

# Beachwood Buzz

May 2017

Every Resident. Every Business. Every Month.

MAGAZINE



## BEACHWOOD HIGH SCHOOL

# Gallery of Success

11<sup>TH</sup> INDUCTION CLASS

### Also Inside:

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- Race for the Place
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**D**eath and eulogies are two topics from which people tend to shy away. If this seems like a dark topic, stay with me – there’s a positive twist to where I’m going. In her film *Eulogilia*, film writer/actor Molly Beucher provides us with a new way to look at eulogies.

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In the spirit of this month’s feature story, in which Beachwood High School Gallery of Success inductees share messages about how they define success, I asked Beucher to share her thoughts on the topic.

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Beucher’s 11-minute dark comedy was recently screened at the Cleveland International Film Festival and received an honorable mention for the audience-choice award for Best Live Action Short Film Comedy. *Eulogilia* is about Vivian, a woman obsessed with writing eulogies, and who struggles to prove her sanity in group therapy.

The film’s distinctiveness is that Vivian writes eulogies for friends and family – all of whom are still alive. Vivian, played by Beucher, coins her condition “eulogilia.” When her fiancé catches her reading his eulogy aloud, he tells her she needs help, which leads her to attend a group therapy session. When the therapist asks Vivian why she writes eulogies for the living, Vivian reveals that she started writing them after her dad died because it provided her with an opportunity to say things that she had neglected to say while he was still alive.

Vivian goes on to say that death is inevitable and cites a statistic that two people die each second. The result is that there are many, many people who wish they’d had more time to convey their feelings to loved ones, feelings that they can now only write in their eulogies.

In her empathetic, caring way, Vivian then addresses each person in her therapy group, looking past their “crazy,” to extract kind traits that she would write if she were eulogizing them. Then, ad-

ressing the entire group, she said, “Why do we have to wait until someone dies in order to remember how they lived?”

That quote stuck with me, and when I reached out to Beucher to discuss the film, she shared that it was the film’s most personal moment for her, as well. Since people are often uncomfortable when having to face the prospect of a loved one’s death, feelings often go unspoken, and time runs out. Beucher’s film challenges us to seize the opportunity to share our feelings while there is still time.

Beucher came up with the film’s concept after being asked to write and present her grandmother’s eulogy. The ironic part about her being asked was that, because of a family disconnect, Beucher’s relationship with her grandmother had been strained, so she struggled to find the balance between mourning her grandmother and missing out on their relationship.

Since *Eulogilia* is in the film-festival circuit, it is not currently available for viewing. I’ve omitted the movie’s ending in case you have a chance to see it in the future, which I recommend.

In the spirit of this month’s feature story, in which Beachwood High School Gallery of Success inductees share messages about how they define success, I asked Beucher to share her thoughts on the topic. Here’s what she said:

“Regarding the arts, it is one

of the most amazing industries, but it can also be one of the toughest. As a young person who is thinking of pursuing the arts – and is trying to figure out what it would mean to be successful in the arts – without a doubt, it comes back down to a feeling. Success needs to be a relationship you have with yourself. My road as an artist has been riddled with the feeling of not being enough, and getting lost in the circle of how others define success. Success is feeling proud of yourself when accomplishing something, whether small or big. I encourage young artists to savor those moments. You can be your own worst enemy or your biggest advocate.

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Then, addressing the entire group, she said, “Why do we have to wait until someone dies in order to remember how they lived?”

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“In general, success is to live life. Don’t be afraid. The things that add texture to my life are experiences – things that have happened, places I’ve visited, people I’ve met. Don’t be afraid to take a hiatus to travel somewhere. There is no clear path to success. The people who end up being most fulfilled are those with the most well-rounded lives.”

# Re-Elect James PASCH

## For Council

### Trusted Leadership for Beachwood

*“Serving on Beachwood Council for the past four years has been a great honor. I promised that I would fight to make our city a model of responsive, effective, and open government, and I am extremely proud of what we have accomplished so far. We have more to do, but together, we can keep Beachwood thriving, now and into the future.”*



*James Pasch*



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- State Representative Kent Smith
- Cuyahoga County Councilwoman Sunny Simon
- Beachwood City Council President Martin Horwitz
- Beachwood City Councilwoman Barbara Bellin Janovitz

Re-Elect Councilman **James**  
**PASCH**

# Beachwood Buzz

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

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Beachwood Buzz  
P.O. Box 22194  
Beachwood, Ohio 44122

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# COVER STORY



## COVER STORY

**O**n Friday, April 7, Beachwood High School was abuzz with activity to honor and recognize the 11th Gallery of Success inductees. The activity-full day started with a continental breakfast, followed by television interviews by Ben Connor and Zak Zhang in the BHS television studio, an induction ceremony, lunch and roundtable opportunities for students and inductees to network.

For complete story, see page 7.

Cover story photos by Scott Morrison, Discovery Photo.

## City Council Update • Pages 28-32

Beachwood Awarded Top Financial Rating by Fitch  
New Fire Station  
Beachwood Named Best Place to Retire in Ohio  
Upcoming Meetings  
Art Exhibit  
SKILLUP County Training for Skilled Jobs  
Master Plan Advisory Committee  
Be a Part of Beachwood's Legacy  
Beachwood House and Garden Tour  
Mulch Now Available to Residents

Be a Member! Beachwood Family Aquatic Center  
Free Personal Shred Day for Residents  
Fertilizer Safety  
Ohiocheckbook.com  
Beauty and the Beast  
Hazardous Household Waste Round-Up  
Muffins with the Mayor  
Be in the Know!  
Beachwood Honors Soldiers

## You and Your Schools • Pages 34-35

Beachwood Musicians Entertain in Europe, Orlando  
BMS Tops the Charts in Math Competition

Beachwood Teams Qualify for DI Global Competition  
HS Science Olympiad Places 7th in State Tournament

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**Publisher's error:** In last month's issue of *Beachwood Buzz*, James Pasch's ad was processed and published incorrectly. The ad was not published as submitted and *Beachwood Buzz* takes full responsibility for the error.

## Beachwood Tops the List of Best Places to Retire in Ohio

Beachwood was recently ranked the best place to retire in Ohio, according to a recently released study by SmartAsset. The study rates cities by their tax friendliness, recreational and social opportunities for seniors, and availability of medical care.

"We are honored to receive this top ranking," said Beachwood Mayor Merle S. Gorden. "Beachwood has long had an active, engaged, flourishing senior community. I believe a large part of that is because of the investments we've made in programs to support them."

The City of Beachwood has an extensive list of recreational and community programs for seniors as well as an active transportation service. This year, the city enacted a 50% discount for seniors to utilize the Beachwood Family Aquatic Center, making a seasonal pass just \$25.

According to SmartAsset, a happy, healthy retirement depends a lot on location. To find the best places to retire, SmartAsset gathered data on three separate regional factors that affect the quality of life for retirees.

First, they looked at state and local tax rates, considering both income and sales taxes. They calculated effective rates based on a typical retiree, earning \$35,000 annually (from retirement savings, social security or part-time employment), and spending his or her disposable income on taxable goods. Next, they determined the number of doctors' offices, recreation centers and retirement centers per thousand residents in each area. Finally, they found the number of seniors in each area as a percentage of the total population.

In the final analysis, an average of these three factors was taken. The areas with the lowest average ranking are the best places to retire.

Read more on the SmartAsset Best Places to Retire study at <https://smartasset.com/retirement/retirement-calculator?year=2017#ohio>.

## 14th Annual The Race One-Mile Walk/Run & 5K Aims for 1,500 Participants in 2017

### Making a difference by raising awareness for the early detection of breast cancer

The Race is looking forward to a large crowd at Legacy Village this Mother's Day for its 14th annual one-mile walk/run and 5K run. It's an exciting opportunity to raise awareness about the early detection of breast cancer and help the non-profit reach its \$65,000 fundraising goal for breast cancer clinical research.

The Race, a Northeast Ohio-based non-profit founded in 2004 by siblings Josh Berns, 25, and Dani Berns, 23, is unique in that it is organized almost entirely by student volunteers. The Race encourages students and their families to get involved to actively fight to eradicate breast cancer. All proceeds from the event will benefit University Hospitals Seidman Cancer Center.

For the past four years, The Race has partnered with Effective Leadership Academy (ELA) to find student volunteers to assist in the preparation of the event. High school students from surrounding communities join together to develop and utilize 21st Century Skills including teamwork, leadership, and project management. They also embrace the importance of philanthropy.

The Race will be held at Legacy Village, 25333 Cedar Rd., Sunday, May 14. Registration for the event begins at 7:30 am. The 5K run will begin at 8:30 am and both the one-mile walk/run will begin at 9:30 am.

Tickets are \$20 per adult and \$15 per child. Each registered participant will receive a t-shirt and can enjoy entertainment, re-

freshments, prizes and children's activities. Prizes will be given away throughout the morning.



The Race will be held at Legacy Village, 25333 Cedar Rd., Sunday, May 14. Registration for the event begins at 7:30 am. The 5K run will begin at 8:30 am and both the one-mile walk/run will begin at 9:30 am.

To register or learn more about The Race, visit [www.DoTheRace.com](http://www.DoTheRace.com) and follow @DoTheRace on Facebook, Twitter, Instagram and Snapchat.

## Get Set...Get Ready...Race for the Place



It's time for the 17th Race for the Place, 5k & 1 Mile Walk/Run presented by University Hospitals

Seidman Cancer Center to benefit The Gathering Place.

We hold this Race every year on National Cancer Survivors Day as an opportunity to bring the community together to celebrate and honor individuals who are living with cancer, and the family and friends who support them.

The Gathering Place is very grateful for the many people and organizations that help to make Race for the Place a success. Thank you to our sponsors, the individuals and teams that participate in the Race, Beachwood Place, the City of Beachwood and our wonderful Beachwood neighbors. For the past 16 years, you have been patient when we have blocked off

your neighborhood streets. Many of you have even come out to cheer on our runners and walkers. We are grateful for your support.

In addition to being a celebration, Race for the Place generates significant revenue to help us continue to provide our programs and services free of charge for individuals and families coping with the impact of cancer in their lives. Last year was our most successful event in the history of The Gathering Place, raising over \$420,000 (net). We hope to make history again this year.

Consider starting a team, joining a team, registering as an individual or making a donation at [www.racefortheplace.com](http://www.racefortheplace.com). Race for the Place is Sunday, June 4 at Beachwood Place. We hope to see you there.

For more information, visit [www.racefortheplace.com](http://www.racefortheplace.com) or call 216.595.9546.

### THE RACE

- Sunday, June 4  
Beachwood Place
- 1-mile and 5K
- Registration: 7:30 am
- Celebration Village with Family Activities opens at 8 am
- National Cancer Survivors Day Ceremony: 8:45 am
- Race: 9 am
- Awards Ceremony: 10:30 am

Sincerely,  
The Gathering Place Staff, Board of Directors, Volunteers & Participants

**Editor's note:** If you wish to join a team, Kim Gray and I invite you to join TEAM ZELMAN & ASSOCIATES as we honor and remember my sister and Kim's co-worker, Darcy (Zelman) Alter, who lost her battle to cancer. We welcome you to walk with us or to make a donation in support of our fundraising efforts. Every dollar helps! Thank you.

# Gallery of Success

## BEACHWOOD HIGH SCHOOL

# Gallery of Success

11<sup>TH</sup> INDUCTION CLASS



**O**n Friday, April 7, Beachwood High School was abuzz with activity to honor and recognize the 11th Gallery of Success inductees. The activity-full day started with a continental breakfast, followed by television interviews by Ben Connor and Zak Zhang in the BHS television studio, an induction ceremony, lunch and roundtable opportunities for students and inductees to network.

Superintendent Bob Hardis began the morning's program by welcoming all in attendance, congratulating inductees, thanking individuals who worked tirelessly on the event and explaining the nomination process, saying that inductees "must exhibit achievement

and distinction in one or more of the following criteria: leadership, service, humanitarianism, creativity, courage, and/or career contributions that have benefitted others."

Student Council president Emily Einhorn then said, "For the past four years, I have walked by the Gallery of Success wall each morning and afternoon with my peers. It's so wonderful to see the success of these graduates, knowing that they once were just like me. The Gallery serves as a constant reminder of how Beachwood prepares us for success. So, thank you to these eight inductees for taking time out of your busy schedules to be here today and for reminding the world of all Beachwood has to offer."

## Inductees were then introduced, each sharing a personal message:

### Jeff Boss, Class of '96

Introduced by Matthew Aubourg, Class of '17

In his junior year of high school, Jeff Boss recognized that he didn't want to be average or do the same thing everyone else was doing. "I wanted to jump out of planes, blow things up and be the best at it," he said.

Today, Boss is a professionally accredited coach who designs and facilitates team meetings, leadership enhancement workshops and retreats. His background in special operations and management consulting brings an unparalleled perspective into optimal performance at the individual, team, and organizational leadership levels.

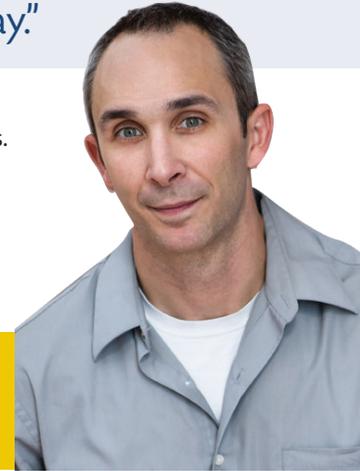
As a Navy SEAL at the highest level, Boss has been recognized with top military awards, including four bronze stars with valor, two purple hearts, two presidential unit citations, and six combat action ribbons, among other recognition. As a management consultant, Boss worked directly with leaders to align their businesses to work toward one common purpose under a shared definition of success.

Boss is co-founder of The Adaptability Metric, a proprietary tool that measures individual disposition toward change, as well as a business advisor to a Miami-based tech company, PropelU. He is certified in administering, interpreting, and implementing the Hogan Business Reasoning Inventory (HBRI) as well as the Emotional Quotient Inventory (EQ-I). Finally, Boss both educates and entertains through speaking engagements.

He has also authored the books *Navigating Chaos: How to Find Certainty in Uncertain Situations* and *Managing the Mental Game: How To Think More Effectively, Navigate Uncertainty and Build Mental Fortitude*.

Boss was unable to attend the ceremony and created a video to share with the audience.

"Aim to be the best because that's a win for you that nobody can take away."



#### His Message:

Be the best at whatever you choose to do. It doesn't matter if you take out the trash, want to be first in your class or are doing the most boring thing. Aim to be the best because that's a win for you that nobody can take away.

