

# Beachwood Buzz

April 2017

Every Resident. Every Business. Every Month.

MAGAZINE



Northeast Ohio Innovative STEM Expo

featuring Apollo Robbins  
of National Geographic's  
"Brain Games"





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I recently listened to a podcast where host Jon Berghoff interviewed John Vroman, creator of the Front Row Foundation, a wish organization that helps individuals and families who are braving critical health challenges; and author of the *Front Row Factor: Transform Your Life with the Art of Moment Making*.

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Since tomorrow is guaranteed to no one, our job is to figure out how to maximize each moment and face each day with anticipation, intention and desire to create or recognize something that energizes or excites us.

If you don't like your seat, change it. If you can't change it, own it. Own what you've got and make the most of your current situation.

---

The book shares stories based on experiences of those helped by the organization, and the life lessons that Vroman learned over time.

During the interview, Berghoff told a story about someone who estimated the number of Saturdays he thought were left in his life. He filled a bowl with marbles, one for each Saturday, and each Saturday morning removed a marble and placed it in a secondary bowl, reliving highlights from the prior week. Since tomorrow is guaranteed to no one, our job is to figure out how to maximize each moment and face each day with anticipation, intention and desire to create or recognize something that energizes or excites us.

"Moment makers" set their intentions to determine what they need to do to make magic moments come to life. A "front-row moment" is a metaphor for getting close to things that inspire us. It can physically mean being in the front row, standing in front of a sunset, watching children play, creating, learning, sharing or giving back. It is a moment that matters to us.

We can be moment makers by living in the present and experiencing something now, by highlighting something from our past and reliving it in the present, or by setting intentions and taking actions today for something we would like to manifest in the future.

Front-row moments were clarified for Vroman when:

- He went to see Tony Robbins when he was in his 20s. Robbins was selling CDs for \$200, and Vroman didn't know if they were worth it. Then, he switched his thinking to recognize that HE was worth it, and purchased the CDs.
- While seated in the back row of a Jason Mraz concert, Vroman noticed those up front, recognizing that life is different in the front row. He recognized that so much of our world is created by where we put ourselves – both physically and by whom we choose to surround ourselves.

"Proximity is power," he says. "That's why people pay for front-row seats and why real estate on the ocean is most expensive."

He thought about the metaphor, recognizing the difference between going through life as a spectator, taking whatever seat we get, versus being more deliberate to go after what we want.

Vroman explained that we don't always choose our seat but we do choose our experience. It's not about whether it's "the" front row; it's figuring out "your" front-row seat.

- When training to run an ultra-marathon, a 52-mile run, Vroman was searching for something more meaningful than just crossing the finish line. That's when his idea for Front Row Foundation came to him and by race day, this external factor propelled him forward toward the finish line. "Purpose brings power to your present moment," he said.

Life is about attitude. When Vroman relates how he got to where he is now, he shares old feelings of feeling insignificant and insufficient, in spite of being brought up in a loving, caring family. As a result, he now has a deep desire to make people feel celebrated, loved and acknowledged. "Pain can either hold you back or propel you forward to fuel today's mission," he said.

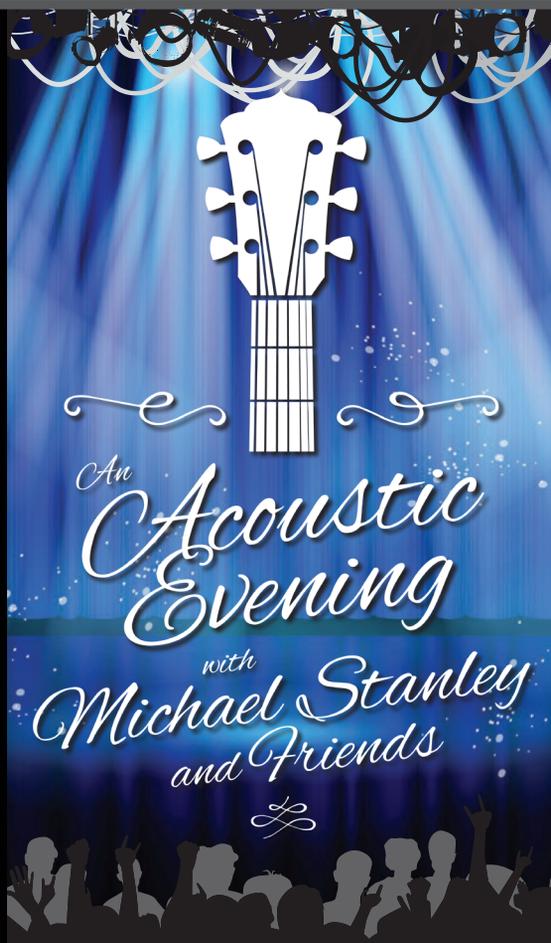
Mindset is the big key. Advertisers spend a fortune to get our attention, so why can't we be the chief marketing officers of our lives? Mindset determines how we'll make the most of every minute. We don't always get to choose our seat in life, but we do get to choose whether or not we have a front row experience. If you don't like your seat, change it. If you can't change it, own it. Own what you've got and make the most of your current situation.

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# Beachwood Buzz

Every Resident. Every Business. Every Month.

**Buzz**  
MAGAZINE



## COVER STORY

On Saturday, April 22, from 10 am to 4 pm, the Beachwood High School Junior Achievement Program will present NOISE (Northeast Ohio Innovative STEM Expo). NOISE is a one-day expo, showcasing Science, Technology, Engineering and Mathematics principles. There will be hands-on activities, as well as a STEM Marketplace that highlights entrepreneurship emerging from STEM. NOISE is a family-friendly event that is free and open to the public. Complete story is on page 7.

Cover story photos by Scott Morrison, Discovery Photo.

## City Council Update • Pages 28-31

City Council Meetings Live Streamed  
Be a Member!  
Beauty and the Beast  
Hydrant Flushing  
Free Personal Shred Day for Residents  
Home Heritage Program  
American Red Cross Blood Drive

Upcoming Meetings  
Art Exhibit  
Recreation Baseball/Softball Registration  
Got Drugs? RX Drug Drop Box  
Welcome Spring Guided Nature Tour  
Be in the Know!  
Hazardous Household Waste Round-Up

## You and Your Schools • Pages 32-33

Beachwood Senior Files Patent for MIT-Funded Research  
Bryden Student Art on Exhibit Through Ohio

BHS Science Olympiad Team Heads to State Tournament  
Strong Showing for Science and Engineering Fair Club

## Who We Are

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Beachwood Buzz welcomes all Letters to the Editor. Please send all letters via email to beachwoodbuzz@gmail.com.

### Calendar Section

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

### Article Submissions

If you have a story idea or photos you would like to share, email beachwoodbuzz@gmail.com.

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*Michael Friedman  
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## Celebrity Birthdays

- April 5th Colin Powell (80)
- April 6th Billy Dee Williams (80)
- April 7th Russell Crowe (53)
- April 8th Julian Lennon (54)
- April 9th Hugh Hefner (91)
- April 10th John Madden (81)
- April 11th Joel Grey (85)
- April 12th Shannen Doherty (45)  
Vince Gill (59)  
David Letterman (70)
- April 13th Ricky Schroder (47)
- April 14th Pete Rose (76)

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# NOISE

Featuring Apollo Robbins of National Geographic's "Brain Games"

Northeast Ohio Innovative **STEM** Expo

On Saturday, April 22, from 10 am to 4 pm, the Beachwood High School Junior Achievement Program will present NOISE (Northeast Ohio Innovative STEM Expo). NOISE is a one-day expo, showcasing Science, Technology, Engineering and Mathematics principles. There will be hands-on activities, as well as a STEM Marketplace that highlights entrepreneurship emerging from STEM. NOISE is a family-friendly event that is free and open to the public.

STEM is a concept based on the idea of educating students in science, technology, engineering and mathematics in an interdis-

ciplinary and applied approach. Beachwood High School marketing teacher Greg Perry told us that from the marketing students' perspective, they would want STEM to have an extra E, standing for entrepreneurship. STEM drives business and business drives STEM. "They're interchangeable," he said. "They drive each other. All careers in all fields come back to STEM."

Jamie Frayman, NOISE vice president of finance, echoed that sentiment. "Everything we do has to do with STEM. The minute we wake up and pick up our iPhones: technology. As we are getting ready for bed and brush our teeth

with an electric toothbrush: engineering and technology. Everything we use on a daily basis has some sort of STEM built into it and the NOISE expo will present STEM in a way that is not seen as 'boring' or 'school-like.'"

The NOISE Expo will be inspirational to both kids from grades K-12 and adults. With more than 120 exhibitors and thousands of attendees expected, interactive activities will abound. In addition, children will receive their own STEM "swag-bags" to collect stickers, key chains and other trinkets that companies will distribute, as well as anything they choose to purchase. Included with the "swag-bag" will



Above: Camille Hohl  
Below: Amy Chen



be the tools of a STEM specialist: a NOISE lab coat and NOISE goggles; as well as STEM NOISE soap, formulated and made at the STEM Handmade Soap Studio by the marketing students.

Keynote entertainer Apollo Robbins will speak at 11:30 am and 2 pm.

Robbins, featured on National Geographic's television series "Brain Games," is one of the world's leading experts on pickpockets, confidence crimes and deception. A pioneer in the application of deception to real-world environments, he uses picking pockets and sleight of hand to demonstrate perception management, diversion techniques and self-deception. Known as "The Gentleman Thief," Robbins first made national news as the man who picked the pocket of the Secret Service while entertaining former U.S. president Jimmy Carter.

With food trucks, shopping, The Young Entrepreneur Market, Little Medical School, STEM toy shop, and Euclid Beach Rocket Car, there is something for everyone. A portion of the proceeds will be benefiting Kick It for Cancer, a program of Flashes of Hope, which is focused solely on raising money for children's cancer research. ([www.kick-it.org](http://www.kick-it.org))

The Young Entrepreneur Market will feature 50 Northeast Ohio middle school, high school and

college entrepreneurs from 27 schools, along with their products and businesses. It is a partnership with University School's Young Entrepreneur Institute and sponsored by the Burton D. Morgan Foundation. After stealing the show last year at EntrovationCLE, young entrepreneurs will once again showcase their wares and services, from lawn care to clothing, and makeup to hair stylists. "It's impressive that at a young age, these entrepreneurs are able to accomplish so much," said Amy Chen, NOISE sales representative.

NOISE is the vision of 45 senior students from the 2016-2017 Marketing/Junior Achievement Program at Beachwood High School under the direction of teacher Greg Perry. The marketing program is a college-tech prep course through Excel TECC – a consortium of students from nine different schools: Beachwood, Brush, Mayfield, Solon, Chagrin Falls, Aurora, West Geauga, Willoughby South and Orange. In collaboration with City of Beachwood, community services director Karen Carmen, who is also the Beachwood Junior Achievement adviser, the class operates efficiently as a business throughout the school year. It evolved from the former Junior Achievement award-winning programs Entrovation and Green Dream, which also operated under the direction of Perry and Carmen.

### Sponsors include:

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For more information or to sponsor/exhibit at NOISE, please visit <http://www.noiseexpo.com> or contact Greg Perry at [gwp@beachwoodschoos.org](mailto:gwp@beachwoodschoos.org).



Guest Speaker, Apollo Robbins of National Geographic's "Brain Games"



**Matthew Peluso, NOISE CEO**

"Eaton will be demonstrating the principles of additive manufacturing (3D printing), aircraft engine fuel pumps, and hydraulic fluid power systems. This is a big step forward as it will be the first time that Eaton has demonstrated in our community. Additional exhibitors will be Texas Instruments, Microsoft, Holden Arboretum and Tesla."

**Camille Hohl, NOISE Sales Representative**

"Since STEM is the foundation of our past and the building blocks of our future, it is important to educate our youth so that they are educated about the vast opportunities that STEM brings to our world, and prepared for any career they choose to pursue."

**Joshua Bialosky, NOISE CEO**

"We experienced the whole soap-making process, from selecting the orange, lemon and vanilla scents to mixing the oils and butters. Attendees will have an opportunity to participate in hands-on soap-making demonstrations at the expo."

**Jordan Leb, NOISE Communications Coordinator**

"One goal of this expo is to eradicate that stigma that exists between boys and girls in the STEM field by demonstrating to young girls that STEM is everywhere. This expo will provide a huge opportunity to make a breakthrough with girls to show them that they can do whatever they set their minds to do."

  
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## From the Beachwood Arts Council

The Beachwood Arts Council invites you to attend the following shows and programs. For more information or to register, call 216.595.3400.

### Beachwood Schools K-12 Art Show



Friday, April 7 – Saturday, April 29  
 Gallery Hours: Mon.-Fri. 10 am – 4 pm  
 Sat. 10 am – 3 pm • Sun. 10 am – 1 pm

#### Opening Reception:

**Wednesday, April 12 • 5 – 7 pm**

Beachwood K-12 students will display their creative artwork, including collages, paintings, drawings and sculptures. Entertainment will be provided by talented student musicians and refreshments will be served. Free and open to the community.

### The Cleveland Orchestra Double Bass Quartet



Sunday, April 23 • 2 – 3 pm

Enjoy this special encore concert featuring Mark Atherton, Charles Carleton, Scott Dixon and Derek Zadinsky. Their repertoire ranges from Joplin to Strauss as well as Bach, Barber and more. Meet the musicians and enjoy tasty refreshments

following the concert. Free and open to the community.

### Ursuline College Innovations '17 Fashion Show

Sunday, April 30 • Noon – 3 pm • Ursuline College

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Enjoy a fashion show of original designs created by students in the Ursuline College Fashion Department. A private, behind-the-scenes tour of the Fashion Department and its historic costume collection will be offered before the show, and refreshments and a vendors' boutique after. Meet at Ursuline College no later than 11:45 am for the tour. Parking is free. \$15/BAC members; \$20/non-members; \$5/students. Registration deadline is April 10.



### Kids Mother's Day Art Workshop

Saturday, May 6 • 2 – 3 pm

Join Carolyn Frankel-Krieger for a special afternoon where kids will create a surprise gift for mom or a special friend. Drop your children off for this fun, one-hour art workshop. The \$10 fee per child includes all materials. Ages 6-10. Registration Deadline is May 1.



## Mandel JDS Ties Project to Real-World Issues

At the beginning of the school year, each 8th-grader at Mandel JDS selected a topic that could be connected to their curriculum across the board.

Spencer Goldberg and Mor Geri selected topics to target and educate Beachwood residents. Goldberg researched lead in the water and Geri chose Reverse 911.

Here's what they share:

A major issue in our community and society is lead exposure

in water – with which we drink and cook. Since 1986, houses were banned from using lead pipes. This is a major problem since many Beachwood homes were built prior to that date. Therefore, there is a significant chance that the water entering out homes may contain lead. According to Cleveland.com, about 45% of the service pipes in Cleveland are likely to contain lead. Fortunately, one can only get sick from lead after a long

period of exposure. If you think that your pipes may have lead in them, take action immediately and call Cleveland Water's Lead Inquiry Line at 216.664.2882.

