homes and schools, reminiscing,” Marv said. “We were really enjoying each other's company, and ended up stopping at each of our current homes and going to dinner.”

In the meantime, Anita's phone was ringing every 15 minutes. “My kids were concerned about my safety and they kept calling,” she said with a chuckle. “I



thought it was amusing since they knew Marv's family and had never once checked on me during my 20-year real estate career!”

Anita then went on to tell us that while at Marv's house, they were standing at the kitchen window, talking, when suddenly a car pulled up. A woman got out of the car, retrieved some groceries, and opened the garage door.

“I thought, oh my, a woman lives here!” Anita told us while laughing. “I decided I'm leaving – I'm walking to a girlfriend's house. I'm not getting messed up here!”

But Marv explained that the Ducoffs lived next door, and she could use the refrigerator and freezer for her groceries. They were expecting company for her twins' Bar Mitzvah.

“As it ended up, they appreciated the gesture and said they never have enough storage room at home,” Marv continued. “So I cleared two shelves, gave them a garage door opener, and told them to feel free to use the space whenever they needed it.”

“He was laughing, but I was telling him that I didn't think it was funny,” Anita told us.

Additionally, when Marv

sold his house, he told the new owners that if they wanted the refrigerator and freezer, they could have it, but the Ducoffs still get to use their shelves.

They were married on Marv's 75th birthday, just a few days shy of a year from when they met, and their dressed-up collective 11 grandchildren were the bridal party.

As the date continued, Anita's kids were still checking in with her regularly. Anita recalled that after about 35 phone calls, her daughter, Amy, invited them over for a glass of wine, which they accepted. By the time Anita got home, the estimated 5-10 minute date had lasted 13 hours.

Continued on next page.

Park Synagogue Presents its 22nd Annual University Day

Park Synagogue presents its 22nd annual University Day, Wednesday, May 6, in Kangesser Hall at Park Synagogue Main, 3300 Mayfield Road, Cleveland Heights, from 9 a.m. to 2:45 p.m. The educational day, designed for adults of all ages, begins with coffee and tea, and opening remarks by Rabbi Sharon Marcus, followed by the Weinberg Lecture, featuring a discussion on "Cleveland 2015: What's On the Drawing Board," with panelists Lee Fisher, Jeffrey Epstein, Joe Marinucci, and Jeremy Paris.

The remainder of the day offers a choice of workshops:

- "Adult Stem Cells: The New Medicine," with Dr. Arnold Caplan
- "Cleveland: Where It's Been... Where It's Headed," with Brent Larkin
- "What to Listen for in Music," with Amy Parks
- "The New Anti-Semitism," with Brian Amkraut
- "Fifty Years, Wandering in the Cleveland Sports Desert" with Les Levine
- "Events Currently Shaping 21st Century History," with Terry Pollack.

The day ends with a "Musical Interlude," featuring vocalist James Love and pianist Peter Tavens.

A kosher box lunch will be served at noon. The program, open to the community, is sponsored by Park Synagogue Senior Adults. The fee is \$30 per person and prepaid reservations are required by April 24. For reservations and information, contact Ellen Petler at epetler@parksyn.org or 216.371.2244, ext. 122.

Continued on next page.

During the day, both Anita and Marv realized that their late spouses had performed together, with Sue playing piano and Jerry, an admirer of Frank Sinatra, singing.

"They performed at Fairmount Temple, Beachwood High School and Deak Lodge," Anita told us. "They used to practice together and perform variety-show music."

Although Anita and Marv (both of whom admit they can't carry a tune) attended these performances, they didn't go together and had never communicated.

Additionally, Heidi, who was a cheerleader with Amy and in choir with Laurel, had been at the Hirsch's house numerous times; and Marv, who served on the Beachwood Board of Education School Board when Amy graduated, may have presented her with her diploma. (Anita didn't support him when he first ran, but did support him for his second term.)

Other connections are: Anita's birthday is the same day as Marv's mother's; Steven's birthday is the same day as Brett's (Laurel's son); Amy eventually bought Sue's parents' former house on Glenhill; when Sue's parents sold this home, their realtor was Herb Cohen, Anita's employer; and Anita and Marv both have sisters named Shirley.

Anita and Marv have been together since that first date and when they became engaged, Beachwood was buzzing! They were married on Marv's 75th birthday, just a few days shy of a year from when they met, and their dressed-up collective 11 grandchildren were the bridal party. The wedding ceremony was at Embassy Suites in Beachwood, with the service performed by Rabbi Joel Chazin, Montefiore's chaplain. This is truly a fun-loving hometown love story!



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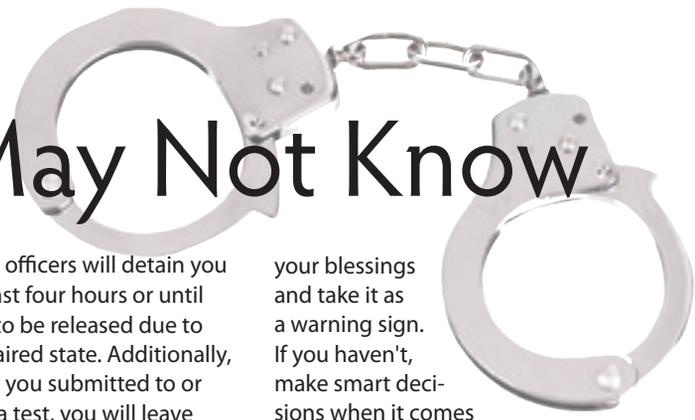
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OVI – What You May Not Know



A drunk driving charge is known as Operating a Vehicle under the Influence, or OVI, under Ohio criminal law. This is a serious charge that can land you in jail and without a driver's license for a long period of time.

There are quite a few variables that determine OVI penalties, many of which are determined by the courts, the judge and whether or not you submitted to chemical tests.

An OVI in the State of Ohio states that it is against the law for any person to operate or attempt to operate a vehicle while under the influence of alcohol, drugs or any other substance which causes them to be impaired. It is a separate charge if the driver's blood alcohol concentration (BAC) level exceeds .08%.

In the event that an individual's BAC is lower than the legal limit, he/she could still be charged for an OVI if signs of impairment which raise suspicion of alcohol or drug consumption are shown. If the BAC is above 1.7, penalties worsen.

Once suspicion has been raised by a law enforcement agent, obvious questions about drinking will likely be asked and a driver may be asked to complete a series of field sobriety tests. You do not have to submit to these tests and can kindly refuse to take them.

However, by law, you will be required to complete a chemical test if arrested. Choosing to refuse this test, or tests, in the state of Ohio will result in an Administrative License Suspension (ALS). If requested by an arresting officer to take more than one test, such as breath and blood, you must submit to both. A driver may not choose which test he/she will submit to. If one is refused, the ALS will immediately be enacted. Any driver who holds an Ohio driver's license is holding an agreement of sorts which states that they will abide by the state's consent law when

they accept their license.

If a chemical test is refused, an ALS equals an automatic 12-month license suspension from the Bureau of Motor Vehicles upon conviction. For a first OVI offender, occupational privileges may be obtained after 30 days. When obliging to take the chemical tests, occupational privileges may be granted after 15 days, and the sentence may be as short as six months.

When talking with Beachwood Police Chief Keith Winebrenner, he told us that individuals are generally pulled over for some other violation, like weaving, speeding or crashing a red light. Once pulled over, if there is reason to believe that drugs or alcohol played a part in the behavior, a field sobriety test, including a horizontal gaze nystagmus test, which can't be faked, will be performed. Additional tests, some of which require divided attention, include a one-leg stand test or walking a straight line. Additionally, alphabet or finger dexterity tests may be instituted.

Chief Winebrenner explained, "In addition to seeing how someone physically performs field sobriety tests, we observe their ability to follow instructions. Is their speech slurred? Can they find their driver's license? When asked questions, are they confused?"

Chief Winebrenner went on to explain that when someone is impaired, it is hard to multi-task or divide his attention. That's why someone may be stopped for speeding – or swerving. When focusing on speed, chances are that they'll swerve. When focusing to stay in their lane, speed is often ignored.

When pulled over, there are typically two officers and everything is recorded and shown in court. The car gets towed, and in Beachwood, which uses the Shaker Heights Court, the bond is typically set at \$10,000, which means you need to come up with \$1,025 to be released. To release

yourself, officers will detain you for at least four hours or until it's safe to be released due to the impaired state. Additionally, whether you submitted to or refused a test, you will leave without a license.

Within five business days, a court date is assigned to deal with driving privileges. Until this date, there are no privileges. At this time, the judge can give limited privileges for school, work and medical if he/she chooses to.

Then, a pre-trial hearing is set. You enter your plea – guilty, not guilty or no contest. Guilty means just what it says, and you have nothing to say. Not guilty means a trial date will be set. No contest means you're accepting a finding of guilty but leaving yourself at the mercy of the judge.

There are more specifics depending on circumstances. Attorneys and prosecutors may make a deal to negotiate charges, but it is rare that a case gets thrown out.

If stopped in Beachwood for a first offense, fees are determined by the judge. The maximum penalty is \$1,075 with 30 days in jail. Twenty-seven days are often suspended, and three can sometimes be traded in for an intervention program. Additionally, six points will be tacked on your license.

In recent years, there has been a large uptake in the number of drug-related OVI's, most of which are the result of prescription drugs, in which case a blood test is required rather than a breath test. Again, if refused, an ALS will be slapped on.

In Beachwood, there were 105 OVIs in 2014. The cost of an OVI runs into the thousands. In addition to the fees mentioned above, there are costs to get your car out of the impound lot, attorney fees, court costs, license reinstatement fees and increased insurance costs.

If you've had an OVI, didn't hurt yourself or anyone else, and are reading this article, count

your blessings and take it as a warning sign. If you haven't, make smart decisions when it comes to drinking and driving. One poor decision can change lives.