### Roger C. Holstein, Class of '70

Introduced by Andrew Feldman, Class of '17

Roger C. Holstein has more than 40 years of experience developing transformative new businesses in healthcare, digital media and telecommunications. Currently, he is a managing director at Vestar Capital Partners, a 30-year-old private equity firm, where he leads investments in healthcare information companies and serves on the board of several organizations, including Healthgrades, Staywell Corporation and Mobile Technologies, Inc.

Prior to Vestar Capital Partners, Roger served as CEO, president and director of the WebMD Corporation and helped establish it as a leading source of healthcare information for consumers and physicians. Prior to WebMD, he was president of Medco, now Express Scripts, where he helped create the business of prescription-benefit management.

Much of his life's focus emerged following the death of his younger sister, Barbie, a Beachwood High School graduate, who died in 1979 from primary pulmonary hypertension after being misdiagnosed as having epilepsy for 12 years.

Because of this misdiagnosis, Holstein has been actively involved in promoting consumer access to objective, credible and transparent health information. His major contributions are WebMD, which is the primary source of health information for both consumers and doctors in the U.S. today. His second major contribution is Healthgrades, which is fast becoming the way consumers can find a physician on the Internet, evaluating everything from the physician's experience with specific disease and conditions, patient satisfaction scores and hospital outcomes on more than 31 different diseases and procedures.

Because of weather conditions, Holstein was unable to attend the ceremony, and his brother, Larry, presented his speech.

"Learning to write code is the equivalent of being able to read, think and write. If you can write code, you will always have a job."



#### His Message:

We live in a science-fiction universe. For better or worse, the pace of science and technology creates changes in our lives. Learning to write code is the equivalent of being able to read, think and write. If you can write code, you will always have a job. To honor my sister, the annual Barbara Holstein Scholarship, awarded to a graduating senior who has overcome significant health or lifestyle challenges, will be increased to \$15,000.

## Joan B. Hornig, Class of '73

Introduced by Gabriela Rodriguez, Class of '18

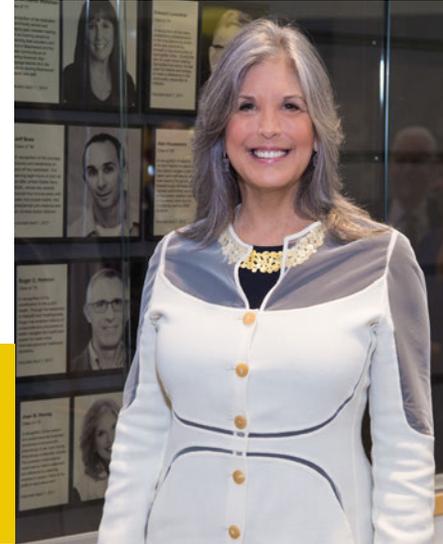
Joan B. Hornig began her career as a professional fundraiser for Harvard University and Columbia Business School before spending 19 years on Wall Street. In 2003, she again changed course, combining her love of jewelry and design, business skills and experience with non-profit organizations and created a philanthropically-driven company, Joan Hornig Philanthropy Is Beautiful® Jewelry.

Hornig has been honored by non-profits, educational institutions and the media for both her designs and social enterprise business model. She allows customers to designate any charity of their choice to receive 100% of her profit on each piece sold.

In 2014, Hornig was honored by the Fashion Institute of Technology and received the NECO Ellis Island Medal of Honor. She was also honored in 2015 by United Cerebral Palsy of New York City. In 2016, Hornig received awards from the Museum of Art and Design and the Women's Entrepreneurship Day Pioneer Award at the United Nations.

Hornig's donations have exceeded \$1 million. Her jewelry designs are worn by stars, business leaders and government officials, including First Ladies Laura Bush and Michele Obama and former Secretary of State Hillary Rodham Clinton. Hornig's work continues to be a favorite gift from the U.S. State Department to visiting dignitaries.

Hornig serves on the boards of the Fashion Institute of Technology and the Museum of Art and Design and holds a B.A. Magna Cum Laude in Fine Arts from Harvard University and an MBA from Columbia Business School.



"I hope that as you reach your goals, you don't forget to give back as you move forward. In my experience, nothing takes you further."

### Her Message

Have dreams. Big or small, they spur you on if you are not afraid of them. They help you set goals and achieve them. Believe in taking risks, learn to tolerate disappointments and remember to celebrate your successes with gusto. School provides you with tools for realizing your dreams. The world is complicated. We are privileged to have been born, raised and educated in Beachwood. It's our responsibility to care about what's going on in the world and to make a difference.

## Stephanie Klempner, Class of '94

Introduced by Rachel Kurland, Class of '18



Stephanie Klempner is vice president of a literacy-curriculum company and children's book distributor, where her responsibilities include the strategic direction and management of all sales and business development initiatives as well as overseeing the sales team. She is passionate about empowering youth to be readers and writers, while also empowering them to change the world.

Klempner volunteered with animal rescue groups, but wanted to make a bigger impact and wasn't sure how. Her brother-in-law, too, wanted to find a way to make more of an impact and together, they created the Pollination Project, with the mission of unleashing goodness and expanding compassion all over the world. Since January 1, 2013, the Pollination Project has gifted daily seed grants of \$1,000 to individuals who are committed to creating a more socially just, environmentally sustainable and compassionate world for all beings.

To date, they have distributed more than \$2,000,000 to over 2,000 change makers, some of whom are teenagers who used their grant to start anti-bullying campaigns, recycling programs, school community gardens, and more.

Klempner encourages students to reach out to her if they have an idea they want to manifest. "We have money to get you started and I want to encourage you to apply for a grant," she said, "If you don't have an idea yet, start thinking. Because I know inside every single one of you there is something you care about."

"We have money to get you started and I want to encourage you to apply for a grant," she said. "If you don't have an idea yet, start thinking. Because I know inside every single one of you there is something you care about."

### Her Message

As you think about college and what you are going to do to make a living, remember that you also need to make a LIFE. Make a life of purpose, passion, meaning, beauty, adventure, generosity, compassion and kindness. True success is not about dollar signs or what you do for a living. It's about making a life for yourself. It's about having purpose and meaning.

## Edward Leventhal, Class of '64

Introduced by Lily Steiger, Class of '18

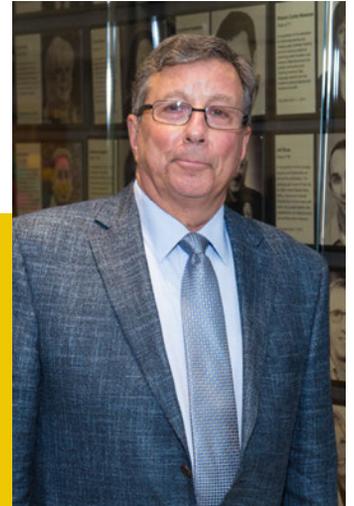
After graduating from The Ohio State University, Edward Leventhal returned to Cleveland where he taught for two years in the Cleveland City Schools. He continued teaching when he moved to Springfield, Ohio, with his wife Laurie (Pesselman), BHS Class of 1964.

In Springfield, he would eventually join the family business, Vining Broom. After the company was sold in 1993, Leventhal spent two years as a consultant for the Weisman Group, a human resource consulting firm. He then became the president of the Small Business Development Center of Springfield, where he helped entrepreneurs realize their dreams of owning their own business, while promoting economic development in Springfield.

The pull of manufacturing remained strong and an opportunity to become president of Valco Industries, a metal fabricating business, became available in 1999. Leventhal eventually bought Valco, which he still owns today, along with two other businesses, A & E Powder Coating and LevCoat Powder Coating, all of which have grown exponentially over the years.

Leventhal has never stopped supporting young people, education and the economically disadvantaged. One of his greatest achievements is his continuous and ongoing work to improve the educational opportunities for all children in Springfield. Leventhal continues to find time to serve on several boards.

**“Regardless of your age, experience, the state of the economy or the job market, everyone has the power to expand, enrich and deepen their own life and the lives of others.”**



### His Message:

You can only become truly accomplished by doing something you love. Don't make money your goal. Instead, find your passion and pursue the things you love doing. Don't be afraid of criticism or failure. Every one of us has the ability to be a positive difference maker. Sometimes it only takes a simple smile or a pat on the back to make a difference in a person's life. Hopefully, when you realize you have more than you really need, like so many of us here today, you will build a longer table rather than a higher wall. Regardless of your age, experience, the state of the economy or the job market, everyone has the power to expand, enrich and deepen their own life and the lives of others. Few of us can write a great novel, but all of us have the opportunity to live one.

## Alan Rosskamm, Class of '68

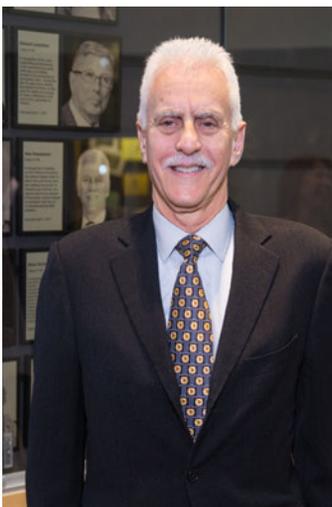
Introduced by Emily Einhorn, Class of '17

Following college at Swarthmore College, Alan Rosskamm practiced law for several years at Thompson Hine before joining Jo-Ann Stores in 1978, where he rose to become CEO, serving in that capacity from 1985 to 2006. During that time, Rosskamm led Jo-Ann to become one of the largest fabric and craft chains in the U.S., operating more than 800 stores.

After Jo-Ann, Rosskamm embarked on a second career. Following his passion for education, he was named founding CEO of Breakthrough Charter Schools, a non-profit charter management organization created to support the operation and expansion of several of the leading free public charter schools in Cleveland. Under Rosskamm's leadership, Breakthrough is making a difference by locating the City's highest performing network of K-8 public schools in underserved Cleveland neighborhoods that might not otherwise have quality school options for their children. All Breakthrough Schools are either sponsored by or officially partnering with the Cleveland Metropolitan School District.

Rosskamm has spent his lifetime giving back to the Greater Cleveland community. He is a lifetime trustee of the Northeast Ohio Diversity Center and was honored with its Humanitarian Award in 2004, served as president of the board of Hawken School from 2006-2010 and continues to sit on its board, was the founding chair of the CWRU Corporate Visiting Committee, and has chaired various campaign divisions and committees for the Jewish Federation of Cleveland.

**“In a global community of rapid change, pursue learning adventures that excite you and build your skills, rather than focusing on a particular knowledge set or career goal.”**



### His Message

Although young people today frequently move from job to job, it's wise to stay put when learning and growing, and move on when personal-growth possibilities of the next opportunity exceed those in the present. In a global community of rapid change, pursue learning adventures that excite you and build your skills, rather than focusing on a particular knowledge set or career goal. Be bold, pursue your interests, and when you enter the work force, please understand that your early jobs are simply an extension of your education.

## Steve Sicherman, Class of '83

Introduced by Yuke Zheng, Class of '17

An entertainment-industry veteran of 25 years, Steve Sicherman has developed, produced or served as studio executive overseeing multiple award-winning television projects for all the major networks.

After moving to Los Angeles as a freelance writer in the early '90s, Sicherman shifted career tracks, working for a producer at Columbia-TriStar Television. While there, he helped launch several television careers and projects, including Dawson's Creek.

He was then hired by MTV Productions as director of series development, charged with finding and developing new projects for MTV and outside networks under the MTV banner. Sicherman worked with music industry notables from Eminem to Busta Rhymes to Carmen Electra, while also producing two long-running reality series, WWE Tough Enough, the first series to go inside Vince McMahon's world wrestling empire, and ABC's Making the Band, the series that created and launched multi-platinum recording artists O-Town.

In 2001, Sicherman joined 20th Century Fox Television as director of comedy. In 15+ years at Fox, he's added stints in drama development and current programming, rising from director to vice president and presently, senior vice president. Series under his care have included This is Us (NBC), Speechless (ABC), The Mick (Fox), How I Met Your Mother (CBS), Arrested Development (Fox/Netflix), Glee (Fox), American Horror Story (FX), New Girl (Fox), Last Man Standing (ABC), Life in Pieces (CBS), Carmichael Show (NBC), Raising Hope (Fox), and Reba (WB/CW), among many others.



Additionally, his responsibilities have extended to Fox's international division, consulting on programming throughout South America, Europe and Asia. Sicherman has also become a trusted mentor and panelist for Fox's diversity initiative, increasing education and opportunities for underrepresented voices.

"The things that make you unusual – the things that make you uncomfortable as a kid – are the exact things that make you special as an adult. Those are your strengths."

### His Message:

The opposite side of success is failure and if you live your life right, you're going to fail sometimes, and that's ok. When you fail, you're challenging yourself and that's how you know you're trying. It doesn't matter what other people think. The things that make you unusual – the things that make you uncomfortable as a kid – are the exact things that make you special as an adult. Those are your strengths. Always work hard and don't ever stop giving your best. What you're doing now may pay off down the road.

Your ability to succeed will increase dramatically the moment you stop being afraid of failing and stop being afraid of yourself. That's when you become free. That's when you start to find your way in the world.

The Gallery of Success should really be looked at as a Gallery of Possibilities since the world is open to you. My career is about storytelling and you are all storytellers of your own lives. Seventy percent of your life will be things you can control, and 30% will be how you react to the things you can't. Either way, you are the architect of your story and I encourage you to make it a good one. I define success as leaving the world a better place than when we got here and to pay it forward. I encourage you to hug your parents tonight. The real Gallery of Success is in your homes.

# Gallery of Success

# Ron Simmons, Class of '76

Introduced by Jakob Bolman, Class of '18

As an accomplished U.S. Army soldier/athlete and U.S. National Team athlete in the biathlon and road cycling, Ron Simmons went on to pursue careers as a product designer, interior designer and ultimately as an architect – his lifelong passion.

Simmons described the biathlon as being bizarre, obscure and misunderstood – much like his experience in school at times. He also said it was an amazing discipline that is uniquely powerful, analytical, immensely challenging and even graceful.

Biathlon combines cross-country skiing with rifle marksmanship: you ski as fast as you can, then stop, attempting to pump five bullets into a target. For Simmons, growing up was a lot like the biathlon – without the shooting, of course. All he wanted to do was charge out of the gate as fast as he could toward his destination. But, unlike the biathlon, he was unsure of the course and was told he didn't have the right ammo.

