Heights Observer June 1, 2015

Heights Observer

Heights Music Hop combines forces with local music festivals

Daniel Budin

Three local music festivals have gained prominence in recent years. Larchmere PorchFest, in the Larchmere neighborhood near Shaker Square; Brite Winter Festival, in Ohio City; and Heights Music Hop, in the Cedar Lee Business District of Cleveland Heights, have each drawn large crowds with their unique blends of live music and area-centric culture. There are many commonalities between the three organizations, each being formed in a similar grassroots fashion and with organizers asking the questions, “What if?” and “Why not?” Now, through collaboration, these three festivals have gained staying power in Cleveland’s cultural scene. Larchmere PorchFest began in 2008 when founder Katharyne Starinsky learned of a porch music festival in Ithaca, N.Y., and decided that Larchmere would be the perfect setting for a similar event. Featuring 20 bands performing on 20 porches throughout the neighborhood, the 2008 festival drew a crowd of about 800 people, and the success of that first year led to PorchFest becoming an annual event. This year’s festival, with 30 bands on 30 porches, is scheduled for June 20. It will feature many Heights-based musicians and will be supported by Heights merchants and organizations, including the Wine Spot, Grog Shop, WJCU radio and more.

Brite Winter joined the Cleveland festival scene in the winter of 2009, and has found great success and continues to draw large crowds. With the objective of embracing the winter weather and celebrating through music and activities, Brite Winter has cemented itself as an annual Cleveland event. “Six-plus years ago, Katharyne was one of the first people we talked to,” said Sawyer.

CH’s Jonathon Sawyer wins best chef award

James Henke

Cleveland Heights resident Jonathon Sawyer has won the 2015 James Beard Award for Best Chef in the Great Lakes Region (Ill., Ind., Mich. and Ohio). Sawyer won for his work at his restaurant The Greenhouse Tavern, on East Fourth Street in downtown Cleveland.

The James Beard Foundation awards are considered the Oscars of the food world. They comprise scores of categories—from food writing and broadcasting to awards for restaurant design and best chefs in 20 regions. Sawyer said he was honored to win. “It was really nice to have your mentors and peers validate you and tell you that you are doing the right thing and headed down the right path,” Sawyer said.

The award ceremony took place on May 4 at the Civic Opera House in Chicago, and Sawyer attended with his wife, Amelia, and 10 members of the Greenhouse staff. All of the other finalists in the Best Chef Great Lakes category were from the Chicago area.

Sawyer and his family moved to Cleveland Heights from Shaker Heights in 2008 when founder Katharyne Starinsky learned of a porch music festival in Ithaca, N.Y., and decided that Larchmere would be the perfect setting for a similar event. Featuring 20 bands performing on 20 porches throughout the neighborhood, the 2008 festival drew a crowd of about 800 people, and the success of that first year led to PorchFest becoming an annual event. This year’s festival, with 30 bands on 30 porches, is scheduled for June 20. It will feature many Heights-based musicians and will be supported by Heights merchants and organizations, including the Wine Spot, Grog Shop, WJCU radio and more.

Brite Winter joined the Cleveland festival scene in the winter of 2009, and has found great success and continues to draw large crowds. With the objective of embracing the winter weather and celebrating through music and activities, Brite Winter has cemented itself as an annual Cleveland event. “Six-plus years ago, Katharyne was one of the first people we talked to,” said Sawyer.

Sawyer, 35, got his first taste of the restaurant business when he was a teenager. “There is literally something for everyone, individuals and families alike.”

Angie Hetrick, CVSID’s executive director, said, “The series is our way of thanking the loyal Coventry landers who help make Coventry a wonderful and unique neighborhood.”

The Thursday-night outdoor movie screenings will begin on June 11. The movies will start around 9 p.m. and will be at the Coventry P.E.A.C.E. Park, at the corner of Coventry Road and Euclid Heights Boulevard. The first film will be “The Lego Movie.” Prior to the showing, Big Fun will present a Kids Lego Party, which will start at 7 p.m. The following week, “ET: The Extra-Terrestrial” will be shown, and before the movie, the Cleveland Museum of Art to be held on Sunday, May 3, at the Memorial-Nottingham branch of the Cleveland Public Library.

As the grand prize winner, Janigro will have her artwork displayed in the Cannon Tunnel leading to the U.S. Capitol for one year. She and other congressional district winners from across the country will also have the opportunity to attend a reception in Washington, D.C., in their honor.

Local high school students submitted more than 110 works of art in seven categories to the competition: mixed media, painting, printmaking, computer-generated artwork, drawing, photography, and best in show. Five art professionals from the 11th District served as judges.

Congresswoman Marcia Fudge presents the awards in the art competition.

Congresswoman Marcia Fudge presents the awards in the art competition. First elected in 2008, she represents the people of the 11th Congressional District of Ohio.

Published by FutureHeights

Written by volunteers for Cleveland Heights and University Heights • Read more at www.heightsobserver.org

Heights High senior wins Congressional Art Competition

Marcia Fudge

Alice Janigro, a senior at Cleveland Heights High School, won Best in Show in the 11th Congressional District served as judges.

The award ceremony took place on May 4 at the Civic Opera House in Chicago, and Sawyer attended with his wife, Amelia, and 10 members of the Greenhouse staff. All of the other finalists in the Best Chef Great Lakes category were from the Chicago area.

Sawyer said he was honored to win. “It was really nice to have your mentors and peers validate you and tell you that you are doing the right thing and headed down the right path,” Sawyer said.

The award ceremony took place on May 4 at the Civic Opera House in Chicago, and Sawyer attended with his wife, Amelia, and 10 members of the Greenhouse staff. All of the other finalists in the Best Chef Great Lakes category were from the Chicago area.

Sawyer and his family moved to Cleveland Heights from Shaker Heights in 2008 when founder Katharyne Starinsky learned of a porch music festival in Ithaca, N.Y., and decided that Larchmere would be the perfect setting for a similar event. Featuring 20 bands performing on 20 porches throughout the neighborhood, the 2008 festival drew a crowd of about 800 people, and the success of that first year led to PorchFest becoming an annual event. This year’s festival, with 30 bands on 30 porches, is scheduled for June 20. It will feature many Heights-based musicians and will be supported by Heights merchants and organizations, including the Wine Spot, Grog Shop, WJCU radio and more.

Brite Winter joined the Cleveland festival scene in the winter of 2009, and has found great success and continues to draw large crowds. With the objective of embracing the winter weather and celebrating through music and activities, Brite Winter has cemented itself as an annual Cleveland event. “Six-plus years ago, Katharyne was one of the first people we talked to,” said Sawyer.

Sawyer, 35, got his first taste of the restaurant business when he was a teenager. “There is literally something for everyone, individuals and families alike.”

Angie Hetrick, CVSID’s executive director, said, “The series is our way of thanking the loyal Coventry landers who help make Coventry a wonderful and unique neighborhood.”

The Thursday-night outdoor movie screenings will begin on June 11. The movies will start around 9 p.m. and will be at the Coventry P.E.A.C.E. Park, at the corner of Coventry Road and Euclid Heights Boulevard. The first film will be “The Lego Movie.” Prior to the showing, Big Fun will present a Kids Lego Party, which will start at 7 p.m. The following week, “ET: The Extra-Terrestrial” will be shown, and before the movie, the Cleveland Museum of Art to be held on Sunday, May 3, at the Memorial-Nottingham branch of the Cleveland Public Library.

As the grand prize winner, Janigro will have her artwork displayed in the Cannon Tunnel leading to the U.S. Capitol for one year. She and other congressional district winners from across the country will also have the opportunity to attend a reception in Washington, D.C., in their honor.