Make sure that your telephone number is registered with the City of Beachwood's Reverse 911 program so the city can call you regarding a problem at any time. To register, call 216.595.5462 or click on the Code Red link at beachwoodohio.com.

**A limited number of free tickets are available for the Beachwood Schools Foundation Gala featuring Michael Stanley and Friends on Friday, April 7 at Beachwood High School**  
**For information call Shana Wallenstein at 216.464.2600, ext 237**

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The easiest way to spruce up your home, inside or outside, is by applying a fresh coat of paint. At Detail Painting, Don Marimpietri provides the experience and expertise to professionally complete any job – large or small. He uses both Benjamin Moore and Sherwin Williams paints, and shares the following information about this year's colors (*pictured*):



Benjamin Moore's color of the year is Shadow 2117-30, described as allusive and enigmatic – a master of ambiance.



Sherwin Williams introduces Poised Taupe SW 6039 as its color of the year, creating a cozy lifestyle and bringing a sense of sanctuary into our homes.

The correct color choice can turn any room in your home into an extraordinary space. Additionally, there are a number of new exterior colors from

which to choose to enhance your home's curb appeal.



For a free color consultation or quote, please call Don Marimpietri at 440.897.4600 or email [ocmats@hotmail.com](mailto:ocmats@hotmail.com). Founded in 1986, Detail Painting and Decorating, LLC (dba Detail Painting) prides itself on excellent customer service, no matter how big or small the job, and stays current on local, state and federal

regulations. Additionally, it is bonded, insured, registered with the State of Ohio and certified by the U.S. EPA as a lead-safe, certified firm for work on homes built prior to 1978.



# Colors and Trends from Dunn Hardware



Judy MacDonald, Dunn Hardware's design consultant

**D**unn Hardware is more than just your neighborhood hardware store. According to co-owner Abby Stadlin, Dunn Hardware is unique because of its massive paint and design center and its co-op network that provides greater purchasing power. In addition to serving customers with their hardware needs, Dunn serves as an independent paint store where its staff of 30 serves thousands of customers every week.

Stadlin, who owns Dunn with her husband, Jamie Stadlin, both BHS grads (class of '92), truly have a passion for the business. Both of their families were in hardware and retail businesses, so purchasing Dunn in 2012 was a natural.

The Stadlins sometimes see the store as a social-service organization. "Customers usually come in looking for a solution to a problem," Abby told us. "When we are successful in finding that solution, it's really rewarding."

When talking with Dunn Hardware's design consultant Judy MacDonald, she shared common ways to spruce up your home – with paint, wallpaper, blinds and flooring – to give it a fresh look.

Dunn Hardware is a distributor of Benjamin Moore paint, which has various grades, lines and colors to meet your needs. Judy told us that Dunn offers some of the best color matchers in the industry. She also shared that this year's top color choice is Shadow (pictured on opposite page).

According to Ellen O'Neill, Benjamin Moore creative director, the color is described as "A rich royal amethyst color that can fade into soft lilac-gray of distant mountains or morph into lustrous coal."

Benjamin Moore offers several color collections such as Color Preview, Classic Colors, Williamsburg, Affinity, Historical Colors

and the Off-White Collection.

Wall coverings are heating up this year, as a focal wall in any room. Nature-inspired wallpapers such as grasscloth add texture and dimension to rooms. Faux-finish wallpapers such as brick, concrete, wood or marble are an easy way to transition from traditional to contemporary. Metallic papers add a little glitz to any room. Large murals can create a very unique setting in a room.

In flooring, luxury vinyl tile is picking up momentum. Solid vinyl tile, unlike old laminates, look like ceramic tile or hardwood. Many styles come in squares or various-size planks to add a great dimension to your floor.

If you're looking for new blinds, Hunter Douglas provides quality options. Sheer shadings are very popular this year providing a sheer view of the outside

and privacy when desired.

Popular choices continue to be honeycomb and wood blinds. Shutters offer a clean and simple look with architectural detail.

To finish off any project, Dunn Hardware has one of the best selections of decorative hardware in Northeast Ohio. Satin nickel continues to be the favorite finish with simple straight lines. What's new? The gold finish is back but with a matte finish and clean modern lines. Customers are mixing finishes to create a unique design element in their kitchen or bath.

For personalized design service, Judy is available for in-store consultations by appointment. Just call 440.720.0301. Dunn Hardware is located at 5144 Wilson Mills Road, Richmond Heights. For more information, visit [www.dunnhardware.com](http://www.dunnhardware.com).





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Smylie One has established itself as a company built on integrity and trust.

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Pictured from left: Gary Rosen, Steven Smylie and Rick Coates.

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## At Eastside Landscaping, "Details Make the Difference"

One of the simplest ways to spruce up your yard this spring is to begin with a spring clean-up. When Eastside Landscaping sends a crew to your yard, they remove leaves and debris from the lawn and beds, trim groundcover, cut down remaining grasses and perennials and establish bed edges.

It's easy to add curb appeal to your yard by simply installing mulch to the bed areas, seeding the lawn and replacing unhealthy or dead plants. Perennials will provide interesting textures and color that will return each year, and with the addition of annuals, you will have color throughout the season.

Other options to add an exciting new look include installing

landscape lighting, replacing a walk or patio, improving drainage in the yard, or installing a handcrafted fence, customized outdoor fireplace or a state-of-the-art outdoor kitchen to your existing patio. Jim Freireich of Eastside Landscaping explains that these upgrades will not only add beauty and function to your home, but will add value as well.

Whether you plan to install a new landscape or renovate your existing one, allow the designers at Eastside Landscaping to discuss all of the details with you. A well thought out plan will transform ideas into a functional and aesthetically pleasing yard. Eastside is a full-service landscaping company that has been providing snowplowing,

landscape maintenance, design/build, and construction to homes on Cleveland's east side for over 30 years.

Think about how you can create your dream yard. Imagine a stone walkway and patio transforming your yard into the ultimate outdoor living room. Today's patios now include fire pits, or custom stone fireplaces, built-in kitchens with gorgeous granite counter tops, and wood structures such as pergolas and screened in porches.

This spring, allow us to spruce up your property. At Eastside Landscaping, "Details Make the Difference."

For more information, call us 216.381.0070 or visit [www.eastside-landscaping.com](http://www.eastside-landscaping.com).

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# Buying or Selling This Spring?



Spring is the season of renewal, and many of us do “spring cleaning” to prepare for the Passover or Easter holiday.

When thinking of sprucing up your home, some of you may be looking to start fresh by selling your home. If so, it’s time to take spring cleaning to a whole new level!

Many experts on HGTV, or home stagers, recommend you start by de-cluttering. Get a few bins from a dollar store and organize your belongings in three categories: purge, save or donate. This can be done with clothing, tools and all items throughout your home.

Clothing is usually the first to go. If you have not worn it in a year or two, let it go. There are many orga-

nizations in need of gently-worn clothing, and there are resale and consignment stores as an alternative when getting rid of things.

If you’re getting rid of books, local libraries are a great resource for disposal. They regularly have book sales and would love to include them in their inventory.

Next – dishes, bric a brac and collectibles. Many young people today, regrettably, do not want grandma’s dishes. As with clothing, there are organizations that will pick up donations, and consignment shops are always an option. The same goes for furniture, and the tax deduction/benefit you will receive is often greater than what a used sofa will sell for on the open market.

As an experienced realtor, I can assist with many of these recommendations and can provide referrals to help get your home in tip-top condition. The cool trend you may be looking for this spring is a new home – and I can help you with that, too!

If you find there is still clutter in your home after sorting through your items, it may be wise to rent a short-term storage unit until your home is sold; and, if you have difficulties sorting through items,

you may want to hire a professional organizer to help you.

When putting your home on the market, in addition to cleaning, remember – less is more. Clean the garage. Counters should be free of ancillary items. If you have a lot of personalized items, put them away. Stage your home so perspective buyers can see themselves living there. And, if repairs are needed, make them.

As an experienced realtor, I can assist with many of these recommendations and can provide referrals to help get your home in tip-top condition. The cool trend you may be looking for this spring is a new home – and I can help you with that, too! – Sharon Friedman

## Buying or Selling in Beachwood? Let Sharon Be Your Guide..



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## Hebrew Storytime

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Wednesday,  
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4:00 pm



Led by: Zehava Galun  
Early Childhood Educator & Hebrew Specialist



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Jewish Education Center of Cleveland and the Cuyahoga County Library

# Developer Brings Modern Home Design to Richmond Road

By June Scharf

What's blasphemous to developer Andrew Brickman's aesthetic is to be unoriginal and commonplace. He's all about differentiation and elevating the design principles surrounding one's home. Adding to his collection of local, very modern "eco-home" properties that are built on this sensibility will be some luxury residences called Twenty Four Hundred at 2400 Richmond Road near Maidstone Lane.

Brickman's company, Brickhaus Partners, has broken ground on 12 townhomes located on a parcel of vacant property where an adjacent old farm house was razed to accommodate the new development. According to Brickman, reservations have already been placed on three of the homes. He believes demand exists for this type of property since no new townhouses have been introduced in Beachwood during the past 10 years.

On this land, he says he's "not just selling shelter, but a lifestyle," one that is meant to attract more talented people to northeast Ohio. He also imagines that the

townhomes will be attractive to empty-nesters who are looking to downsize and shed some homeownership responsibilities.

"These won't be your typical box with a little fake stone and brick façade on the front and wrapped in vinyl siding," he explains. "These homes are an example of classic modernism, with clean lines and elegant materials like cedar, extruded metal, and cement board. Brickman reports that the properties will feature the finest eco-friendly materials, high-efficiency Bosch appliances and HVAC equipment, quartz countertops, hardwood floors, low-e windows and high quality interiors.

All residences will have first-floor master suites with two walk-in closets and a private patio, a large open kitchen and dining room with another private patio and a spacious living area with vaulted ceilings. Upstairs are two large bedrooms, a loft area overlooking the living room, and a covered deck.

Limited pre-construction prices start at \$539,000.

Ten-year-old Brickhaus Partners has developed numerous other

award-winning communities in Northeast Ohio and beyond. His dramatic Rocky River property, called Eleven River, was featured in two Hollywood films. It was the home of Jennifer Garner and Kevin Costner in *Draft Day*, and it served as a set location for *With This Ring*.

"These homes are an example of classic modernism, with clean lines and elegant materials."

~ Andrew Brickman,  
Owner, Brickhaus Partners

Brickhaus spearheaded developments in Ohio City, Little Italy, the Clifton area, and Cleveland Heights. The company also has plans to create luxury residences on Lake Avenue with views of Lake Erie and Edgewater Park.

In Beachwood, Brickman says he admires its advantageous location with proximity to highways and shopping, along with its unparalleled city services.

After studying environmental design as part of the architectural program at the University of Colorado and urban planning at Harvard University, Brickman got his start in the industry by working with Beachwood-based real estate developer The King Group. Later, he worked with another real estate developer and owner, Ken Simon. Two of their projects involved converting downtown office buildings into apartments, which now operate as The Osborne and 1020 Huron.

To dispel a frequent source of curiosity, yes, Andrew is related to accomplished songwriter and pianist Jim Brickman, his cousin. As additional background, the Brickhaus company name pays homage to the Bauhaus movement that emerged in Weimar, Germany during the 1920s and was the first school of modern architecture and design.

To see more of what Brickhaus Partners offers, visit [Brickhauspartners.com](http://Brickhauspartners.com) or call 216.721.0027.

Photos courtesy of  
Brickhaus Partners.





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## From the Federation

### Yom Hashoah V'Hagvurah

Sunday, April 23 • 2 pm  
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Fairmount Temple  
23737 Fairmount Blvd.

Our Jewish Cleveland community is coming together for Yom Hashoah V'Hagvurah, Cleveland's annual commemoration of the Holocaust and heroism. Please join us to remember the Holocaust with this year's theme, "Stand Up, Speak Out: Stopping Hate Then and Now."

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

### Yom HaZikaron

Sunday, April 30 • 7 pm  
Mandel JCC

26001 S. Woodland Road  
Remember those who lost their lives protecting the State of Israel on Israel's Memorial Day. Join the Jewish Federation of Cleveland as we observe together in Hebrew and English to remember victims of war and terrorism.

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

### Yom Ha'atzmaut, Israel's Independence Day Celebration featuring Idan Raichel in concert

Tuesday, May 2 • 5:30 pm  
Landerhaven  
6111 Landerhaven Dr.

Celebrate Israel's Independence Day with a family-friendly, fun filled evening at the Jewish Federation of Cleveland's largest annual community event. Plus, don't miss Israeli superstar, Idan Raichel, in concert! Activities begin at 5:30 pm; the concert begins at 7:30 pm.

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

# Jonathan Evans Embarks on Bucket-List Dream of Walking Appalachian Trail

Close to two years ago, Jonathan Evans had a heart attack, after which he had a wake-up call to embark on his bucket-list dream of walking the Appalachian Trail. For years, he had been contemplating this feat, but didn't think about it seriously until he was released from the hospital.

Evans had his heart attack during the summer of 2015, while working in the yard two days before his youngest daughter Erin's graduation party. Although the attack was minor, Evans knew he had to improve his lifestyle choices. He talked with his wife, Marilyn, about hiking the A.T., saying that he felt that this would save his life. With her support, his preparation began.

Although Evans retired from teaching in the Cleveland schools three years ago, he admits that the timing to embark on such a time-consuming adventure is never ideal. "This is something I've wanted to do, and now it's a priority," he said.

In November 2015, and with little hiking experience under his belt, Evans was on his way to the gym but headed to Brecksville Metropark instead, where he completed a four-mile hike.

He then joined the Cleveland Hiking Club to increase his endurance and now completes three to four hikes a week, each averaging about five to six miles.

Additionally, Evans has also gone on four backpacking trips, one being a four-day trip on the A.T. in Maryland with Erin. He had done his research, watched videos, talked with others who have walked or plan to walk, and continues to tweak the items in his backpack. He also enjoys Sunday morning hikes with his oldest daughter, Emily.

"It's important to pack what works for you," he said. Hikers try to keep their packs below 30 pounds, so if something isn't absolutely necessary, it's not packed."

While on practice hikes, Evans now takes his fully-loaded pack, which weighs about 32 pounds. He told us that because of his weight, he will be taking his sleep apnea machine that weighs just over 4 pounds, which he hopes to send home after the first few months. Additional necessities are medication, toiletries, toilet paper, electronics, a water-filtration system, food, a cooking system, hammock, quilt and a very limited amount of clothing.

The A.T. is 2,190 miles long, passing from Springer Mountain in Georgia to Mount Katahdin in Maine. Evans has chosen to do the flip-flop trail, starting in Harpers Ferry, West Virginia, and heading north, then returning to his starting point to travel south. He chose this route because about 20 percent of those who start the trail finish and he feels his success rate is greater by flip-flopping. "The hardest parts of the trail are in Maine and Georgia, so by starting in the middle, I'll have an opportunity to build

up endurance on a flatter terrain before hiking more challenging areas," Evans told us.