Like all of us, Simmons had dreams. He started off wanting to be an architect, but his guidance counselor said he shouldn't because he lacked the essential math skills necessary to succeed. What wasn't yet discovered is that Simmons had dyslexia, which made almost everything difficult. Worse was that he lacked the fortitude needed to face that discouraging message and say, "just watch me."

So, instead, he focused on being an athlete. Riding and racing on a bike became his voice, and soon that passion was transformed into a bigger voice that he created on a pair of cross country skis.

When his athletic career reached its finish line, Simmons found industrial design – a step closer to hitting his target. Ultimately, despite his age, Simmons finally hit the bullseye by recently earning his Master's degree in architecture.

Like the biathlon, we are all multi-faceted. One side of us may have nothing to do with the other. The course of Simmons' life led him on a trail not originally intended yet, somehow, he managed to get back on track and arrive where he was always meant to be.

"And when you come across anyone – and I mean ANYONE – telling you that you shouldn't try, just tell them – watch me!"



## His Message:

For those of you who have already figured out your course, I admire you. For the rest of you who are still exploring which trail or road to take, in spirit, I ride and ski with you, because that is the journey I understand. Each of my journeys brought challenges, discoveries, triumphs – and failures. And each led me closer to where I was always meant to be – and yours can, too. If you have a dream, then have a goal. Take the risk even if it scares you. Stay committed and own your dreams – don't let someone else determine their worthiness. When that voice inside speaks loudly, find everyone you can to mentor and cheer you on. Support from others will encourage you to reach your goals. And when you come across anyone – and I mean ANYONE – telling you that you shouldn't try, just tell them – watch me!

The Beachwood High School Gallery of Success was created by the Beachwood Board of Education in 1985. To date, there have been 129 alumni inducted into the Gallery of Success. Special thanks go to Gallery of Success coordinator Paula Zavell Rollins, BHS Class of '71, for all of her hard work to make sure the Gallery of Success is respected and that the selection process is fair and effective. She also took great care to make sure that the festivities appropriately honored all inductees and were worthwhile and inspiring for BHS students.

Additional thanks go to Shana Wallenstein, the district's director of Marketing, Communications & Development, for her endless assistance to Rollins and Dr. Hardis in making sure this induction was incredibly special.





Ron and Michael Leikin

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# Honoring Gallery of Success Inductees

On the evening of April 7, the Beachwood Schools Foundation hosted an “Acoustic Evening with Michael Stanley and Friends” to raise funds for its “Above and Beyond” fund and to honor the Gallery of Success inductees. The event started with a VIP reception at 6 pm and the concert at 8 pm, followed by a dessert reception and silent auction.

After school board president Mitchel Luxenburg welcomed attendees, BSF board member and city councilman Alec Isaacson presented a proclamation on behalf of Mayor Merle S. Gorden and City Council, proclaiming Friday, April 7, 2017 as “Beachwood Schools Foundation Day,” in the City of Beachwood.

“As Michael Stanley says, ‘This town is our town’ and the schools are one of our crown jewels, turning out amazing graduates year after year,” Isaacson said. “The Beachwood Schools Foundation plays a key role by raising funds that help the schools offer outstanding educational experiences that go above and beyond.”



*“As Michael Stanley says, ‘This town is our town’ and the schools are one of our crown jewels, turning out amazing graduates year after year,” Isaacson said.*

BSF president Evy Davis then took the stage to talk about the BSF and all it does to enhance the lives of Beachwood students. She then introduced Michael Stanley, who rocked the house with some old, familiar songs known to many fans.

Special thanks go to event co-chairs Julie Frayman and Jen Stern for their tireless efforts in making this event a success.





Opposite page, from top: Zak Zhang interviews inductee Ron Simmons; Laurie Linden and Dr. Michael Rabovsky; Jen and Todd Stern; Herb and Lori Schoen; Cuyahoga County Executive and



former inductee Armond and Amy Budish, Mike and Paula Rollins, and Amber and former inductee Joel Solloway; inductee Steve Sicherman and his dad, former school board member Marvin Sicherman; Jim and Evy Davis; Inductee Edward Leventhal networking with BHS students; Mayor Merle S. Gorden; Cheryl and Alec Isaacson; Michael Stanley and Friends; Superintendent Bob Hardis.

This page, from top: Michael Stanley; Peggy Lipp, Michael Stanley and Alan Lipp; Gary Friedman; Renee Strong-Howard and her mother, Connie Strong; Laurie Marks, Steve Gill and Lisa Gill; Student Council president Emily Einhorn; Linda Blumenthal, former inductee Michael Friedman and former inductee Lauren Miller Spilman; Michael Stanley, Jill Stovsky and Michael Stovsky; Julie and Michael Frayman; Inductee Stephanie Klemptner speaking at Gallery of Success Induction Ceremony; Theresa and Dr. Steven Haynesworth. Photos by Scott Morrison, Discovery Photo.



The Menorah Park  
Aging Resources Center Presents:

**Is Exercise the Newest Medication  
for Parkinson's Disease?**

A Spring Dinner Conversation with Featured Speaker  
**David Zid**



David Zid is co-founder and director of Movement Disorder Wellness for OhioHealth Delay the Disease™, an evidenced-based Parkinson's Wellness program. Zid has been a featured speaker and educator at symposia and professional education courses. He has authored and self-published two books and companion DVDs based on his program and the positive effects of exercise on the course of this disease.

- Learn the concept of Neuroplasticity/Neuroprotection and how neurons in the brain can rewire and repair.
- Understand how this process of neuroplasticity is enhanced with exercise.
- Gain examples of interventions and safe-exercise protocols for adults with Parkinson's disease based on their impairments.
- Discover the importance of motivation, enthusiasm, optimism and methods of teaching.

**Thursday, June 8, 2017**

**Dinner Hour 5:30 p.m. • Conversation 6:30 p.m.**

**Menorah Park Saltzman Auditorium**

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Beachwood Community Theater presents

**Beauty and the Beast**

Beachwood Community Theater presents a tale as old as time, Disney's Beauty and the Beast. It runs weekends, May 6 through May 21, at the Beachwood Middle School auditorium.

Be swept away by this enchanted musical where, Belle, the heroine, feels trapped in a provincial town and a prince is trapped in the body of a hideous beast. If the beast can learn to love and be loved, the spell will be broken and he will be transformed to his former self. If not, he and his household will be doomed for all time. This magical tale is brought to life with unforgettable characters, fabulous costumes, and a stunning score including, the Tony-winning title song, "Beauty and the Beast."

As director, Jill Koslen-Freireich, shares, "This story highlights the hope of people remembering that beauty is found within, that who we are

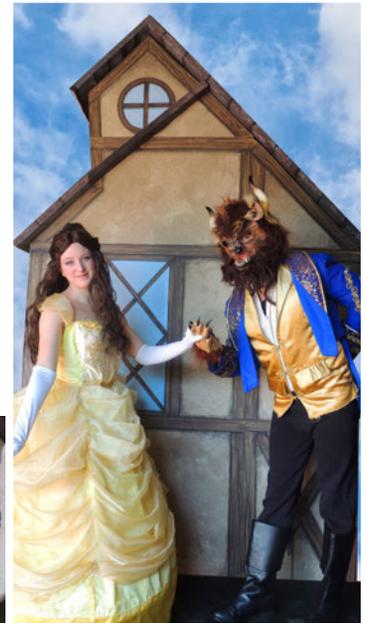
inside is more important than outward appearances. This story inspires us to look deeply into someone's heart before determining if a roar is a danger sign or a lonely cry. It's also a story that believes redemption is possible, even when you've made a mistake you wish you could nullify. It reminds us that it's almost never too late to learn to love and be loved."

As always, Beachwood Community Theater plans to give back to the community by donating all candy-sale profits to Harvest for Hunger. The inter-generational cast is also hosting a book drive, donating lightly-used books, highlighting Belle's love for books.

For a complete listing of show dates and times, please see City Council Update on page 31.

*Right: Jill Zeszut as Belle and Michael Snider as the Beast.*

*Below: Beachwood residents Paige Schiller as Belle and Cheryl Eitman as Mrs. Potts.*



"This story highlights the hope of people remembering that beauty is found within, that who we are inside is more important than outward appearances. . . "

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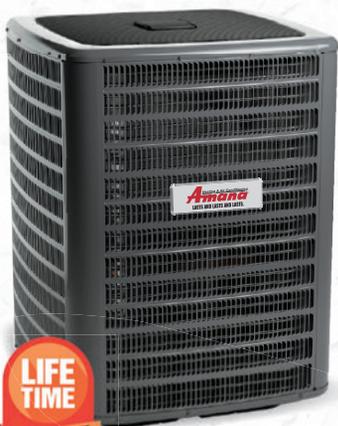
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Hello Beachwood Residents,

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*Michael Friedman • Beachwood Resident*

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## Celebrity Birthdays

May 6th George Clooney • 56  
Bob Seger • 71

May 8th Don Rickles  
Would have been 91

May 9th Billy Joel • 68

May 11th Salvador Dali  
Would have been 112

May 12th Steve Winwood • 69

May 13th Stevie Wonder • 67

May 18th Tina Fey • 46



## Ganley Proudly Supports Friendship Circle

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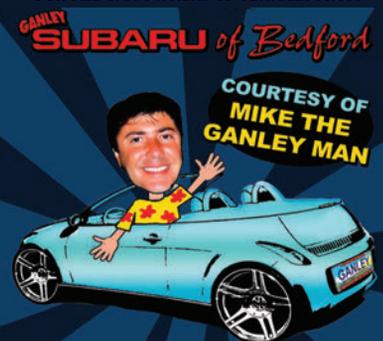
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# Corus Fitness Opens in Beachwood

On Wednesday, April 12, Corus Fitness, a revolutionary fitness studio that specializes in the efficient, Lagree Method of full-body sculpting workouts, held a ribbon-cutting ceremony to announce its opening in Beachwood. Corus is the first and only studio in Northeast Ohio featuring the patented megaformer machines.

Corus has 14 megaformer machines in a brand new, state-of-the-art rock n' roll inspired studio and offers more than 40 weekly classes. The 45-minute, total-body workouts leave your heart pumping and muscles shaking. The methodology is effective because it is intense on the muscles but gentle and safe on the joints and connective tissues.

The Lagree Method challenges all planes of motion and incorporates all the essential elements of physical fitness: strength, endurance, core, cardio, balance and flexibility. A popular workout of the Hollywood elite, the Lagree Method of fitness claims dedicated users such as Kim Kardashian, the

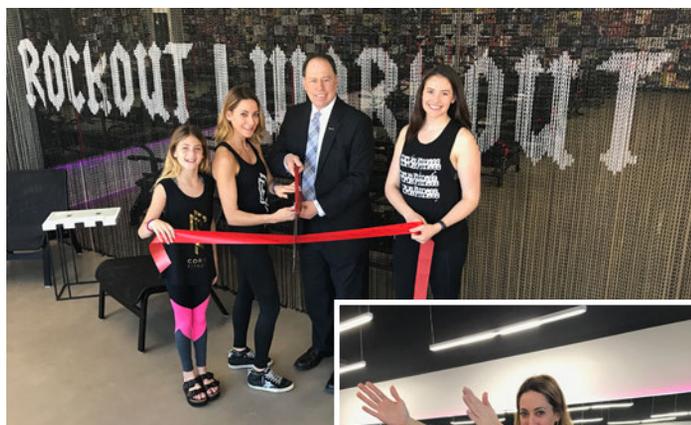
Victoria's Secret Angels, Michelle Obama, Lea Michele, Sofia Vergara and professional athletes.

The studio can accommodate 14 clients and each class is designed to feel like a private personal training session.

"Corus creates an equal playing field for everyone. Whether you are a professional athlete or starting a fitness regime, this workout is for you," says owner Hillary Zashin. "The classes never get easier and since we can adjust the megaformer tension, the machines make it impossible to plateau," says Zashin. Clients come from all walks of life, from professional athletes and weekend warriors to stay-at-home moms and business professionals.

In recognition of this day and of the opening of Corus Fitness, Mayor Merle S. Gorden and City Council proclaimed April 12, 2017 as Corus Fitness Day in the City of Beachwood.

Corus Fitness is located at 3365 Richmond Road, #230, in Beachwood. For more information, visit [www.corusfitness.com](http://www.corusfitness.com) or call 216.508.4014.



Above: After presenting a proclamation, Mayor Merle S. Gorden cut the ribbon with (from left) River Zashin, Hillary Zashin, and Jessica Holliday.



Right: Hillary Zashin demonstrates balance on a megaformer machine.

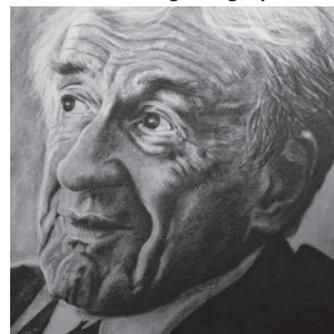
# Beachwood Residents Place First in Creative Arts Contest

**Jewish Federation of Cleveland, Kol Israel Foundation remember Holocaust with Yom Hashoah V'Hagvurah, Cleveland's Commemoration of the Holocaust and Heroism**

An estimated 1,000 Holocaust survivors live in the Cleveland area, and on April 23, our community honored these survivors and remembered those who perished during the Holocaust at the Jewish Federation of Cleveland and Kol Israel Foundation's Yom Hashoah V'Hagvurah.

As part of the Holocaust education curriculum, local schools entered the Yom Hashoah V'Hagvurah Creative Arts Contest, where students were invited to create original poems and visual arts pieces to incorporate this year's theme, "Stand Up, Speak Out: Stopping Persecution Then and Now."

Congratulations to Beachwood residents Mollie Goldman for placing first in visual arts category and Hanna Plotkin for placing first in the writing category.



"Elie Wiesel: Outspoken Survivor," by Mollie Goldman

## Alfa Romeo Grand Opening

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# Hoffmann Finishes Term as National NCJW President

By June Scharf

**D**ebbie Hoffmann, outgoing national president of the National Council of Jewish Women, never would have believed you if you'd told her that someday she'd be seated across a table from President Barack Obama at the White House, discussing the U.S.-Israel relationship. He shook her hand, then promptly introduced her to the guest of honor that day, former Israeli President and Prime Minister Shimon Peres, who was receiving a Congressional Gold Medal in 2014. She was one of 13 leaders of Jewish organizations present in the Oval Office.

The Obama connection was also manifest with invitations to the former administration's annual Hanukkah parties during her three years of service. Not bad for the BHS Class of 1972 member who first became a volunteer for the Cleveland section of NCJW in the late 1980s, and later served as a vice president, then president.