Local high school students submitted more than 110 works of art in seven categories to the competition: mixed media, painting, printmaking, computer-generated artwork, drawing, photography, and best in show. Five art professionals from the 11th District served as judges.

Congresswoman Marcia Fudge presents the awards in the art competition. First elected in 2008, she represents the people of the 11th Congressional District of Ohio.
City should invest in renewable energy

To the Editor,

As a proud citizen of Cleveland Heights, I love the culture of social and environmental consciousness which the city holds dear; however, I believe we can do better. We have made strides in recycling of local businesses, locally grown foods, and so on, but one aspect where we’ve neglected to pay much attention is renewable energy. Cleveland has been making progress in this important area and has gotten good publicity for it, but now I think it’s time we join in to be a more eco-friendly, sustainable community.

Renewable energy seems like a daunting undertaking, but it really is not as intimidating as it seems. Wind and solar energy are practical solutions we can use to reduce our dependence on fossil fuels. While the initial cost of renewable energy sources, such as solar panels or wind turbines, will be expensive, prices have dropped considerably over the past few years, and the cost would pay off about a dozen years, after which the energy is basically free.

Recently, I read that Cleveland Heights is growing to become a fair trade city, which is such a fantastic endeavor! This kind of initiative and spirit should also be channeled into a push for more-renewable energy, especially with the cost of the big part of needing trade movement is sustainability and care for the environment. We should strive for justice in all areas of life: economic, environmental, and so on.

In a time where the future preservation of our environment depends on the changes we make now, where renewable energy is more affordable than ever, and where sustainability efforts have gained so much momentum, we must act. Cleveland Heights should invest more in solar panels and wind turbines and our denizens should support this cause. Let’s join the movement toward a better, healthier world.

Dominic Gideon
Cleveland Heights

Zagara’s event raised funds for food bank

To the Editor:
The efforts and generosity of Zagara’s patrons and employees are to be applauded as the results of the Harvest for Hunger at Zagara’s Marketplace, during the month of March, are revealed.

Some events generously donated by Joanne Lynch of Humphrey Popcorn, Bill Mitchell of Mitchell’s Fine Chocolates, John Emerman of the Stone Oven, and Coca-Cola generated $665.47. To that amount, John Zagara added a donation of $500, as he had pledged when we first discussed the idea. Cashiers at the registers reported a collection of an additional $95. A grand total of $2,291.17 was raised at Zagara’s Marketplace for the Greater Cleveland Food Bank. At four nutritious meals per dollar, that amount translates to 8,483 meals for those in need.

I would like to thank the vendors, patrons and employees of Zagara’s Marketplace for their support and generosity in making this event a huge success.

Janie Ratner
Former Cleveland Heights resident

SAYDER continued from page 1

and started working at a restaurant called Mad Cactus in Strongsville. He later worked at Symon’s Lolita restaur-

a
tant in Tremont. In 2007, Sawyer and Sam Pardue opened Bar Cento on West 25th Street in Ohio City, and the following year, Sawyer opened The Greenshouse.

The restaurant’s menu is pat-
terened by a French bistro, and much of the food comes from within 50 miles of Cleveland. Virtually every-
thing in the restaurant is made from recycled materials, and it was the first restaurant certified green in Ohio.

Sawyer plans to start serving brunch at The Greenshouse this summer. Sawyer is also looking to expand his business outside of Cleveland and is currently considering possible locations in Columbus, with an eye to opening a restaurant there sometime this winter.

Over the course of his career, Sawyer has won several awards. In 2009, Bon Appetit magazine named Greenshouse its Best New Restau-

rant. The following year, Food & Wine magazine named Sawyer its Best New Chef. In 2014, Esquire magazine hailed Trentina as one of the Best New Restaurants in America.

Sawyer is also the author of a new book, published in February, called Noodle Kids: Around the World in 50 Fun, Healthy, Creative Recipes the Whole Family Can Cook Together. According to Sawyer, the book encourages families to cook and eat healthy food together.

He and his wife have two children, Cather and Lusiana.

Commenting on the book, Mi-

chael Symon stated, “The thing I have always loved about Jon is that everything he does is filled with passion, love, creativity and fun. He approaches everything we do, as well as his family, and it shines through in the way he and Amelia raise their wonderful kids. This book is not just a recipe book for families, but a story into his life, and it’s a book that will have shaped their family.”

The book is available at most bookstores, including Mac’s Backs on Coventry, which hosted a book event with Sawyer in early May.

James Hanke, a Cleveland Heights resi-
dent, was a writer and editor at Rolling Stones magazine for 16 years. He is also the author of several books, including biogra-
phies of Jim Morrison, John Lennon and Bob Marley.

Excerpts from Observer blogs

Read the whole story online at blogs.heightsobserver.org

Presented by Ken Goldberg at Preservation-related Panel Discussion
5/7/2012

The following are opening remarks [Ken Goldberg] made at a Preservation Month 2012 panel discussion.

Greater Cleveland is a metropolitan area where for decades there was less interest in historical architectural preservation than in maintaining new buildings. By the time movement picked up in Cuyahoga County, a great deal of our better 19th-century structures were already gone, and those interested in restoring or maintaining an older building had to gravitate to early 20th-century structures. As such, Cleveland Heights, for several decades, has been integral to the preservation movement in Cuyahoga County.

What makes Cleveland Heights distinctive? It doesn’t need trite moniker like “City of Homes,” “Tree City” or “City that takes care of its trees.” Its physical attributes are not terribly unusual. Every community in Cuyahoga County can boast some attractive areas. But Cleveland Heights is a community with a great deal of architectural dis-

+ tinction—particularly regarding residential and ecclesiastic—with a large assortment of terrific examples of residential architecture ranging from the turn of the 20th century to past World War II. Of suburbs in Cuyahoga County, only lakewood's

Copyright 2015 FutureHeights, All rights reserved.
Reproduction is forbidden without written permission.
Published by FutureHeights, a Chilcote Foundation. Powered by the 9th Estate.
 Dominic Gideon
Cleveland Heights

About the Observer
The Heights Observer is not an ordinary newspaper; it is a nonprofit publication for residents of Cleveland Heights and University Heights.

The Observer has no writing staff; it is written by—yes—the readers.

Individuals throughout the community decide what stories they want to write, then submit them for publication. Anyone in University Heights or Cleveland Heights may contribute regularly, occasionally or even just once.

Is there something you think should be covered in the Heights Observer? If so, please write it on your own, or with friends, neighbours or colleagues. Our volunteer editors will make sure it’s ready to publish and contact you with any questions.

If you’re writing a news article, it should be clear and factual. If you want to express an opinion, submit it as a letter to the editor or an opinion piece. Either way, make sure it’s about something specific to our two cities.

• To make a submission of any kind, go to www.heightsobserver.org and click on “Member Center” at the left.

• For information about writing style, article length, etc., click on “Become an Observer” at the left. For questions that aren’t answered there, call the FutureHeights office at 216-320-1423 or e-mail info@futureheights.org.

• Articles to be considered for the July issue must be submitted by June 9.

We publish some articles online as they come in—and still consider them for the next print issue. We also publish an e-mail newsletter each Tuesday.

Heights Observer June 1, 2015

Letters Policy
The Heights Observer welcomes letters to the editor. They must be typed electronically, along with the writer’s name, phone number and e-mail address, to: letters@heightsobserver.org or e-mail to info@futureheights.org.

Copyright 2015 FutureHeights, All rights reserved.
Reproduction is forbidden without written permission.
Published by FutureHeights, a Chilcote Foundation. Powered by the 9th Estate.
Schools build the future

THE COMMON GOOD

Susie Kasser

Strike up the band. Bring on the fireworks. Shout from the rooftops: They did it! We did it!