Disclaimer: This article is not meant to be used for legal purposes. Situations and circumstances vary. For complete information, if needed, contact an attorney.

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'08 BHS Graduate Leads Game Development of Words with Friends Successor

By June Scharf

Got an idea for a gaming app? Daniel Sternfeld did, and it essentially launched his career.

In a remarkably rapid rise, the BHS Class of 2008 graduate now works as a lead engineer

at Zynga, the San Francisco-based developer of social gaming products, including the highly successful Farmville and Words With Friends. Its latest release is Words On Tour, a word puzzle game whose development Sternfeld oversaw through a top secret, high pressure, 10-month process. The game is available through the Apple App store, Google Play and Facebook.

The 24-year-old's path began with games he played as a child, most notably Legends of Zelda, a role-playing puzzle and action adventure. He said the game that pushed him over the edge and made him want to become professionally involved with game creation was Deus Ex, an immersive role-playing experience.

"Deus Ex explored the role of storytelling in games," he explains, adding that he also learned "how simple systems could interact to create something greater than the sum of their parts." Ultimately, he drew on these factors for inspiration.

While attending the Rochester Institute of Technology, where he majored in game design and development, Sternfeld was active in events sponsored by the International Game Developers Association and the annual Global Game Jam. The latter sponsored a 48-hour event where teams created a prototype for an assigned genre. Sternfeld's strategy and sleuthing game, Fade: Case of the Stolen Diamonds, earned several awards that propelled his interest in building the game out and releasing it through the Apple App store. It earned widespread praise in the gaming industry and essentially became his ticket into the professional world.

Fade caught the attention of Zynga and merited Sternfeld with an internship at the company the year before he graduated college. His stint there involved coding and collaborating with designers on the game Café World, in which you are in charge of your own restaurant. He began working full time at Zynga following graduation.

Sternfeld's advice to those interested in the gaming field is to create their own game. "Companies want to see passionate, driven people who have a vision and can make it a reality." This is possible using many resources available on line, without necessarily needing to take a class, Sternfeld says.

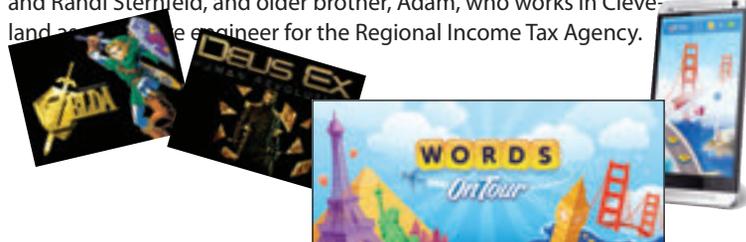
If he had to offer a theory as to why gaming is so popular, Sternfeld notes that it must be the mental challenges. "People need a break from daily life, while still engaging their brain." He believes Words on Tour delivers on this requirement.

Looking to the industry's future, Sternfeld believes games, which are evolving quickly, will become increasingly pervasive in society on general purpose devices to which a growing portion of the world has access. He anticipates that education and lifestyle niches will be the focus of future apps and will incorporate more game systems, like leaderboards and achievements as vehicles for greater motivation.

Some of the enjoyment he derives from his work stems from the way it's "a fusion of art and technology," two areas of great interest to him. He also gets a big thrill out of watching people play the games he helps create.

Sternfeld's family includes his parents, Beachwood residents Fred and Randi Sternfeld, and older brother, Adam, who works in Cleveland as an engineer for the Regional Income Tax Agency.

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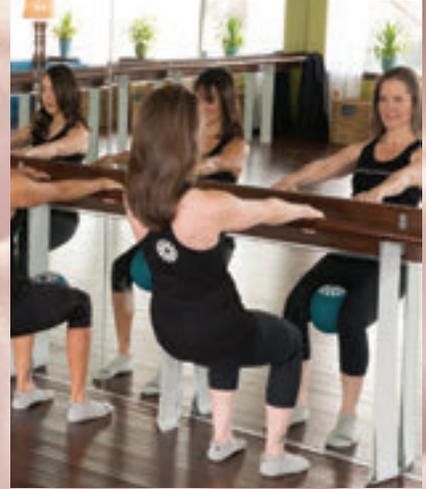
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Words from the Ward

It was great hearing from Judge Michael Astrab at our March meeting. He spoke with us about the scourge of heroin and reminded us the typical heroin user is not who you think it is.

The featured speaker April 14 is Cuyahoga County Democratic Party Executive Director Nick Martin, who will share his wisdoms and insights into the election process and the GOTV efforts of the party, efforts that are second to none. Remember, it was Cuyahoga County that decided the Presidential election in 2012. Nick will also let us know about what the party has in store for the upcoming election cycle.

Our May 12 meeting will cover a topic everyone will be talking about as we get closer to the November election, the legalization of marijuana. Ian James from Responsible Ohio will address us. He is part of the effort to get a marijuana initiative on the ballot and then to get voters to vote for it.

Another topic discussed at the May meeting will be the club's charter and the changes members are making to bring it up to date. We will also take nominations from the floor for our slate of officers and continue our discussions on endorsement procedures for local elections.

Each month we see a few new members join us and become part of the process; will you be our next member? Our next meeting, April 14, at 7 p.m. in Council Chambers, is free and open to all Democrats. For more information, call 216.292.5562 or email BeachwoodDemocrat@gmail.com. As always, I am Beachwood Democratic Ward Club President Steve Rosen, and I approve this message.

Save the Date

The Race – Sunday, May 10

For the 12th year, The Race, held on Mother's Day, May 10, raises funds for University Hospitals Seidman Cancer Center – a hospital dedicated to conducting research, raising awareness, and finding the cure for breast cancer. The Race will be held at Legacy Village. Tickets are \$20 per adult and \$15 per child. Registration begins at 8 a.m. The run starts at 9 a.m. and the walk at 9:20 a.m. Please call 866.540.7223 or visit www.dotherace.com to register and/or for more information.

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Menorah Park Received National Award

Menorah Park recently received the Jewish Programming Award from the Association of Jewish Aging Services (AJAS). This award recognizes Jewish programs developed and implemented by AJAS organizations that are innovative, creative and specifically designed to enhance the spiritual well-being of the older adults they serve.

“AJAS is very proud to present a Jewish Programming Award to Menorah Park to recognize The Bikur Cholim Program. Menorah Park is the first nursing home to develop a program to creatively turn space into a private area for Jewish prayer, rest and privacy. We congratulate Menorah Park on this achievement, as it is an example of its dedication to honoring our mothers and fathers,” said Don Shulman, AJAS President and CEO.

The Bikur Cholim Program at Menorah Park was developed to enhance the spiritual well-being of residents by encouraging increased visits and ensuring that religiously observant residents and family members have their own dedicated space and programming specifically designed to meet their needs. The mitzvah of Bikur Cholim, or visiting the sick, is a central tenet to Judaism. This innovative adaptation of a community service, originally developed in hospitals, enables this mitzvah to continue regardless of circumstances. In order to fully ensure the well-being of our elders, it is incumbent upon us to remove or reduce obstacles or challenges for families interested in remaining close with loved ones, especially as end-of-life approaches.

Families who travel distances to be with their loved one find that the Bikur Cholim program provides a welcoming opportunity to have comfortable visits, with quiet conversation, on the campus. Families and residents are guided through their experience in the Bikur Cholim program by Menorah Park's rabbinic staff, which ensures that residents and families have meaningful experiences and spiritual support, along with specialized kosher foods not typically found even in a kosher facility 24/7. Visitors now find they have increased ability to focus on what is truly important – their loved one, and the comfort that strong spiritual support provides.

Menorah Park Center for Senior Living appreciates the partnership with Bikur Cholim of Cleveland in support of mutual dedication to meeting the needs of our community with strong sensitivity and compassion.



Pictured here are members of the AJAS board of directors and Menorah Park Center for Senior Living's Executive Director Steven Raichilson.

Budish Strengthens County Position in Israel Bonds

County Executive Armond Budish announced that Cuyahoga County will expand its holdings in Israel bonds from \$5 million to \$8 million this year.

"The return to the County on Israel bonds has been outstanding," said Budish. "Expanding our holdings in Israel bonds is one of the best ways to strengthen Cuyahoga County's financial outlook for the long term. I applaud our Fiscal Department for their work to invest an additional \$3 million in Israel bonds to help ensure our fiscal solvency."

Cuyahoga County first established a \$5 million investment in Israel bonds in 2006. The Investment Advisory Committee approved the County's purchase of an additional \$3 million of Israel bonds, bringing their holdings close to the maximum investment level.

Israel bonds were first issued in 1951 and have enabled the development of all areas of Israel's economy. In 2014, Fitch Ratings gave Israel an A rating, although Israel bonds themselves are not rated.

Development Corporation for Israel, commonly known as Israel Bonds, is a broker-dealer that underwrites securities issued by the State of Israel in the United States. In 2014, U.S. Israel bond investments have surpassed \$1 billion. Proceeds from the sale of bonds have played a decisive role in Israel's rapid evolution into a groundbreaking, globally emulated leader in high-tech, cleantech and biotech.

Fairmount Temple Adult Cultural Arts Series

On April 19, Fairmount Temple Adult Cultural Arts Series invites you to attend "Now That's Entertainment!" with Nick Costa and Bill Pirie. Come enjoy a delightful and memorable evening of

your favorite songs from Big Band, Swing, Oldies, Top 40 and even a little country! Singer Nick Costa and entertainer Bill Pirie have dazzled audiences in Hollywood, Tampa and Las Vegas. Their diverse collection of tunes, like the sweet classics of Sinatra and Dean Martin to the sounds of Michael Buble, will take you back to an era of sophisticated showmanship. Audiences have been captivated by Nick's deep, mellow sounds, along with the comedic anecdotes of his partner, Bill.