He plans to hike an average of 10 to 15 miles a day, to camp out most nights and stay in a hostel or hotel about once a week. "I'll go at my own pace – one day at a time, slow and steady," Evans said. "I look forward to the camaraderie and community I'll find on the trail when I meet other hikers."

"It's easy to think about family and kids and find reasons or excuses not to go. Life gets in the way. But when you want something badly enough, you work through the details and make it happen."

When asked about the message he would like to put out to our community, he said, "It's easy to think about family and kids and find reasons or excuses not to go. Life gets in the way. But when you want something badly enough, you work through the details and make it happen."

"Although Marilyn will not be hiking with me," he added, "she will be with me every step of the way."



Jonathan Evans, while on an A.T. backpacking trip. Photo courtesy of Erin Evans.

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## "Someone I Love"

Beachwood PTO recently hosted its annual "Someone I Love" event, providing an opportunity for elementary students (K-5) to invite a parent, grandparent, aunt, uncle or friend to join them for breakfast at school. When Josh and Elana Mintz asked their daughter, Izzie, whom she would take this year, they expected that it would be one of them since her grandparents were all out of town. This was not the case. Izzie yelled out, "I want to take Slider!" It was Izzie's breakfast and yes, Slider loves her too – and she can't wait for opening day! Go Tribe!



Slider with Izzie Mintz. Photo courtesy of Josh Mintz.

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Channel 3 News Senior Health Correspondent/Reporter



Photo courtesy of Clifford Norton Studio

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8:30 a.m. • 5-K Start

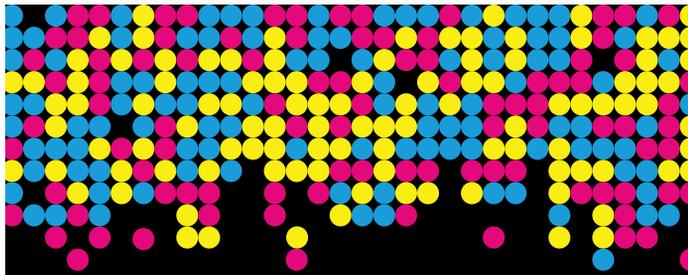
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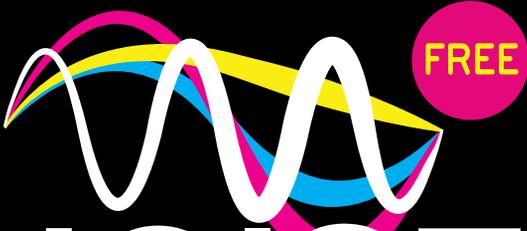


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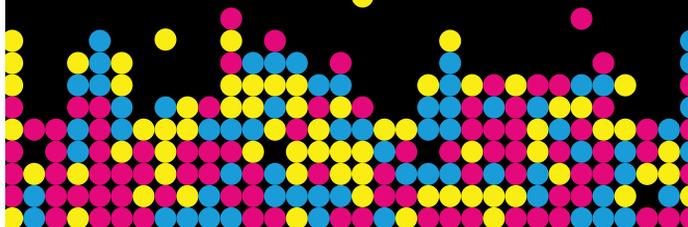
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## Eastside Blades Compete

The Shaker Figure Skating Club makes its home at the Thornton Park Ice Rink, owned and operated by the City of Shaker Heights. In February, the Club hosts the Ohio High School Competition, in which the following Beachwood residents participated on the Eastside Blades team: Allison Berns (5th grade), Sarah Berns (5th grade), Veronica Schwartz (5th grade), David Kuang (7th grade), Rebecca Gips (7th grade), Zoe Krantz (8th grade) and Rachael Roth (12th grade).

Team highlights include:

- Overall Second-Place finish for the Middle School Participants
- Beginner Compulsory Moves: First place, Veronica Schwartz
- Gold Solo Pattern Dance: First place, Rachael Roth
- High Beginner Compulsory Moves and Beginner Free Skate: Second place, Sarah Berns
- Intermediate/Open Music Interpretation and Intermediate Ladies Short Program: First place, Zoe Krantz
- Intermediate Ladies Free Skate: Second place, Zoe Krantz



Pictured: Rebecca Gips, Zoe Krantz, Rachael Roth, Allison Berns, Sarah Berns and Veronica Schwartz. Not pictured: David Kuang.

## Track Team Snags Championships

Fresh off last spring's State Championship, the Beachwood track team continues to run ahead of the competition, this time snagging the OATCCC Indoor State Championships. Leading the way for the team were juniors Mia Knight and Leah Roter, who both finished as state champs in their individual races, the 200 m sprint for Mia and the 1600 m race for Leah. There is a lot more running (and jumping and hurdling) in this group's future – the oldest members of the team are juniors, so they have a chance to repeat at next year's indoor meet and set some new records for spring track and field!



Front Row: Head coach Willie Smith, Leah Roter, Mia Knight, Ashaunti Griffin, and assistant coaches Bruce Sherman and Chris Kleis  
Back Row: Cayla Jeff, Katelyn Perryman, Maddie Alexander, Ashley Perryman, Mira Wooley, Abby Bendis, Heidi Maier and Ayla Gambrell.  
Not pictured: Carli Petti

# Aligned Health Center Day

On Tuesday, February 28, Aligned Health Center was recognized in the City of Beachwood as the first and only Chiropractic BioPhysics (CPB) clinic in Northern Ohio. City administrators, along with owner Nicholas Bigrigg and Dr. Patrick Pfantz, celebrated the grand opening of the second clinic location at 3401 Enterprise Parkway, suite 110, in Beachwood.

Unlike other chiropractic clinics in the Cleveland area, Aligned Health Center uses Chiropractic Bio Physics treatment methods to analyze, treat, and restore the spine to the correct posture. In the simplest terms, it can be described as an "orthodontist" for your spine, as doctors are moving bone through soft tissue to create a new shape. The health benefits of having an ideal posture are widespread and documented. In fact, CBP® technique protocols are the foremost investigated care option in all of spinal care.

Aligned Health Center's mission is to serve the people in its community by helping them reach their health and wellness goals and it is committed to bringing patients better health and an improved way of life by teaching and practicing the true principles of chiropractic health and wellness care. The center will continue to remain at the forefront of the most current research and techniques in order to aid patients in getting more years out of their life and more life out of their years.

In recognition of this center's opening in the City of Beachwood, Mayor Merle S. Gorden and Beachwood City Council proclaimed Tuesday, February 28, 2017 as "Aligned Health Center Day" in the City of Beachwood.



Beachwood economic development director Jim Doult (fourth from left) presents proclamation to Aligned Health Center during its ribbon-cutting ceremony. Photo courtesy of Aligned Health Center.

## Chris Bachelder Author Visit Beachwood Library • April 24 • 7 pm

Celebrate National Humor Month with a visit from author Chris Bachelder. His moving and comedic novel, *The Throwback Special*, was a 2016 National Book Award Finalist and winner of the Paris Review's Terry Southern Prize for Humor. With wit and great empathy, Bachelder tells the story of 22 men who gather every fall to painstakingly re-enact what ESPN called "the most shocking play in NFL history."

This program is part of 12 Months of November – a year of events honoring the work of Mort November and his lifetime of philanthropy. The Beachwood Library is honored to be part of this celebration, and it permanently houses the Mort November Humor Collection at its branch. Books will be available for purchase and signing courtesy of Mac's Backs – Books on Coventry. To register, please visit [cuyahogalibrary.org](http://cuyahogalibrary.org) or call 216.831.6868.



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# Milestones Autism Resources Provides Full Spectrum of Services

By June Scharf

April is Autism Awareness Month, and the Cleveland-area community is fortunate to be served by Milestones Autism Resources, a 15-year-old, Beachwood-based non-profit agency. The organization is dedicated to serving families, professionals and individuals who are navigating autism spectrum disorder. The professional staff of 10 offers evidence-based practical strategies, along with vetted resources that can contribute to the journey involved with autism.

When Ilana Hoffer Skoff, executive director, and Mia Buchwald Gelles (BHS Class of 1984), operations director, started charting their own paths in the 1990s to manage the care of their children on the autism spectrum, there were few sources for support or information, including the medical community. In fact, doctors were reluctant to give a diagnosis of autism, preferring instead to designate it with the unofficial-sounding "pervasive developmental disorder not otherwise specified." Recognizing this dearth in what was desperately needed, Skoff and Gelles became determined to develop an organization that would deliver on some fundamental needs.

"There was no template for this association, locally or nationally, but we knew it was needed," Skoff explains. So the women embarked on establishing Milestones, a

name derived from the notion that those on the autism spectrum achieve a range of milestones, and they are different for each individual. "No one knew how to direct us at the time, so we were forced to find ways to create our own home programs," she states. Their bible at the time was a book titled "Behavioral Intervention for Young Children with Autism: A Manual for Parents and Professionals," by Catherine Maurice.

Gelles and Skoff both reveal the reality that, when handling a child with autism, parents face tremendous pressure and expectation, while also possibly struggling with feelings of isolation. But gathering information is what's most empowering, they report. And tapping Milestones' services will remind parents that they are not alone on their journey, adds Skoff, while also noting, "It can be too much for one family." But through Milestones, parents connect and support each other.

"Education is going to make a big difference for families, and it will help move a child along in life," Skoff states. One of the primary outcomes of arming oneself with information is the way it helps to manage expectations.

They describe the agency as "not a 411 call" and not a central meeting place, but a resource to identify other avenues. The issues to which it best responds include: "I

just received a diagnosis, what are my first steps?" and "Which school is the best match, considering what's offered and the finances I have available?" or "What dentist can best handle my child?"

---

*"A three year old will grow up, and if you are the only one who can help dress, calm and care for your child, you need to arrange to expand that network."*

~ Ilana Skoff

Executive Director,

Milestones Autism Resources

---

More than 1,000 resources are available for needs extending from education and medical services to social and recreational activities. Plus, it offers a free help desk, but visitors may also schedule a private meeting with a consultant for a fee.

Skoff reports the latest statistics reflect that one in 68 children in the entire population is on the autism spectrum, and the number is higher for boys.

"We help about 2,400 families per year," says Skoff. Milestones also hosts an annual convention locally that's considered a "must-attend" event where professionals and parents may meet,

connect and draw on a tremendous collection of information. It will be held this year, June 14-16, at the Cleveland I-X Center.

Most recently, the top agenda item for the organization has been to focus on methods involved with children's transition into adulthood, a process they advise parents to begin considering when a child is 14. This covers issues related to housing, employment and medical care. "Parents need to plan for this stage," Skoff says. "A three-year-old will grow up, and if you are the only one who can help dress, calm and care for your child, you need to arrange to expand that network."

She also stresses that when a child is in school, parents know the staff, and those people are always accessible. But in the adult world, the child will be interacting with different institutions, and it can become confusing. Also, knowing how to qualify for certain services and the agencies that offer assistance may feel like a vast maze.

"Multiple complications can arise, so parents need to start planning while their child is still in high school," says Skoff. "Milestones can guide parents in this area."

Overall, what Milestones staff members focus on with clients is achieving each child's potential. "They have many gifts," Skoff says.



## 5th Annual Bowling Extravaganza Strike It Big for Milestones

presented by the Davis Automotive Group  
Sunday, April 23 • 11 am – 3 pm  
Freeway Lanes of Solon • 33185 Bainbridge Road  
and Buckeye Lanes in North Olmsted • 24488 Lorain Rd.

## 15th Annual Milestones Autism Spectrum Disorder Conference

Thursday and Friday, June 15-16 • Cleveland IX Center  
8 am – 5 pm • Breakfast and parking included  
Kick-Off Event: A Special Evening with Temple Grandin  
Playhouse Square's State Theater  
June 14 • 7:30 pm • Tickets: playhousesquare.org or 216.241.6000

For more information, contact Laura Kravitz or visit [www.milestones.org](http://www.milestones.org).

## 2017 Beachwood Chamber of Commerce Awards Program

**Wednesday, May 31, 2017 • 4-6 p.m.**

Embassy Suites Beachwood • 3775 Park East

Cocktail Reception at 4 p.m. • Keynote Speaker at 4:45 p.m. • Awards to Follow



**Keynote Speaker: Pete Fierle**

Chief of Staff and Vice President of Communications

**Pro Football Hall of Fame**



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## EFFECTIVE LEADERSHIP ACADEMY **ELA** LEADERSHIP *Beachwood*

**LEADERSHIP Beachwood**, a collaboration between Effective Leadership Academy (ELA) and the Beachwood Chamber of Commerce, offers an adult leadership program that guides participants through three important core concepts:

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# CITY OF Beachwood Council Update

MAYOR  
**MERLE S. GORDEN**



216.292.1901  
mayor@beachwoodohio.com

COUNCIL PRESIDENT  
**MARTIN S. HORWITZ**



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**JAMES PASCH**



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## CITY COUNCIL MEETINGS LIVE STREAMED

As part of our ongoing efforts to enhance and expand communications, Beachwood's City Council and Planning & Zoning Commission meetings are now being recorded and live streamed from the city's web site and television station(s). Thanks to newly-installed technology, residents can now view high-definition video of city meetings in real-time and on-demand at their convenience.

Additionally, web platforms have grown, social media efforts increased and the city launched a residential e-newsletter, the *Beachwood Insider*, which residents and interested parties can subscribe to at: <http://beachwoodohio.com/list.aspx>.



"It's important to understand how people interact with their government and we want to continue expanding and improving our outreach efforts," said Merle S. Gordon, Mayor.

To access livestream meetings, visit [beachwoodohio.com](http://beachwoodohio.com) and follow the link.

## BE A MEMBER!

The Beachwood Family Aquatic Center will be open on Memorial Day Weekend, May 27 – 29. The full season runs daily from June 3 – August 15 and on weekends through September 4.

**NEW: SENIOR DISCOUNT RATES – SAVE 50%**  
Senior Season Membership – \$25.00 per person  
Senior Resident Day Pass – \$3.00  
Senior Non-Resident Day Pass – \$5.00

(Proof of age along with proof of residency required for purchase. Senior is anyone 60 years or older.) Memberships on sale at City Hall, Monday – Friday, 8:00 am – 4:30 pm



## City Contact Information

**CITY OF BEACHWOOD**  
25325 Fairmount Boulevard  
Beachwood, Ohio 44122  
216.464.1070  
[www.beachwoodohio.com](http://www.beachwoodohio.com)



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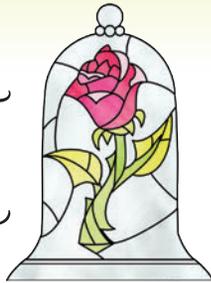
**EMERGENCY**  
Dial 9-1-1

**CLERK OF COUNCIL**  
216.595.5493

# WHEN YOU'RE IN *Beachwood*, YOU HAVE ARRIVED!

BEACHWOOD RECREATION COMMUNITY THEATER PRESENTS

## Beauty and the Beast



### PERFORMANCES:

Saturday, May 6: 4:00 p.m.  
 Sunday, May 7: 2:00 p.m.  
 Friday, May 12: 7:30 p.m.  
 Saturday, May 13: 4:00 p.m.  
 Sunday, May 14: 2:00 p.m.  
 Friday, May 19: 7:30 p.m.  
 Saturday, May 20: 4:00 p.m.  
 Sunday, May 21: 2:00 p.m.