June 1 was graduation day for Cleveland Heights High School’s Class of 2015. Another cadre of young people just took the next step into adulthood. This month marks their transition out of the protective, demanding, encouraging and at times difficult environment of school into the bigger world.

We can all celebrate. As the owners of our public schools, we have provided these young people the opportunity to flourish. By investing in their education we have expressed our confidence in them and communicated the value of staying the course. They took advantage of this opportunity. They did it! We did it! Hurrah!

Graduation from high school means something. It is the key credential affirming that a young person has the ability to follow through, engage, think, create, cooperate, make good decisions and defer gratification.

Children from varied backgrounds, with differing goals, obstacles and opportunities, all made it to the finish line. They demonstrated the determination and put forth the effort required to complete the elementary-secondary education process.

Graduation is the hard evidence that they have the foundation on which to build adult lives. They are ready to assume their places in sustaining our civic society, our culture, our economy and our community.

Bravo for them!

Bravo to our educators, the students’ families and the village who worked with them and challenged, guided and inspired them. You did it!

We are interrelated. All of us benefit from the success of our youth, and all of us have some ownership in their future. Each cohort of graduates is part of the national resource we rely on to sustain our society and our democracy.

Our community sacrifices in order to provide opportunities for our youth. In that way we take ownership for other people’s children. All of our children deserve satisfying lives and fulfilled dreams, and we depend on their intellectual, emotional and social development to make our lives better, too. We provided that opportunity. We all benefit. Let’s celebrate!

Among this year’s graduates are some especially determined individuals who overcame the odds—some of their own making and some over which they had no control—to cross the stage with their peers.

More than 40 participants in the Options Program took advantage of this second chance to succeed. Some crossed the finish line long ago; some continued graduating even before they finished the Program. They graduated from the Options Program and the Cleveland Heights High School. Bravo to our educators, the students’ families and the village who provided the support and encouragement for them to continue their education process.

Their坚持 is reason for joy and celebration and deep respect. They stayed the course, overcame overwhelming odds, righted their own ships, and are now ready to sail.

One does not fit all. As we raise more and more barriers to students finding success, let’s applaud those who keep climbing and pushing.

If there is anything we should focus on in shaping education policy at every level, it is finding the best ways to make sure all of our children reach the finish line. How can we help all of them earn that moment of recognition that they completed a long-term educational journey that makes them ready to step into the world on their own strength?

I graduated from high school 50 years ago, and it was the only graduation out of four degrees that I have earned that meant much to me. I didn’t bother to attend the ceremonies for my two graduate degrees. Perhaps more than any rite of passage in our society, a high school diploma is about transformation.

Let us take heart from the Class of 2015 and remember that our community has invested a lot in these young people, and the result is wonderful.

It’s too bad the State Theatre cannot hold the whole community, because they are our children and they are our future. The returns of the investment will be more and more visible as they find success in this ever-changing and ever-shrinking world.

Congratulations! We know the journey is just beginning, but you have skills and experiences and a village to draw on as you keep finding your way on the path to a satisfying life.

You are our young adults and we want the best for you!

Susie Kasser is a longtime resident of Cleveland Heights, former director of Reaching Heights, and serves on the national board of Parents for Public Schools.

Natural History will have an astronomer talk about the possibility of life beyond Earth.

Other Thursday-night movies include “The Goonies” on June 25, “Pee-Wee’s Big Adventure” on July 2, “Back to the Future” on July 9, “Annie” on July 16, classic cartoon night and the annual Coventry pie fight on July 23, “Big Hero 6” on July 30 and “Cinderella” on Aug. 6.

The Friday night movie series will begin on June 12, with a showing of “Purple Rain.” On July 10, “Back to the Future, Part II” will be shown. On July 25, “American Splendor” will be featured, and on Aug. 7, “This Is Spinal Tap” will be shown. The Friday night movies also take place at the P.E.A.C.E. Park.

On June 13, Oldboy will kick off the live-music concert series. The Saturday performances will take place at the Coventry Courtyard, at the corner of Coventry Road and Euclid Heights Boulevard, 1-3 p.m. Two performances are planned: on July 19, students from the School of Rock will perform, and on July 1, a reggae band, Outlaws 1 & 1, will be the featured artist. Other concerts include the Heights Jazz Group on July 25, blues artist Vernon Jones on Aug. 1, and Family Dollar, a funk, soul and jazz group, on Aug. 8.

Every Sunday, from June 14 to July 26, SpyngaFlows will present free yoga classes in the P.E.A.C.E. Park. The classes will begin at 6 p.m., and participants need to bring their own yoga mats. At 7 p.m. on Sundays, June 14 to Aug. 16, a community drum circle will be held at the P.E.A.C.E. Park. All are welcome to take part in the drum circle, but they must bring their own drums or percussion instruments.

Saturday, June 20, 3-7 p.m., will be Go Skateboarding Saturday! The parking lot between Marc’s and Heights Cleaners will be turned into a skateboarding park, complete with ramps and obstacles. This event will feature skateboard demonstrations and a skateboard competition.

The following Saturday, June 27, there will be a pop-up pinball party from noon to 5 p.m. Pinball machines will be placed all along the Coventry sidewalks, and the games will be free. In addition, experts from the Cleveland Pinball League will be on hand to give lessons, and prizes will be awarded for top scores on every game.

On Saturday, July 18, a Coventry sidewalk sale will be held from noon to 6 p.m. Most of the Coventry Village stores will have sale stands along the sidewalks, and the Grog Shop will present live music at the Coventry Courtyard.

These events are funded by a grant from Cuyahoga Arts & Culture. A full schedule is available at www.coventrycville.org.

James Monke, a Cleveland Heights resident, was a writer and editor at Rolling Stone magazine for 15 years. He is also the author of several books, including biographies of Jim Morrison, John Lennon and Bob Marley.

Summer Passes for High School and College Students

3 month pass for $199

www.yogaroots.com

Susie Kasser is a longtime resident of Cleveland Heights, former director of Reaching Heights, and serves on the national board of Parents for Public Schools.

-
to when we decided to start a music festival. We knew that planning for winter was going to be a challenge, so we sought help from folks like Katharine, who was already involved in making PorchFest a success,” said Emily Hornack, co-founder and board member of Brite Winter.

Heights Music Hop emerged in 2013, the brainchild of Jeff Coryell, former Future Heights board member and current CH City Councilmember. A former resident of Austin, Texas, Coryell saw the success of the South by Southwest festival and believed that Cleveland Heights had the talent and resources to develop a similar event in which live music is performed in both traditional and nontraditional venues throughout a neighborhood. Through the work of Future Heights board members and volunteers, as well as local merchants, the first Heights Music Hop was an instant success, drawing more than 1,000 people to the Cedar Lee neighborhood. The Hop will return for its third-annual festival on Sept. 19.

Michael Kinsella, a co-founder and organizer of the Heights Music Hop, assisted with Brite Winter planning in past years and now also serves on the board and music selection committee of PorchFest. “The parallels between and energies around the three events are undeniable,” said Kinsella “Deciding to combine our efforts was entirely organic and truly does help take each of the events to the next level as we continue to improve upon each with every passing year. Cleveland is a relatively small town, so why compete when we can combine our passions for the benefit of all?”

When considering the complexities of educational policy in diverse urban settings, the writings of Pierre Bourdieu resonate with a particular saliency. Strongly acclimatized to hierarchies of power, attentive to conflict, and always contextualized to setting, Bourdieu notes that “social space”—that congested, conversant world of the political, the sociological and the ideological—is limited by a stratification imposed by the elite. In order to maintain power, highly positioned players will ensure, even tacitly, that others’ access is limited. Bourdieu argues that this capriciousness buoyosthose with the most privilege and allows perpetual inequality to cycle through sociocultural structures.