Enjoy drinks and appetizers in the foyer at 4:15 p.m., followed at 5 p.m. by the musical performance in Weinberg Hall. A delicious dinner will be served at 6:15 p.m. after the program.

For further information or to register, contact Susan Namen at 216.464.0607. Cultural Arts Series co-chairs are Bernice and Lloyd Goldman, Joan and Mort Rogoff and Ilene and Allan Schwartz.

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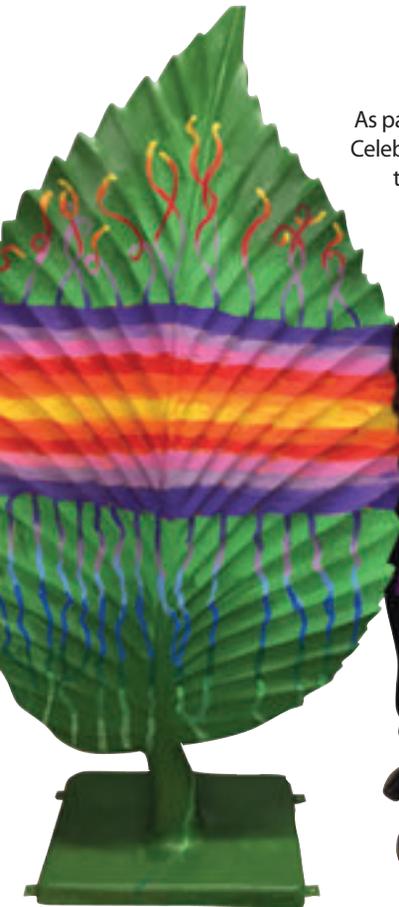
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Fiberglass Leaves Display

As part of the City of Beachwood's Centennial Celebration, beech leaves will be on display at the Beachwood Community Center from April 24 – May 15.

For more information about this exhibit, see City Council Update on page 28.

To see a calendar of events scheduled throughout 2015, visit www.beachwoodohio.com and click on the Centennial Celebration link.

Pictured: Zia Zelman with her painted leaf, titled "Rainbow Leaf," purchased by the Zelman family, owners of Zelman & Associates.

The Wax Museum comes to Life at Gross Schechter Day School

As a part of extended learning at Gross Schechter Day School, the fourth grade students put on a unique Wax Museum program, led by teacher, Mrs. Donell Newman. Each student picked a person to emulate, wrote an essay, memorized his/her speech in both English and Hebrew, and organized props and costumes. The night of the Wax Museum, the students transformed, appearing in character as "wax statues" as they talked about their person in both English and Hebrew.

This year's theme was "Jews of Stature." Nathan Lurie, a 4th grade student from Beachwood, selected Browns offensive tackle, Mitchell Schwartz, as his famous Jew. When Mitchell was contacted, he agreed to not only answer Nathan's questions, which enriched his Wax Museum presentation, but also agreed to visit Gross Schechter for a question and answer session with the students. Thanks to this visit, the Wax Museum truly came to life!



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Beachwood Resident



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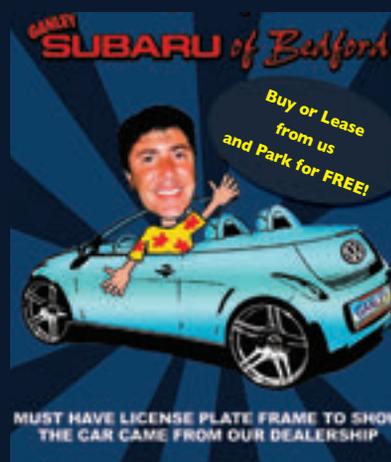
Celebrity Birthdays

April 5th	Colin Powell (78)
April 6th	Billy Dee Williams (78)
April 7th	Russell Crowe (51)
April 8th	Julian Lennon (52)
April 9th	Hugh Hefner (89)
April 10th	John Madden (79)
April 11th	Joel Grey (83)
April 12th	Shannen Doherty (43)
	Vince Gill (57)
	David Letterman (68)
April 13th	Ricky Schroder (45)
April 14th	Pete Rose (74)



Ganley of Subaru proudly supports Friendship Circle and presented this check to Rabbi Yossi Marozov on March 16, 2015.

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CITY OF *Beachwood* Council Update

1915 - 2015

MAYOR
MERLE S. GORDEN



216.292.1901

FRED GOODMAN
PRESIDENT



216.464.6624

MARTIN S. HORWITZ



216.464.6560

ALEC ISAACSON



216.291.2797

MELVIN JACOBS



216.464.1541

MARK MINTZ



216.360.0330

JAMES PASCH



216.630.9671

MARK I. WACHTER



216.765.1921

CITY CENTENNIAL CELEBRATION

In recognition of our 100th anniversary, a calendar of events has been scheduled throughout 2015. Visit WWW.BEACHWOODOHIO.COM and click on the Centennial Celebration link on the home page for a complete listing.



APRIL 14

Arbor Day Celebration with Beachwood Historical Society

For the 19th year, Beachwood has been recognized by the Arbor Day Foundation as a Tree City USA. Each year we have a community gathering to plant a tree. This year's celebration will take place on Friday, April 24 from 10:00 - 11:30 a.m. at the Beachwood Family Aquatic Center, Community is invited to attend. Rain date is Friday, May 1.

APRIL 24 - MAY 15

From Beechwood to Beachwood • Fiberglass Leaves Display at Beachwood Community Center Named for beech trees that originally covered most of the 5 sq. mile village, Beachwood later became known as Beachwood. To honor Beachwood's achievements and reflect on its roots, Beachwood High School Junior Achievement embarked on a public art project with the City. Fiberglass, weatherproof beech leaves have been purchased and designed by individuals, companies and organizations.

Just **1** pint may save
up to **3** lives!!!



BLOOD DRIVE

FRIDAY, APRIL 17

1:00 - 7:00 P.M.

BEACHWOOD
COMMUNITY CENTER

DID YOU KNOW? CENTENNIAL FACT

Prior to 1977, the Beachwood Police Department with a fleet of pea green Pontiac station wagons, handled all rescue calls.

The Beachwood Fire Department was a volunteer organization with only one full time employee until 1974.



City Contact Information

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



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FOLLOW BEACHWOOD POLICE ON TWITTER
twitter.com/BeachwoodPolice

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

EMERGENCY
Dial 9-1-1

CLERK OF COUNCIL
216.595.5493

GOT DRUGS? RX DRUG DROP BOX

We now accept unwanted or unused prescription drugs during regular business hours (Monday– Friday) from 8:00 a.m. – 4:30 p.m. through a Drug Drop Box located in the Police Department lobby (2700 Richmond Road).



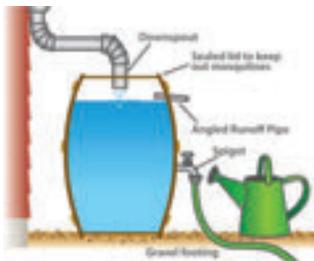
Many residents have outdated or unused prescription drugs in their medicine cabinets and they aren't sure what to do with them. The Drug Drop Box provides a legal and safe way of clearing out your medicine cabinet and allowing law enforcement to properly dispose of those drugs.

Help protect your home and loved ones from potentially dangerous and addictive medications.



QUESTIONS? CALL POLICE DEPARTMENT 216-464-2343

RAIN BARREL WORKSHOP



Cuyahoga Soil & Water Conservation District is hosting a Rain Barrel Workshop with the City of Beachwood and Friends of Euclid Creek.

**MONDAY, APRIL 20
6:30 – 8:00 P.M.
BEACHWOOD COMMUNITY CENTER**

COST: \$60 includes barrel, all materials and downspout diverter (Friends of Euclid Creek members receive a \$10 discount)

A rain barrel is used to collect and store rainwater that would otherwise be lost to runoff and likely diverted to a storm drain. Collected water may then be used to water lawns and gardens. To register contact Claire Posius at 216.524.6580, ext. 16.

HYDRANT FLUSHING



The Fire Department will be conducting hydrant flushing from Sunday, April 26 – Friday, May 1. Signs will be posted. Hydrant flushing may occur on your street on any day. Should you encounter rusty water, please run the COLD water until it runs clear. For more information call 216.292.1965.

ART EXHIBITS



Beachwood Community Center

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

SPRING INTO COLOR

Featuring: Seneca Bankston – Acrylic
Megan Frankenfield – Photography and Acrylic
Karen Jewell-Kett – Acrylic
Dennis L. Zimmerman – Watercolor
Show Dates: Now – April 19

FROM BEECHWOOD TO BEACHWOOD

Fiberglass, weatherproof beech leaves designed by individuals, companies and organizations.
Show Dates: April 24 – May 15
In cooperation with Beachwood Junior Achievement. Free and open to the public.

UPCOMING MEETINGS

CITY COUNCIL

Usually meets the first and third Mondays of each month at 7:00 p.m. Upcoming meetings: Monday, April 6 and April 20. Questions? Call 216.595.5462.

PLANNING AND ZONING COMMISSION

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

ARCHITECTURAL REVIEW BOARD

Meets at 5:30 p.m. Upcoming meetings: Monday, April 6 and April 20. Questions? Please call 216.292.1914.