**LOCATION:** Beachwood Middle School

**TICKETS:** Available at door 30 minutes prior to curtain

**COST:** \$7 Students/Seniors - \$8 Adults, cash only

**QUESTIONS?**  
 216-292-1970

## OF SPECIAL NOTE

City of Beachwood employees raised \$4,500 during the 2017 Harvest for Hunger campaign. That's 18,000 meals to help Cleveland Food Bank.

## HOME HERITAGE PROGRAM



The Heritage Home Program is ready to help with free technical assistance for your home repair, maintenance, and rehab needs and access to loan rates that are more affordable than ever before! Ask qualified staff about home rehabilitation and improvement. The City of Beachwood and the City of Lyndhurst will be cohosting an information session for residents regarding the Heritage Home Program. Meeting, open to the public, will take place in Beachwood's Council Chambers on Wednesday, May 3 at 6:30 p.m.

## HYDRANT FLUSHING

The Fire Department will be conducting hydrant flushing in **late April**. 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.



## FREE PERSONAL SHRED DAY FOR RESIDENTS



Bring personal documents, mail and files to be shredded for FREE! Proof of residency required. Rain or shine. Limit: 12 blue bags or 6 banker boxes.

**SUNDAY, MAY 21 from 9 A.M. – 12 P.M.**  
**BEACHWOOD COMMUNITY CENTER PARKING LOT**



**AMERICAN RED CROSS BLOOD DRIVE**  
**FRIDAY, APRIL 21**

1:00 – 7:00 p.m.  
 Beachwood Community Center

## UPCOMING MEETINGS

### CITY COUNCIL

Usually meets the first and third Mondays of each month at 7:00 p.m. Upcoming meetings: Mondays, April 3 and May 1. 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 27. Questions? Call 216.292.1914.

### ARCHITECTURAL REVIEW BOARD

Meets at 5:30 p.m. Upcoming meetings: Mondays, April 3 and May 1. Questions? 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

# ART EXHIBIT

Beachwood Community Center

MON – FRI • 9 A.M. – 4 P.M.

SAT • 10 A.M. – 3 P.M., SUN • 10 A.M. – 1 P.M.

**BEACHWOOD SCHOOLS K-12 ART SHOW**  
APRIL 7 – 29

Opening Reception:

Wednesday, April 12 from 5 – 7 p.m.



Beachwood K-12 students will display their creative artwork, including collages, paintings, drawings and sculptures. Entertainment will be provided by talented student musicians and refreshments will be served. Free and open to the community.

## SAVE THE DATE

Beachwood Historical Society - House and Garden Tour • Sunday, June 25 • 1:00 – 4:00 p.m.  
\$15 person • Register at [www.beachwoodohio.com](http://www.beachwoodohio.com)

## RECREATION BASEBALL/ SOFTBALL LEAGUES

Sign up now for Youth Baseball and Softball Leagues for Spring/Summer 2017

### BASEBALL PROGRAM

Novice Coed T-Ball: 5 – 6 years

Rookie Boys Machine Pitch: 7 – 8 years

Minor Boys Player Pitch: 9 – 10 years

Major Boys: 11 – 12 years

\*Pony Boys: 13 – 14 years

### SOFTBALL PROGRAM

Rookie Girls: 7 – 8 years

Minor Girls Player Pitch: 9 – 12 years

\$55 Resident / \$75 Non-Resident

\*Part of the Lyndhurst Dads Club League

QUESTIONS? REFER TO REC GUIDE OR VISIT [www.beachwoodohio.com/recreation](http://www.beachwoodohio.com/recreation)



## 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).

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**



BEACHWOOD HISTORICAL SOCIETY PRESENTS  
**Welcome SPRING**  
GUIDED NATURE TOUR

**APRIL 29 • 9:00 – 10:00 A.M.**  
**CITY PARK WEST PAVILION**  
**\$5.00 PER PERSON**  
INCLUDES BREAKFAST

GET CLOSE TO NATURE – NANCY HOWELL FROM THE CLEVELAND MUSEUM OF NATURAL HISTORY WILL GUIDE US USING BINOCULARS TO WATCH BIRDS AND LEARN ABOUT THE FLORA AND FAUNA.

TO REGISTER VISIT  
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# Council Update

## BE IN THE KNOW!



### SIGN UP FOR BEACHWOOD INSIDER

E-NEWSLETTER FOR  
COMMUNITY UPDATES



### SIGN UP FOR CODE RED FOR EMERGENCY UPDATES AND ALERTS



### WATCH RECORDED CITY MEETINGS

LIVE STREAM ON WEB  
BROADCASTED ON TV  
PLAYBACK ON WEB



VISIT [WWW.BEACHWOODOHIO.COM](http://WWW.BEACHWOODOHIO.COM)  
TO STAY INFORMED

## HAZARDOUS HOUSEHOLD WASTE ROUND-UP

Household Hazardous Waste Round-Up will be **Monday, May 15 – Saturday, May 20 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.

# BEACHWOOD CITY SCHOOLS

## BOARD OF EDUCATION MEMBERS

Mitchel Luxenburg, President, 382-8943 • ml@beachwoodschoools.org  
Michael Zawatsky, Vice President, 292-9916 • mzawatsky@beachwoodschoools.org  
Dr. Brian Weiss, 464-6678 • bw@beachwoodschoools.org  
Joshua Mintz, 245-0000 • jmintz@beachwoodschoools.org  
Steve Rosen, 292-5562 • srosen@beachwoodschoools.org

## Beachwood Senior files patent for MIT-funded research



Swathi Srinivasan

**IN JANUARY OF 2016, SWATHI SRINIVASAN** was designated one of seven MIT Think Scholars for her research proposing a solution to the problem of hypothermia in infants born prematurely around the globe. In addition to their recognition, MIT funded the creation of Swathi's infant warmer prototype.

In Swathi's words, "The project is fairly simple, but has a significant background. Over 15 million

infants are born prematurely every year, putting them at risk for hypothermia due to low body weight. Most do not have access to the quality care many of us in first world countries are fortunate to have. We have access to \$50,000 incubators or radiant warmers, which are either efficient and expensive or inefficient and inexpensive. The field needs something cost-effective and energy-efficient, as well as portable, safe, reusable, durable and hypoallergenic. Since no one device exists that fits each and every criterion, I developed something that would."

Swathi started addressing the problem chemically. Using an ionic gel solution, she tapped into the heat that precipitates out of solution. At first, the duration of the gel pack containing the reaction was short lived. So, Swathi engineered a secondary heating mechanism within the gel that would help it reach and maintain temperature faster and for a longer duration. The design could not surpass the safe temperature for an infant, nor unnecessarily expend too much power. Swathi's prototype held a safe, steady temperature for more than 34 hours on the charge of two car batteries. It also maintained temperature when removed from the battery source--outlasting the leading gel-based infant warmer on the market more than seven-fold.

She designed a "kangaroo wrap" made from hypoallergenic, biocompatible materials to accompany the housing for the gel pack, so as to mimic the skin-to-skin contact critical between a mother and infant during a newborn's first few days of life. The gel pack fit into a sleeve within the wrap as part of a final prototype. Ultimately, the entire system held a safe heat for an extended duration of time, proved to be portable and durable, and also rechargeable and reusable through the widely available means of car batteries.

Swathi's invention has the potential to save countless infants' lives and we are looking forward to the U.S. Patent Office's response.

Last month in the Buzz, we reported that Swathi was a finalist for the Coca Cola Scholarship. We can now report she is one of 150 winners from across the country (and one of three from Ohio) to be selected for this prestigious award. She will receive a \$20,000 scholarship and will be in attendance at the Coca Cola leadership summit later this year. In addition, she was just named a Grand Prize Winner in the Northeast Ohio Science and Engineering Fair and will travel to Los Angeles in May to compete in the international competition.

## Bryden student art on exhibit throughout Ohio



### ELON BLOND, A SECOND GRADE STUDENT AT BRYDEN ELEMENTARY SCHOOL

was chosen as an exhibitor for the 37th Annual Youth Art Month Exhibition, sponsored by the Ohio Art Education Association. This year's show includes 111 student artworks from across the state. The works will be displayed at the State Teachers Retirement System's building in Columbus for the month of March. In addition, second grader Drew Mintz's work was selected for display at the OAEA Young People's Art Exhibit at the Rhodes State Office Tower in Columbus for the month of March.

Four additional second graders, Asher Hardis, Gianna Preston, Kathryn Roush and Charley Soroka will have their art on exhibit at Case Western Reserve University's Art Gallery during the 2017 Regional Youth Art Month Exhibition, sponsored by the Ohio Art Education Association.

## ADMINISTRATION

Dr. Robert P. Hardis, Superintendent, 464-2600 ext. 299 • rph@beachwoodschoools.org  
 Michele E. Mills, Director of Finance/Treasurer, 464-2600 ext. 239 • mm@beachwoodschoools.org  
 Lauren J. Broderick, Director of Pupil services, 464-2600 ext. 234 • ljb@beachwoodschoools.org  
 Dr. Ken Veon, Director of Operations & Technology, 464-2600 ext. 230 • kev@beachwoodschoools.org  
 Linda LoGalbo, Director of Curriculum & Instruction/Human Resources, 464-2600 ext. 289 • lhl@beachwoodschoools.org  
 Kathleen Stroski, Assistant Treasurer, 464-2600 ext. 240 • ks@beachwoodschoools.org  
 Shana Wallenstein, Director of Marketing, Communications & Development, 464-2600 ext. 237 • swallenstein@beachwoodschoools.org



## BHS Science Olympiad Team heads to State Tournament



**THE BEACHWOOD HIGH SCHOOL SCIENCE OLYMPIAD TEAM** is headed to the State Tournament in Columbus after an all-time high finish (4th) at the regional qualifier last month. Science Olympiad consists of 23 team events. Each year, a portion of the events are rotated to reflect the ever-changing nature of genetics, earth science, chemistry, anatomy, physics, geology, mechanical engineering and technology. By combining events from all disciplines, Science Olympiad encourages a wide cross-section of students to get involved. Emphasis is placed on active, hands-on group participation.

Several top scores were achieved in the regional tournament.

<b>Robot Arm</b>	<b>1st Place</b>	<b>Yuke Zheng &amp; Daniel Mishins</b>
<b>Dynamic Planet</b>	<b>1st Place</b>	<b>Mukul Govande &amp; Jennifer Yen</b>
<b>Hydrogeology</b>	<b>1st Place</b>	<b>Cameron Haynesworth &amp; Jing-Jing Shen</b>
<b>Electric Vehicle</b>	<b>3rd Place</b>	<b>Yuke Zheng &amp; Daniel Mishins</b>
<b>Ecology</b>	<b>3rd Place</b>	<b>Jing-Jing Shen &amp; Greg Glova</b>
<b>Chemistry Lab</b>	<b>4th Place</b>	<b>Mukul Govande &amp; Tong Wu</b>

HS Science Olympiad is coached by BMS Science Teacher, Alise Stawicki.

## Strong Showing for Science and Engineering Fair Club

The Beachwood Science and Engineering Fair Club had another outstanding performance last week at the Northeastern Ohio Science and Engineering Fair (NEOSEF). During the four day event, approximately 600 students from over 80 schools in the area set up their science fair displays, discuss their projects with 260+ judges and compete for more than \$20,000 in prizes. One of the most rewarding aspects of NEOSEF is the opportunity for the students to discuss their research with professional scientists and engineers from the local area.

At the fair students compete in nine categories which are subdivided by grade levels. NEOSEF awards one 1st place, and multiple 2nd place, 3rd place and honorable mentions per subdivision. Students also compete for over 300 Special Awards totaling more than \$15,000 that are donated by companies, societies and organizations.

Beachwood students earned 4 first places, 6 second places, 5 third places, and two honorable mentions.

BHS Senior Swathi Srinivasan was one of four students awarded the grand prize and will represent Northeastern Ohio at the International Science and Engineering Fair in Los Angeles this May. This is the third trip by Swathi to the International competition where she will compete with almost 1,500 students from around the world for over \$4,000,000 in scholarships and prizes.



Three BMS students, Neha Chellu, Sanjana Murthy, and Peter Soprnov, were selected to represent Northeastern Ohio at the national Broadcom Masters competition. The winner will be awarded a \$25,000 educational award at the Washington, DC finals.

BMS and BHS students earned a large number of special awards from science and engineering institutions, associations, foundations, and companies.



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Centers for Medicare & Medicaid Services



2016 Innovator Award  
Center 4 Brain Health



MenorahPark.org • (216) 831-6500

## Menorah Park Rebrands Services

Moving into its 111th year, many clients, staff and family members have come through the doors of Menorah Park and thousands have settled in to call its residences home.

In the past 30 years, Menorah Park grew from two residences and one community service to five residences and 12 community services. The Center 4 Brain Health, an international award winning program that is the first of its kind on a senior living campus, is one of its latest additions.

Because of confusion about Menorah Park's various services and its reach beyond the Jewish community and Orthodox practices, there are several myths to dispel:

- Menorah Park is not only for Jewish people, however, its Jewish values and expertise has made it rank among the top four percent in the nation, and in the top two percent in Ohio.
- 10 websites have been consolidated into one to provide a more comprehensive view of the organization and its' services.

The organization's logo has been modified to reflect excellence, innovation and energy in a more profound way. The new logo represents the seven flames of a traditional menorah, spreading light within the community and embodying ongoing Jewish values in care. The radiating shapes are designed to convey the vitality of the Menorah Park community and the center flame represents its high standard of excellence.

Two years ago, Menorah Park's marketing committee, chaired by Laura Scharf, evaluated its brand and followed recommendations to clarify and update it. Although there have been branding changes, one thing remains the same: the commitment to Jewish values that drives excellent, compassionate, individualized care.

## Center 4 Brain Health Community Classes

The following classes take place at the Center 4 Brain Health, 27100 Cedar Road, Beachwood, at 11 am. For program descriptions or more information, call 216.839.6685.

- April 10 • A Restful Mind: Sleep Well
- April 11 • Memory Enhancement
- April 13 • Brain Teasers
- April 14 • Mind Fuel: Brain Foods
- April 17 • A Restful Mind: Sleep Well
- April 18 • Memory Enhancement
- April 20 • Brain Teasers
- April 21 • Mind Fuel: Brain Health Supplements
- April 2 • *NEW!* Color Your Zentangle
- April 25 • Memory Enhancement
- April 27 • *NEW!* Aromatherapy for Brain Health
- April 29: • Paint Your Palette

## Parkinson's Awareness

LSVT LOUD® is an effective speech treatment for individuals with Parkinson Disease (PD) and other neurological conditions. With April being Parkinson's Awareness Month, free screenings will be offered on April 13 by appointment.

Additional dates of interest include:

- Free Balance Screens • April 20 • Call for an appointment
- Parkinson's Nutrition Talk • April 27 • 1:30 pm

All programs will take place at Menorah Park's Peter B. Lewis Aquatic & Therapy Center. For more information or to schedule a LSVT LOUD screening, call Nicki Kovach, 216.360.8217.