Locally, inequity has emerged in the growing tolerance of a privileged class of families who disproportionately influence the growth, shape and culture of our public schools. It presents as a culture that relies on the assumed talents of the few to make decisions for the many. In May’s disappointing levy failure, Bourdieu’s model was particularly relevant in the precinct breakdown, which showed the levy passing south of Cedar and failing by as much as 50 percent north of Mayfield. Levy organizers alleged that voters are apathetic, and have devalued education by snatchingschool dollars away from children. There was, however, no data to support this contention. What voters are left with is a negative narrative wherein they failed the district. What should instead be explored are the ways in which the general populace of voters feels excluded from full participation in school issues. The citizens elite who control the social space surrounding school policy and governance must be reflective in acknowledging their role in not merely tolerating inequity, but enabling it.

From those residents of Noble, who overwhelmingly voted “no” on Issue 2, comprehensive qualitative data must be mined in order to explore if, in that neighborhood, the district is encountering what the great educational ethnographer Annette Lareau calls the “accomplishment of natural growth” model—the belief that children will develop

Sarah West is a Ph.D. candidate in urban education policy at Cleveland State University (CSU); curriculum developer, instructor and programming specialist in undergraduate studies at CSU; parent of three Canterbury Elementary School students; member of the CH Citizens’ Advisory Committee, and 15-year resident of the Noble neighborhood.

OPINION
The inequity of social spaces in the Cleveland Heights-University Heights school community

Sarah West

The inequity of social spaces in the Cleveland Heights-University Heights school community

Sarah West

Sarah West is a Ph.D. candidate in urban education policy at Cleveland State University (CSU); curriculum developer, instructor and programming specialist in undergraduate studies at CSU; parent of three Canterbury Elementary School students; member of the CH Citizens’ Advisory Committee, and 15-year resident of the Noble neighborhood.

Sarah West

Sarah West is a Ph.D. candidate in urban education policy at Cleveland State University (CSU); curriculum developer, instructor and programming specialist in undergraduate studies at CSU; parent of three Canterbury Elementary School students; member of the CH Citizens’ Advisory Committee, and 15-year resident of the Noble neighborhood.

Sarah West is a Ph.D. candidate in urban education policy at Cleveland State University (CSU); curriculum developer, instructor and programming specialist in undergraduate studies at CSU; parent of three Canterbury Elementary School students; member of the CH Citizens’ Advisory Committee, and 15-year resident of the Noble neighborhood.
University Heights
City News
Meeting highlights
APRIL 20, 2015
Susan D. Parade, vice mayor was absent.

Medical director
Council approved an agreement with Dr.
Arnold Felton for the position of medical
director of the city jail, at the rate of $500
per month. Felton has been the city’s
medical director since 1994 and his rate
has not changed. Councilman Mark Wise-
man noted there was no contract for
Felton, other than the city’s vendor agree-
ment, while both the city engineer and
itinerant would state they determined
stated scope of service. Law Director Luke
McCombs said that, in his experience,
their isn’t usual for scope, a contract,
or a doctor, as they often don’t want to have
their tasks specifically stipulated.

Police Chief Hammatt explained that in the
case of an emergency the city would transport
the patient immediately, and call Felton while en route. Felton might also ask
the EMS to step in and provide specific
treatments based on the information he is
given. Wise man asked that all future con-
tracts include terms defining the scope of
services, comparable to the contract with the
orthopedist.

Purvis Park
Council authorized the revised pricing of
activities and refreshments at Purvis Park
for 2015.

Arborist
Council approved a contract with Thomas
Morgan for professional services as the
City’s engineer.

City’s engineer
Council approved a contract with Joseph
Ciuni, of GPD Group for Professional
Services, comparable to the contract with
the orthopedist.

Aspen Energy
Council approved the solicitation of bids
for electricity supply services through
Aspen Energy, to enter into an electricity
sales agreement with the lowest and best
supplier for a term of one to three years.
Aspen Energy is a broker, seeking bids
from electricity suppliers for the amount
of electricity needed for the streetlights in
University Heights. They will present bids
to the City Engineer, the council clerk,
and the law director. The mayor does not
sign checks.

Assistant finance director
Finance Director Larry Heuser announced that Jackie Vigliucci, assistant finance direc-
tor, resigned her position two weeks ago.
Applications are being reviewed.

Council’s iPads
The city’s technology commission and
Councilman Wiseman provided training for council members in the use of their new
iPads. Tonight’s information packs were
distributed electronically and iPads were
in use during tonight’s meeting.

Ivy Observer: Wendy Deering.
MAY 4, 2015
NOTE: No LWV observer was available to
cover the May 4 council meeting.

Senior Citizen Happenings
Senior Citizen Happenings, sponsored by
the City of University Heights, are open to
all senior citizens. Events take place on Thursdays at 2 p.m. at
the University Heights Library. For
information, and to suggest program
topics, contact the UH Office for
Senior Services at 216-927-1356 or info@universityheights.com. To receive the
monthly schedule by e-mail, call 216-
932-8000, ext. 205, or send an e-mail
to info@universityheights.com.

June 4: Pam Carson, executive di-
rector of the Ohio Trust for Public Land,
will discuss the work of this
nonprofit organization to conserve
land and help communities protect
land, to ensure healthy, livable space
for generations to come.

June 11: Clement W. Hamilton, president
and chief executive of-
ficer of Holden Arboretum, will
outline the history and programs of this
distinguished Northeast Ohio landmark. He’ll share plans for its
revolutionary partnership with the
Cleveland Botanical Garden, to cre-
ate the 13th-largest public garden in
the country, dedicated to improving
the world through plants.

June 18: Danielle Musil, commu-
nity outreach specialist with the
Cuyahoga County Department of
Consumer Affairs, warns of scams
that target the elderly. She’ll share
tips on how to protect oneself
against identity theft, junk mail,
aggressive telemarketers, phony
charities, foreign lotteries, free meal
solicitations and more.

June 23: On the 50th anniversary of the
publication of “Alice in Wonderland,”
Lynn Zimmerman, chair of the
English Department at Notre Dame
College, will critique the creative
imagination of Lewis Carroll (Charles
Lutwidge Dodgson). Carroll peopled his
satire of 19th-century Victorian
England with characters who delight
a young person’s dreams—a White
Rabbit, a Cheshire Cat, the Mad Hat-
er, a sleepy Dormouse, the King and
Queen of Hearts—but did the author,
a math lecturer at Oxford, have more
in mind than a delightful fantasy
for children?

Summer isn’t always a “day at the beach”....
It can be just miserable, sticky hot and sweltering!  
Don’t delay, schedule your Air Conditioning Tune-Up!

Only $89

Summer Special
Call us today!

VERE • ELSWORTH HANN

216-932-9755

Looking for earlier, and often expanded,
presenting of meeting summaries online at
www.heightobserver.org.

These meeting summaries are abstracted from LWV observers’ written reports. The summaries have been edited and prepared by Anne McFadlan, Charlene Morse and Maryann Barnes. To receive e-mail postings of full reports, send an e-
mail to info@universityheights.com or send an email to info@universityheights.com. To receive e-mail postings of meeting summaries online at
www.heightobserver.org.

These meeting summaries are abstracted from LWV observers’ written reports. The summaries have been edited and prepared by Anne McFadlan, Charlene Morse and Maryann Barnes. To receive e-mail postings of full reports, send an e-
mail to info@universityheights.com or send an email to info@universityheights.com.

Summer Special
Call us today!

Verne • E. Lsworth Hann

216-932-9755

Summer Special
Call us today!