Departments

AUDITOR
216.595.5492

BUILDING DEPARTMENT
216.292.1914

COMMUNITY SERVICES
216.292.1970

ECONOMIC DEVELOPMENT
216.292.1915

FINANCE DEPARTMENT
216.292.1913

FIRE DEPARTMENT
216.292.1965

LAW DEPARTMENT
216.595.5462

MAYOR'S OFFICE
216.292.1901

POLICE DEPARTMENT
216.464.1234

SERVICE DEPARTMENT
216.292.1922

MUNICIPAL SERVICE DEPARTMENT YEAR-END TOTALS

- Picked Up 3,310 Tons of Rubbish
- Removed 222 Dead Animals
- Repaired 91 Tree Lawns
- Picked Up 40 Appliances
- Caught 17 Skunks
- 2,123 Special Rubbish Pick-Ups
- Completed 4,429 Resident Requests
- Repaired/Replaced 78 Signs
- Cleaned 501 Catch Basins
- Repaired 44 Catch Basins
- Completed/Responded to 206 Sewer Action Orders
- Used 20 Tons of Cold Patch
- Poured/Finished 1,152 Yards of Concrete
- Planted 145 Trees
- Pruned 586 Trees
- Televised 322 Sewer Laterals

TONS COLLECTED AND RECYCLED IN BEACHWOOD:

- 17,406 Tons of Recycling Materials Generated (Includes 11,547 tons of Construction Materials)
- 2,835 Tons of Leaves
- 2,062 Tons of Brush
- 15.31 Tons of Computers
- 4.53 Tons of Tires
- 1.5 Tons of Household Hazardous Waste

WWW.BEACHWOODOHIO.COM

Council Update

MOMMY & ME

Fairytales Tea

Children ages 3 – 6 years.

Dress as your favorite fairytale character, prince or princess. Enjoy snacks and royal refreshments. Appearances will be made by many of your favorite fairytale characters. Be sure to bring your camera!

WHEN: Sunday, May 17 from 1:00 – 2:30 p.m.

LOCATION: Beachwood Community Center

REGISTRATION: \$12 per person

**PRE- REGISTRATION REQUIRED
CALL 216.292.1970**

LIMITED SPACES AVAILABLE



WHEN YOU'RE IN BEACHWOOD, YOU HAVE ARRIVED!

The City of Beachwood's Economic Development Department, along with the Communications Committee and Lesic Camper Communications, has created a new marketing campaign to promote the many benefits of doing business in Beachwood.

As part of this advertising promotion, Beachwood has taken to the airwaves. Working with Ideastream, Beachwood will be featured in more than 200 radio spots on 90.3 WCPN throughout the year. These spots will air during morning and afternoon drive times. The inviting Beachwood message is... "When you're in Beachwood, you have arrived!"

The radio campaign kicked-off on March 2 and emphasizes our positive business environment and highlights our Centennial Celebration.

We can proudly lay claim to a proactive, business-friendly government, top notch amenities and many more positive services. Listeners will have to agree... "When you're in Beachwood, you have arrived!"



CITY TWEETS

@BeachwoodOH

PD TWEETS

@BeachwoodPolice

LIKE US ON FACEBOOK

www.facebook.com/BeachwoodOH

OF SPECIAL NOTE

FREE PERSONAL SHRED DAY FOR RESIDENTS



Bring personal documents, mail and files to be shredded for FREE!
Proof of residency required.

SUNDAY, MAY 17 from 9 A.M. – 12 P.M.
BEACHWOOD COMMUNITY CENTER

Rain or shine. Limit: 12 blue bags or 6 banker boxes.

HAZARDOUS HOUSEHOLD WASTE ROUND-UP

Household Hazardous Waste Round-Up will be **Monday, May 4 – Saturday, May 9 from 7:30 a.m. – 3:30 p.m.** at the Beachwood Service Department, 23355 Mercantile Road. Residents are invited to dispose of unwanted oil-based paint, pesticides and other household hazardous wastes.

The Cuyahoga County Solid Waste District can only accept materials originating from a household, not a commercial source.

MATERIALS ACCEPTED

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

MATERIALS NOT ACCEPTED

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

DISPOSAL OF LATEX PAINT:

Latex paint is not accepted. To dispose of latex paint, solidify and place in your curbside trash.

To solidify, remove the lid and allow liquid to evaporate. For larger amounts, mix in an equal amount of an absorbent material such as cat litter or sawdust and allow to dry. Pour thin layers of paint into a cardboard box lined with plastic, allowing the paint to dry one layer at a time.

ICE CREAM SUNDAE SUNDAY



\$5 Donation Per Wristband

A community party helping to raise money for local schools, not for profits and charitable organizations while celebrating the City of Beachwood's Centennial

Sunday, May 3 · 1-3 PM
Beachwood Community Center

\$5 per wristband - 100% of donations go to not for profit organization - visit www.100Leaves.com for a list of participating organizations



★ ★ ★ ★ ★ Celebrate Beachwood Centennial ★ ★ ★ ★ ★

Pre-sale wristbands may be purchased from participating organizations or at the door

HOME SAFETY AND EMERGENCY PLANNING

Springtime is an opportunity to make sure your home is safe and you are prepared for emergencies. Take the time to complete the following tasks to ensure you are ready:

- If your home is equipped with an alarm, make sure the alarm is in proper working order. Contact your alarm company and update your key holder information with current cell phone and work phone numbers. Post the alarm company sign near the front of the home as a deterrent to would be criminals.
- Take a look at your home from the street. Are the address numbers clearly visible both day and night? Make sure the numbers are well lit and not obstructed by trees or shrubs.
- Have a family emergency plan. Practice safe exits in the event of a fire or natural disaster. Arrange for meeting places in the neighborhood to meet if evacuation is required.
- Have an emergency radio and flashlight with batteries at hand.
- Practice makes perfect and in the event of an emergency, practice will ensure a quick and calm exit to safety.
- For more safety ideas contact Lt. Thomas Wetzel at 216.464.2343 to arrange for a residential security and safety survey.



DEER MANAGEMENT

The City of Beachwood and the Ohio Department of Natural Resources Division of Wildlife have been working together to address issues pertaining to the deer population. Note:

- Deer look for easy sources of food. To protect your garden, install a 3–4 foot barrier (vinyl, hardware cloth, etc.) with the first foot of the barrier underground to keep the small critters out like raccoons, skunks, and groundhogs. On the corners of the garden install posts that reach 7 feet off the ground. You can then run a single wire at 7 feet. Periodically hang ribbon (or aluminum pie pans to scare off the birds) to act as a visual to the deer. Deer have bad depth perception and they will not jump between the hard fence and the top wire.
- Various sprays deter deer from eating plants. Cayenne pepper can also be used by spraying plants with some water and then generously dusting them with the pepper. The hotter you make the plant the less likely the deer will eat it.
- Choose plants that tend to be less palatable. Note: if a deer is hungry enough, there is no plant that it “will never eat.”

If you are concerned about deer damage on your property call the Division of Wildlife at 330.644.2293. Often times they can identify the reason over the phone as to why the technique is not working and can give site-specific advice to help alleviate the deer problems. For more information visit www.wildohio.com.

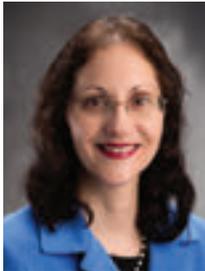




Beachwood Convention & Visitors Bureau

VisitBeachwoodOhio.com • 216.378.9333

Save the Date! Food, Fun & Fashion Week, October 1-4, 2015



Beachwood is Perfect for a Group Getaway!

By Patty Lampert, President

For group tours, Beachwood is a perfect hub location for exploring all of Northeast Ohio. It is convenient to I-271, I-480, I-90 and just 11 miles from downtown Cleveland. Explore everything from world-class museums and orchestras,

beautiful gardens, fabulous shopping, award-winning restaurants, gaming, theater, national parks and historical sites. Whether you're staying overnight or spending the day, Beachwood is the ideal destination for your group tour.

Come on board with the Beachwood Historical Society to discover three of our most popular tours: Passport to Beachwood, All Rise!, U.S. Presidents from Northeast Ohio, and Birding.

Passport to Beachwood:

- Fascinating guided tour of the historic Beachwood Cemetery commemorating veterans from the Revolutionary War through WWII.
- Discover the Maltz Museum, David Berger Monument, and explore the breathtaking grounds of the Cleveland Cultural Gardens.

All Rise! Presidents from Northeast Ohio:

- Visit President Garfield's home and the log cabin where he was born.
- Discover the historic Lake View Cemetery, the final resting place for the President and his wife.
- Visit the McKinley National Memorial, Library, and Museum.

Birding:

- Visit the Beachwood Park to see different species of birds native to Northeast Ohio.
- Experience specialized programs through the Cuyahoga Valley National Park and the Cleveland Metroparks.

Create the perfect getaway for a day or multi-day tour in Beachwood. Contact us for a customized site visit, itinerary and group rates at 216-378-9333 or at Patty@VisitBeachwoodOhio.com.

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- New Park East Bar & Grill (Winner of the 2013 Taste of Beachwood)

Call to book your next meeting, wedding, Bar/Bat Mitzvah or family reunion and ask about our special discount incentives.

216-765-8066



Jeff Hoffman, Founder of Priceline.com, is Keynote Speaker at Beachwood Chamber of Commerce 4th Annual Chamber Awards Ceremony



The Beachwood Chamber of Commerce is proud to welcome Jeff Hoffman as keynote speaker at its 4th Annual Awards Event.

Jeff Hoffman is a successful entrepreneur and motivational speaker. In his career, he has been the founder of multiple startups, he has been the CEO of both public and private companies, and he has served as a senior executive in many capacities. Hoffman has been part of a number of well-known companies, including Priceline.com, uBid.com, CTI, ColorJar, and more.

Today Hoffman serves on the boards of companies in the US, Europe, South America, Africa, and Asia. He supports entrepreneurs and small businesses on a worldwide basis, serving on the global advisory boards of Global Entrepreneurship Week (supporting entrepreneurship in over 130 countries), the US State Department's GIST program (Global Innovation through Science and Technology, working in 49 emerging nations), the APEC Startup Initiative (the Asia Pacific Economic Council's 21-member nation association), and many others. He supports the White House, the State Department, USAID, and similar organizations internationally on

economic growth initiatives and entrepreneurship programs.