As long as a trail of names is being dropped here, it would be remiss to exclude Oprah Winfrey. Hoffmann was invited to a screening of a documentary series called *Belief*, produced by Oprah's OWN TV network, exploring different religious and spiritual practices across the globe. As the national president of NCJW, Hoffmann was included with other leaders of faith-based organizations to have dinner under a large tent at Oprah's estate in Montecito, California to discuss better understanding among different religions and cultures.

The glamour here belies the many hours of hard work Hoffmann dedicated to NCJW over her tenure as president. Last month, the Beachwood resident had the opportunity to reflect on her service at the NCJW national convention in Atlanta where the new president was installed. Before Hoffmann took the stage,

her daughter, Carly Hoffmann, 28, provided an introduction. In those remarks, Carly noted some of the qualities her mother brought to her work.

"My mom is not shy – she doesn't back down from a fight, and she's not easily intimidated. Over the past three years, I've seen countless examples of her strength and tenacity," Carly stated. She also recalled taking a few lessons while overhearing some of her mom's conference calls. "I learned so much about the importance of being critical but open-minded, and of constantly being curious."

The last time a member of the Cleveland section served as national president of the 125-year-old organization was in the 1960s, when Barbara Mandel, wife of Mort Mandel, held the position. At the national level, NCJW's thrust often relates to lobbying Congressional members in Washington, D.C. about a range of policy issues. Some of them include reproductive justice and expanding access to contraception, women's health, eliminating trafficking of women and girls, and providing safe havens for those who are able to escape.

"Through our sections across the country, we are advocating at the state level to develop legislation

that advances our social justice issues," Hoffmann explains.

NCJW takes an additional interest in issues facing Israeli women, such as the matter of marriage and the inability to have a civil ceremony. "Only rabbis perform the ritual. As a result, some people go to Cyprus as an alternative," she notes. The organization also funds small non-profits in Israel that help teach trafficked women a trade so they are more employable.

One focus for Hoffmann was creating a strategic plan to bolster grassroots involvement nationwide. "Our traditional strategies needed to be updated," she says. To women in their 20s and 30s who ask, "What can I do and how can I make a difference?" Hoffmann says this is a watershed moment in time.

"We need to work to stop policy-making that's against women, the poor and the immigrant population. At NCJW, we pursue justice and we give back." The organization approaches issues "using a Jewish lens and Jewish values," she adds.

"We need people to say what they think, and to get out there and not be afraid. Don't wait for another day!" Running for office is another route to involvement. Just to reinforce the possibilities, Hoff-

mann mentions, "I never thought I'd be the national president." And she never anticipated being mentioned by name in recorded remarks by Hillary Clinton, aired at the convention on the occasion of Clinton receiving an award.

---

*"We need to work to stop policy-making that's against women, the poor and the immigrant population."*

*~ Debbie Hoffmann, outgoing national president of the National Council of Jewish Women*

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At the ceremony, during Hoffmann's own remarks, she stated, "Wherever I have travelled, I have heard the same thing: the women of NCJW know how to get work done and can be depended on to do it. We have the power, knowledge and grassroots network to make a difference and to advance social change."

In a sentiment expressed by Clinton in her recorded segment that profoundly struck Hoffmann, Clinton declared: "I know you're just getting started." Hoffmann echoes that thought.



Debbie Hoffmann seated across a table from President Barack Obama at the White House, discussing the U.S.-Israel relationship. *Pictured Right:* Hoffmann at a screening of the documentary *Belief* with Oprah Winfrey.



# Mother's Day Gift Ideas

*Mothers hold their children's hands for a short while,  
but their hearts forever.*

*- Author Unknown*

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# Mother's Day Gift Ideas

## Lavish Color Salon



Lavish Color Salon, as the name suggests, is a salon that specializes in creating customized color for your hair. Whether you are looking to achieve dramatic tones, vivid highlights, one of the latest techniques – such as Balayage, Ombre, Sombre or Babylights (*pictured*) – or maybe just supreme gray coverage, our team can fulfill any request. We want you to have your very own signature color and our experts provide you with the time and attention necessary to create your dream hair.

Our color services go beyond hair color – we offer an amazing array of colors for your nails and a palette of the latest shades in make-up to enhance your eyes, lips and skin.

In addition to being color experts, we are at the top of our game when it comes to cut, style and smoothing services. Do you have an idea of what you want your hair to look like? Bring in a photo or come in for a complimentary consultation to personally discuss how you want your hair to look with one of our very talented and highly capable stylists.

Whatever your vision may be, we would love the opportunity to discuss, design and deliver. Call 216.378.9870 or email [appointments@lavishcolorsalon.com](mailto:appointments@lavishcolorsalon.com) to book an appointment, or to get mom a gift certificate for services this Mother's Day. We look forward to coloring your world at Lavish.

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Spend time with mom this Mother's Day – shopping. The thrill of the hunt for only \$20 or \$30 will be fun for both you and mom! While you're at it, bring in items that you are no longer wearing. We may buy them, and give you CASH on the spot!

Clothes Mentor provides you with great designer brands without the full designer price, and we sell apparel and accessories for all women: Sizes 0 – 26, petites, and maternity. Enjoy fresh, modern styles at great prices. Additionally, when shopping with us, you're also being green and kind to the environment by selling your clothing and buying some like-new pieces for yourself.

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Wood Trader, located at 13429 Cedar Road, just one block west of South Taylor in Cleveland Heights, is the perfect place to go for all your framing needs. From basic framing to gallery-quality treatments to custom fabrication, our portfolio of capabilities has grown over the past 40 years since opening our business. We recognize the individual uniqueness of our clients and focus on details to provide them with custom solutions. Whether you are in need of restoration on a family heirloom, are looking to complete a corporate collection or would like to frame that one special piece, Wood Trader is ready to help.

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Our services include framing, gilding, custom fabrication, sculpture bases/mounting, shadow-boxes and other speciality presentation solutions, and wall arrangements. Our showroom is also filled with beautiful works of art available for sale. Memories make the best gifts. Stop in today and have something framed for mom – something she'll treasure forever.

For more information, call 216.397.7671 or visit [www.woodtraderframing.com](http://www.woodtraderframing.com).



## Robert & Gabriel Jewelers



Robert & Gabriel Jewelers is a family owned business that has been proud to provide fine jewelry and beautiful giftware to the Cleveland area for more than 90 years. It is the ideal destination for finding the perfect piece of jewelry or giftware

for yourself, or for any special event, including graduations, weddings or the upcoming Mother's Day.

Our friendly staff is here to assist you in finding a beautiful bracelet, pendant, earrings, necklace or ring that your mother will love. You can choose from national designers, such as Coast, Voski Creations, Shula, Phillip Gavriel, Ayala Bar or Ann Marie Chagnon; or create your own design with Bruce Botnick, Ann Swope and our qualified staff.

Maybe mom would prefer a piece of stunning giftware by Nambe, Beatriz Ball, Peggy Karr, Badash or Michael Aram; and for those moms who always want to be on time, maybe a watch from Citizen, Citizen Signature or Movado would be the perfect gift. You can certainly make mom happy with a gift from Robert & Gabriel Jewelers.

For more information, call 440.473.6554 or visit [www.robertandgabriel.com](http://www.robertandgabriel.com).



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M-F 10-6 • Sat 10-5



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# Mother's Day Gift Ideas

## Celebrate the Traditions

by Barbara Strom

My three-year-old granddaughter, when asked what is special about today, will say, "Shabbat!" Mind you, she says this often, thinking that if the day is special, it must be Shabbat.

She is excited about her school day at the JCC on Friday when her class sings the traditional songs and prayers, and learns the meaning of the rituals. When she wakes from her nap on Friday afternoon, she looks forward to her special evening with family.

The Friday night meal is different than others. It begins with the lighting of special candles, the passing of the beautiful kiddush cup, the special cover on the challah, and the songs and prayers. Everyone in the family slows down to observe something spiritual. My granddaughter watches the candles' dancing flames; special words are said in Hebrew; the beautiful, braided bread is uncovered and served; and her mother and father say, "Shabbat Shalom," and hug and kiss her with special, whispered words of love.

Everyone is at peace as the flames continue to flicker until she goes to bed. This is magic. It happens every week and touches her little soul and memory. It is, and will always be, tradition.

Over the years I began finding traditional Judaica pieces that I consider to be heirlooms for our brides who register at La Bella Vita at Eton. At La Bella Vita, we celebrate the art of entertaining. Each piece is a work of art that functions for special occasions. Mother's Day is the perfect time to recognize our mothers for the traditions they bestow upon us and the traditions they love. Happy Mother's Day from La Bella Vita!

La Bella Vita is located inside the mall at Eton. For more information, call 216.292.3000 or visit [www.labellavitaohio.com](http://www.labellavitaohio.com).

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At La Bella Vita, we celebrate the art of entertaining. Each piece is a work of art that functions for special occasions.

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## Eastside Landscaping

Treat your mom to beautiful flowers this year – but not cut flowers that don't last. Have Eastside Landscaping's flower experts plant flowering shrubs and perennials that will bloom year after year, or additional annuals for that constant summer color!

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, patios, walls, fountains, outdoor kitchens and fireplaces to homes on Cleveland's east side for 30 years.

This year, think about how you can transform your mom's yard into her sanctuary. Imagine a walkway and stone patio transforming her yard to the ultimate outdoor living space. Today's patios now include built-in kitchens with gorgeous granite counter tops, grills with side burners and shiny stainless steel built-in appliances.

Why not consider an eating area and an outdoor living room complete with a fire pit, or a customized stone fireplace? Maybe a gazebo, pergola or a screened-in porch to extend your summer season?

When renovating the exterior of your home it requires the same amount of thought and consideration as any interior renovation. At Eastside Landscaping, all outdoor construction is designed and built "in house." As an integrated design-build team, Eastside professionals collaborate from the creation of the design through every aspect of construction in order to maximize the investment you are making on your home.

This spring, allow us to create a unique outdoor living space. At Eastside Landscaping, "Details Make the Difference. For more information, call us at 216.381.0070 or visit [www.eastside-landscaping.com](http://www.eastside-landscaping.com).

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This spring, allow us to create a unique outdoor living space.

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*See our portfolio at [www.eastside-landscaping.com](http://www.eastside-landscaping.com)*

# BHS Orchestra Travels Abroad, Heightening Cultural, Historical Knowledge

By June Scharf

**W**hile traveling in Budapest for the BHS string orchestra's seven-day trip to Austria and Hungary in March, sophomore Lily Steiger consumed langos, a Hungarian deep-fried flatbread adorned with some cheesy toppings. She was instantly smitten. In fact, she was so taken with the country's culture and historical sites that, upon her return, she began using the app Duo Lingo to teach herself Hungarian, also the language of her ancestors.

During her visit to the Austrian concentration camp Mauthausen, freshman Abby Adams stood before a nearly one-foot-tall book, listing roughly 80,000 names of those killed at the site. She took a moment to pursue a family hunch that despite their current Catholic upbringing, some relatives from Austria on her mom's side were actually Jewish. She found four people in the book with the last name Serafin, the one belonging to those relatives. It was a shocking, sad, surreal moment.

Despite having had only about six hours of sleep each night, senior Andie Cohen found the European travels incredibly mentally refreshing with exposures to extraordinary architecture and conversations with many of the natives.

The trip was truly an assault to all the students' senses.

Orchestra director Lisa Goldman and her assistant Noelle DeViney guided the 72

participants (of the 105-member orchestra) through a heavy rehearsal schedule in advance of their departure. Their three overseas engagements included performances at the Esztergom Basilica in Budapest (a jaw-droppingly-enormous space, students report), the Parish Church of St. Andra in Salzburg, and a cultural exchange with students at The Music School of Neulengbach, where they conducted a joint concert.

Students spoke of how they successfully connected with others through music, despite the language barrier. After one performance, "they gave us the thumbs up sign, and they smiled," says junior Nathalie Conn.

Senior Cameron Haynesworth noted that not many students can claim having the experience of performing in venues beyond school, such as in the church spaces. However, this initially presented some challenges associ-

ated with the reverberations. The students' timing was thrown and they were a measure off at first, but this is an expected circumstance, according to Goldman, and they quickly adjusted to the venue. Afterward, Conn says she "nearly cried, it sounded so good."

One stimulating aspect of the trip related to how many of the places the students visited had deep musical histories, including Mozart's birthplace in Salzburg and Franz Liszt's academy in Budapest. As a music enthusiast, senior Shitong Wu says it was great to witness these places.

Other excursions included a boat ride on the Danube ("great sites up on the hills," says sophomore Kyle Oliver) and a tour of the Schonbrunn Palace in Vienna ("visually stunning, with gold-plated everything," says junior Raya Holz).

In contrast, the trip to Mauthausen proved to be very emotionally arresting. "I was hyper-aware that

I was standing where the victims stood and died. They also looked out of the same windows and wanted to be free," says Conn.

Students dined as a group, on meals that often included strudel and schnitzel. Because of their frequent proximity to each other, Conn says she's closer now to orchestra members, and she's happy to have gained some new friends.

The group was accompanied by 13 parent chaperones, and though some students may have thought they'd "be attached at the hip," as Conn had anticipated, it was a flexible arrangement and they were busy every minute. "It felt like an escape, with no classes and being overseas," says Conn. "I haven't laughed so hard and so much in a single week," she adds. Students also said they enjoyed seeing their orchestra teachers out of the school context.

Getting to Salzburg, their first destination, was a long, 20-hour



Rehearsal at the Esztergom Basilica.



Grace and Tara Warner, inside the Esztergom Basilica.

journey, beginning with a drive to the Detroit airport, then flights to Frankfurt and Munich, concluding with a drive to Salzburg and sightseeing the same day.

*"I haven't laughed so hard and so much in a single week."*

~ Junior Nathalie Conn

Goldman has organized three previous trips, offered every three years. "Each time the energy is different, as are the kids and the sites," she says. But what remains the same, she says, is the special pleasure she feels when they all arrive at a destination and absorb the culture, architecture and history. It's almost like taking her own kids, she adds, since she's worked with many of these students for the past nine years.

Back to the food, which cannot be understated, according to several students.

"I cried when I ate some coffee pastry in Vienna," says senior Heli

Colmenares.

"I had three apple strudels in one day," Steiger mentions.

Because their hotel was next to a gelateria, well, many scoops were consumed but the flavors were in German, so they were often a mystery. And the freshness of the food! Senior Andie Cohen marveled at it, along with a farmer's market in Budapest that was "the West Side Market times 1,000." The culmination of all her experiences on the trip inspired in her a fervent desire to study abroad someday.