FREE

# NOISE

Northeast Ohio Innovative STEM Expo



Apollo Robbins,  
as seen on  
Brain Games

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for a very special show at Beachwood  
Schools' first annual Northeast Ohio  
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Saturday, April 22 • 10 am - 4 pm  
Beachwood High School

11:30 am and 2:00 pm performances

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STEM concepts, 50 youth entrepreneurs and  
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[www.noiseexpo.com](http://www.noiseexpo.com)

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ORTHODONTICS & TMJ DISORDER

**Dr. Eric S. Lawrence** has specialized training in orthodontic care for youth and adults, surgical orthodontics, TMJ disorders, and Oro-facial Orthopedics. Dr. Lawrence has been practicing for 30 years. He is dedicated to providing his patients with the most current and advanced care available.



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# Allergies: How to Find Relief

Allergies are more than an annoyance; they can affect your entire quality of life.

If you are affected by allergies, what can you do? Dr. Barry A. Lampl of Allergy Diagnostics in Beachwood shares the following helpful information:

Classic symptoms of hay fever that typically occur in spring and fall include repetitive sneezing and/or intense itchy or watery eyes and nose.

Other allergy symptoms may include persistent nasal congestion, chronic cough, snoring, frequent colds (or cold-like symptoms), chronic sinus infections, dry and itchy skin, and wheezing. In addition, allergy symptoms may include persistent rashes, food allergies, headaches, and hives. Surprisingly, any these allergy symptoms may also occur in the winter months.

To avoid outdoor allergens, you can stay indoors with windows closed and air conditioning running, which obviously is not optimal, especially when spring arrives in Cleveland. You may also utilize over-the-counter allergy medications (including eye drops, nasal sprays and antihistamines)

as directed by your primary-care provider.

Allergens are not just found outdoors; there are also indoor allergens, including dust, dust mites, molds and household pets, that can make you feel miserable all year. Sensitivity to dust mites, which feed on dead-skin cells, is the most common indoor allergen. They are found in our bedding, carpets, and upholstered furniture. If suffering from indoor allergies, you may also seek relief through over-the-counter medications as directed by your primary-care provider. Suggested dust-mite avoidance measures include:

- Allergen-impermeable dust-mite covers on pillows, mattresses, and box springs
- Washing bed linens weekly in hot water
- Removing carpet and stuffed animals from the bedroom
- Vacuuming carpet and furniture regularly

Unfortunately, for most allergy sufferers, over-the-counter medications, even with avoidance strategies, are highly ineffective and allergy symptoms are likely to worsen after repeated exposure to the offending

allergens. Thus, if your symptoms persist despite any measures taken, you should be evaluated by an allergist. Once your sensitivity to allergens is identified, an appropriate treatment plan can be instituted.

Allergens are not just found outdoors; there are also indoor allergens, including dust, dust mites, molds and household pets, that can make you feel miserable all year.

"Allergy is a terrible burden on one's quality of life," said Dr. Lampl. "After proper treatment, our patients cannot believe how much better they feel." "Once you have a stress-free allergy evaluation, you will be on the road to relief," he added.

For more information, call 216.831.6577 or visit [www.allergydiagnostics.com](http://www.allergydiagnostics.com). Allergy Diagnostics has offices in Beachwood, Mentor, Parma, Strongsville, Westlake, and Fairlawn, with convenient day, evening and Saturday appointments.

## History Book Club

**Monday May 1 • 7 pm • Beachwood Library**

History buffs... did you know there is a book club just for you? The group meets every six weeks at the Beachwood Library and the program is free and open to all. The group's next meeting is Monday, May 1, at 7 pm, and the book is "The Fall of Heaven: The Pahlavis and the Final Days of Imperial Iran," by Andrew Scott Cooper.

For more information, contact Margaret Reardon at 440.292.7739 or [margaret\\_reardon@att.net](mailto:margaret_reardon@att.net).



# "All About the Bag"

The 4th Annual "All About the Bag" Fashion Benefit is officially "in the bag," and the Hunger Network of Greater Cleveland is grateful for our community's support. The dedicated volunteer BAG committee, led by event chair Michelle Wesley, was honored to host more than 500 fashionable friends for a memorable evening.

The benefit took place at Landerhaven and featured amazing handbag raffles; an epic fashion show, spotlighting Beachwood Place retailers; local celebrities, including Josh Cribbs, Dominique Moceanu, entrepreneurs, local chefs and your favorite faces from television and radio; a fashion exhibit by students at Virginia Marti College; dinner, an open bar and more.

It was truly a night to remember and it was really all about the bag at the Hunger Network. The benefit raised nearly \$90,000 to help fill BAGs of food to help feed local families in need. The funds raised from this event will go directly to support emergency food purchases, with 94% of all money raised going directly to programs that fight local hunger.

For more information about the Hunger Network of Greater Cleveland, visit [www.hungernetwork.org/](http://www.hungernetwork.org/).



## Quick Facts from the Hunger Network:

- 6+ million meals served each year
- Serving 60,000 people a month
- 94¢ of every dollar goes toward buying food
- \$1 donated = 4 nutritious meals



Pictured: Kim, Michelle and Joe Wesley  
Andrew Zelman rockin' the runway  
(Photos courtesy of The Hunger Network of Greater Cleveland)

## News from Montefiore

### Free Monthly, Community-Wide Program at Montefiore Caregiver Education and Support Group

Tuesdays, April 4 and May 2 • 5-6 pm

Montefiore • One David N. Myers Parkway, Beachwood

Feeling burnt out from caregiver stress or alone in your journey with no one to lean on? Do you have questions about what is coming next and how to deal with it? Come to Montefiore's monthly caregiver education and support group to receive tips on how to cope and how to receive support as a caregiver.

This program is presented by dementia expert Dr. Lori Stevic-Rust, ABPP, Clinical Health Psychologist and dementia program advisor for Montefiore and The Weils. To RSVP or for more information, contact Kristen Morelli, memory care program manager, at 216.910.2323 or [kmorelli@montefiorecare.org](mailto:kmorelli@montefiorecare.org).

### Attention High School Parents – Win \$10,000 in College Scholarships!

If your high-school student loves to sing or rap, and if you can imagine him/her performing on stage under Playhouse Square lights, you'll want them to participate in the first-ever Shining Star CLE! This unique solo-performing vocal competition gives high-school students from Cuyahoga, Geauga, Lake, Medina and Summit counties (including home-schooled high school students) the chance to compete for college scholarships and perform at the renowned Ohio Theatre.

All participants must have a 2018-2021 high school graduation date. Students can easily submit their online video audition to [shiningstarcle.org](http://shiningstarcle.org) between April 1 and July, 1, 2017. In-person auditions will follow.

For more information, visit [shiningstarcle.org](http://shiningstarcle.org) or contact Debbie Rothschild, foundation director, at 216.910.2633 or [drotshchild@montefiorecare.org](mailto:drotshchild@montefiorecare.org). Proceeds from this event benefit will benefit memory care services offered by Montefiore and The Weils, nonprofit organizations and leaders in senior healthcare.

### "Journey through Grief" • A Six-Week Bereavement Support Group

Facilitated by Miriam Katz, LISW-S

Tuesdays, April 25 – June 6 • 3:30 - 5 pm at Montefiore

For more information or to register, please call Miriam at 216.910.2796 or email at [mkatz@montefiorecare.org](mailto:mkatz@montefiorecare.org).

### Summer College Internships at Montefiore

Do you know college students looking for some hands-on experience this summer? Montefiore may be the place for them. With the tight job market, this type of work experience can distinguish a candidate looking to break into a professional field. Montefiore is offering six-week, 30-hour a week internships with a small stipend.

If you know someone who is interested in learning about development and fundraising, marketing and public relations, human resources, activities, social services or finance, have them contact Denise Miller, human resources recruiter, at 216.910.2494 or email [dmiller@montefiorecare.org](mailto:dmiller@montefiorecare.org), and put "Summer Intern Candidate" in the subject line.

Applications are available at [montefiorecare.org](http://montefiorecare.org) – click on 'Careers', go to 'Apply Online'. All applicants will be screened and asked for two letters of reference. The registration deadline is Friday, May 19, 2017.

### Cadkin Youth Internship at Montefiore

Do you know an outgoing and caring college student who wants to work and learn at Montefiore this summer? Applications are now being accepted for the Cadkin Youth Leadership Internship at Montefiore. This summer internship offers a college student the opportunity for leadership development and experience in intergenerational programming.

The Cadkin Youth Leadership Intern interacts with junior volunteers and seniors in a Jewish environment committed to caring, compassion and customer service. The internship runs from June through mid-August.

Applicants must be in college or entering college in the coming fall. We are seeking students who are dynamic and personable, knowledgeable about the Jewish community, organized and computer proficient, have excellent communication skills and enjoy working with elderly and youth.

A completed application and two letters of reference are required for consideration. Applications are available at Montefiore or online at [montefiorecare.org](http://montefiorecare.org). Applications are due by Friday, April 28, 2017. For more information, contact Diane Weiner, volunteer manager, at 216.910.2741 or [dweiner@montefiorecare.org](mailto:dweiner@montefiorecare.org).

# Gross Schechter Day School's Annual Fourth-Grade Wax Museum

Forget Madame Toussauds! Last month, under the instruction of Donell Newman, fourth-grade General Studies teacher, and Oudi Singer, fourth-grade Judaic Studies teacher, the fourth grade class of Gross Schechter created their own Wax Museum of Jewish celebrities. Each student dressed and acted as their chosen celebrity, presenting in both Hebrew and English for the entire student body, parents and community members. While waiting for a guest to arrive at their presentation table, students froze in a signature pose as if they were really made of wax. As part of the museum, each student gave bilingual (Hebrew and English) presentations of their celebrities including: family life, age, accomplishments and fun facts. They also wrote an essays in English and Hebrew detailing the characters' lives, from birth to the present. Wax celebrities included Adam Sandler, Steven Spielberg, Anne Frank, Omri Casspi and many more. This event was free and open to the community. Students also created masks of their celebrities during their visual arts classes, which are on display in the school.

"It always surprises us how much the students learn, the confidence that they possess when presenting, and the fun they have with this project. It is an all-encompassing program that never ceases to amaze the visitors (and their teachers). They were all truly "celebrities" this year."

~ Donell Newman, fourth-grade General Studies teacher

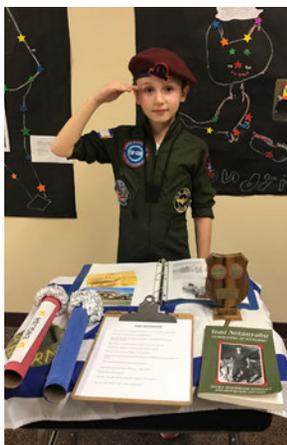


Avi Meyer Saidel as Hank Greenberg, an American professional baseball player and team executive.



Elijah Kriwinsky as Haym Salomon, a Polish-born American Jewish businessman and political financial broker who immigrated to New York City from Poland during the period of the American Revolution.

Isaac Gorodeski as Yoni Netanyahu, an Israel Defense Forces officer who commanded the elite commando unit Sayaret Matkal during Operation Entebbe.



Photos courtesy of Gross Schechter Day School

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CHAIRS Mady Friedman · Susan Rubin  
Margaret Singerman · Stacy Singerman

## JNFuture Community Shabbat

Friday, May 5, 2017  
6:00 pm

RSVP at [jnf.org/ohiojfuture](http://jnf.org/ohiojfuture)

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More Information 216.292.8733



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# Evolving with the Times – Four Generations in the Food Industry

For the past four generations, the Weisberg family and food industry have been synonymous. Back in the 1930s, David Weisberg worked in a meat-packing plant in Akron and struck out on his own when he bought a chicken processing plant on East 37th Street. As the business grew, they eventually moved to buying fully-dressed chickens and David shared his story with future generations of purchasing the first load of chickens that Frank Purdue produced. Malcom Weisberg, the business's second-generation owner, later collaborated with American Poultry, a then-competitor, and in 1969 A&W Foods was born. A&W grew to \$300 million in sales. His son, Jeff Weisberg, further built up A&W Foods before selling it to Sherwood Foods 22 years ago.

Today, the family business has evolved from meat packing to meeting the needs of health-conscious consumers after Weisberg came up with the idea of selling premium natural, specialty and organic foods in mainstream supermarkets. A health-conscious eater himself, Weisberg enjoyed hanging out in natural food stores to observe people's shopping habits. When doing so, He became intrigued by marketing opportunities that existed outside of the protein business, which led him to a natural-products food expo in California where he met Ben Fieldler of Cascadian Farms, an organic vegetable and fruit company. Fieldler shared the lay of the land, telling Weisberg what was hot in this industry segment.

He also suggested other manufacturers to contact and, in 1995, J.W. Sales & Marketing was born and Weisberg became the first representative to distribute natural foods through conventional supermarkets.

"Our mission was, and continues to be, to identify and fill the void of natural, specialty and organic foods for conventional supermarkets and their consumers," Weisberg said. "Our staff and our vendor partners promote the benefits of their value-added products and deliver a message of quality, sustainability, health and awareness of the environment."

There were specialty products available, but not through mainstream supermarkets where the majority of people shopped. By providing these products in supermarkets, retailers and distributors were better able to identify

and address the expectations of an educated consumer. J.W. Sales brought brands such as Amy's kitchen, Organic Valley, Stonyfield Yogurt, Nature's Path, Kind Bars, Noosa, Applegate Farms, Food for Life, Lifeway, and many others to this market. With staying ahead of trends, the company now manages more than 70 brands.

Initially, this was a hard market to crack. Consumers were skeptical, so for grocers to dedicate shelf space to these untested products was a potential liability. Consumers had to be educated. They had to learn that these organic, high-quality products taste great and provide health benefits. It was also a process for the USDA to come up with guidelines as to what made a product organic. It started with the Oregon Tilth Law, which laid the groundwork of how foods needed to be grown and processed before they could be labeled 100% organic. California then followed before the movement went nationwide.

Today, J.W. Sales & Marketing sells its products throughout the Midwest at local grocers, including Heinen's, Giant Eagle and Fresh Thyme. The company

has also gone back to its roots and now sells beef and poultry, adding organic beef from Australia to its roster.

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"Organic and Natural products have grown from a cottage industry when we first started to over \$500 billion in sales," he added. "It will continue to grow as people discover that these products are truly better for themselves and the environment."

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Why purchase organic, free-range chicken or beef? Weisberg told us that the animals are raised humanely – without antibiotics or hormone enhancements. "ABF (antibiotic free) is very important to consumers with some of the larger meat companies' now adopting this practice," he said. "When animals are treated humanely, there's a higher probability that they provide good nutrients. It's a better product overall."



Griffen and Dylan Weisberg with their father, Jeff Weisberg, founder of J.W. Sales & Marketing; and a sampling of natural foods found in local supermarkets.

“Organic and natural products have grown from a cottage industry when we first started to over \$500 billion in sales,” he added. “It will continue to grow as people discover that these products are truly better for themselves and the environment.”