Hoffman is a frequent keynote speaker, having been invited to speak in over 50 countries. He speaks on the topics of innovation, entrepreneurship, and business leadership, and is currently writing a book on how to scale a business, which will be published worldwide in the summer of 2014. Hoffman also teaches innovation workshops to major corporations on a regular basis.

Hoffman is a featured business expert seen on Fox News, Fox Business, CNN, CNN International, Bloomberg News, CNBC, ABC, and NPR, and in publications including *Forbes, Inc.*, *Time*, *Fast Company*, the *Wall Street Journal*, and more.

Hoffman received a Lifetime Achievement Award from the national CEO council for his contributions to the field of entrepreneurship, as well as receiving the 2012 Champion of Entrepreneurship Award from JP Morgan Chase, Citibank, and Rising Tide Capital.

Outside of the world of technology, Hoffman has produced movies in Hollywood, has produced musical events including concerts, tours, and charity events with such artists as Elton John, Britney Spears, NSYNC, and others, and serves on numerous charity and non-profit boards.

For more information about this event, see page 33.

Hoffman has been part of a number of well-known companies, including Priceline.com, uBid.com, CTI, ColorJar, and more.

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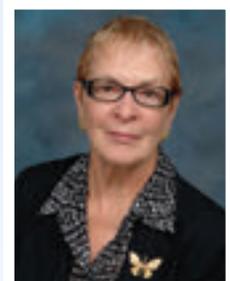
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**– Laurene Smith
New Client
Development**



A message from
Executive Director Cindy Caldwell

4th Annual Chamber Awards Ceremony Featuring Jeff Hoffman, Founder of Priceline.com

On May 14, the Beachwood Chamber of Commerce will hold its 4th Annual Chamber Awards Ceremony at the Mandel Jewish Community Center, beginning at 4:00 p.m.

We're excited to put a twist on this year's event. For the past three years, nominations were submitted for Citizen of the Year, Business of the Year and Civic Organization of the Year. A panel of judges reviewed each application and selected winners. We then honored these recipients at one of our monthly luncheons.

This year, we we received more nominations than ever. There are so many exceptional individuals, businesses and organizations that truly stand out and give back to our community, and I thank each of them for taking the time to complete the application process.

Our panelists once again reviewed the applications. They selected our Citizen of the Year, along with the top-three candidates for Business and Civic Organization of the Year. On May 14, I invite you to join us at our 4th Annual Chamber Awards Ceremony at which we will announce and congratulate all winners.

Additionally, Jeff Hoffman, a successful entrepreneur and motivational speaker, will be featured. He is the founder of Priceline.com and has been involved with uBid.com, CTI, ColorJar, and more. Hoffman is world known and we are proud to welcome him as our keynote speaker.

For more information and to register for this event, visit www.beachwood.org.

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

The Beachwood Chamber of Commerce 4th Annual Chamber Awards Ceremony

Thursday, May 14, 2015

Cocktail Reception at 4:00 p.m. • Keynote Speaker at 4:45 p.m. • Awards to Follow
Mandel Jewish Community Center • 26001 South Woodland Road • Beachwood

Please Join Us As We Announce and Honor

Business of the Year

Citizen of the Year

Civic Organization of the Year

Register at www.beachwood.org • Reservations Required • Space is Limited



Keynote Speaker: Jeff Hoffman
Founder of Priceline.com
Successful Entrepreneur and
Motivational Speaker

BOARD OF EDUCATION

Mitchel Luxenbug, President, 382-8943 • ml@beachwoodschoools.org
 Dr. Brian Weiss, Vice President, 464-6678 • bw@beachwoodschoools.org
 Josua Mintz, 650-464-6788 • jmintz@beachwoodschoools.org
 Steve Rosen, 292-5562 • srosen@beachwoodschoools.org
 Michael Zawatsky, 292-9916 • mzawatsky@beachwoodschoools.org

Musicians Earn High Ratings

Student-musicians from Beachwood Middle School and Beachwood High School earned high marks at two recent competitions. Twenty-six BHS musicians earned superior or excellent scores at the Ohio Music Education Association's Solo and Ensemble Contest in January. In total, 41 BHS students competed, earning 19 I ratings (superior) and seven II ratings (excellent) in 28 combined instrumental and vocal events. Fifty-four BMS students earned superior or excellent scores at the Greater Cleveland Solo and Ensemble Contest in March. In total, 54 BMS students competed, earning 27 I ratings (superior) and four II ratings (excellent) in 31 combined band and orchestra events. Complete results are available at beachwoodschoools.org.



Pictured (top): **Nir Kadosh, Tess Kazdin, Lucas Holden** and **Mr. David Luddington**. Pictured (bottom): **Sanchari Chakrabarti, Cassidy Crosby** and **Somin Jung**.

Join Us for Lunch at the BHS Bistro



The Beachwood Bistro welcomes you to join us in April for a culinary experience created by our future restaurant and hospitality professionals. Each dish is prepared by our first-year chefs under the supervision of our experienced instructional staff. This month, The Bistro is open April 8th, 10th, 15th, 16th, and 17th. Restaurant hours are 11 am - 12:30 pm.

Bryden Principal for the Day



Meet Bryden principal-for-the-day, 2nd grader **Noah Isaacson**. He ran a successful fire drill, supervised recess and lunch, and dropped in on a few classes. Noah's parents won him this honor at the Friends of the Beachwood Orchestras' fundraiser in November.

ADMINISTRATION

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

Celebrating Culture

Hilltop Elementary School third grader **Srestha Chattopadhyay** brought traditional Indian treats and colored powder for her classmates to learn about and enjoy the Hindu spring festival of Holi (festival of colors or festival of love). Pictured below, she applies powder to **Mrs. Lori Toth**.



State Champions!

Beachwood High School's 4x200 girls track relay team won the Ohio Indoor State Championship with a time of 1:45.72. Congrats **Hannah Kahn, Maya Gaines-Smith, Emilykate Hopson-Boyd, and Mia Knight**. Go Bison!

SAVE THE DATE: Community Thank-You Celebration & BBQ for Dr. Markwardt, Superintendent



Join us on Saturday, May 30, 12-4 pm, at Beachwood High School, to thank Dr. Rich Markwardt for his 11 years of service to our community as Superintendent of Schools.

More details in next month's issue.

Preschool, Young 5's, & Summer Camp Registration

Limited spaces remain for Beachwood Schools' preschool and summer camp registration.

Contact Karen Leeds, 216-292-2344 or kml@beachwoodschoools.org.



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



www.twitter.com/BeachwoodBison

Beachwood Mathletes Dominate Local Contests

Twelve teams comprising 42 Beachwood students in grades 5-8 graders took the top honors at the recently-held Greater Cleveland Council of Teachers of Mathematics math contest. Two fifth-grade teams, a sixth-grade team, and all five seventh- and eighth-grade teams took home medals, including first-place awards in both seventh and eighth grades. Beachwood teams competed against mostly private, independent and parochial school students. Students in both competitions completed team and individual events that comprised problem-solving, mental math, applications and a construction activity. Complete results are available at beachwoodschoools.org.

Pictured (top): **Sophia Park, Bridget Lee, Erika Jung** and **Abby Bendis**. Pictured (bottom): **Bridgitte Feldman, Emily Fan, Fernando Duraes** and **Jack McPhillips**.



Register for Kindergarten!

If you have a child entering Kindergarten in the Fall of 2015, please contact Tyjuana Coles, 216-831-3933, to request a Kindergarten packet and to schedule a registration appointment. You may also request a packet by visiting <http://www.beachwoodschoools.org/Kindergarten.aspx>.

Kindergarten registration at Bryden Elementary School is on the following dates:

- ▶ Monday, April 20, 8 am - 3 pm
- ▶ Tuesday, April 21, 11:30 am - 6:30 pm

Students must turn five years old by September 30, 2015, to be eligible for Kindergarten.



Seussville at Bryden

Students at Bryden Elementary School celebrated Right-To-Read Week in March. Activities included Wacky Wednesday, a scavenger hunt, reading, and Cat in the Hat treats in the Bryden library, which was converted to Seussville.

Pictured (top): **Tali Turel**.

Pictured (bottom): **Nao Okamoto, Maria Zarjetskiy,** and **Karina Krishnan**.



BAC Art Card Contest

The Beachwood Arts Council (BAC), an all-volunteer, non-profit organization that has supported the arts in Northeast Ohio since 1964, is holding an "Art Card Contest" for Beachwood residents of all ages.

BAC art exhibits, programs and hands-on activities enrich our entire community. To continue offering these programs and in keeping with the "arts" spirit, the BAC is sponsoring this contest and needs your help!

"As a fundraiser, we will be selling folded note cards that are created by people in our community," said the organization's executive director, Leah Gilbert. "We're excited about the opportunity to showcase local talents, while raising money to support our programs and scholarship fund."

Here are the steps to submit your entry:

- Your artwork can be a photo or can be created in watercolor, oil, acrylic, pastels, collage or other media.
- Submit original artwork or a photo of the artwork in an 8.5 x 11 format. Please include name, address, phone, and email on the back of the artwork.



- Each entry must have a title.
- All entries must be received by May 15.

Drop off or mail entries to:
Beachwood Arts Council
Beachwood Community Center
25225 Fairmount Blvd.
Beachwood, Ohio 44122
Attn: Art Card Contest

Winning artists' names will be printed on the back of the folded cards; the inside of the cards will be blank. Each winner will receive one package of assorted art cards with the winning designs, along with 20 extra cards of his/her design. Winners will be contacted by June 1.