Adams says that she felt a certain pressure to represent students from the U.S. But she was a little surprised to hear from the students she interacted with in Vienna about the aspects of our country that they found appealing: Wal-Mart and pizza.

Ultimately, there was a consensus among the students on how the trip was a great break in their routines.

"Playing the same music repeatedly can make you feel jaded, but the trip brought it all to life," says Cohen.

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# CITY OF Beachwood Council Update

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GORDEN



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## NEW YORK BOND-RATING AGENCY AWARDS BEACHWOOD TOP RATING

New York-based Fitch Ratings has once again awarded the City of Beachwood with its highest credit rating of AAA, a rating the City's held since 2000.

Higher bond ratings mean reduced costs for the City when it sells bonds to raise money for municipal projects.

The most highly rated bonds are deemed to be the safest investment and thus carry lower interest rates. Those lower rates mean less cost for us to retire the bonds.

"Financial resilience comes from a combination of ample revenue-raising flexibility and closely managed expenditure controls, supplemented by the City's maintenance of a high reserve cushion," Fitch noted in a report about Beachwood's finances.

Fitch also noted Beachwood's "...excellent institutionalized financial management practices, moderate long-term liability burden and stable economic underpinnings."

Mayor Merle S. Gorden said the top bond rating came after an objective and thorough review of our City's finances by Fitch.

"It's gratifying Fitch acknowledges the City of Beachwood's fiscal discipline and well-run municipal operations," Mayor Gorden said. "We work very hard to provide our residents and businesses with the best services we can, while searching for ways to be more efficient."

The Fitch bond rating report also noted:

- The City's rate of expenditure growth is expected to be in line with revenue growth.
- Per capita income in Beachwood is about double the state of Ohio's average.
- Public safety is the primary City expenditure, comprising about 46% of general fund spending.



## City Contact Information

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25325 Fairmount Boulevard  
Beachwood, Ohio 44122

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www.beachwoodohio.com



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CLERK OF COUNCIL  
216.595.5493

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

## NEW FIRE STATION

Beachwood is positioning its safety services for a strong future with a new fire station offering residents and businesses superior service for decades to come.

The \$9.7 million construction project will begin soon and the facility is anticipated to open in late 2018.



The new Fire Station 2, to be built at the northeast corner of Richmond Road and Park East Drive, will serve as four facilities in one:

- Police and fire dispatch center
- Police and fire training center
- Emergency operations center
- State of the art fire station

The new structure will be able to accommodate even more growth in dispatching. Beachwood could accept dispatch responsibilities from other cities – which would generate revenue. We already have an arrangement with Pepper Pike to provide dispatching services. As cities look toward regionalization as a way to cut expenses, this new fire station will mean that Beachwood is well-positioned for the future.

We have a very positive attitude toward our business community, knowing that therein lies the wherewithal to provide residents and businesses alike our high quality services. The new fire station is an excellent example of how cooperation between us and our businesses yields benefits for all of our residents and employers.

It's estimated that 90% of the City of Beachwood's tax revenues are generated by city's businesses.

Beachwood is home to more than 2,500 businesses and nearly 12,000 residents. An estimated 100,000 people pass through Beachwood daily. Our safety forces have to be ready to react to a wide array of possible calls. This new fire station will help ensure Beachwood is prepared to continue its excellent safety services far into the future.

## BEST PLACE TO RETIRE IN OHIO

According to a study by Smart Asset, Beachwood earned a #1 ranking as the best place to retire in Ohio. The study rates cities by their tax friendliness, recreational & social opportunities for seniors and availability of medical care.

## UPCOMING MEETINGS

### CITY COUNCIL

Usually meets the first and third Mondays of each month at 7:00 p.m. Upcoming meeting: Monday, May 15. 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, May 25. Questions? Call 216.292.1914.

### ARCHITECTURAL REVIEW BOARD

Meets at 5:30 p.m. Upcoming meeting: Monday, May 15. 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.

**THE POINTS OF ART • MAY 5 – 28**

Featuring *Jodi Ashe-Crossley, Dara Harper, Diane L. Johnson and Darrell Kent*

Opening Reception:

Sunday, May 7 from 1 – 2:30 p.m.

FREE

## OF SPECIAL NOTE

The Service Department will be closed on Monday, May 29 in honor of Memorial Day. Rubbish pick-up will be pushed ahead one day throughout the week.

## SKILLUP COUNTY TRAINING FOR SKILLED JOBS

SkillUp is Cuyahoga County's new and innovative service to create customized training plans so employers can train workers for their skilled jobs. SkillUp acts as a broker to help the employer identify the training providers, coaches employees to help them succeed and reimburses employers for some of their out-of-pocket costs for training. Employers can SkillUp existing, new or temporary employees.



How it works:

1. Employers identify the technical skills they need
2. SkillUp helps employers create a structured training plan to develop those skills
3. Employers pay wages and training costs
4. Employer gets reimbursed for approved training-related expenses

To learn more, call (216) 443-6930.

## MASTER PLAN ADVISORY COMMITTEE

The Beachwood Master Plan was created to act as a framework for future development of the City. It is a vehicle to allow us to prioritize these detailed action items. City Council has created a Master Plan Advisory Committee.

The committee consists of Mayor Merle S. Gorden and the following individuals (from left): Brian Linick, Martin S. Horwitz, William Griswold, Orry Jacobs, Bryan Zabell, Susan L. Hirsch and Larry Coven.



The entire Master Plan can be viewed at [www.beachwoodohio.com](http://www.beachwoodohio.com) under the "About Our City" tab.

## BE PART OF BEACHWOOD'S LEGACY

Beachwood will be appointing a seven member Charter Review Commission to review the City of Beachwood Charter. Our Charter defines its governing system and acts as its constitution. Chartered cities are permitted more latitude in governance. The Beachwood Charter can be viewed at [www.beachwoodohio.com](http://www.beachwoodohio.com) under the "Government" tab.

The City of Beachwood Charter Review Commission will be tasked with reviewing the City's Charter and making recommended changes to City Council for consideration. The last formal review of the Charter was completed in 1999. Any City Council approved changes will go before voters in 2018.

If you are interested in volunteering, please submit a letter of interest along with a resume or biography to the Clerk of Council via email at [whitney.crook@beachwoodohio.com](mailto:whitney.crook@beachwoodohio.com). Interested individuals must be residents and registered voters.



## 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)

# Council Update

## MULCH NOW AVAILABLE TO RESIDENTS

**\$2 A BAG**

Beachwood produces mulch from the brush it collects from our community. The City is offering mulch to residents for \$2 per bag. Mulch can be purchased at the Service Dept., 23355 Mercantile Road, Monday – Friday, 7:30 A.M. – 3:30 p.m.



## 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 Resident Season Membership – \$25.00  
Senior Resident Day Pass – \$3.00  
Senior Non-Resident Guest 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.

## FREE PERSONAL SHRED DAY FOR RESIDENTS

**FREE**

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 • 9:00 A.M. – 12 NOON**

**BEACHWOOD COMMUNITY CENTER  
PARKING LOT**

## FERTILIZER SAFETY

When fertilizing, please make sure fertilizer stays on the lawn and is cleaned from sidewalks, driveways and streets. Chemicals also pose a health threat to pets. Failure to remove granules from previously mentioned locations is a violation of Ohio Pesticide Law.



## OHIOCHECKBOOK.COM

The City of Beachwood is now registered at OhioCheckbook.com, a first-of-its-kind government transparency website that shows taxpayers exactly how their tax money is being spent. This initiative was created by the Ohio Treasurer's Office, setting a new national standard for transparency in state and local government.

BEACHWOOD COMMUNITY RECREATION THEATER  
PROUDLY 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** - Cash Only  
Available at door 30 minutes prior to curtain  
\$7 Students/Seniors - \$8 Adults  
Questions? (216) 292-1970

**CITY OF Beachwood**  
Disney's Beauty and the Beast is presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI. www.MTIShows.com

## 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.

### 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)

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

### 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.

## MUFFINS WITH THE MAYOR

Join Mayor Gorden while you enjoy a muffin and coffee. Mingle and munch as we celebrate May as “Older Americans Month.” Wednesday, May 10 at 10 AM in the Beachwood Community Center. Free and open to the public.



# 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

**Code RED**

**WATCH RECORDED CITY MEETINGS**  
LIVE STREAM ON WEB  
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## BEACHWOOD HONORS SOLDIERS

The City of Beachwood will once again be creating a field of American flags to honor and commemorate Memorial Day.

“It will be a tribute to the true meaning of Memorial Day and a powerful message of support for families of these fallen heroes,” expressed Mayor Merle S. Gorden.

View the display at Beachwood City Hall (on the lawn opposite Fire Station #1) the week before Memorial Day.

# Best Defense against Colon Cancer is a Strong Offense



Jeffrey Parks, MD

**G**ood news on the heels of National Colorectal Cancer Awareness Month in March: Colorectal cancer rates are down among older Americans.

Colon cancer incidence in people age 50 and older has fallen by 30 percent in the last decade, according to the American Cancer Society. "One of the main reasons is that more people are undergoing colonoscopy, which means that colorectal polyps that could develop into cancer are being found more often and removed," says Jeffrey Parks, MD, Chief of the Division of General Surgery at University Hospitals Ahuja Medical Center.

## Be Proactive

Although the latest surgical techniques and advances in chemotherapy and radiation therapy have boosted colon cancer survival rates, it's important to understand that colon cancer is preventable, Dr. Parks stresses. "Colonoscopy is the most powerful defense we have against this disease," he says.

To meet the needs of a wider variety of patients – and encourage colon cancer screening, UH Ahuja Medical Center now offers virtual colonoscopy as well as the conventional version. Virtual colonoscopy uses CT technology to give the doctor an inside view of the colon. It is totally noninvasive, takes only about 10 minutes to complete and does not require any sedation or recovery time.

Dr. Parks recommends that anyone over the age of 50 talk to

his or her primary care physician or a digestive disease specialist about scheduling a colonoscopy. "Ninety percent of people diagnosed with colon cancer are older than 50, so it is particularly important for men and women in that age group to take action," he adds.

## The Earlier the Better

As with any type of cancer, colon cancer is most treatable in its early stages. Most early-stage colon cancers can be detected by colonoscopy and are successfully treated with surgery alone. "The usual procedure is a bowel resection in which the section of the colon that contains the cancer is removed, and the colon is reconnected surgically," Dr. Parks explains.

Returning to normal activities and diet can take several months after surgery, depending on the patient's age and general health. "Recovery is a gradual return to normal," Dr. Parks says. "Most patients recover completely without any lasting effects on their diet or digestion."

Patients with more advanced stages of colon cancer may need a combination of surgery, chemotherapy and radiation therapy. Because the risk of the cancer coming back is higher for advanced-stage colon cancer, the care plan for these patients also includes a schedule of cancer

screenings and testing after treatment is completed.

The UH Digestive Health Institute at UH Ahuja Medical Center offers comprehensive diagnosis and treatment for patients with colon cancer, as well as screening. Most major insurance plans provide coverage for conventional colonoscopy for cancer screening; they usually do not cover virtual colonoscopy. To make this option more affordable, UH Ahuja Medical Center has reduced the price to \$199. A doctor's order is required for a colonoscopy.

To schedule an appointment with a UH Ahuja Medical Center digestive disease specialist, call 1-866-UH4-CARE (1-866-844-2273).

## American Cancer Society Colon Cancer Screening Guidelines

- People at average risk for colon cancer should have a colonoscopy every 10 years or a virtual colonoscopy every five years, starting at age 50.
- If you have a family history of polyps or colon cancer, talk to your doctor about starting screening at a younger age.

**"One of the main reasons is that more people are undergoing colonoscopy, which means that colorectal polyps that could develop into cancer are being found more often and removed," says Jeffrey Parks, MD, Chief of the Division of General Surgery at University Hospitals Ahuja Medical Center.**

# BEACHWOOD CITY SCHOOLS

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## Beachwood Musicians Entertain in Europe, Orlando Over Spring Break

THIS YEAR'S TRIP to Salzburg, Vienna, and Budapest was both a musical and intellectual journey. We walked the same streets as Franz Liszt and W.A. Mozart once did. We held concerts in 19th century cathedrals, took a night cruise along the Danube, slid down slides in the Salzburg salt mine, and tried Austria's famous sachertorte—a chocolate cake that must be eaten mit schlag (with whipped cream).

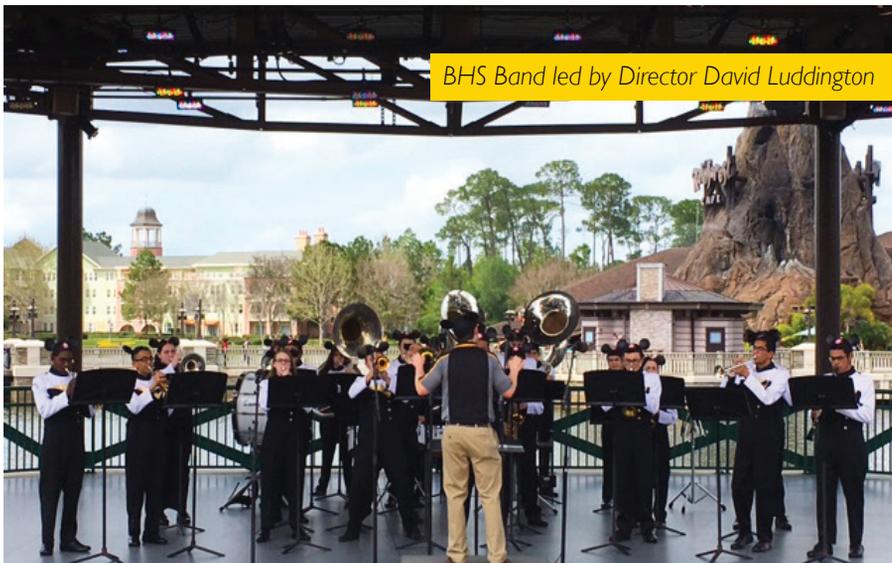
It was reliving freshman year European History through a personal experience. What an amazing way to end our Senior year of Orchestra.

*Swathi Srinivasan and Julia Warner*

*BHS Orchestra led by Director Lisa Goldman and Assistant Director Noel DeViney*



*BHS Band led by Director David Luddington*



FROM SEARCHING FOR Hidden Mickeys, to performing at Disney Springs, and learning about the Space Shuttle Atlantis, the Beachwood Band's Disney trip was truly an unforgettable experience. The Beachwood Band is already a tight knit community but as we bonded together on the bus and explored Florida together, I found myself closer to my band mates than ever before.