Verne • E. Lsworth Hann

216-932-9755

Mention this discount when scheduling an appointment. Service includes all per system parts and labor for repairs; additional discounts apply to multiple systems. Service includes all per system parts and labor for repairs. Discount does not apply during normal work hours only; all other discounts, including Service Plan, must be scheduled prior to 5/20/15. Offer void on standard AC units only. Includes all per system parts and labor for repairs. Discount does not apply during normal work hours only; all other discounts, including Service Plan, must be scheduled prior to 5/20/15. Offer void on standard AC units only.

Call us today!

Verne • E. Lsworth Hann

216-932-9755

Mention this discount when scheduling an appointment. Service includes all per system parts and labor for repairs; additional discounts apply to multiple systems. Service includes all per system parts and labor for repairs. Discount does not apply during normal work hours only; all other discounts, including Service Plan, must be scheduled prior to 5/20/15. Offer void on standard AC units only. Includes all per system parts and labor for repairs. Discount does not apply during normal work hours only; all other discounts, including Service Plan, must be scheduled prior to 5/20/15. Offer void on standard AC units only.

Call us today!

Verne • E. Lsworth Hann

216-932-9755

Mention this discount when scheduling an appointment. Service includes all per system parts and labor for repairs; additional discounts apply to multiple systems. Service includes all per system parts and labor for repairs. Discount does not apply during normal work hours only; all other discounts, including Service Plan, must be scheduled prior to 5/20/15. Offer void on standard AC units only. Includes all per system parts and labor for repairs. Discount does not apply during normal work hours only; all other discounts, including Service Plan, must be scheduled prior to 5/20/15. Offer void on standard AC units only.
Cleveland Heights City Council
Meeting highlights
APRIL 20, 2015
Council Member Mary Dunbar was absent.
Recreation board appointment
Council approved appointment of Martin Busko to the Recreation Advisory Board, fill-
ing the unexpired term (through May 2018) of Jordan Burress.

Uston Roof Restoration Inc.
216-971-5944
• Slate and tile repairs & replacement
• Custom copper flashings installed
• Chimney and step tuck-pointing
• Gutters and downspouts installed
• Custom copper flashings installed
• Slate and tile repairs & replacement
• $315,000 for improving the Cedar Lee School Travel Plan recommendations: one ap-
  plication to implement non-infrastructure por-
  tions, anticipated not to exceed $15,000.

Bond issues
Council approved 12 ordinances providing for the issuance and sale of bonds for capi-
tal improvements. All were reviewed by the finance committee and in council’s capital
budget meetings. Maximum amounts and purposes of the bonds include:
• $75,000 for renovating and improving the city hall complex.
• $165,000 for renovating and improving the city’s fire stations.
• $200,000 for acquiring motor vehicles and related equipment for the city’s fire
department.
• $200,000 for acquiring and installing computer hardware, software, and related
equipment to support the city’s management and administrative functions.
• $205,000 for installing traffic signals and security cameras.
• $305,000 for acquiring and renovating and improving the city’s solid waste transfer station.
• $4.65 million for refunding, at a lower inter-
  est rate, certain of the city’s outstanding Park-
department.

Cleveland Heights resident Marilyn Cunin

When Marilyn Cunin needed surgery to replace her hip, she chose Judson’s Bruening Health Center for short-term rehabilitation. She appreciated the caring, attentive staff and thought the therapy program was very effective. “I wouldn’t expect any less from a nursing center with a five-star rating,” she explains.

A longtime resident of Cleveland Heights, Marilyn was never far from home. “I had a good experience and would recommend Bruening to anyone,” she says, “but I certainly was tickled to go home when my stay was over!”

To find out how Judson can help you or a loved one quickly transition from hospital to home, please call Michelle Stomieroski at 216 791-2245 today.

Visit www.judsonsmartliving.org

See disclaimer on page 5.
Cleveland Heights crime rates continue to slide in first quarter of 2015

All violent crimes and all property crimes reported during the first three months of each year, since 2011.

Property crimes, broken down by category, reported during the first three months of each year since 2011.

Violent crimes, broken down by category, reported during the first three months of each year since 2011. (The two high-profile murders in 2014 took place during the third quarter.)

Bob Rosenbaum

Data for the first quarter of 2015 shows a continuing decline in crime in Cleveland Heights across most categories. The summary data for the period January through March was released by the Cleveland Heights Police Department in mid-May, and represents all so-called “Part I” crimes, which are serious offenses as defined by the FBI’s Uniform Crime Reporting system.

In the first three months of the year, total violent crime was down 50 percent from the same period last year, and was 70 percent below the peak year of 2012.

Property crime was down in the first three months by 25 percent compared to the same time last year, and down 51 percent from the 2012 peak.

“The first part of the year tends to be quieter because of the weather. Our busiest seasons are still ahead of us,” said Police Chief Jeffrey Robertson. “But this has been a good start.”

For more information on how the CHPD collects and validates crime statistics, see the original article in this series by scanning the QR code or visiting http://tiny.cc/chcrimestats.

Cleveland Heights resident Bob Rosenbaum is co-chair of the Heights Observer Advisory Committee, and is responsible for its advertising sales and market development.
Warm weather means it’s time for ice cream! In the past, Cleveland Heights residents seeking a cold treat would head to their nearest corner drug store and have a seat at the soda fountain that served up ice cream sodas, egg creams, sundae s and cones.

The photograph above, taken in the late 1930s, shows Marshall’s Drugs in the Douglas Building, which still stands on the northwest corner of Cedar and Lee roads.

This photo was selected by the Cleveland Heights Historical Society, a nonprofit organization dedicated to preserving and promoting the heritage of Cleveland Heights. For more information, and to view additional historical images, visit www.chhistory.org or www.facebook.com/clevelandheightshoternal.

Heights historical photo of the month

Alcazar Hotel

Mark Souther

In the 1920s, Spanish and other Mediterranean architectural styles permeated American design. As Michael Rotman, Cleveland Heights Historical Society’s executive director, discovered, Shaker Heights architect Bloodgood Tuttle, like his clients the Van Sweringens, disproved of Italian- and Spanish-style houses being built in Cleveland. Tuttle declared them “better left in Florida and California” because “they are intended to keep out the sun while we want to let it in.”

If Mediterranean styles were better suited to the nation’s semitropical margins, they nonetheless crept into Northeast Ohio. The Alcazar Hotel, a designated Cleveland Heights Landmark property since 1976, is among the region’s most notable Mediterranean-influenced buildings. It dominates the skyline of the Cedar Fairmount Business District, which is usually more noted for its Tudor Revival details.

Cleveland Heights’ Alcazar was inspired by the Alcazar Hotel and other Spanish-Moorish themed hotels in St. Augustine, Fla., that railroad magnate Henry Flagler built in the late 19th century, and which themselves emulated designs from Seville, Spain.

The five-story, pentagonal Alcazar opened its doors in 1923. Over its history, the Alcazar also rented out rooms to out-of-towners. It benefited from the conveniences, the Alcazar also rented out rooms to out-of-towners. It benefited from the convenient location of the hotel, which was located in the center of the city and had easy access to public transportation. The Alcazar also had a reputation for offering a high level of comfort, with spacious and well-furnished rooms. The hotel was also known for its excellent service, with a staff that was attentive and friendly. The hotel also had a restaurant and bar, which were popular among both guests and locals.

The five-story, pentagonal Alcazar opened its doors in 1923. Over its history, the Alcazar also rented out rooms to out-of-towners. It benefited from the convenient location of the hotel, which was located in the center of the city and had easy access to public transportation. The Alcazar also had a reputation for offering a high level of comfort, with spacious and well-furnished rooms. The hotel was also known for its excellent service, with a staff that was attentive and friendly. The hotel also had a restaurant and bar, which were popular among both guests and locals.
Disciples Christian Church is now the site of a Little Free Library

Ronald Werman

Disciples Christian Church is pleased to be a steward of a new Little Free Library. Located on the church’s property at 3663 Mayfield Road in Cleveland Heights, this Little Free Library is accessible along the church’s driveway off of Yellowstone Road.