The kickoff of this fundraiser will take place at BAC's Indian Diversity-Fest on June 14, at the Beachwood Community Center. Cards will also be sold at all BAC programs and other city events.

Questions? Email Paula Rollins at phonepr@aol.com.

BAC Upcoming Programs

The Beachwood Arts Council invites the community to attend the following events/programs at the Beachwood Community Center:

Just Jazz Concert

Sunday, April 26 • 3 p.m.

Just Jazz presents smooth jazz and swinging pop sounds of today and yesterday. The group offers a collection of best-loved songs from the American Songbook. Tributes to the great divas of our time and Rat Pack era classics are performed with horns, drums, piano, bass, guitar and gifted male and female voices. Reception with refreshments to follow. Suggested donation is \$10/person.

Clay Pot and Rock Painting Class

Sunday, May 3 • 1 – 4 p.m.

Enjoy this fun hands-on class taught by BAC members Carolyn

Frankel-Krieger and Jan Kirschenbaum. Get ready to welcome summer by decorating a clay pot and planting beautiful flowers in it. You can also paint rocks to enhance your garden décor. \$20/BAC member, \$25/non-member. Fee includes all materials.

Beachwood K-12 Art Show

Wednesday, May 20 to Sunday, May 31

Beachwood K-12 art students display their creative artwork, including collages, paintings, drawings and sculptures.

Entertainment will be provided by talented student musicians. Refreshments will be served. Free and open to the public.

The Gathering Place Warehouse Big Anniversary Home Furnishings Sale

Saturday, May 9 • 9 a.m. – 2 p.m.

Sunday, May 10 • 11 a.m. – 1 p.m.

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at the

Cuyahoga County Public Library, Beachwood Branch
25501 Shaker Boulevard

**Wednesday,
April 15, 2015
4:00 pm**



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Early Detection of Lung Cancer Saves Lives

If you watch old TV shows, you know that 50 years ago, smoking was more the norm than the exception. Many of our favorite actors sat in their make-believe living rooms puffing away on cigarettes and the airways were filled with commercials telling us which brand was the most flavorful. Smoking was acceptable and perhaps even expected in mainstream society. Now we know better.

Lung cancer is the number one cause of cancer deaths in the U.S. and cigarette smoking is the principal risk factor for the disease. And, historically, the prognosis for those diagnosed has been poor because of late-stage diagnosis. As with many cancers, early detection is the key to increased survival rates but until recently, there was no easy, cost-effective way to screen for lung cancer. University Hospitals now offers just such a screening – the low-dose lung cancer CT screening.

The test, which is painless and takes only seconds to complete, provides a three-dimensional image of the lungs. Suspicious growths that show up on the scan may be

removed and biopsied or watched over time for changes. If lung cancer is found, earlier is definitely better as stage-one lung cancers have a 70 to 90 percent cure rate.

Talk to your doctor about your risk factors for the disease and whether or not you are a candidate for the screening. You may qualify if you:

- Are a current or former smoker
- Are between the ages of 55 and 77
- Quit less than 15 years ago
- Smoked an average of one pack a day for 30 years or two packs a day for 15 years

This screening is not yet covered by commercial insurances* but University Hospitals offers the test for just \$99 at 11 northeast Ohio locations. Call 1-866-UH4-CARE (1-866-844-2273) to schedule a screening at a UH location near you. A written order from your physician is required.

**Medicare recently approved this screening as a covered benefit for certain high-risk patients. You are advised to check with your provider to determine your coverage.*

If lung cancer is found, earlier is definitely better as stage-one lung cancers have a 70 to 90 percent cure rate.

Tips for Parents - Help Your Children Develop a "Can Do" Attitude

The child who has an "I can" attitude will do much better in school than the child who constantly says "I can't." That's where you, an adult who supports the educational process of a child or several children, can help. Here are some ways you can provide positive feedback to your children:

- Instead of asking "What did you do in school today?" be more specific. Ask "What good happened in school today?" Follow up with questions such as "How did that make you feel?" or "Why did you like it?" Or, ask your child to explain one new thing he learned that day. Often a child will need time to decompress and process the day, so right after he arrives home might not be the most productive time to learn about his day. If all you get at first is "nothing" or "boring" let it go for a while, and ask again later.
- Be a good role model. How you feel about yourself greatly influences how your children feel about themselves. Demonstrate

positive and responsible habits for your children to copy. For example, if your children see you reading for your own pleasure or enlightenment, they are much more likely to see reading as a positive activity as they move beyond the "read to me."

- Look for the good things your children do and let them know you've noticed and that you are pleased. Be specific. We automatically correct our children when they do things we don't like, but often forget to praise them when they are doing things right. To get into the habit, set a goal for yourself of three (or more) positive comments a day, and work your way up from there.
- Create opportunities for your children to succeed by breaking down big projects into easy increments and then cheer them on at the completion of each step. Keep in mind that what may seem simple to you may be overwhelming for children. If it's been neglected,

for example, an instruction to "clean your room" may be more than children can manage. Giving directions one step at a time, "put your dirty clothes into the hamper," may be all your children need to succeed. Likewise, when a student brings home a big project from school, he may feel that it is overwhelming. When you help him write down the steps needed to complete the project, it helps him break it down into manageable pieces.

- Show them and tell them you love them. Don't presume your children know how much you love them. Tell them every day. Hug them, talk to them, and play with them. It's Spring! A "just us" walk through one of Beachwood's beautiful parks says "You are special" to a child.
- Watch what you say around your children even if you know they're not paying attention. Children can often hear you even when they are paying attention to

something else. Likewise, how you say something will be noticed and quietly absorbed. If you mention a child's name in a whisper to your spouse, she may well think it's something bad – even if you are really planning her birthday party!

- Support them win or lose. Let your children know you support and love them even when they don't win, or when they make a big mistake. They need to know you're there to cheer them on when they try again.
- Get help if your child is struggling with school. If this year has been a struggle, call The Tutoring Center at 216.292.HELP (4357). The friendly tutors will nurture a "can do" attitude in your child, while helping him or her rapidly increase reading, writing, math or study skills in a positive, supportive environment. The research-based program also enables students in grades K-12 to improve their focus, attention span and concentration.

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Upcoming Programs at Montefiore

Montefiore Volunteer Open House

Learn how you can get involved and make a difference at Montefiore by coming to our Volunteer Open House on Sunday, April 12, at 3:30 p.m. in Maltz C Auditorium!

Montefiore is seeking both adult and junior volunteers and will match volunteer opportunities to your skills, interests and schedule. Current volunteer opportunities include:

- Wheelchair Transport
- Office Work
- Posh Nosh Cafe Cashiers
- Friendly Visitors
- MoMart Gift Shop Sales Help

Light refreshments will be served. For more information, please contact Marissa Gelender, volunteer coordinator, at 216.910.2566 or mgelender@montefiorecare.org.

Kudos to the Montefiore at Home Team!

Montefiore at Home skilled care, Private Duty and Passport services received a deficiency-free survey from the Ohio Department of Health. Surveyors from ODH completed a three-day examination, which included clinical visits, documentation, financial administration and compliance.

Yom Hashoah/Holocaust Remembrance Ceremony

On Thursday, April 16, at 2:30 p.m., Montefiore will commemorate Yom HaShoah with a Holocaust Remembrance program in Montefiore's Maltz Auditorium. Special guest speaker will be Leon Silberman, Holocaust survivor, with cantor soloist, Cheryl Eitman. There will also be a lighting of memorial candles.

For more information, contact Rabbi Joel Chazin, Montefiore chaplain, at 216.910.2522 or jchazin@montefiorecare.org.

Yom Ha'Atzmaut/Israel Independence Day Celebration

On Thursday, April 23, at 10:30 a.m., Montefiore will celebrate Israel Independence Day in Montefiore's Maltz Auditorium. Special guest speaker will be Rabbi Eddie Sukol from The Shul; and soloist Cheryl Eitman will sing Israeli and Jewish songs.

Kudos to Montefiore and The Weils Rehab

Montefiore and The Rehab Pavilion at The Weils, a Montefiore senior living community in Chagrin Falls, have both received the highest overall rating of five stars in *U.S. News & World Report's* Best Nursing Homes of 2015.



Toastmasters

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

Transformative Toastmasters, a local club, meets every Tuesday evening, 6:30-8 p.m., inside Heights Christian Church, 17300 Van Aken Boulevard, Shaker Heights.

For more information, contact Janet Wasserman at japawa1@aol.com.



Summer is for monkeying around. After all, who says learning can't be fun? Math Monkey Knowledge Center expands your child's math capabilities with real-life applications that go way beyond numbers. Kids ages 3 to 12 learn through game-based activities. They're challenging. They're smart. They're a whole lot of fun. Visit www.MathMonkeyCleveland.com.



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Women of Fairmount Temple Upcoming Programs

Wednesday, April 15

West Side Market – Guided Tour

Attendees will be bused to The West Side Market for a guided tour. Lunch will be on your own at a nearby restaurant. Cost is \$10 for members; \$15 for guests. Meet at temple at 9:45 a.m. to board the bus. To sign up, call Elaine Portman at 216.464.1187 or Helen Rivelis at 216.464.8216.

Tuesday, April 21, 1 p.m.

"My Search for Rosa" Discussion

Sol Factor will discuss "My Search for Rosa," a Holocaust story that everyone will want to hear. Program is free and open to the public. Lunch at noon is \$7 for members, \$10 for guests. Call 440.461.7921 on Monday, the day before, and leave a message or call 216.464.1330 on Tuesday, between 9:30 and 10:30 a.m., to register.

Sunday, April 26, 9:30 to 11:30 a.m.

Monthly Mitzvah Morning

Come join the group and work on touch-and-tell books, lap robes, vests and pillows.