When I joined band, I was told my only regret would be not having joined band sooner. As I performed for the last time with my mellophone, I realized what a true statement that was. It was a great trip with great people.

*Simone Rackmill*

*Senior French Horn and Mellophone*



## ADMINISTRATION

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# Beachwood Middle School Tops the Charts in Math Competition



The Ohio Math League contest consists of 35 multiple choice questions that students must complete in 30 minutes. Each

school's "team" is determined by the top five scores in each grade level. Beachwood placed among the highest scores in the state. Students are coached by Beachwood Middle School math teacher **Amy Hazelton**.

### 6TH GRADE

4th place out of 51 Ohio schools and 3rd place in region  
**Lindsey Wang and Kai Zheng**

### 7TH GRADE

3rd place out of 46 Ohio schools and 3rd place in region  
**Evelyn Zhang, Sameera Shah, David Kuang, Christian Wu, Jamie Park**

### 8TH GRADE (Pictured)

2nd place out of 43 Ohio schools and 1st place in region  
**Yang Yu, Jake Lawrence, Peter Soprunov, Jeremy Leizman, Vivian Marmmerstein**

# Two Beachwood Teams Qualify for Destination Imagination Global Competition

The results are in from the Destination Imagination state tournament and two Beachwood teams qualified to continue to Globals in Tennessee next month.

After finishing in 2nd place in the world last year, the 9th grade team of **Max Steiger, Jack Brewer, Adam Charnas, Jordyn Zawatsky and Gabe Colmenares**, coached by **Darby Steiger and Stephanie Colmenares**, qualified to compete again.

Qualifying for the first time is a fourth grade Hilltop team, made up of team members **Reign Robinson, Radha Pareek, Emma Wang, Amy Zhou and Shreya Chellu**, and coached by parents **Jin Zhang and Bill App**. Congratulations, teams!



**9th grade team** from left to right:  
 Darby Steiger, Max Steiger,  
 Jack Brewer, Adam Charnas,  
 Jordyn Zawatsky, Stephanie Colmenares,  
 Gabe Colmenares



**4th grade team** from left to right:  
 Reign Robinson, Radha Pareek,  
 Emma Wang, Amy Zhou,  
 and Shreya Chellu

# HS Science Olympiad Places 7th in State Tournament



Congratulations to the High School Science Olympiad Team on their 7th place finish at the State Tournament last month, their best finish in more than 5 years.

Competing against 40 of the best teams in the state, the team also had several individual placements during the competition as well. The team is coached by Middle School science teacher **Alise Stawicki**.

<b>Ecology</b>	<b>3rd</b>	<b>Jing-Jing Shen &amp; Greg Glova</b>
<b>Hydrogeology</b>	<b>3rd</b>	<b>Jing-Jing Shen &amp; Cameron Haynesworth</b>
<b>Invasive Species</b>	<b>3rd</b>	<b>Jennifer Yen &amp; Greg Glova</b>
<b>Optics</b>	<b>6th</b>	<b>Yuke Zheng &amp; Cameron Haynesworth</b>
<b>Robot Arm</b>	<b>3rd</b>	<b>Yuke Zheng &amp; Daniel Mishins</b>

# Beachwood Chamber of Commerce Awards Program

Wednesday, May 31 • 4-6 pm • Keynote Speaker: Pete Fierle



Pete Fierle (pronounced FEAR-LEE) joined the Pro Football Hall of Fame in April 1988. A current member of the company's executive team, he was promoted to chief of staff and vice president of communications in January 2016. He had served as vice president of communications and special assistant to the president since June 2014.

Fierle oversees the Hall of Fame's public relations and communications efforts that include sharing the message of the Pro Football Hall of Fame's important mission to honor the heroes of the game, preserve its history, promote its values and celebrate excellence everywhere. His responsibilities also include providing content for the Hall of Fame's website, ProFootballHOF.com, and editorial materials such

as the annual *Pro Football Hall of Fame Yearbook* magazine and other publications. Under his direction, the reach of publicity for the Pro Football Hall of Fame has grown significantly.

In addition to overseeing external communications, he coordinates internal communication and major company projects as directed by the office of the president.

Prior to his current capacity, he was the Hall of Fame's manager - digital media/communications. In that role, his responsibilities included overseeing all aspects of the Hall's dynamic website from programming, promotion and development for the site in addition to serving as the editor and writer. He also was responsible for the day-to-day management of the Hall of Fame's Ralph Wilson Jr. Pro

Football Research and Preservation Center, the world's largest archive on pro football.

In 2014, Fierle was bestowed the Ralph Hay Award by the Pro Football Researchers Association in recognition of "lifetime achievement in pro football research and historiography."

Before he joined the Hall of Fame, Fierle worked temporarily in the programming department at ESPN in Bristol, Connecticut. He also served internships at WIVB-TV in Buffalo, New York and in the public relations department of the Buffalo Bills in Orchard Park, New York. From 1981-1990, he worked as a statistician and spotter for NBC's telecasts of Buffalo Bills games.

Fierle is a current member of the Canton Strategy Group, a committee of business leaders shaping the vision for a growing city. He

also serves on the Board for Leadership Stark County that offers various programs to fulfill its mission of developing a corps of motivated leaders. Fierle is a former longtime member and officer of the board of directors for the International Sports Heritage Association (ISHA).

A native of Buffalo, New York, Fierle has a B.A. degree in Speech Communication from Ithaca College. He and his wife Debbie, a school case manager for special services, are the proud parents of daughter Hannah and son Jake.

There's a lot going on at the Pro Football Hall of Fame and the Beachwood Chamber of Commerce invites you to hear about it first hand. *For complete information, see page 37.*

## 5 de mayo fiesta at Tres Potrillos



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# 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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## Men of Fairmount Temple Honored

On Saturday, April 1, more than 100 guests filled Montefiore's Maltz Auditorium to honor the Men of Fairmount Temple Mitzvah Corps for 50 years of volunteer service to Montefiore residents. Speakers included Beachwood Mayor Merle S. Gorden, Montefiore president and CEO Seth Vilensky, Lester Potash and Barry Jacobs of the Men of Fairmount Temple, and Rabbi

Joshua Caruso and Cantor Sarah Sager of Fairmount Temple. Members of the Yiddishe Cup Klezmer Band provided entertainment to all who came to celebrate, including many residents, their families and congregants from Fairmount Temple. Montefiore paid special tribute to Ed Broidy who, at age 94, has been volunteering the longest and said he's "considering retirement."



From left: Lester Potash, president of the Men of Fairmount Temple; City of Beachwood Mayor Merle S. Gorden, Barry Jacobs, chair of the Mitzvah Corps; Seth Vilensky, Montefiore president and CEO. Photo credit: Marc Golub

## From the Women of Fairmount Temple

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

### Tuesday, May 9 Fairmount Temple

Diane Lavin will discuss "First Families of the Bible," at 10:30 am in the library. Lunch follows at noon. For reservations, please call Phyllis Henry at 440.461.7921 on Thursday or Friday prior to the May 9 date. Lunch will consist of soup and a salad for \$10.

At 1 pm, Devorah Alevsky will speak about how the Kosher Food Pantry is "Leading the fight against Hunger." The afternoon discussion is free and open to the community.

### Tuesday, May 16 • 7 to 8:30 pm Fairmount Temple

Chef Tim McCoy of the Paganini School of Cooking will demonstrate how to prepare delicious al fresco meals. This program is free and open to the community.

### Tuesday, June 6

The Women of Fairmount Temple's last event of the 2016-17 season will be their Spring Luncheon at Landerhaven, with entertainment provided by singers Claire Connelly and Robert Pierce. New officers and board members will be installed at this luncheon.

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## From the Federation

### Women's Philanthropy Spring Luncheon

The Jewish Federation of Cleveland invites you to attend the Women's Philanthropy Spring Luncheon, one of its most popular events of the year. Connect with keynote speaker Sharon Tal, designer of Maskit, Israel's luxury fashion brand. Plus, join as they honor Gayle Horwitz, this year's recipient of the Irene Zehman Volunteer Award.

The event will take place Thursday, May 18, from 11:30 am – 1:30 pm, at Landerhaven.

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



Gayle Horwitz



Sharon Tal

### 9th Annual Summer Soirée

Jewish Federation of Cleveland's Young Leadership Division and JCLE present its 9th Annual Summer Soirée.

Enjoy refreshing summer cocktails, an awesome DJ, great food, and more. The event takes place Thursday, June 8, from 7:30 pm – 12:30 am, at the Acacia Clubhouse, 26899 Cedar Road, Lyndhurst.

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



At last year's Summer Soirée, co-chairs Alyssa Rothstein, Chad Leikin, Melissa Friedman and David Leb toasted to summer.

## Beachwood Arts Council

Enjoy the arts in Beachwood! The following programs take place at the Beachwood Community Center.

### 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. Pre-registration is required. Please call 216.595.3400 and leave your name and phone number, and a volunteer will get back to you shortly.

### Debi Lewin Concert • Sunday, May 21 • 2 – 3 pm

Enjoy an afternoon of Broadway and popular show tunes sung by vocalist and entertainer Debi Lewin, who has performed in Las Vegas; has sung vocals with Eric Carmen, Michael Stanley and the Beau Coup Band in Cleveland; and has performed with many other well-known singers across the country. Free and open to the community.



### BAC Annual Meeting • Tuesday, June 6 • 7 pm

Past BAC programs and future BAC events will be discussed at this annual meeting. Meet the recipient of the Si Wachsberger Arts Scholarship Award. Entertainment and refreshments to follow. Free and open to the community.

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# CSU's AHA! Festival

## A Three-Day Extravaganza of Storytelling Through the Humanities and Arts

The Cleveland State University/Playhouse Square neighborhood will come alive with words, music, theater, dance and art on Wednesday through Friday, June 7, 8 and 9, as CSU inaugurates the AHA! Festival: Arts and Humanities Alive! AHA!, the first of its kind in Ohio, brings world renowned authors, performers and Pulitzer-Prize winning celebrities for a celebration of storytelling and a wide ranging exploration of what our stories tell us about ourselves.

A day long, outdoor Book Fair along Euclid Avenue, from 14th -17th streets, kicks off the Festival and includes an event every hour from 11 am to 8 pm. Events include a children's area

with storytelling and performances, adult authors and publishers, interactive exhibits, local libraries and bookstores, along with food trucks and entertainers.

Presented in partnership with Playhouse Square, AHA! Festival is made possible thanks to a generous gift from Myra and Darwin Smith. Former chairman of the National Endowment for the Arts, John Frohnmayer, will be the resident curator for the Festival acting as host and discussion leader, and Tom and Joanie Adler will serve as honorary co-chairs. Katie Shames is the Festival Producer.

For event tickets and a full listing of events, dates and times, visit [www.ahacsu.com](http://www.ahacsu.com).

# Welcome to Medicare

The Ohio Department of Insurance is holding a series of free "Welcome to Medicare" presentations in Cuyahoga County to help soon-to-be Medicare recipients learn about coverage options. On Monday, May 8 at 6 pm, the program will take place at the Beachwood Community Center.

Topics will include Medicare Part A and B benefits, the Part D prescription drug benefit, Medicare Supplement plans, Medicare Advantage plans, financial assistance, and key deadlines.

"These events are a great resource for Ohioans who are seeking information about Medicare coverage," said Lt. Governor Taylor, also director of the Ohio Department of Insurance. "Future Medicare recipients will come away from these events better prepared to select coverage that best suits their budgets and healthcare needs."

In 2016, the department was ranked #1 in the nation and saved

Ohioans \$28.8 million by assisting people to compare and select appropriate plans and connecting individuals with financial assistance programs.

You are eligible for Medicare if you or your spouse worked for at least 10 years in Medicare-covered employment, you are 65 years or older, and a citizen or permanent resident of the United States.

If you are not 65, you might qualify for coverage if you have a disability or end-stage renal disease (permanent kidney failure requiring dialysis or transplant).

For those unable to attend this event, the department is offering "Welcome to Medicare" Facebook Live events at [www.facebook.com/OSHIIP](http://www.facebook.com/OSHIIP) and webinars viewable via [www.insurance.ohio.gov](http://www.insurance.ohio.gov). Visit the department's website for additional event listings. For more information, contact the OSHIIP department at 1.800.686.1578.

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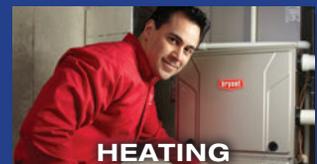
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## JLI Will Commemorate 50 Years Since Israel's Six-Day War

One fateful week in June 1967 redrew the map of the Middle East. Fifty years later, Israel continues to face numerous existential threats.

Beginning Tuesday, May 9, 7:30 pm, Rabbi Shmuli Friedman will offer a fascinating new six-session course from the Rohr Jewish Learning Institute (JLI) called *Survival of a Nation: Exploring Israel Through the Lens of the Six-Day War*.

Commemorating 50 years since the Six-Day War, the course invites participants to experience a captivating account of what was at the time considered by many to be the most improbable and astonishing victory in all of military history.

"Traditionally, Jews maintain a fervent allegiance to Israel and also lobby against human rights violations around the globe," said Friedman. "This course explores the compatibility of these two values, examining Jewish perspectives on controversial human rights accusations leveled against Israel."

If Judaism is a religion of ideas, why do Jews care so much about land? Why does Israel perpetually raise the ire of the entire world? And what are the ethics of preemptive strikes and collateral

damage? The course also inquires how Israel might protect itself against an enemy that uses human shields, and explores Jewish positions about Israel's moral obligation concerning territories captured in the Six-Day War.

"In *Survival of a Nation*, modern history meets contemporary controversy," explained Rabbi Zalman Abraham of JLI's Brooklyn headquarters, "The thrilling historic narrative raises questions about morality and the prospect of peace in the Middle East that began—or were highlighted during—the Six-Day war and remain unresolved."

Like all JLI programs, this course is designed to appeal to people at all levels of knowledge, including those without any prior experience or background in Jewish learning. All JLI courses are open to the public, and attendees need not be affiliated with a particular synagogue, temple, or other house of worship.

Interested students may try one class free! Call 216.282.0112 or visit [www.myJLI.com](http://www.myJLI.com) for registration and for other course-related information. JLI courses in Cleveland are sponsored in part by the Fund for the Jewish Future of the Jewish Community Federation of Cleveland.

## Park Synagogue Holds Annual Mitzvah Day

Reach out and help people in need in our Cleveland community! Park Synagogue is holding its annual Mitzvah Day on Sunday, May 21, and encourages everyone to volunteer for one of 27 different projects that are being offered. Volunteers of all ages are needed to donate blood; reach out to children, adults, and seniors; help with hunger projects; offer a hand with packing and delivery, gardening and clean-

up, and pet projects; make fleece blankets for homeless teens; stuff heart pillow for breast cancer patients; and much more.