The church is in the process of stocking the library with a variety of good quality books that hopefully will interest people in the neighborhood. People can stop by and take whichever book catches their fancy. They may keep the book or return it and, perhaps, donate another book to the library. Little Free Library books are always a gift and never for sale.

In addition to being visible to drivers and pedestrians on Yellowstone Road, the Little Free Library is near the entrance of the Heights Emergency Food Center, which is housed in the church building. Door hangers were distributed to homes in nearby neighborhoods to make residents aware of the Little Free Library. Little Free Library books are a gift and never for sale.

Ronald Werman is an Elder and Communications Chairperson of Disciples Christian Church.

Hope Lutheran Church’s 15th annual day camp gears up

Rev. Donald King

Children who have completed sixth grade are invited to the 15th annual Christian day camp at Hope Lutheran Church, located at North Taylor and Northvale roads.

The camp runs from June 29 to July 3, 9 a.m. to 3 p.m. It is free, but registration is required. Families are asked to supply a brown bag lunch. The church’s hospitality committee will keep them cold and serve them with Kool-Aid.

This year’s theme is “A Love That Never Ends.” Each day, Biblical stories will be told through the lives of Abraham, Moses and the Israelites, Ruth and Naomi, Jonah and the whale, and the prophet Jeremiah. Other activities will include outdoor games, indoor crafts, songs, skits, nature walks, a visit from the police and fire departments, snacks and more.

The camp is sponsored in conjunction with Lutheran Outdoor Ministries of Ohio, supported by Thrivent Financial Services.

Two other events will take place at the church that week. On June 30, at 7:30 p.m., the church will hold an ice cream social and concert with the Hillcrest Concert Band on the front lawn facing North Taylor Road. The community is invited to this old-fashioned concert, to greet old friends, and make new ones, all for a free will offering.

On July 2, at 6 p.m., the families of the campers are invited to an all-camp, all-church cookout and picnic.

The evening program will show parents what their campers have been doing, and will feature a display of hand-crafted items.

The camp is an affiliate of the American Camping Association, and strictly follows the association’s guidelines.

To obtain a registration form, call the church at 216-371-5252. Fill it out in advance, and be sure to include medical records and emergency contacts. Either submit the completed form to the church early, which is recommended, or come with prospective campers at 8:30 a.m. on June 29, to register in person. Registrations are limited; advance registration is recommended.

Hope Lutheran Church is located at 2222 North Taylor Road in Cleveland Heights (44112). For more information call Pastor Don King at 216-371-5252, or visit www.hopelutheran-chibs.org or www.facebook.com/hopelutherancheibs.

Rev. Donald King is pastor of Hope Lutheran Church on North Taylor Road, and an active participant in the Heights InterFaith Community. He has served at Hope since 1999, and lived in Cleveland Heights since 1965.
Resourceful Heights homesteader creates community space

Jan Knoss

When my friend Joan told me about Burnt Toast Farms & Studio, we both thought the name had to have some hip meaning that eluded us simply because we were too old. Founder Jason Eugene-Boardé laughed out loud at this suggestion, explaining that he chose the name after reading an article about what to do with burnt toast, thinking it would make a good name for his farm and creative community space.

The name is an apt symbol for what Boardé values—using what he has no matter how humble—such as planting on the roof of the garage, in gutters attached to the wooden fence, in pallets attached to the walls of the house, and growing vegetables and flowers on what was the front lawn. Burnt Toast Farm is also a range studio, a Sunday brunch venue, and a place where you can learn to make a broom. Burnt Toast Farm, located at 2972 Yorkshire Road, is a typical Cleveland Heights home on a typical Cleveland Heights street, occupied by a very unusual person, who really lives “out of the box.”

Boardé grew up in South Euclid in the 1980s and ’90s. He attended the Cleveland School of the Arts and studied dance with Bill Wade, artistic director of the YARD (Youth at Risk Dancing). Wade and his wife, Kristen, had a profound influence on Boardé, and he sees many of the activities he engages in as a way of giving back, after receiving so much from them.

Boardé is one of the leaders of the Black Lives Matter movement in Cleveland, and works with the Children’s Defense Fund. His interests include community development, social justice, youth mentorship and environmental education.

Boardé’s interest in what he calls “homesteading” began in Los Angeles during the economic downturn. He lost his job, as did his housemate. They realized they needed to become more minimalist and self-reliant. They grew their own food and had such a surplus that they were able to donate food to the Jewish Family Services Association, the Los Angeles Mission, and other local charitable groups. He met other homesteaders with similar values. During this difficult economic time he was introduced to Buddhism and discovered meditation as a way to find answers within rather than seeking them outside of himself. This has had a profound influence on his life.

When Boardé’s father had a heart attack two-and-a-half years ago, he decided to return home to Cleveland. He describes himself as a shy person who loves domesticity, privacy and home, but realized that it was time to challenge himself and open his home—and himself—to the world, to develop a community of like-minded folks. He feels humbled by the welcome he has received from neighbors on his street, and the Grant Deming’s Forest Hill community, and noted that people from as far afield as Mentor and Westlake came to his first monthly Sunday brunch.

“There is something special and beautiful about Cleveland and especially Cleveland Heights. It’s held its value and aesthetic, and it feels like home to me,” said Boardé. “This is exactly how I remember the Heights. Coventry was my old stomping ground. My first job was at the Winking Lizard, my first apartment was on Coventry, and La Cave du Vin still is one of my favorite haunts.”

“I love the sense of community and diversity found in Cleveland Heights. It feels like living in France with its laissez-faire attitude, you can do your own thing without being judged or bothered, pretty much. It’s comfortable, walkable, well-managed and safe, for the most part. The residents take pride in their town. Being part of this community puts a smile on my face,” said Boardé. “There’s an energy here, too, that I love, and the beauty of nature adds icing to the cake.”

To learn more about Burnt Toast Farms & Studio, visit www.burnttoastfarms.com.

Jan Knoss has lived in Cleveland Heights since 1974, and, with her husband, raised four children here. She is interested in people in the Heights community who fit the description of living “out of the box.”
Healthy eating on a budget

Judith Eugene

Healthy eating is important for maintaining good physical health at all stages of life. However, healthy fresh foods can often cost more than less-healthy processed foods. The following tips can help stretch your healthy eating budget.

Shopping at farmers markets can be less expensive than the grocery store. Locally grown seasonal produce is often cheaper than produce shipped from out-of-state farms. Many farm stands will also offer discounts toward the end of the day, so plan to shop during the last hour of the market.

Some leftover fruits and vegetables can be frozen before they spoil, and preserved for later. If you find a good deal, stock up and freeze fresh ones right away. Muffins and breads also freeze well. Consider buying bulk packages and freeze the extras.

You might also consider buying frozen fruits and vegetables instead of fresh. The freezing process preserves the nutritional content. By thawing and using only the amount you need, you can reduce the waste that occurs when fresh produce spoils before you have time to finish it.

Check the local newspaper circulars for coupons and sale ads. Plan your weekly menu around what’s on sale, rather than locking yourself in to a more expensive meal plan. Also, check your refrigerator and freezer before you shop. Plan meals around what you already have. Be sure to sign up for a discount card if the grocery store has one.

Beans and whole grains are a healthy and inexpensive way to stretch a recipe. To save money, use less meat and more beans and grains in a recipe. Beans provide a lot of protein and can even be a meat substitute. Experiment with grains you have never tried, such as quinoa, wheat berries and couscous. Cook large batches and freeze single-serving portions to save time.