Tuesday, April 28, 12 p.m.

Judaism in Pop Culture

Rabbi Caruso will inform and entertain the group at this free program. See information above to make lunch reservations.

Tuesday, May 5, 1 p.m.

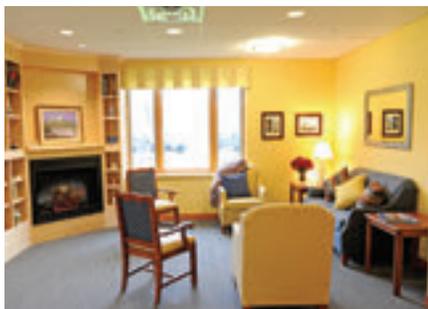
Challenges of Women in Newscasting

WKYC news anchor Kris Pickel will be the feature speaker. See information above to make lunch reservations.

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To learn more, contact Kristen Morelli, memory care program manager,
at **216.910.2323** or e-mail **kmorelli@montefiorecare.org**.

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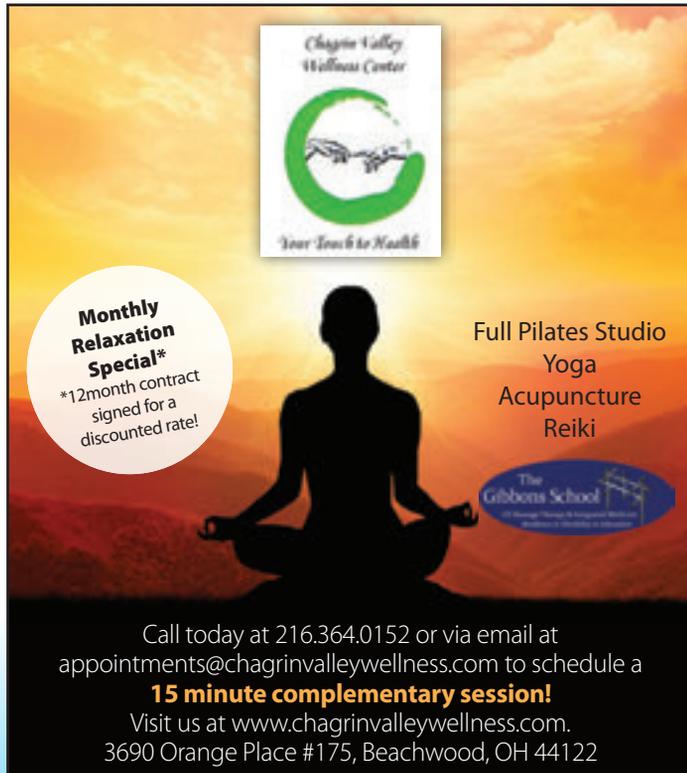
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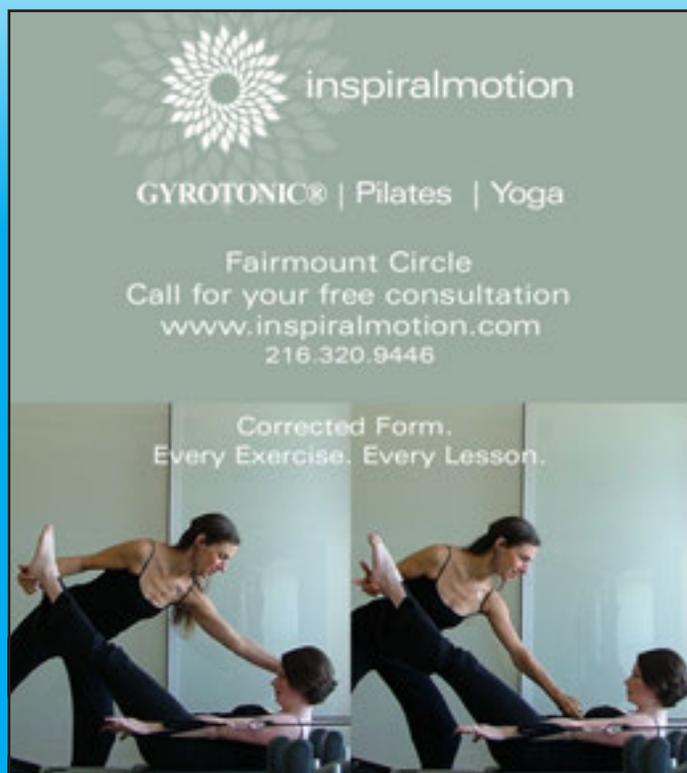
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Inspirational Motion has been serving Beachwood, Pepper Pike and the Heights since 2004. Inspirational Motion is an award-winning, boutique movement arts studio offering GYROTONIC®, Yoga and Pilates private and shared lessons. Open daily, including Sundays. Movement educators – calm zen studio – inspiration. By appointment only. Call 216.320.9446 or visit inspiralmotion.com.



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Physicians WEIGHT LOSS Centers® offers you a wide range of weight-loss programs tailored to fit any lifestyle. We now offer our Lipogenics Laser Body Contouring System, an alternative to liposuction. You will see immediate results without surgery in just 30 minutes. Call 216.464.3505 today to see how this non-invasive, pain-free procedure effectively targets fat reduction.



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Upcoming Programs at the Library

25 Biggest Money Mistakes Thursday, April 23, 2 p.m.

Celebrate Money Smart Week (April 18-25). A representative from the Society of Financial Advisers will discuss the 25 biggest money mistakes and how to avoid them.

Great Lakes Light Opera Lecture How Opera Butchered the Bard: The Fraught Relationship Between Shakespeare and Opera Friday, April 24, 10:30 a.m.

In this lecture, we will study the rocky relationship between Shakespeare on the page and Shakespeare on the operatic stage. A live opera singer will perform arias and similarities and differences will be discussed.

Poetry Sunday, April 26, 2 p.m.

Professor John Panza of Cuyahoga Community College will present a poetry program in honor of National Poetry Month.

Shipwrecks of Lake Erie Monday, April 27 at 7 pm.

Lake Erie has a long history of military and commercial vessels that have been lost in her waters. Erie Wrecks will share wreck types and their stories in chronological order.

What is Hospice? Monday, May 4 at 2 pm.

John Monnin, bereavement coordinator from Crossroads Hospice, will explain how hospice helps families cope with end-of-life issues.

Please register for the above-listed programs at www.cuyahogalibrary.org or call 216.831.6868.

Children's Programs

Hebrew Storytime Wednesday, April 15, 4 p.m. Ages 2-8 with a caregiver

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

Build-o-Rama Thursday, April 16, 4 p.m. • Grades K-5

Calling all LEGO® bricks lovers! Join us for our building blocks program. Bring your mad skills and create your own masterpiece using our LEGO® pieces and a different building theme each month!

Friday Family Fun: Play, Learn and Grow Friday, April 17, 10:30 a.m. Ages birth-3 with a caregiver

Enjoy age-appropriate toys with your little one in a relaxing, fun environment! A resource person will be on hand to discuss your child's development.

Storytimes

Toddler Storytime Mon. at 4 p.m. and Wed. at 10 a.m. Ages 19-35 months with a caregiver

Baby & Me Storytime Tues. at 4 p.m. and Thurs. at 10 a.m. Caregivers and their babies from birth-18 months

Preschool Storytime Tuesdays at 2:30 p.m. and Wednesdays at 1:30 p.m. Ages 3-5 not yet in kindergarten and their caregivers

Registration is required for all programs except storytimes. To register, please call 216.831.6868 or visit cuyahogalibrary.org.

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Babbush Boys Embark on "Reverse Mission" Trip to Honduras

This spring, Max and Sam Babbush, along with their father, Jeff, will take a "reverse mission" trip to Honduras, where they will learn some of life's most important lessons about giving back. Max, an 11th grader and Beachwood High School Soccer Team co-captain, and Sam, an 8th grader, are excited about this opportunity to contribute significantly to the many needs of the Honduran people.

In addition to helping others while there, The Babbushes will also share their love for soccer with Honduran families and their kids by collecting 1,000 soccer balls to take with them on their journey.

"Our original goal of 500 was doubled to 1,000 because of the tremendous support to date, and with your help, we're confident of achieving it," Max told us.

Here's how the idea of this Honduras journey came about:

Back in 1982, when Jeff transferred to Gilmour Academy, he met his new high school soccer coach, Tihomir Teisl, who would have a lifelong effect on him.

In the fall of 1982, The Gilmour Soccer Lancers had a 9 p.m. game that was scheduled on the eve of a Jewish holiday. As a result, Jeff was unable to play in the game because of his religious commitment. When Babbush told his coach that he couldn't leave before sundown, the coach responded by saying, "No problem. I respect you and your family's traditions and will send a van to your house after sundown."

Jeff never forgot this and told his children that it was a life-changing experience for him and his beliefs.

This past fall, Jeff ran into Coach Teisl when Max's Beachwood soccer team had a game against Gilmour. Coach Teisl shared information about the annual Gilmour alumni Honduras trip, and Jeff felt that this would be a great experience and opportunity to give back.

If you would like to donate new or gently-used soccer balls, please drop them off at: Force - Richmond, 26555 Richmond Rd., Bedford Heights, Ohio 44146.

To make a cash donation that will be used to purchase additional soccer balls, please make a pledge at <http://www.helpbuildhonduras.myevent.com>.

"All soccer ball and financial donations must be received by June 1, 2015," said Sam. "Every contribution allows us to bring more opportunity to others."



Pictured: Sam and Max Babbush.