Some projects will be held at Park Synagogue East and others out in the community. For more information and to register for a Mitzvah Day project, please contact Ellen Petler, Park Synagogue program and volunteer director, at [epetler@parksyn.org](mailto:epetler@parksyn.org) or 216.371.2244 ext. 122.



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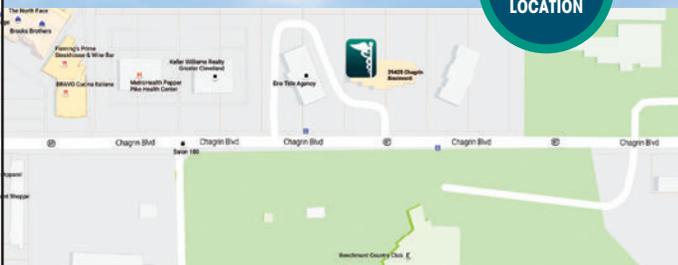
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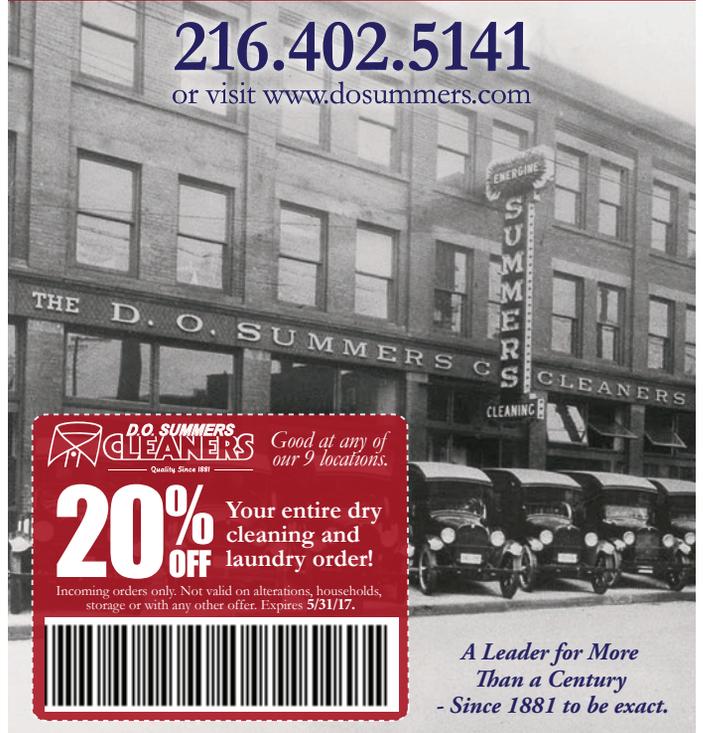
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# News from Montefiore

## Attention Parents of High School Students – Auditions Now Open – Your Student Could Win \$10,000 in College Scholarships!



If your high school student loves to sing or rap and wants to showcase his or her talent in front of a large audience – and if you can

imagine him or her performing on stage under Playhouse Square lights – you'll want him or her 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 auditions to [shiningstar.org](http://shiningstar.org), now through July 1, 2017. In-person auditions will follow.

For more information, visit [shiningstar.org](http://shiningstar.org) or contact Debbie Rothschild, Montefiore Foundation director, at 216.910.2633 or [drothschild@montefiorecare.org](mailto:drothschild@montefiorecare.org). Event proceeds will benefit memory-care services offered by Montefiore and The Weils, nonprofit organizations and leaders in senior healthcare.

## Montefiore's 135th Annual Meeting "Shining Through the Years" • May 24 at 7 pm

All are welcome to attend Montefiore's 135th Annual Meeting, "Shining Through the Years," on Wednesday, May 24 at 7 pm, in Montefiore's Maltz Auditorium, located at One David N. Myers Parkway, in Beachwood. This event is free and open to the community.

Meeting highlights include: Remarks from president and CEO Seth Vilensky on "Committed to Caring," presentation of the Harley I. Gross Presidential Award, election of the board of directors, honoring Margo Vinney as a life director, honoring outgoing board chairs, remarks from board chair Lawrence Mack, who will speak on "Looking Back & Moving Forward," and employee recognition.

Please RSVP by Wednesday, May 17, to Sharon Castro, executive assistant, at 216.910.2658 or email [scastro@montefiorecare.org](mailto:scastro@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', then go to 'Apply Online'. All applicants will be screened and asked for two letters of reference. The registration deadline is Friday, May 19.

## Montefiore 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 inter-generational 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 Wednesday, May 10. For more information, contact Diane Weiner, volunteer manager, at 216.910.2741 or email [dweiner@montefiorecare.org](mailto:dweiner@montefiorecare.org).

# Programs at The Gathering Place

The Gathering Place is a cancer support center that provides free programs and services to help individuals and families currently coping with the impact of a cancer diagnosis in their lives. Programs are provided for adults, teens and children and include support groups, family and individual support, a lending library, a wig salon, exercise programs, hands-on cooking classes, art therapy and more. The Gathering Place has locations in Beachwood and Westlake. Visit [www.touchedbycancer.org](http://www.touchedbycancer.org) for a listing of all programs and services or call 216.595.9546 to talk with a staff member. Upcoming Beachwood programs, listed below, require advance registration by calling 216.595.9546 unless otherwise noted.

### Prostate Cancer

#### Information Session

Thursday, May 11 • 5:30 – 6:15 pm

No registration required

For men (only) diagnosed within the past 6 months.

Connect with others on the journey, learn about resources, ask questions.

### Understanding

#### Your Blood Counts:

#### For Those with

#### Blood Cancers

Monday, May 15 • 6:30 – 8 pm

Presenter - Stevie Gutin, RN

### Dragon Boat Orientation

Saturday, May 20 • 12 – 2 pm

Merwin's Wharf

Learn about the support and fun cancer survivors and their partners have paddling together on the Cuyahoga. Weekly practices on the Cuyahoga will be on Wednesday evenings beginning in June.

### Coping with Genetic Risk

Mondays, June 5, 12 and 19

6:30 – 8 pm

For people who do not have cancer but have tested positive for genetic risk for any type of cancer. Topics include managing fear and stress, movement-based mindfulness and understanding the role of nutrition and exercise.

# ORT America 5th Annual Next Gen Trivia Night

**Proceeds Go Toward  
ORT Educational Programs**

ORT America Next Gen will host a trivia night at 7 pm on Thursday, May 18, at Winking Lizard Tavern in Bedford. Proceeds will support the Ohio Region's current project of renovating the Science Building at Kfar Silver Youth Village in Israel.

In its fifth year, Trivia Night will begin with a silent auction where participants can bid on items donated from local businesses.

"Trivia Night is not only fun, but it gets young people involved and thinking about ORT, an important organization that has such a deep history in Cleveland," said co-chair Eric Synenberg. "What better way to do that, than to host an event as unique as this."

Tickets include a buffet, open bar, and the chance to win gift certificates, gift cards, memberships, or other merchandise with your team of six. Teams can be formed prior to or on the night of the event.

"I've been to this event several times," said co-chair Alex Kadis. "I keep coming back and recruiting all my friends because it's a chance to do enjoy ourselves and raise money, which I know will go to helping those who can't afford a good education."

Tickets are \$25 in advance, and may be purchased through Eventbrite.com by searching "ORT America 5th Annual Next Gen Trivia Night," or by calling the ORT America office at 216.464.3022. Tickets are \$30 at the door.

The Ohio Region of ORT America is rooted in Jewish Heritage and values. Its mission is to raise funds to support educational programs that enrich entire communities by teaching marketable skills that empower students of all faiths to attain success and live with dignity. Proceeds will help ORT meet the needs of the 300,000+ students that turn to ORT every day for the education they need to succeed.

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To find out more, contact Ivy Kopit, manager of senior living admissions, at **440.996.0504** or [ikopit@theweils.org](mailto:ikopit@theweils.org).

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## Five Star Sensation



Cleveland's most celebrated benefit, Five Star Sensation, features more than 80 acclaimed chefs and vintners from around the world. Michael Symon, renowned Iron Chef and co-host of ABC's *The Chew*, leads this year's Five Star Sensation as the event's Host Chef.

Five Star Sensation, Northeast Ohio's premier food and wine event, has raised more than \$18 million for University Hospitals (UH) Seidman Cancer Center since the event began in 1987. Tickets are now available for this extraordinary celebration of food and wine to be held Saturday, June 24, at Cuyahoga Community College in Highland Hills. The evening includes live music, dancing, a silent auction, wine pull and more.

This year's event co-chairs are Kathleen Coleman and Debra Wert. Sean Richardson, president of Huntington Bank's Greater Cleveland Region, is corporate chair. Huntington Bank is returning for the sixth time as presenting sponsor.

Acclaimed Cleveland chefs in attendance this year include: Doug Katz (*Fire*), Paul Minnillo (*Flour*), Jonathon Sawyer (*Green House Tavern*) and Rocco Whalen (*Fahrenheit*).

For more information or to purchase sponsorships and/or tickets for Five Star Sensation, visit [www.fivestarsensation.org](http://www.fivestarsensation.org).

## What We Can Learn from Our DNA. . .

By Stewart Hoicowitz

Imagine growing up believing you have Irish ancestors and then discovering that you are fifty percent Eastern European Jew! This may seem highly improbable, but 21st century genetic science is uncovering amazing secrets and demonstrating the incredible potential of DNA testing for those interested in tracing their ancestry.

Until recently, the work of tracing living and dead relatives required careful and often tedious research of uncovering vital records pertaining to birth, death and marriage. And despite our efforts, the documentation was often too sparse, ambiguous or incomplete, says Beachwood resident Richard Spector, past president and long-time member of the Jewish Genealogy Society of Cleveland. But now, DNA techniques transcend what we can learn from documents or even oral histories from older family members.

The advancement of DNA techniques and broader access to testing through Ancestry.com, Family Tree DNA and 23andMe has taken it to a higher level. In fact, about half the audience at a recent meeting of the Jewish Genealogy Society of Cleveland acknowledged that they had been DNA tested.

There are three main DNA tests marketed for public use:

- Y-DNA testing traces your father's paternal line
- mtDNA (mito or mitochondrial) traces your mother or father's maternal ancestral line
- autosomal traces all your ancestral lines and provides ethnic makeup

In addition to his work as a professional genealogist in Israel, Israel Pickholtz became heavily involved in genetic genealogy in 2013 and, at last count, manages test kits for more than ninety family members. "There is no magic in DNA testing and sometimes you get lucky, but

most of the time it is challenging work," he says. He explains that DNA testing usually cannot verify a relationship, but it can prove that none exists and then point you in the right direction.

The advancement of DNA techniques and broader access to testing through Ancestry.com, Family Tree DNA and 23andMe has taken it to a higher level.

Pickholtz encourages those interested to "get tested now," and apply more traditional genealogical research methods. He also advises that people learn to use new tools and pay attention to useful information available through expert third-party sources and online blogs.

Have you had any success identifying family members through DNA testing? We invite you to share your personal experience with us at our next monthly meeting on June 7 in the Miller Board Room at Menorah Park or contact Amy Wachs at [president@ClevelandJGS.org](mailto:president@ClevelandJGS.org).

### Learn How to Make the Most of FamilySearch.org at Meeting of Jewish Genealogy Society

Making the Most of FamilySearch.org will be addressed at the Wednesday, June 7 meeting of the Jewish Genealogy Society of Cleveland. Betty Franklin, a volunteer at the Westlake Family History Center, will share how to use this free site for Jewish heritage research.

FamilySearch is an ever-growing site that aims to remain accessible to all. It provides records from around the world. Franklin will discuss the help center, wiki, the learning center, research strategies, and finding original records online or through microfilms.

Franklin's background in family history extends over 20 years. She has been able to trace as many as 1600 relatives and notes, "It is so great to see pedigree sheets grow as people discover remarkable ancestors who overcame obstacles. We are a part of all who went before and can influence for good those who follow."

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](mailto:Programming@ClevelandJGS.org).

# Spring Into Action; Get your Body and Your Brain in Shape!

**FOR THE BRAIN:** Fresh air and exercise is key in keeping the body healthy, the blood flowing, and calories burning, but it can also change the brain to protect memory and thinking skills. With your doctor's permission, regular heart-pumping exercise can boost the size of the hippocampus, the brain area involved in verbal memory and learning. It reduces insulin resistance and inflammation, and stimulates the release of chemicals in the brain that affect the health of brain cells, the growth of new blood vessels in the brain, and abundance and survival of new brain cells. It improves mood and sleep, and reduces stress and anxiety, which contribute to cognitive impairment. Memory screenings are offered at Menorah Park's Center 4 Brain Health the first and third Wednesday of each month by appointment from 10 am – 2 pm.

For more information on brain health or other screenings or programs, call 216.821.6500, extension 187, or email center-4brainhealth@menorahpark.org.

**FOR THE BODY:** With your doctor's approval, try walking briskly twice a week. Get 30 minutes of moderate physical activity.

Start with a few minutes a day, and increase the amount by 10 minutes every week. Swimming, water walking, tai chi and golf are easy on the joints, while, if you are able, stair climbing, gardening, dancing, or even household activities such as cleaning, can get your heart pumping. Try to break a light sweat. Avoid isolation. Invite a friend or bring your pet to picnic in the park, then, walk the trail afterwards and enjoy the beautiful sounds of nature. It's great for the body, and the mind!

### A LITTLE HELP NEVER HURTS:

It's okay to lean on adaptive devices for help when you want to get active. Stores like the Adaptive Living Shoppe at Menorah Park have many items to assist you while remaining active. Canes, walkers, reachers, shower chairs and more are available. You may also consider an emergency response system to keep you in touch with help at all times.

For more information on health maintenance, aquatic therapy or the 3rd Annual Meet Me at Menorah Walk, on June 6, visit MenorahPark.org/services, where you can also find a class schedule and more.

## A Message From the BSF

The Beachwood Schools Foundation (BSF) is a 501(c)3 philanthropic organization administered by a volunteer board of directors from the Beachwood community. It operates with two distinct goals: to obtain funds from individuals, families and corporations to provide scholarships to graduating seniors who are continuing their education, and to raise money to enhance educational programming in the Beachwood City School District through its "Above and Beyond" program.

BSF board members are currently looking to add new trustees to their board. Specifically, they would like to meet with community members who are passionate about the Beachwood community and its schools.