Reducing your meat intake reduces your food costs, and can also be a healthier way to eat. There are many tasty and inexpensive vegetarian recipes in cookbooks and on the Internet. Exotic cuisines from Mexico, India, Thailand and the Middle East include many recipes with little or no meat.

Vegetable trimmings, such as carrot tops, onion skins, and sweet pepper cores, can be saved to make homemade vegetable stock. Store them in an airtight container or bag in the freezer until you have enough.

To help make more healthy choices at the grocery store, shop around the perimeter. Fresh produce, meats, baked goods and dairy products are located around the outside edges of the store, while processed foods are located down the aisles.

Although healthy foods can cost more, they are better for you. You might think of the additional cost as an investment in your future. Foods that help keep you healthy may also decrease your healthcare and medication costs in the long run.

As always, consult with your doctor before making any changes to your diet.

Judith Eugene is a native of Cleveland Heights who provides life-enrichment classes and activities for senior adults and those with physical and mental challenges through www.lovinghandsgroup.com. She can be reached at 216-408-5578 or judith@lovinghandsgroup.com.

Jewish Secular Community offers bar and bat mitzvah class; open house is June 14

John Klein

The Jewish Secular Community of Cleveland invites interfaith, humanistic and secular Jewish families to attend an open house on June 14 to learn more about the bar and bat mitzvah class being offered this fall.

The goal of the program is to connect b’nai mitzvah candidates—children ages 11 to 14—to the 3,500-year-old traditions of Judaism, the history of Israel, and the vast array of Jewish activities and community services in Greater Cleveland, all presented in a nontheistic, humanistic manner.

The class aims to familiarize interfaith and secular Jewish children with their cultural heritage in a way that is comfortable for both parents and children.

The curriculum includes Jewish history and customs, to give meaning to the holidays and life cycle events. The program focuses on the Jewish values of tzedakah (charity) and tikkan olam (repairing the world).

The class will be small and personal, and limited to only seven students. Dani Copeland, a Cleveland Heights teacher, will lead the class, which will meet once a week for 10 weeks, beginning in October.

There is no requirement to learn Hebrew or Yiddish. The program will conclude with a festive coming-of-age ceremony.

For parents who are interested, an informational open house is set for Sunday, June 14, 10 a.m. to noon, at a private home in Cleveland Heights. Parents will have an opportunity to ask questions, get details about the program, and meet the teacher and educators who developed the program.

For more information, or to register for the June 14 open house, contact Lois Gross at 216-312-9824, Jim Mayer at 216-371-9937, or e-mail jac@jdjc.org.

John Klein is a lifelong resident of the Heights and a member of the Jewish Secular Community, a humanistic group founded almost 50 years ago.

Master theologian to speak at Forest Hill Presbyterian Church on June 14

Peg Weissbrod

Well-known theologian, author and preacher Walter Brueggemann will speak at Forest Hill Presbyterian Church on Sunday, June 14. He will teach a Bible study class at 9:30 a.m. and preach at the 11 a.m. worship service.

At 2 p.m., Brueggemann will discuss the economics of extraction, or wealth inequality. As he explains, both biblical and present-day economic powers thrive by extracting wealth from the vulnerable and transferring it to a powerful elite. The result is a concentration of wealth in the hands of a few at the expense of the many.

According to Brueggemann, the means of such extraction are unfair taxes, bad management, high interest rates and cheap labor. The Bible speaks against such practices and in favor of restoring economic equity through debt cancellation. Given current U.S. economic policies and practices, this issue is as important today as it was in biblical times.

Among the world’s foremost interpreters of the Hebrew Bible, Brueggemann has lectured and preached throughout the world. He is the author of more than 50 books and articles, including Theology of the Old Testament; Psalms; Theology of the Old Testament: History and Canon; and Theology of the Old Testament; Prophetic Imagination; and Journey to the Common Good.

Brueggemann is the William Marcellus McPheeters Professor Emeritus of Old Testament at Columbia Theology Seminary in Decatur, Ga., where he served from 1986 until his retirement in 2003. He is a past president of the Society of Biblical Literature and an ordained minister with the United Church of Christ.

All worship services and events are free and open to the public. The church is located at 9351 Monticello Blvd. in Cleveland Heights.

Peg Weissbrod is a freelance writer and content manager for Forest Hill Church in Cleveland Heights.

June is for wedding stories. Top this one.

Rehearsal dinner at Lopez Margaritas are being shared tempers flare alleged bride heads to restroom to cry he, with posse, takes a fresh-air break she returns to see table empty assuming he has quit the deal more tears she escapes, with her girkles he returns, sees her gone, and assumes she has cancelled wedding host thinks party is over and seats new group food arrives yep much confusion and more tears this time by server did they get married only at LOPEZ!!

Lopez southwest kitchen — tequila saloon 2196 Lee Road Beautiful downtown Cleveland heights 216.932.9000 www.lopezonlee.com

Walter Brueggemann

The New Cambridge Bible Commentary, with William Bellinger; Sabbath as Resistance; Reality, Grief, Hope; The Prophetic Imagination; and Journey to the Common Good.

Walter Brueggemann
Heights Observer June 1, 2015  www.heightsobserver.org

Communal Sorrow and Joy – 4th Sunday in the Christian Church Year

Rev. Cherry installed as UUSC minister

Walter Nicholes

An international assembly of Unitarian Universalist (UU) ministers and interfaith representatives gathered with community members and congregants on April 19 to ceremonially install Reverend Joseph M. Cherry as the Unitarian Universalist Society of Cleveland’s (UUSC) official minister.

In May 2014, the UUSC congregation chose Cherry to lead them. Asked then to define his ministerial mission, Cherry said, “I’m a minister in a worldwide and lifesaving faith. Part of our mission is to say that persons can be unsee. You can say you do or don’t believe in this or that God, and that’s OK. It’s to say that, at this moment, you are OK as you are and don’t need saving or redemption. At the same time we are all capable of spiritual growth.”

Assembled ministers attested to efforts Cherry has initiated already, to strengthen the community in areas of social justice and mutual understanding. Rev. Elaine Strawn, minister to the UU Fellowship of Wayne County, said in her charge to the congregation, “Your search committee recommended, and you wisely called, Rev. Joseph M. Cherry to be your settled minister. Since then, you have grown to know him better and be you. You will work with this man as strong lay leaders in partnership with a determined and dedicated minister.

“It is not easy to be a Unitarian Universalist. In a world worshipping power and war, we are called to bring compassion, hope, and to stand on the side of love. And you will do these things. You have already started. Walk with Joe. He will be one of you and yet a little apart—not due to superiority but to gain perspective. Love him. Let him love you.”

Cherry later acknowledged the full congregation’s charge, saying, “With a deep sense of responsibility and obligation, I accept your invitation to serve you as your minister.”

He concluded the service with these words: “With deep gratitude for this day let us go out into the world practicing justice and spreading love.”

Housing Court judge to speak at HRRC annual meeting

Rebecca Stager

Judge Raymond L. Pinanka of the Cleveland Housing Court will be the keynote speaker at the Home Repair Resource Center (HRRC) annual meeting, to be held on Thursday, June 18, at 7 p.m. The topic of his presentation will be, “Digging Out of the Housing Crisis: The Power of Education and Prevention.”

Innovative programs developed by the Cleveland Housing Court, often cited as best practices throughout the country, were implemented to obtain compliance with the city’s building, housing and health codes, and work to preserve Cleveland and its neighborhoods. The New York Times magazine noted the court’s increased role in the city’s housing crisis when it said, “No one foresaw that this lowest of courts would become one of the most powerful instruments in the city’s fight for survival.”

Prior to taking the bench in 1996, Pinanka was a Cleveland City Councilman for 10 years, then served as founding member and first director of the Detroit Shoreway Community Development Organization. He has received many civic, professional and community awards for his dedication and efforts on behalf of the City of Cleveland.