ISRAEL'S 67th INDEPENDENCE DAY

ONE PEOPLE
ONE HEART

YOM HA'ATZMAUT

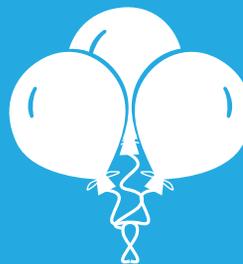
יום הולדת
לב ארץ

CELEBRATION

Thursday, April 23, 2015

Celebration
begins @ 5:30

• Park Synagogue Main
• 3300 Mayfield Road,
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Yom Hazikaron

April 21 @ 7 pm

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www.jewishcleveland.org



Event Co-Chairs

Cindy and Michael Attias, Donell and Scott Newman • Event Vice Chairs: Sandy and Steve Laserson

“Violence Against Women: Everyone’s Problem”

Park Synagogue presents “Violence Against Women: Everyone’s Problem” on Thursday, April 30, 7 p.m., at Park Synagogue East, 27500 Shaker Blvd., Pepper Pike. Do you think that there is no violence against women in your community? According to the CDC, nearly one-third of U.S. women have experienced domestic violence, including physical, sexual, or psychological harm; a woman is beaten every nine seconds in

the U.S. A 2014 report found that 80% of sexual assaults of female college students go unreported.

Hear a panel of leading area experts discuss the deeply rooted and pervasive problem of violence against women. They will explain the legal framework and highlight community resources designed to protect and support women. The panel includes:

- Alexandria Ruden, Legal Aid attorney and vice-chair of the Cleveland Domestic Violence

Coordinating Council;

- Ginny Galili, executive director of JFSA’s Families at Risk program; Yulanda McCarty-Harris,
- Title IX coordinator at CSU; and a local college student who was a victim of violence.

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

A 2014 report found that 80% of sexual assaults of female college students go unreported.

Taste of Spring



Subway is now located at Pavilion Shopping Center, right here in Beachwood! Call 216-245-6282 or visit www.subway.com. Hours are: Monday – Friday, 7 a.m. to 9 p.m.; Saturday, 9 a.m. to 9 p.m.; and Sunday: 9a.m. to 7 p.m. Fresh is what we are known for. Fresh Cut veggies, fresh baked bread, and cookies. We have a variety of ingredients for our sandwiches.



Sweet Melissa specializes in local, organic, and unique dishes. Our style is eclectic American. Vegetarian, vegan, and gluten free choices are available. We are excited to bring you the freshest ingredients. We use organic whenever possible. We feel we have an obligation to our guests as well as our planet.

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Comedians Susie Essman, Judy Gold appear at Laugh Out Loud – NCJW/Cleveland's 120th Anniversary Celebration

You will LOL when Susie Essman of "Curb Your Enthusiasm," and Judy Gold, Emmy-award winning actress and comedian, entertain Clevelanders in Laugh Out Loud, on Wednesday, April 29, at Playhouse Square's Ohio Theater. National Council of Jewish Women brings the pair to Cleveland as the culmination of the NCJW/ Cleveland's 120th anniversary celebration.

Essman, an irreverent comedian, actress, writer, television producer and voice artist, is best known for her role as Susie Greene in HBO's "Curb Your Enthusiasm." A veteran of standup comedy, she has appeared in her own HBO comedy special, made numerous appearances on late night talk shows and most recently costarred with John Travolta as the voice of Mittens the Cat in the Disney animated movie Bolt. She is the author of "What Would Susie Say – Bullshit Wisdom About Love,

Life and Comedy."

Judy Gold starred in two Off Broadway hit shows – "The Judy Show – My Life as a Sitcom," and award-winning "25 Questions for a Jewish Mother." She has appeared in Nora and Delia Ephron's "Love Loss and What I Wore," has guest starred on "30 Rock" and appears regularly on popular talk, late night, dramatic and comedy TV shows. She is the host of the "Funny People" series at the 92nd St. Y and won Emmys for writing and producing "The Rosie O'Donnell Show."

The entertaining evening features a 6 p.m. pre-performance party with plentiful hors d'oeuvres and open bar, the 7:30 p.m. performance, and a post-show champagne and dessert reception. Cost of the entire evening is \$120. Performance and dessert is only \$65.

"It is with pleasure that NCJW brings these very funny and inspir-

ing comedians to celebrate our organization's accomplishments in improving the lives of women, children and families over the past 120 years," said Linda Barnett, president NCJW/Cleveland. "This program is an appropriate way to highlight the meaningful work we do and to celebrate the humor that Jewish comedians have brought to the world."

Faye Bass, immediate past president of NCJW/Cleveland, and Jill Braun, board member and 2014 Emerging Leader awardee, co-chair the event. For additional information and to attend, call 216.378.2204 or

visit ncjwcleveland.org.

Founded in 1894, NCJW/Cleveland is a volunteer organization that seeks to improve the lives of women, children and families locally, regionally, nationally and internationally through advocacy initiatives, community service projects and education programs.

Pictured: Susie Essman and Judy Gold.





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Distance Learning – Community Invitation!

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

Monday, April 6 • 2:30 – 3:30 p.m.

“The Alpine Zone”

by Mount Washington Observatory (New Hampshire)

Monday, April 13 • 2:30 – 3:30 p.m.

“The War that Changed Your World: Science & Technology of WWII”

by The National WWII Museum (New Orleans, Louisiana)

Monday, April 20 • 2:30 – 3:15 p.m.

“Give a Hoot for Owls”

by the Lee Richardson Zoo (Garden City, Kansas)

Monday, April 27 • 2:30 – 3:30 p.m.

“An American Turning Point: The Civil War”

by History Connects from the Virginia Historical Society (Richmond, Virginia)

Monday, May 4 • 2:30 – 3:15 p.m.

“50 State Quarterama: Small Coins/Big History”

by author Garrett Burke (Redondo Beach, California)

Walk, Rock & Run to Benefit The Diversity Center

On Saturday, May 2, The Diversity Center and its partner sponsor, Medical Mutual of Ohio, will welcome more than 6,000 walkers and 400 runners. The three-mile walk and 5k run will begin and end at the Rock and Roll Hall of Fame and Museum. Run registration begins at 7:30 a.m. and walk registration begins at 8:00 a.m. Registration is FREE for the Walk. There is a \$25 registration fee for runners. Donations of \$25 or more receive a Walk, Rock & Run T-shirt.

All registered participants gain free entry into The Rock and Roll Hall of Fame and Museum, Great Lakes Science Center, and USS COD Submarine Memorial on the day of the event. Wristbands for entry to the museums will be distributed ONLY UNTIL 10:00 a.m. on the day of the race.

Walk, Rock & Run unifies communities across Northeast Ohio while raising awareness of diversity issues. Proceeds will support The Diversity Center's in-school programming in nine Northeast Ohio counties. More than 10,000 students in 150 schools learn how to become leaders and positive-change agents in their schools and communities by participating each year in the organization's conferences, retreats, and camps.

For more information, please contact Marci Curtis at mcurtis@diversity-centerneo.org or 216.752.3000. Register today by visiting www.diversity-centerneo.org.

All registered participants gain free entry into The Rock and Roll Hall of Fame and Museum, Great Lakes Science Center, and USS COD Submarine Memorial on the day of the event.



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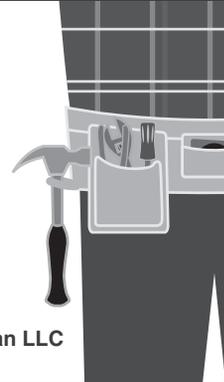
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Upcoming Programs at The Gathering Place

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

Group for Caregivers Tuesdays, 6:30 a.m. – 8 p.m.

A weekly support group for family and friends supporting an adult loved one with cancer.

Prostate Partners Thursday, April 9, 6:30 – 8 p.m.

Individuals diagnosed with prostate cancer and their family members are invited to join us when Dr. Timothy Gilligan talks about cancer survivorship. No registration required for this program.

Nurture Your Body and Your Soul Saturday, April 18, 1 – 4 p.m.

Welcome the Spring season as you explore the practice of yoga, healthy cooking and journaling to support you while on the cancer journey.

Managing Stress Through Art Thursdays, April 23 and 30; and May 7 and 14, 1:30 – 3 p.m.

This 4-week program provides an opportunity to use a variety of materials to create artful images to help reduce the stressors of daily life while coping with a cancer diagnosis.

Redefining Sexuality & Intimacy for Women with Breast Cancer Thursday, April 23, 6:30 – 8 p.m.

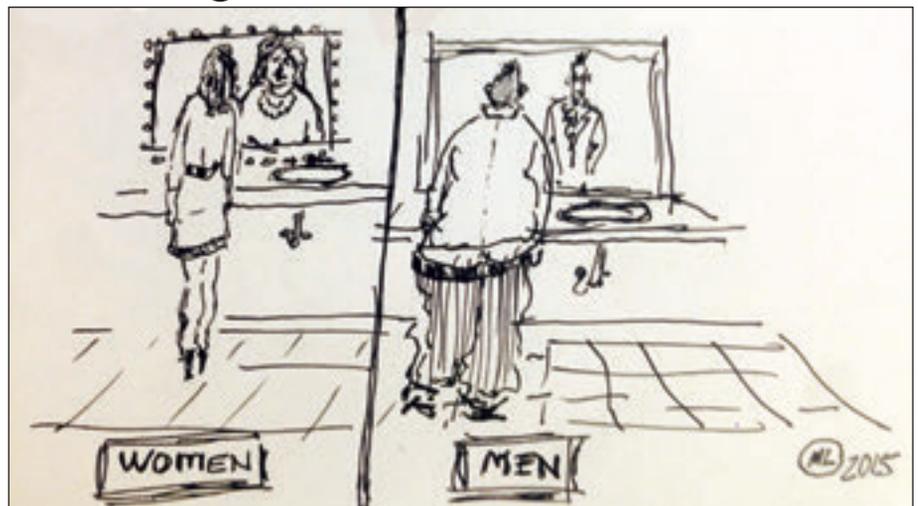
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