To learn more about BSF and how you can be a part of this amazing organization, please contact Jill Muencz, nominating committee co-chair, at jillm520@roadrunner.com or 216.513.7880, or Abbie Sender, nominating committee co-chair, at abbiesender@gmail.com or 216.536.8139.

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## Hebrew Storytime

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at the

Cuyahoga County Public Library, Beachwood Branch  
25501 Shaker Boulevard

Wednesday,  
May 24, 2017  
4:00 pm



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For more information, call 216-595-9546 or visit [www.touchedbycancer.org/warehouse](http://www.touchedbycancer.org/warehouse).

**Center 4 Brain Health  
Receives Great Honors**

Menorah Park has been selected by Mather LifeWays Institute on Aging as a winner of the Promising Practices Award, based on the creation of the Center 4 Brain Health, the United States' first non-pharmaceutical, community-serving brain health center located on a senior living campus.

Additionally, the American Society on Aging presented the MindAlert Award to the Center in March, which was awarded to a mental-fitness program serving the general population of older adults, developed by a nonprofit organization.

The program is research-based, has an impact on the cognitive abilities of older adults, can be replicated by other organizations, and addresses cultural, racial, ethnic or geographically-diverse older adult audiences.

The center's clients have shared positive feedback, saying the center's classes and resources have improved their quality of life.

# Re-Living His Dream Job Spurs a New Dream for Former Cavs Security Guard

Just out of high school, in 1949, young Byron Simon, now affectionately known as Sy, wanted a dream job of working for the Cleveland Cavaliers. He got the job, and stayed, and stayed, and stayed. He couldn't have known then that he would be with the Cavs until he retired. Now, in 2017, Sy is 80. He looks back on the many years he spent as security guard for the 'tall boys' and he smiles. He remembers so much about those days, the greyhound bus rides to the away games where he managed to get great seats near the floor; the intensity of the competition when all the players would tumble to the floor in a scrum for the ball, right at his feet; the many great players who came and went, and more recently, the way LeBron James came onto the scene and changed the game forever.

"All the players were so nice, and what a jokester LeBron was, and still is," Sy recalls. "Those were the days. Where has time gone?" he asks.

Because, for Sy, it still feels as if all happened just yesterday. He talks of throwing basketballs to the players during their pre-game warm ups, the great crowds, and, of course, the beautiful cheerleaders. Recently, Menorah Park held a watch party and replayed the championship game, (because we never tire of re-living the great sensation of taking home the Championship!) and Sy was happy to attend. He even brought his nearly 60 years of memories that he documented with pictures, programs, ticket stubs and more in his Cavs scrapbook. To his surprise, some of the beautiful Cavs cheerleaders who attended the watch party recognized him, and



Byron Simon (Sy) reminisces with Cleveland Cavs cheerleaders.

even found their pictures in his scrap book. They signed their older photos for him, of course, and gave him updated ones to add. Sy was in his glory once again.

After all was said and done, Sy said he realized that those days were over, but he wants to go back, just one more time, so he submitted his dream to the D.R.E.A.M. (Dare to Reach for Every Amazing Moment) Team at Menorah Park. Since dreams there do come true there, we will keep you posted!

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# Celebrate Life!

## Sunday, June 11

Rain or Shine ♦ Gates open at 7:30 a.m.  
Walk begins at 8:45 a.m. ♦ Closing  
Celebration at 9:30 a.m.

**Cleveland Metroparks Zoo**  
3900 Wildlife Way, Cleveland

Enjoy live music, food, family/team photos, crafts, facepainting and more.



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# Cohen Lecture Series

Menorah Park introduces the Kenneth and Deborah Cohen Lecture Series, which welcomes outstanding scholars from Case Western Reserve University and the Laura and Alvin Siegal Lifelong Learning Program as keynote speakers. Programs take place in Menorah Park's Saltzman Auditorium, and are free and open to the community. Upcoming programs include:

## Tuesday, May 23 at 3 pm

Donald Rosenberg, CWRU presents:

"From Oklahoma! to Hamilton:

How American Musicals Reflect America"

- What is the history of musical theater?
- How has the musical genre become distinctly American?
- What universal themes are reflected in musicals?

## Tuesday, June 6 at 3 pm

Dr. Brian Amkraut, PhD, executive director, The Laura and Alvin Siegal Lifelong Learning Program at Case Western Reserve University

"50 Years Later: The Complicated Legacy of June 1967"

- Do you remember how you felt in June of 1967?
- What are the contemporary perspectives on the 6-Day War?
- How did those six days help shape the geopolitics of the Middle East?

Reservations are not required. For more information, contact LeAnne Stuver at 216.360.8208 or lastuver@menorahpark.org.

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## Rock Steady Boxing for People with Parkinson's Now in Beachwood

Rock Steady Boxing, an unique exercise program based on training used by boxing pros and adapted to people with Parkinson's disease is now in Beachwood. The program involves regular exercises, such as stretching, bicycling, running, jump-roping, push-ups, balancing and lots of non-contact boxing, led by experienced trainers/coaches. Rock Steady Boxing serves both men and women of all ages and levels of ability.

"We are fortunate to be able to bring this program to Beachwood," said Evan Daiber, owner of the 2 Tone Boxing Club, who successfully completed the Rock Steady Boxing Training Camp and is certified to offer classes to area residents with Parkinson's disease.

The Rock Steady Boxing Method was developed in Indianapolis over the course of seven years. In 2012, the Training Camp was launched to share the Rock Steady Boxing Method with other people who are fighting back against Parkinson's. Today, there are 100 Rock Steady Boxing affiliates in 30 states and international affiliates in Italy and Canada.

"We have always believed in the Rock Steady Boxing Method," said Rock Steady Boxing, Inc. executive director Joyce Johnson. "When evidence began to emerge that our program had a very positive impact on the 'boxers,' our mission became clear – to share our knowledge and experience with all people who have Parkinson's. That is why we decided to make our training available worldwide – to train as many as we can so together we can improve the care of people with Parkinson's everywhere."

Rock Steady Boxing, Inc., a non-profit organization, was founded in Indianapolis in 2006 with six participants. Participation has steadily increased to more than 155 members between the ages of 35 and 90 today. Classes are geared to people at all stages of Parkinson's disease.

It is estimated that 1-1.5 million Americans have Parkinson's disease, with as many as 50,000 diagnosed in Ohio.

For additional information about Rock Steady Boxing Cleveland East, visit [ClevelandEast.rsbaaffiliate.com](http://ClevelandEast.rsbaaffiliate.com) or [2toneboxing.com](http://2toneboxing.com). Additional information available at [www.rocksteadyboxing.org](http://www.rocksteadyboxing.org).

# When Beginning A New Chapter

- **Be grateful.** Remember and be grateful for the love that surrounds you. While growing your independence, stay connected to those that strengthen, encourage, and believe in you.
- **Be healthy (emotionally, physically and mentally).** Make mindful choices and find the necessary support for health and wellness to be possible and maintained.
- **Be compassionate to yourself.** Make self care a part of every day:
  - Mind:** learn something new every day and be productive with that knowledge
  - Body:** be healthy and active, drink a lot of water, eat well, exercise, get enough sleep.
- **Spirit:** be inspired by art, music, ideas, your friends, your environment.
- **Be authentic.** Live a life of purpose and integrity.
- **Be silly.** Laugh every day. Have fun!
- **Be an advocate.** Have the courage and strength to stand up for yourself and others.
- **Be conscientious.** Work hard. Give 100%, especially when you believe you don't have to.
- **Be honest.** Always be honest with yourself and others, it simplifies everything.
- **Be connected.** Surround yourself with those who want the best for you (your health, happiness, success).
- **Be generous.** Give back. Get involved. Volunteer.
- **Be informed, reasonable, fair.** Try to understand all sides of an issue.
- **Be flexible.** Learn and practice the art of compromise.
- **Be self aware.** Know when to use your wise mind in place of your emotional mind (logic over emotions), and vice versa. Trust your gut.
- **Be curious.** Explore new places, ideas, classes, professions, clubs... life is experiential.
- **Be strong.** Lead from your strengths not your weaknesses.
- **Be human.** To be human is to be flawed. Practice patience with yourself and others.
- **Be accountable.** When you mess up (and you will), own it. Learn from it. Grow from it. Move on.
- **Be aware of and embrace teachable moments.** Pay attention to those lessons and try not to repeat the ones that create barriers to joy, health, productivity, success.
- **Be comfortable in your own skin.** Compare yourself not to others but to the best possible version of yourself.
- **Be intentional.** Make choices that lead you in the direction of the goals you want to achieve and the life you want to live. Choose wisely. There will always be a ripple effect, positive or negative, that reaches far beyond the moment that you make the choice.
- **Be brave and practice resilience.** Life can be hard. Never give up on yourself or your dreams. You can always reset. You can always try differently and choose differently. You can always begin again.
- **Be present and enjoy!** Live each day with your whole heart and an informed and open mind.



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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# Who's Buzzin' in Beachwood?

by Arlene Fine

## Bison Feast+ Fest

You didn't need a passport to taste delicacies like sushi, potato latkes, pot stickers, Bavarian chocolate cake, pierogis, pizza, baklava and Spanish flan – all made by Beachwood community members. These foods and more were available at Beachwood PTO's second annual Bison Feast+ Fest, held at the Beachwood High School. The event encouraged the community to come together for food, culture and friendship in celebration of the diversity of the Beachwood schools. Along with cultural feasting, community members learned how to fold an Origami bison, say their name in American Sign Language, get a traditional Henna tattoo and enjoy ethnic dance performances.



Top row, from left: Savanna Shields and Rihab Ali; Jordyn Kaplan, Molly Rosen and Liza Harris.

Second row: Meredith Sharp; Sahana Balaji, Sudhiksha Ramesh and Yuvha Karthikeyan; Isaac Kantarovich and Tyler Stovsky.

Third row: Beachwood Schools superintendent, Bob Hardis, flanked by Audrey and Jamie Hardis; Amanda, Emily and Sara Kurland; Tingwei and Nathan Mu.

Bottom row: Sally and Paul Jacobs.



# Mapping Jewish Cleveland

Local Cleveland historian Jeff Morris was the keynote speaker at the B'nai Jeshurun sisterhood's lunch-and-learn program. Morris' talk, "Haymarket to the Heights," identified the locations of Jewish cemeteries in early Cleveland.

*Pictured: Jeff Morris.*



# Volunteers are Stars

National Council of Jewish Women/Cleveland recently honored hundreds of its volunteers at the Stanley and Hope Adelstein Volunteer Recognition Luncheon at Landerhaven. Honorees were Gail Sands, recipient of the Alice and Eugene Weiss Esteemed Service Award, and Jeannie Citerman-Kraeger and Marilyn Oif, recipients of the Arline B. Pritcher Award.



*Pictured: Marilyn Oif.*

# Cleveland International Film Festival

The 41st Cleveland International Film Festival (CIFF), presented by Dollar Bank, hosted record-breaking crowds during its 12-day event held in Tower City Cinemas in downtown Cleveland and at seven other neighborhood locations. The Festival showcased 202 feature films, 216 short films, 14 Virtual Reality films, and 8 interactive media projects from 71 countries, including "Technically, Marvin," the story of Marvin (Noah Budin), a 50's-ish schlub who takes one more attempt at

finding love. This is a spin-off of last year's film, also at the festival, titled "On a Technicality." Both are the work of local production company g2h films, directed by Andrew Gorell and produced by Jeffrey Grover, with cinematographer (and Beachwood resident) Steve Hacker. *Beachwood Buzz* was a proud community partner.



*Top row: Jared and Diane Schnall; City Council president Martin and Sandy Horwitz; Sol and Charlene Factor.*

*Bottom row: Jeff Grover, Andrew Gorell and Steve Hacker; Marcy and Eric Silver.*

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# Seniors' Fair to Explore "Preparing to Age: What's Out There and What's Needed in Jewish Cleveland"

Have you planned your aging for your parents or yourself? Most people haven't. That's why The Cleveland Jewish News Foundation and National Council of Jewish Women have partnered to present "Preparing to Age in Jewish Cleveland: What's Out There and What's Needed."

The event on Sunday, May 21, at The Temple Tifereth-Israel, 26000 Shaker Blvd., from 1-4 pm, will explore issues, programs and services, currently available or planned for the future, to support all people on the aging spectrum – from baby boomers to nonagenarians.

The program features experts in the field to investigate issues such as current and future resources; and how to discuss aging with parents and deal with emotional and legal issues and decisions, including financial planning, wills, taxes and trusts.

More than 20 support services and venues will be represented at the event for information and conversation both before and after the presentations. "We believe this will be the first event that features representatives from the major service providers in Jewish Cleveland," said Cindy Glazer, co-chair of the event with Cyndy Fellenbaum. "It's a seniors' fair for baby boomers and children of seniors," added Fellenbaum. A guide of resources will be available to all attendees.

#### Presenters include the following:

- **Jacob Cramer**, an Orange High School student and critically-acclaimed public speaker whose message of advocacy for changing the way we view our elders and breaking age barriers has been broadcast throughout the world since he founded a global nonprofit, "Love for the Elderly." He has given two TEDx talks and has been featured in national media, such as *Parade Magazine*, *Huffington Post* and the HARRY show.
- **Steve Raichilson**, principal, Raichilson & Associates Senior Living and Nonprofit Operations and a veteran of senior-living services administration. During his 30-year tenure as CEO of Menorah Park Center for Senior Living in Beachwood, the facility

has become one of the highest ranked and largest service providers in the country. He earned a Master's degree in Hospital Administration from George Washington University.

- **Heather Greene** is a licensed, independent clinical counselor at The Life Care Planning Law Offices of Bradley L. Greene and licensed profession clinical counselor at Ellen F. Casper PhD. & Associates. She earned her master's degree from the Clinical Mental Health Counseling Program at Cleveland State University in education and specializes in cognitive behavioral therapy, stress management and adjustment disorders using flexible, client-oriented therapy combining traditional psychotherapy and practical problem-solving as a path to problem resolution.

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- **Rachel Kabb-Effron**, certified elder law attorney and recognized specialist by the State of Ohio Supreme Court, has been representing elderly and disabled clients since 1998. A past president and current board member of the Life Care Planning Law Firms Association, she currently serves on the Jewish Community Housing Committee of the Jewish Community Federation of Cleveland. A frequent national speaker, Rachel was recently honored as a top female entrepreneur by the National Association of Women Business owners. She graduated cum laude from the Cleveland Marshall College of law.

Cost is \$5 for those under 80. The event is free to seniors over 80. To register online, visit [ncjw/Cleveland.org](http://ncjw/Cleveland.org). Seating is limited.

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