Nevertheless, Weisberg cautions though, saying that we still need to be aware of what we’re purchasing and ingesting. “Not every organic product is healthy. Salts and fats are added, so it’s still important to look at the nutrition fact label to see what you’re eating.”

New hot items such as Kombucha, a probiotic drink, and other functional beverages are exploding, as are other fermented foods. “We’re guiding retailers to set up sections for probiotic and fermented foods as we did for frozen natural, yogurt and milk,” he said. “Probiotics help to fight off diseases and viruses by introducing good bacteria into your system to support a healthy gut.”

Something else that’s trending in the industry is vegetarian burgers that appear to bleed like meat. In the past, vegetarians didn’t want to eat anything that looked like or resembled meat products. Today, that’s changed. They’re tasty and are growing exponentially.

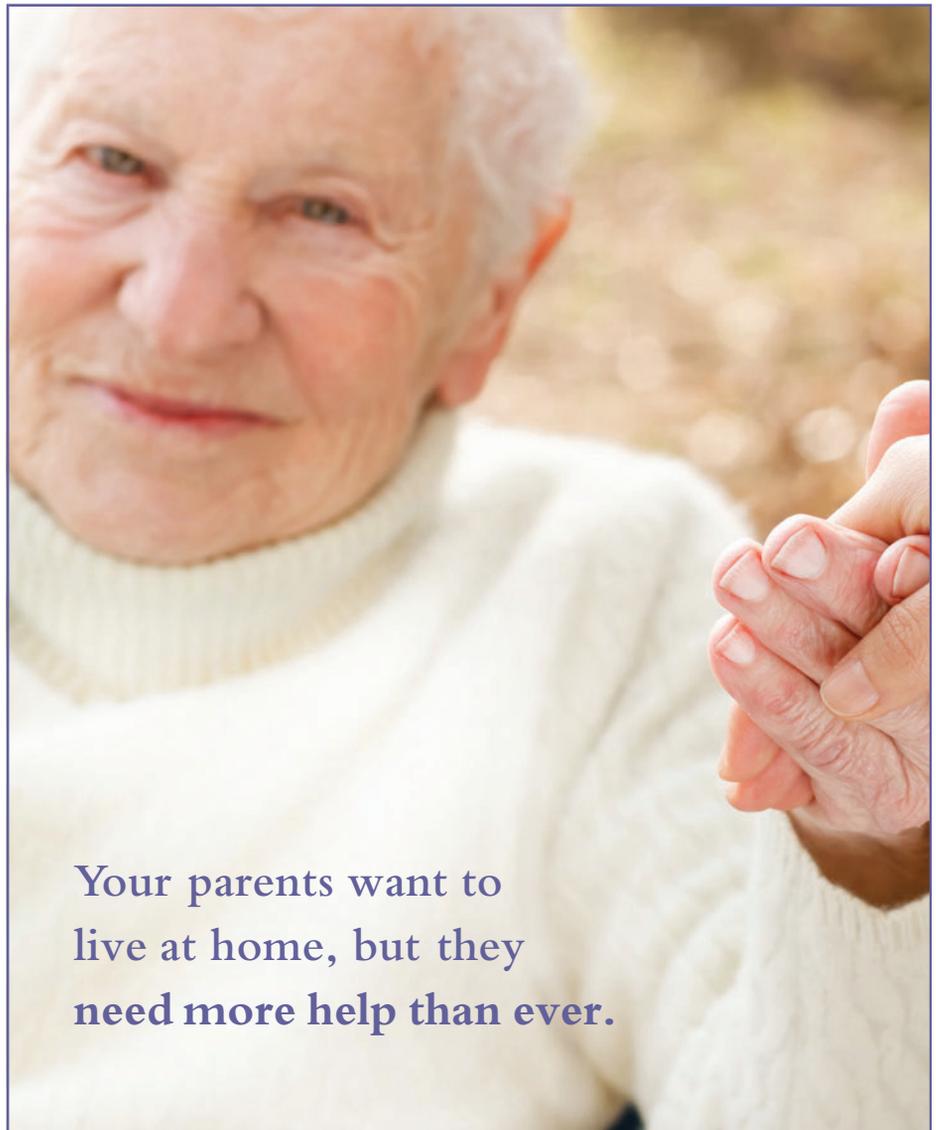
Two of Weisberg’s three sons, Griffen, vice president of J.W. Sales & Marketing, and Dylan, COO of A&J Global Foods, have both worked in the businesses when they were younger and are now full time.

“All my children chose to go off on their own after college to learn from other employers and two of the three chose to come back and join the family business, which is now in its fourth generation,” Jeff said. “It’s still unsure as to whether or not Logan will follow in his brothers’ footsteps; he’s employed and happy in Chicago.

In addition to his Beachwood-based headquarters on Green Road, Weisberg has a marketing branch in Chicago with more than 40 employees covering 11 states; partners with Alan Kaplan at A&J Global Foods, purchasing over-runs and discounted items by the truckload and reselling them to prisons, food banks and discount retailers; and created Fair Green Trade ([www.fairgreentrade.com](http://www.fairgreentrade.com)), which provides information about sustainable/green/organic products to consumers, retailers and manufacturers.

“I’ve been in the food business all my life and it’s a business that continues to be interesting and fulfilling,” Weisberg said. “Food is fun.”

Weisberg has been a Beachwood resident since 1956 and lives with his wife, Patti, a senior labor attorney at Progressive insurance. Their children, Dylan, Griffen and Logan, are all Beachwood High School graduates.



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# How To Spring When You Feel Sprung!

**W**e all know that getting enough sleep is important to maintaining optimal health. Yet we are so busy multi-tasking, trying to meet deadlines, honoring our many commitments, and trying to complete some, if not all, tasks on our daily to-do list, that when we are finally able to sleep we simply cannot fall asleep.

It is recommended that teenagers get between 8 and 10 hours of sleep a night and adults between 7 and 9 hours. According to the National Sleep Foundation, there are things we could be doing to improve the quality of our sleep.



**Be consistent:** Create a sleep habit. Try to go to bed and wake up at the same time every day.

**Avoid caffeine six hours before bed:** According to the National Sleep Foundation, caffeine is a stimulant that blocks chemicals in the brain that make you feel sleepy. Caffeine can stay in your bloodstream for about six hours. Try calculating what time you hope to go to sleep and stop all caffeine six hours earlier.

**Avoid news, shows, or books that create intense emotions or anxiety one hour before bed:** Instead, watch mindless shows that make you laugh or engage you in creative, yet calming, ways (sitcoms, cooking or travel shows, HGTV).

**Avoid bright screens one hour before going to sleep:** W. Christopher Winter, M.D., prescribes a "light audit" for his patients. He explains that

the bright lights of computers, televisions, and even cell phone screens can stimulate the brain, which can affect the secretion of melatonin, a hormone necessary for quality of sleep. If you must look at your computer or cell phone prior to falling asleep, try dimming the brightness.

**Engage in calming activities before bed:** Take a hot bath or shower, journal, meditate, listen to soothing music, read, practice positivity (think of things that happened during your day that made you smile, feel purposeful, content, cared for, grateful...; have a cup of caffeine-free herbal tea (sleepytime tea, bedtime tea... there are many to choose from), relax your body and your mind as you transition from your active day, to a place of calm, to sleep.

**Create a comfortable sleep environment:** Turn your thermostat to 65 degrees, which is the recommended temperature for quality sleep, and make sure your bedroom is dark, your pillow comfortable, and your room quiet. White noise machines can help tune out noise and quiet your mind.

Integrate these strategies consistently and enjoy a renewed spring in your step!

Jennifer Stern, LISW, is a Loss and Bereavement Specialist at Ellen F. Casper, PH.D and Associates in Beachwood. For more information she can be reached at 216.464.4243.

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# Put Some Spring Back in Your Step



William Petersilge, MD

**S**pring is on its way – and thousands of Northeast Ohioans are looking forward to getting outdoors to enjoy a walk, do some gardening or play a round of golf. Don't let painful joints keep you on the sidelines this season.

Joint replacement surgery can help you enjoy an active, pain-free life again, doing the things you enjoy, say University Hospitals orthopaedic surgeons. "With the innovative joint replacement procedures available today, patient results are excellent in most cases," says William Petersilge, MD, Chief of the Division of Orthopaedic Surgery at UH Ahuja Medical Center. "Most patients are up and about within six weeks after surgery and continue to regain strength and range of motion over the next several months."

## Experience Matters

A comprehensive total joint replacement program is available at UH Ahuja Medical Center that includes physicians who specialize in joint replacement surgery, including minimally invasive hip replacement, and orthopaedics nurses and physical therapists. UH surgeons were among the first in the world to perform total hip replacement surgery, and today UH surgeons perform more than 3,500 total joint replacement surgeries every year.

Arthritis is the most common reason people need joint replacement. Arthritis causes the cartilage that lines the joints to wear down. Instead of cushioning the bones that make up the joint as they move, the bones in the joints rub together, causing pain, stiffness and swelling. Hips and knees top the list of the most commonly replaced joints, but shoulders, finger joints, elbows and ankle joints also can be replaced.

## Positive Results

In total joint replacement, the surgeon removes the worn-out joint and replaces it with an "artificial joint" made of metal and plastics. Today's artificial joints are made of the latest metals and plastics that combine safety and strength. These high-performance materials are safe to use in the body and durable - a hip or knee replacement can last as long as 20 years.

"Today's surgical techniques and technology make joint replacement surgery a very safe procedure with a low complication rate," Dr. Petersilge notes. "Many patients experience pain

improvement within days following their surgery, and it continues to improve over the next weeks and months." To help patients return to their normal activities as early as possible, UH Ahuja's team of physical therapists work with each patient individually to help him or her regain strength and mobility.

## Where to Start

Dr. Petersilge recommends an evaluation by an orthopaedic surgeon for anyone who is experiencing joint pain that prevents them from enjoying their usual activities. The doctor will evaluate pain levels, range of motion and the condition of the joint to determine whether a conservative treatment or total joint replacement is best for that patient.

To make an appointment with a UH orthopaedic surgeon at UH Ahuja Medical Center, call 216-593-5500 or make an appointment online at <http://www.uhhospitals.org/make-an-appointment>.

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A comprehensive total joint replacement program is available at UH Ahuja Medical Center that includes physicians who specialize in joint replacement surgery, including minimally invasive hip replacement, and orthopaedics nurses and physical therapists.

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## Yom HaShoah Candle App

The flickering flame of a candle is mesmerizing and meaningful, and now this feeling can be replicated by lighting a virtual candle on Yom HaShoah, Holocaust Remembrance Day, April 23-24, with an iPhone app available at the app store.

When you download this free app, the only one of its kind, you can light a candle, read a text passage and join with others in the worldwide commemoration of the Holocaust.

The Yom HaShoah Candle app was created by Anshe Chesed Fairmount Temple congregants, co-led by Susan Ringel and Lester Potash, president of the Men of Fairmount Temple (MFT).

The Men of Fairmount Temple have been distributing Yom HaShoah candles to temple members and will continue to do so, as part of their mission of reminding people to never forget, and to allow them to remember the Jewish lives lost.

To download the app, go to the iPhone App Store, search for "Yom HaShoah Candle" and download. Choose a time to light the candle on April 23-24 and watch the tutorial.

When your programmed time arrives, you will receive a notification to open the app. Click the light button to "light the candle" with a realistic flame; and then read a paragraph of text when it is lit. After 24 hours, you will receive a notification that the flame has gone out. Note: the app is only available for the iPhone at this time.



## Summer Hebrew Language Immersion Fills Young Minds

By June Scharf

Iris Granot, an Israeli native, Beachwood resident and Hebrew instructor, has a unique perspective on Jews in this country.

"Temple attendance makes people feel Jewish, but Hebrew language usage makes them feel connected to Jews everywhere, especially in Israel," she explains. Speaking the language also transcends religious occasions and reaches into the culture and history of Judaism, she adds. In other words, speaking Hebrew offers an opportunity to strengthen Jewish identity.

For this reason, a Hebrew language immersion program, known as Anisfield B'Ivrit, was introduced at the Mandel Jewish Community Center's Anisfield summer camp in Burton two years ago, and its attendance has been growing since then. This new offering taps into a larger movement nationwide to introduce Hebrew, using cutting-edge linguistic [LINGUISTIC] techniques, to children in Jewish day camps.

The parent program, called Areivim Hebrew At Camp (AHAC), was established by a philanthropic leadership group that recognized the importance of teaching Hebrew as a second language in an informal manner. For the first time this summer, Anisfield B'Ivrit is presenting families with three options: four-, six- or eight-week sessions.

As one measure of the effect of daily Hebrew immersion at camp, a parent reported to Granot that her young daughter started speaking the language to her Barbie when she played with it. "Kids are very proud of themselves when they learn something new," she notes.

Instruction is handled mostly through games, books, cards, pictures and songs ("If you're happy and you know it" performed in Hebrew). "I also act a lot," she says, as a method of conveying the meaning of her Hebrew words. Campers in this immersion program participate in all regular daily camp activities, including swimming, sports, arts and crafts, boating and more. When the children arrive, they are greeted by Israeli schlichim, counselors in their early 20s residing in Cleveland for the summer, having freshly completed their Israeli army service. They speak to the campers almost exclusively in Hebrew.

"I tell parents, there's nothing to lose by having their children participate. The kids learn a second language while having fun."

The flipside is that children not in the program are exposed to Hebrew by virtue of proximity. "We make a big impact on the entire camp because they can hear us," Granot says.

Nearly no English is spoken, and the key to the methodology is repetition. "I repeat, repeat, repeat," she explains. But what also underlies her successful transmission of language is her

patience. By the end of the summer, the children are able to converse in Hebrew and no previous knowledge of it is required.

Before becoming involved with this program, Granot didn't fully realize how much and how quickly children can learn, and this new understanding changed her approach to how she teaches Hebrew in her other job as an early childhood educator at Gross Schechter Day School. Now she pushes more language at an increased pace. She also serves as an instructor at Akiva High School and as a Hebrew tutor.

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A parent reported that her young daughter started speaking Hebrew to her Barbie when she played with it (after participating in the Hebrew immersion camp).

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Granot and her husband, Elad, also an Israeli native, moved to Beachwood in 2006 and have raised their four children, Tom, Dean, Maya and Dana, to be completely bilingual, speaking Hebrew in their home about half of the time.

As a method for maintaining language skills during the academic year, campers are invited, along with the general public, to a free monthly meet-up at the JCC for two hours of Hebrew conversation, activities and snacks.

For more information about all Mandel JCC J-Day Camp programs, visit [mandeljcc.org/daycamps](http://mandeljcc.org/daycamps) or call the J-Day Camp registrar at 216.593.6249.



Hebrew instructor Iris Granot, left, takes a break with counselors at Anisfield B'Ivrit, a summer Hebrew language immersion program at the JCC's Anisfield camp in Burton.

# Budish Announces New County Initiative to Help Coordinate Senior Services

## 'One Call for Wellness,' a Result of the Senior Center Innovation Grant

County Executive Budish and Cuyahoga County Division of Senior and Adult Services (DSAS) recently announced the launch of "One Call for Wellness," a coordinated programming initiative, that provides a one-stop-shop for supporting older adults in Cuyahoga County.

Just one call to a central number will connect staff at senior centers, senior apartment buildings and other senior-service organizations with programs for their senior clientele. These programs cover: Financial Wellness; Nutrition Education, Health and Wellness, and Aging Mastery.

"Initiatives like One Call for Wellness equips professionals who work with older adults with the tools and programs needed to help our older residents to age at home, rather than in an institution, and to empower seniors to take an active role in their own successful aging," said Budish.

The pilot project is a partnership among Benjamin Rose Institute on Aging, the City of Cleveland Department of Aging, ESOP, Fairhill Partners, the Greater Cleveland Food Bank, and Rose Centers for Aging Well,

LLC. This initiative is funded in part through a Senior Center Innovation Grant awarded by the Cuyahoga County Division of Senior and Adult Services through the Health and Human Services Levy.

"We know that senior centers, senior apartments, and municipal offices on aging need a more coordinated, cost-effective approach to providing services to their clientele. One Call for Wellness provides such an opportunity," said DSAS Administrator Dr. Richard Jones. "Having a one-stop-shop approach like One Call for Wellness will make it easier for seniors to access the programs that give them a path to economic security and healthy living that reduces social isolation."

The National Council on Senior Centers estimates that one in six seniors are at risk for social isolation, which can often lead to debilitating illnesses like chronic depression, heart disease, cognitive decline and an increase risk of suicide.

For more information on One Call for Wellness programs, and to make a request, visit [www.benrose.org/onecall](http://www.benrose.org/onecall) or call 216.373.1978.

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Moreland Hills natives (from left) Larry and Suellen Kadis gather with Jason Alexander at Israel Bonds' annual International Prime Minister's Club Dinner in Miami Beach on Sunday, February 12, 2017. The couple was honored with the Israel Bonds Israel69 Award in recognition of exceptional support for Israel and perpetuating Jewish heritage.

Photo credit: David Heischrek/DHPA.com

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## CJN wins 9 awards in Ohio Associated Press Contest

The *Cleveland Jewish News* captured at nine awards in the 2016 Ohio Associated Press Media Editors competition, the AP recently announced.

The CJN was the only weekly newspaper competing among 67 daily newspapers, with 2,084 entries submitted. It competed against newspapers with circulation from 8,000 to 11,999.

"It never gets old when we are able to take time out to sing the praises of the very talented and dedicated members of our family," said Kevin S. Adelstein, publisher and CEO of the Cleveland Jewish News and president of the Cleveland Jewish Publication Company. "This is validation of our commitment in continuing to carry out our mission for the newspaper – and our digital channels – as established by our founders more than 50 years ago.

The Associated Press is a not-for-profit news cooperative representing 1,400 newspapers and 5,000 broadcast stations in the United States.

# Home2 Suites by Hilton Cleveland Beachwood Opens

Home2 Suites by Hilton, part of Hilton's (NYSE: HLT) All Suites portfolio, recently opened Home2 Suites by Hilton Cleveland Beachwood. Designed for travelers who want to maintain their normal routine, the hotel features 91 suites and a range of value, tech-focused and eco-conscious amenities. Home2 Suites by Hilton Cleveland Beachwood complements the greater Cleveland area's yearly growth in tourism, which brought in a record high of 17.6 million visitors in 2015\*.

Owned by Beachwood Hotels, LLC and managed by Atlantic Hospitality and Management, Home2 Suites by Hilton Cleveland Beachwood offers all-suite accommodations with fully-equipped kitchens and modular furniture, providing guests the flexibility to customize their suites to their style and preference.

The hotel also features complimentary Internet, DVRs in suites, inviting communal spaces, and trademark Home2 Suites amenities such as Spin2 Cycle, a combined laundry and fitness area, Home2 MKT for grab-and-go items, and the Inspired Table, a complimentary daily breakfast that includes more than 400 potential combinations. Guests may also enjoy an indoor saline pool and an outdoor patio, fire pit and grill area. Home2 Suites by

Hilton Cleveland Beachwood is pet-friendly.

In recognition of Home2 Suites opening in Beachwood, Mayor Merle S. Gorden and City Council proclaimed Thursday, February 23, 2017 as "Home2 Suites by Hilton Day" in the City of Beachwood.

Home2 Suites is located at 3589 Park East Drive. For more information, call 1.216.755.7310 or visit [www.home2suites.com](http://www.home2suites.com).

\*Source: Cleveland.com.



Pictured from left: Mr. Teddy Sahley, Rick Hauck, Mayor Merle S. Gorden, Mrs. Teresa Sahley, Carol Sahley and Teddy Sahley, Jr. Photo courtesy of Home2 Suites.

## Community Seder

The Jewish Learning Institute will host Russian/English Speaking Passover Seders on Sunday, April 16 and Monday April 17.

These seders are open to the community. For complete information, call 216.378.9073.



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## 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 provide education and information, support, and tools to help manage the stress of a cancer diagnosis. The Gathering Place has two locations in Beachwood and one in Westlake. The following programs will take place at 23300 Commerce Park in Beachwood, unless otherwise noted. All programs require advance registration by calling 216.595.9546, unless noted. For more information, visit [www.touchedbycancer.org](http://www.touchedbycancer.org). You can follow TGP at [www.facebook.com/tgpcaringcommunity](http://www.facebook.com/tgpcaringcommunity) or [www.twitter.com/touchedbycancer](http://www.twitter.com/touchedbycancer).

### Drum Your Emotions Wednesday, April 12 6:30-7:30 pm

Come learn how drumming can help release stress and increase positive energy while on your own or a loved one's cancer journey. Open to adult family members. No experience necessary. Drums provided.

### Coloring for Stress Management Friday, April 21 11:00 am – 12:30 pm

Come release some of the stress that comes up while on

your own or loved one's cancer journey. We will mix quiet, reflective time with social group interactions. Adult family members welcome. Materials provided.

### Prostate Cancer Information Session Thursday, April 13 5:30-6:15 pm

An opportunity to men (only) who are diagnosed within the past 6 months to talk with prostate cancer survivors, learn about resources and ask questions. Followed by Prostate

Partners which is for men and the women who support them. No registration required.

### Breast Cancer A to Z: Everything's Different, The New Me Saturday, May 6 • 8:30 11:30 am

Continental breakfast and registration - 8:30 am  
Program – 9:00-11:30 am

Topics include self-acceptance, body image, weight gain and intimacy. Presenter: Kathleen Ashton, PhD.

# Learn about N.E. Ohio Jews And the Civil War at Jewish Genealogy Society Meeting

Professor Peter Haas will share his recent research on the role of Jews from Northeast Ohio in the Civil War at the Wednesday, May 3 meeting of the Jewish Genealogy Society of Cleveland.

Jews participated in the Civil War as part of the communities in which they lived and worked, and were similarly affected by its various aftermaths. Jews were drafted into or volunteered for Ohio infantry units, fought in numerous battles, were wounded or killed along with their gentile neighbors, and occasionally even rose to high ranks. In contrast to Europe, the American Civil War showed that Jews here were facing an unprecedented level of social, political and economic openness.

Dr. Haas received his B.A. from the University of Michigan, after which he received ordination as a Reform rabbi from Hebrew Union College. He served as an active U.S. Army chaplain for three years,

remaining in the Army National Guard Chaplain Corps for another 19 years. Rabbi Haas earned a Ph.D. in Jewish Studies from Brown University. He joined the faculty at Vanderbilt University in 1980, where he taught courses in Judaism, Jewish ethics, the Holocaust, Western religion, and the Middle East Conflict. Dr. Haas moved to Case Western Reserve University in 2000 and was appointed chair of the Department of Religious Studies in 2003, a post he held until 2015. He fully retired in the summer of 2016.

He currently volunteers as a docent for the Maltz Museum, as a chaplain for the pastoral care department of South Pointe Hospital, and as a CASA (Court Appointed Special Advocate) for the Cuyahoga County Juvenile Court. He's prepared an article about the Jews of Northeast Ohio during the Civil War for a forthcoming publication of

the Western Reserve Historical Society.

Professor Peter Haas will share his recent research on the role of Jews from Northeast Ohio in the Civil War at the Wednesday, May 3 meeting of the Jewish Genealogy Society of Cleveland.

The Jewish Genealogy Society of Cleveland meets on the first Wednesday evening of the month starting at 7:30 pm in the Miller Board Room at Menorah Park, 27100 Cedar Road, Beachwood. Board members are available at a Help Desk from 7 pm to assist with individual research questions. Guests are welcome. RSVP to: Programming@ClevelandJGS.org.

## Community Pesach Seder with Fromovitz Chabad Center

Monday, April 10 • 7:30 pm  
Waxman Chabad Center  
2479 S. Green Rd. • Beachwood

The Community Pesach Seder, led by Rabbi Moshe Gancz, features a four course meal, hand-baked Shmura Matzah, four cups of wine, Hebrew-English Hagaddahs, traditional Pesach songs and insights into the Festival of Freedom.

Adult: \$45  
Child (3-12): \$25  
Co-Sponsor: \$180  
Sponsor: \$360

To make a reservation, visit [www.clevelandjewishlearning.com](http://www.clevelandjewishlearning.com) or call Rabbi Gancz: 216.647.4884.

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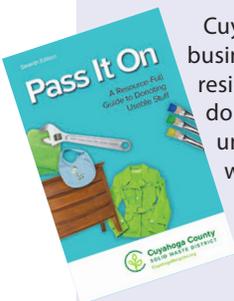
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## Donate Unwanted Goods with Pass It On: A Resource-Full Guide to Donating Usable Stuff



Cuyahoga County businesses and residents may donate their unwanted items with the help of a useful book published by the Cuyahoga County Solid

Waste District called *Pass It On: A Resource-Full Guide to Donating Usable Stuff*.

Since 1997, this free book has helped thousands of people pass along their unwanted, but usable, items to those in need. *Pass It On* lists 140 community-service and nonprofit organizations that use donated items to support their work. These organizations work on behalf of youth, seniors, the homeless and others in Cuyahoga County. Toys, art supplies, clothing, books, school supplies, office equipment, sporting goods, tools, furniture and more may be donated to the organizations listed in this helpful guide. Donating usable goods helps others and reduces waste.

Would-be donors of goods can also search how to donate or recycle their items on the District's "What Do I Do With?" database at [www.CuyahogaRecycles.org](http://www.CuyahogaRecycles.org). Additionally, a printable PDF is available at [http://cuyahogarecycles.org/pass\\_it\\_on\\_book](http://cuyahogarecycles.org/pass_it_on_book). People may also request copies of the soft-bound book by calling the Solid Waste District at 216.443.3749 or online at <http://cuyahogarecycles.org/PublicationRequest.aspx>.

# Nextdoor.com Comes to the Neighborhood

By Arlene Fine

Langston Smith is the owner of two manual typewriters – thanks to a post his mother, Lisa Gaines, made on Nextdoor Beachwood Oval.com. “Within two hours of the post, a neighbor offered us a free typewriter and we bought the other at a nominal price. This site is a tremendous community resource.”

Nextdoor.com is a private, online social network site, limited by residential boundaries, that allows registered users to communicate with each other. Because all transactions Gaines conducts via Nextdoor.com are done in her neighborhood, between neighbors, she feels safe and comfortable using the site.

Gaines initiated the Nextdoor Beachwood Oval site five years ago after she read an article about Silicon Valley whiz kid Nirav Tolia, the co-founder of Nextdoor.com. She sent out postcards inviting her neighbors on Hazelmere, Duffield, Wimbledon, Brucefield, Sulgrave, South Woodland, Shaker Blvd. and Crafton Roads to join Nextdoor Beachwood Oval.com.

Within a few years, word-of-mouth and the inherent value of the site brought 133 active households to the Nextdoor Beachwood Oval site. These members have access to similar sites in adjoining Beachwood neighborhoods, plus those in Shaker Heights and University Heights.

*Nextdoor.com is a private, online social network site, limited by residential boundaries, that allows registered users to communicate with each other.*

Gaines answers the following questions about Nextdoor.com:

**Q.** Why does Nextdoor.com work so well for the Beachwood Oval neighborhood?

**A.** Due to social media, we are all communicating differently, and Nextdoor.com is an on-line message board that is based on local referrals from your neighbors. Among its many features is a sense of immediacy. During a recent snowstorm, my son posted his availability to shovel walkways, and within minutes, he was out there clearing sidewalks and driveways.

**Q.** What are some of the many recommendations you have seen on the Nextdoor Beachwood Oval message board?

**A.** The requests are all over the map. Here are some recommendations that people were seeking just this month: a fence company, a new internist, a TV/internet provider, rental home availability, snow plowing services, babysitter, house cleaners, dog walkers, furnace installer – just to name a few. All these requests were answered with trusted referrals from our neighbors.

**Q.** What do you especially like about the site?



Aspiring novelist Langston Smith clicking away on the manual typewriter he located through Nextdoor.com.

**A.** I like how it connects our neighborhood. During the summer, we used Nextdoor to promote our block party – bringing 100 people to the Brucefield Oval. Also, if a pet is lost, our neighbors on the site know about it instantly – and we also communicate about any criminal activity in the area.

**Q.** How does one join it?

**A.** If you don't have a group established in your neighborhood, you can go to Nextdoor.com and become the administrator of a group. It's a very straightforward process. There are no fees associated with nextdoor.com.

**Q.** Is it safe?

**A.** Yes, because you can identify where people live based on their designated neighborhood. Nextdoor restricts communication to only those people who live close to one another; users are required to verify their identity and home address upon signing up.

## 15th Annual Walk, Rock & Run

On Saturday, May 6, The Diversity Center will welcome more than 6,000 walkers and 400 runners to its 15th Annual Walk, Rock & Run. The 5k-run/walk, and 1-mile family walk will begin and end at the Rock and Roll Hall of Fame. Registration for the event may be done online at [www.diversitycenterneo.org](http://www.diversitycenterneo.org). There is no fee to walk, but registration is required.

The registration fee for runners is as follows: Before April 30, \$25; May 1-6, \$35. For Walkers: If you donate \$25 while registering online, you will receive a Walk, Rock & Run t-shirt. Donations of any amount are appreciated and may also be made while registering. Walk t-shirts will be available on the day of the event for a donation of \$25 while supplies last.

**NEW THIS YEAR** – The Carl and Louis Stokes Corporate Challenge. All companies/organizations that raise \$1,000 or more will be recognized in this challenge. For

more information, contact Matt Wiederhold at [mwiederhold@diversitycenterneo.org](mailto:mwiederhold@diversitycenterneo.org).

All registered participants gain free entry into The Rock and Roll Hall of Fame, Great Lakes Science Center, and USS COD Submarine Memorial on the day of the event. All participants must arrive at the registration/check-in tent by 10 am on May 6 to get hand stamps for admission into the museums.

Walk, Rock & Run unifies communities across Northeast Ohio and spreads messages of respect, acceptance, and inclusion. Proceeds help to support The Diversity Center's School & Youth programming throughout Northeast Ohio. Students learn how to become leaders and positive change agents in their schools and communities by participating each year in our conferences, retreats, and camps.

For more information, please call 216.752.3000.

## Dynamics Online Day in the City of Beachwood

On Wednesday, February 15, Mayor Merle S. Gorden attended the Beachwood Chamber of Commerce luncheon and presented a surprise proclamation to Dynamics Online, a full-service Internet marketing agency in Beachwood that offers complete website planning,

design and promotion.

The proclamation was to congratulate owner Bruce Newburger and his team on their 20-year anniversary.

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The proclamation was to congratulate owner Bruce Newburger and his team on their 20-year anniversary.

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From website design to e-commerce and search marketing to social media, Dynamics Online runs integrated web marketing campaigns that produce results based on clients' business goals. In recognition of this milestone, and on behalf of Mayor Gorden and City Council, this day was proclaimed as "Dynamics Online Day" in the City of Beachwood.



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# Select Programs from the Beachwood Library

Listed are select programs offered at the Beachwood Library. Registration is required for all children's programs except storytimes. To register, please call 216.831.6868 or visit [cuyahogalibrary.org](http://cuyahogalibrary.org). For a complete listing of programs, visit [cuyahogalibrary.org](http://cuyahogalibrary.org).

## Art Book Club

**Monday, April 10, 2 PM**

Book discussion of *Cooking for Picasso* by Camille Aubray.

## Birding For Beginners

Wednesday, April 12 • 7 pm and  
Saturday, April 22 • 10 am

Learn the basics of birding and how to make your backyard a haven for wildlife. In this interactive series, Nancy Howell from the Cleveland Museum of Natural History will explain the basics of bird watching. You will learn how to read a field guide, what birds are likely to be seen in our area, where to see birds, and what to plant to attract birds to your yard.

## Through the Eyes of the Artist

Friday, April 14 • 10 am and  
Friday, May 5 • 10 am

Art historian Felicia Zavarella Stadelman returns with her popular series on the lives and works of beloved artists. Sponsored by the Friends of the Beachwood Library. In April, Zavarella will talk about Bouguereau and in May, Kandinsky.

## Drop in and Download

Saturday, April 15 • 10 am-2 pm  
and Monday, April 17 • 2-5 pm

Learn how to borrow free eBooks, eAudiobooks, eMagazines, movies and music from the library's digital collection – anytime, anywhere. Bring your device and passwords to the library. The digital collection is available 24/7, 365 days a year, and there are never any late fees.

## Third Wednesday,

### Third Thursday Book Discussion

Wednesday April 19 • 1 pm and  
Thursday April 20 • 2 pm

April's book is *Wonder* by R.J. Polacco

## Soothing Financial Anxiety in Retirement

Thursday, April 20 • 6:30 pm

Soothing Your Financial Anxieties in Retirement: Your Money and

Your Mind. Empowering Young Retirees: Workshop 8

This is not a financial planning class. Instead it will explore beliefs and financial fears around money in retirement from a psychological viewpoint, help you define what wealth means to you, show you psychological strategies that foster the personal experience of "being rich," and best of all, teach you proven strategies.

Registration required. Call 216.831.6868 for more information. Presented with support from the Friends of the Beachwood Library.

## Coloring Happy Hour for Adults

Tuesday, April 25 • 4 pm

Experience the joy of coloring! Research suggests that coloring is one of the best ways for adults to reduce stress and relax. Registration is not required. Materials and coloring pages will be provided by the Friends of the Beachwood Library.

## Money Boot Camp

Thursday, April 27 • 7 pm

Basic training for mastering the art of financial war. Join Todd Allyn Williams as his presentation goes beyond the rhetoric and gives practical solutions to apply true economic and financial concepts that will help participants grow their wealth.

## Meet Author Jennifer Haigh

Monday, May 8 • 7

Meet *New York Times* bestselling author Jennifer Haigh. Her newest novel, *Heat and Light*, was an Amazon Best Book selection last spring and centers on a dying coal town that's offered a second chance when the natural gas industry comes to town. Jennifer is also the author of the award-winning short story collection *News from Heaven* and four other critically-acclaimed novels including *Faith*, *The Condition*, *Baker Towers* and *Mrs. Kimble*.

## Health and Vitality in Retirement

Wednesday, May 10 • 6:30 pm

Don't Let an Old Person Move Into Your Body! Health and Vitality in Retirement. Empowering Young Retirees: Workshop 9

Much research has been done on what the optimal factors are to keep us physically and cognitively young, healthy, and energetic in our retirement years. This class presents the bottom line on what the key elements are that you need to know about.

Registration required. Call 216.831.6868 for more information. Presented with support from the Friends of the Beachwood Library.

## Children's Programming

### Friday Family Fun:

#### Earth Day, Every Day!

April 7 • 10:30 am

Ages 3 to 6 with a caregiver

Enjoy stories and fun activities that celebrate our planet and learn ways we can all take better care of it, no matter what our age.

### Princess Party

April 8 • 2 pm • Ages 5 to 8

Enjoy a royal tea where you will learn manners, dining etiquette, posture and how to make a proper introduction. You'll even make a princess craft. Dress as your favorite princess or in play clothes.

### Homeschool Art Explorers

April 13 • 10 am • Grades 2 to 7

Get a little messy while learning something new. Each month we will focus on an artist, explore their life and creative style, and create our own works of art based off of what we have learned. Supported by Friends of the Beachwood Library.

### Thingamajig Thursday

April 13 and April 27 • 4 pm

Grades 2 to 6

You never know what activity will be waiting for you at this after-school program. From building challenges to awesome science ex-

periments and imaginative crafts.

## Chinese Storytime

April 15 • 10:30 am • Families

Enjoy stories, songs and rhymes in Mandarin Chinese and stay for a craft and playtime after. Presented in cooperation with the Cleveland International Chinese Reading Association.

## Poetry Power

April 6 • 4 pm • Grades 2 to 6

Celebrate National Poetry Month with fun poetry-themed activities and crafts. If you have a favorite poem, bring it along to share.

## Hebrew Storytime

April 26 • 4 pm • Families

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.

## Kiddie Café

April 28 • 10:30 am

Ages 3 to 5 with a caregiver

Cook up some fun with your little one while enjoying stories and a hands-on, edible craft.

## Storytimes:

### Toddler Storytime

Mondays at 4 pm and

Wednesdays at 10 am

Ages 19-35 months with a caregiver

### Baby & Me Storytime

Tuesdays at 4 pm and

Thursdays at 10 am

Caregivers and their babies

from birth-18 months

### Preschool Storytime

Tuesdays at 2:30 pm and

Wednesdays at 1:30 pm

Ages 3-5 not yet in kindergarten

and their caregivers.

# Women of Fairmount Temple Upcoming Programs

The Women of Fairmount Temple invite you to the following programs that take place at Fairmount Temple:

## Tuesday, April 18

At 10:30 am, Diane Lavin will lead a program titled "First Families of the Bible," followed by lunch at noon. At 1 pm, Annice Benamy, who grew up at Fairmount Temple and is now a Cantor and Music Educator at her temple in New Jersey, will speak about "Women of the Wall."

## Sunday, April 23

Mitzvah Day for Women of Fairmount Temple. Stop in to knit or crochet baby blankets and lap robes, paste braille numbers books together for pre-school children at the Cleveland Sight Center, and assemble vest kits for epileptic children. You are invited to participate, chat, drink coffee and devour cookies!

## Tuesday April 25

Lunch will begin at 11:45 am. At 1 pm, Erika Gold, Holocaust survivor will present "My Story." Stories of the Holocaust are especially important when a survivor is available to provide a first-person view of the experience.

## Tuesday, May 2

At 10:30 am, Meghan Sturges will lead chair yoga, followed by lunch at noon. At 1 pm, Emily Bean from Mitchell's Fine Chocolates will present "From Past to Present: Utilizing New Avenues to Maintain Tradition." Wouldn't it be lovely if she brought us all a sample?

To register for luncheons or for more information, call 216.342.4755.

# Fairmount Temple Cultural Arts Series Presents A World of Opera and Song

On Sunday, April 30, Fairmount Temple Cultural Arts Series will host four talented performers for an afternoon of beautiful music. The performers include Brenda Wepfer Pongracz, Kimberly Lauritsen, Adam Holcomb, and Ralitsa Georgieva-Smith.

Enjoy drinks and appetizers in the atrium at 4:15 pm, followed by the musical performance at 5pm. A delicious

dinner will be served at 6:15 pm following the program. For registration information, call Susan Namen at 216.464.0607. RSVP deadline is April 21.

Cultural Arts Series chairs are Bernice and Lloyd Goldman, Joan and Mort Rogoff, and Ilene and Allan Schwartz. These programs are made possible through the generosity of the Max and Ella Green Fund.

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# Who's Buzzin' in Beachwood?

by Arlene Fine

photos on this page by Arlene Fine



## Go Bisons!

Bison fans filled the Beachwood High School gym to see a thrilling Division III playoff game between the Bisons and the MLK High School Crusaders. The Bisons, coached by Jon Manarino, won the game in a nail biting overtime victory.



Beachwood Bison cheerleaders Cassidy Crosby, Danielle Dubin, Jvian Ferguson, Madison McShephard and Sydney Leikin



Jimmie Mitchell and Katelyn Perryman

From top: Beachwood Bison scoring ace Jayson Woodrich

Gail McShepard, Beachwood City Council member James Pasch and Doug Levin



Noah Shore, Samantha Raiffe and Jack Brewer



Beachwood schools educator Carole Katz and head cheerleading coach and educator Colleen Schachtel



Allison and Carrington Peavy



## Cleveland Yachad Celebration

The 30th anniversary celebration of Cleveland Yachad included the presentation of the Lifetime Dedication award to Cleveland Yachad founder and director Sarah Taub, and Yachad parents Toby and the late Norman Bresky. The evening included a dessert reception, music by Noah Budin, a keynote address by Dr. Jeffrey Lichtman International Director of Yachad, and a performance by Crooked River Comedy. Yachad (together in Hebrew) is dedicated to enhancing the lives of individuals with disabilities of all ages, ensuring their participation in the full spectrum of Jewish life with monthly activities.



From left: Mt. Sinai Health Care Foundation director Mitchell Balk, honoree Sarah Taub and Dr. Gary Schnur  
Jill and Toby Bresky and Cheryl Siegel Clifford and Linda Wolf



From left: Ilana Hoffer-Skoff, and Ellen Miles  
Brittany Weiss, Shira Josefovitz and Lauren Aeder

# BCC Corporate Fitness Challenge

The Beachwood Chamber of Commerce thanks all participants and volunteers for making this year's Corporate Fitness Challenge a huge success!

**Now.... the results!**

- Large Company Overall Winner: DDR
- Small Company Overall Winner: Lake County Captains
- 3-n-3 Basketball Winner: Lake County Captains
- 1-Mile Relay Winner: Lake County Captains
- 4-Mile Relay Winner: DDR
- Foul Shots: Brent Tozzo with the Lake County Captains with 17 shots in one minute

**Fun Facts:**

- Spinning: a total of 183.54 miles were completed by participants
  - Foul Shots: 160 foul shots were made by 29 people who participated for one minute each
  - Seven teams competed for the first time this year
  - This is DDR's Fourth straight overall title in the large company category
- Congratulations to EVERYONE who participate. All of you are winners for taking the steps for great health!



Marybeth Mack, Devorah Silverman and Gayle Schwarz



Various team members spinning



Dr. Carmen Centanni, Jessica Smith and Heathyr Ullmo



Sarah Ezzie Haines, DDR



From left: Team Lake County Captains: Brent Pozza, Matt Fox and Christo Wallace; and Team Dynamics Online: Ray Kirsch, Veronica Blue, Bruce Newburger, Lisa Newburger and Susan Ringel

Photos on this page by Scott Morrison



BAC executive director Leah Gilbert, Beth Segal and Ann Freimuth

(Right) Marla Keilin, BAC president Joe Kalk and Phyllis Kalk; Debbie Orlansky, Laurel Hecht and Susan Haas



Kim and Sally Zarney



Paul Porges, Susan Cone Porges, Barbara Flowerman and Sharon Schlesinger



Marlene Weinstein, Shari Wolf and Nancy Kraus



Gary Haas, Council member Barbara Bellin Janovitz and Lee Janovitz

## "Seeing is Believing: 6 Beachwood Artists."

An opening reception for "Seeing is Believing: 6 Beachwood Artists, hosted by the Beachwood Arts Council, took place at the Beachwood Community Center on March 11. Artists included: Laurel Hecht, Susan Cone Porges, Beth Segal, Andrea Serafino, Shari Wolf and Kim Zarney. For upcoming BAC programs, see page 6.

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2016 Beachwood Chamber of Commerce Business of the Year

# Kosher Food Pantry Expands – Receives Grant

The non-profit Cleveland Kosher Food Pantry was recently awarded a grant from the Greater Cleveland Food Bank in recognition of its superlative effort in delivering food to seniors.

An essential part of Greater Cleveland Food Bank's 2016-2018 strategic plan includes serving 8,500 more seniors with an emphasis on the homebound. There are many senior citizens, including those living in Beachwood, with limited mobility who will benefit from a grocery-delivery program.

According to Nicole Novinec, senior partnership specialist at the Greater Cleveland Food Bank, "The Kosher Food Pantry put together a wonderful grant proposal that outlined how these funds would help improve their already successful grocery-delivery model. While the KFP continues to raise money for a delivery truck and driver, they have managed to increase the number of seniors they are serving each month."

"With this \$3,000 grant, and support from the community, our Kosher Food Pantry plans to operate a larger delivery truck and hire a full time driver, allowing us to expand monthly delivery to 250 more seniors than the 1,200 we currently serve," says Devorah Alevsky, KFP Director. "This massive operation necessitates a new, reliable delivery vehicle."

Kosher Food Pantry will also soon be supplying matzah, grape juice and other Passover foods, along with regular produce

and grocery items, as part of its senior delivery program.

In an effort to bring fresh produce to underserved families, KFP will again begin its monthly outdoor produce pantry on April 3. The Kosher Food Pantry and its team of dedicated volunteers will distribute 12 skids – 12,000 pounds – of fresh produce on the first Monday of each month at Green Road Synagogue, from 4-6 pm.

Past outdoor produce giveaways have attracted more than 200 families from our local neighborhoods, including 50 families from Beachwood.

"It's exhilarating to be able to help so many people on such a grand scale in just one afternoon," says Rivka Goldstein, KFP project manager. Past outdoor produce giveaways have attracted more than 200 families from our local neighborhoods, including 50 families from Beachwood. We are also very grateful to our friend and community partner, Green Road Synagogue, for graciously hosting this effort year after year."

For more information about Kosher Food Pantry, to receive food, to volunteer or to donate, please call: 216.382.7202 or visit kosherfb.org.



Jessica Morgan, director of agency services, Greater Cleveland Food Bank; Rivka Goldstein, Kosher Food Pantry, Nicole Novinec, senior partnership specialist.

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