The HRRC annual meeting will be held at the College Club of Cleveland, 2548 Overlook Road in Cleveland Heights. The meeting will include a brief review of the past year and election of new HRRC board members. All community members are invited to attend. For more information, call HRRC at 216-381-6100 or visit www.hrcc.org.

Rebecca Stager has been on the HRRC staff since 1989 and currently serves as marketing and development associate. Visit www.hrcc.org or call 216-381-6100 for more information on programs and services.

Voted One of the Best!

Learn how to heal yourself with Reiki
Call 216.408.5578 or go to LovingHandsYoga.com for class dates and information

Loving Hands Yoga & Reiki
GrowingHeights seeks new coordinator

Laura Marks

Gardeners are drawn to the restorative energy of soil, sunshine, sky, water, plants and, ultimately, eating the fruits and vegetables of their labors. However, gardening alone in one’s backyard can be isolating. The alternative: community gardening.

Here in the Heights, gardeners can connect with one another through GrowingHeights (formerly Heights Community Garden Network), where individual and community gardeners come together to share information, resources, food and friendship.

Samantha Provencio has been the coordinator of GrowingHeights for two years. During that time, she has combined her experience as a gardener and garden leader with her love of community-building, developing relationships with, and facilitating connections between, gardeners. Provencio has endeavored to make each community garden a gathering place, with the goal of becoming self-sufficient, with the network helping to achieve that goal.

This summer, Provencio is moving to Virginia with her family, and GrowingHeights is looking for a new coordinator.

The person who replaces Provencio as coordinator of GrowingHeights should have a love of gardens and the people who tend them. He or she should be capable of maintaining the website that Provencio developed. The organization is new and still developing. It could grow in various ways for various purposes, depending on the talents and interests of the new coordinator and the people involved in the network.

GrowingHeights can draw together various community resources to layer support for, and increase the effectiveness of, a project or a garden. For example, Provencio helped the Oxford Community Garden—first established before 1934 as part of the school garden movement—by coordinating aid from Home Repair Resource Center, Green Paradigm Partners, First Unitarian Universalist Church and Heights Community Congress.

Jeff Coryell, through Sustainable Heights Network, initially brought GrowingHeights gardeners together during the drab winter of 2012. He used his gift for facilitating gatherings to introduce gardeners to one another and organized them into neighborhood groups so they could identify their hyperlocal gardening needs. The leadership of the network of gardeners passed to Provencio when Coryell ran for, and was elected to, Cleveland Heights City Council.

Coryell said, “Samantha has done a great job. She should be commended for her energy, imagination and hard work. There is a great need for GrowingHeights to share information among gardeners and to help gardeners find and join community gardens, or start new ones. Cleveland Heights is a great gardening town, you just have to drive around the city to know that, so a garden network makes great sense for us.”

For more information about the GrowingHeights coordinator position, contact Samantha Provencio at provencios@gmail.com.

CH master gardener helps organize annual benefit plant sale

Kim Sergio Inglis

For even the most casual of gardeners, purchasing new plants is among the many rites of spring.

In Greater Cleveland, one of the most anticipated spring plant sales is the annual Master Gardener (MG) Plants in the Park sale, which will take place this year on June 6, 9 a.m. to 2 p.m, at 6365 Selig Drive, Kiwanis Pavilion, in Independence. The event offers free admission, and plenty of parking.

Lois Rose, a Cleveland Heights resident and master gardener volunteer, is one of the organizers of this year’s sale, which benefits the programs of the Master Gardeners of Cuyahoga County.

“Plants at the Plants in the Park sale come mostly from the gardens of master gardeners, while annuals come from Green Circle Growers (in Oberlin). There will be a wide variety of plants—perennials, herbs, annuals, shrubs, trees, houseplants and vegetables,” said Rose. “Plants will be priced from $1 to $50, with some a bit more if they are very large or unusual. There are also wonderful containers filled with annuals created by MGs.”

The organizers strive to offer non-invasive, native plants at the sale. “We want to promote plants which will not prove to be invasive in the landscape,” explained Rose. “Some examples of invasive plants would be Loose-strife, Vinca, Buckthorn, Star of Bethlehem—we will have many interesting alternatives to these plants, including Echinacea (purple coneflower), Liatris (Blazing Star) and Rudbeckia (Black-eyed Susan).”

“We try to insure that all plants are labeled with pertinent information, such as bloom time and details of how to grow. Thousands of plants disappear quickly at the sale, and there is always a line before the sale opens at 9 a.m. Master gardeners are there to answer questions, and help carry your purchases.”

A master gardener since 1998, Rose has lived in Cleveland Heights since 1976, and is a retired clinical psychologist. She is a co-leader of the Hampshire Road Community Garden, where she has been gardening since 1979.

“I have loved plants and growing things since I was three years old,” said Rose, who described herself as “basically an information specialist” in the master gardener program. “I answer questions at the Cleveland Botanical Garden and at the North Union Farmers Market on Saturdays, and on the telephone hotline (216) 429-8200, ext. 235, call Mondays and Thursdays, 10 a.m. to 1 p.m. once a month.” She also gives talks on garden-related topics at Tri-C and for garden clubs.

Rose will be one of the many MG volunteers who will be answering questions at the plant sale—from behind a reference table and also walking around and finding people who might need help making plant selections, or have questions about their own plants.

For more information about this year’s Plants in the Park sale, and about Master Gardeners of Cuyahoga County, visit www.cuyahogamg.org.

Kim Sergio Inglis is editor-in-chief of the Heights Observer, and is a Cuyahoga County master gardener volunteer.
Cleveland Heights-University Heights
Board of Education
Meeting highlights

APRIL 14, 2015
[Special meeting with the strategic planning committee]
A summary of this meeting can be found online at www.heightsobserver.org.

APRIL 21, 2015
All board members were present.

Facilities expenditures
The board approved the revised Good Manufacturing Practice (GMP) for the kitchen, landscape and fence package. Total value is $279,496, $250,000 is budgeted. The board also approved a change order to further repair needed for the Wiley theatre and a roofing and heater unit for the auto-tech space at Delisle Center.

Facilities planning
The board was updated on the facilities planning. The Cleveland Heights Planning Commission approved the site plan, including parking on Washington Boulevard. A five-page list of sustainable strategies indicated that most were incorporated into the plans. Items that were not incorporated were due to cost.

Clock tower
The clock tower will be repaired.

Math curriculum
The board heard a first reading of the math curriculum series for grades 6–12. Robert Swagard, coordinator of educational services, reported on the work of the committee and the piloting of two series this past year. The series, Larson Big Ideas, has a technology component.

Testing
The board heard a report on district testing and how it reforms instruction.

LWV Observer: Adele Cohn

MAY 4, 2015
All board members were present.

Awards and recognitions
Sixteen Heights High students were recognized for serving on the Superintendent’s Student Cede, which meets monthly with Superintendent Tabitha Dixon. Certificates of Courage were awarded to three elementary students, one from Geantary Elementary School, who worked to improve school lunches, and two from Boulevard Elementary School, who worked to get a crosswalk at Lee and Somerset roads. Thirty-five teachers were awarded tenure teacher status.

Heights High design
Architect Gary Biggs reported on minor changes made during the past month to the almost-completed design for Heights High.

Public comments
Koryo District Callaghan, one of three levy co-chairs, related what she believes are misleading claims made by a group of citizens who opposes the levy, including an allegation that administrative costs have risen while classroom costs have fallen by 1 percent. She stated that the district received straight A’s in the state report card’s Value Added category, a measurement of yearly gains made by the full spectrum of district students. Resident Diane Hollow, speaking as one of a group opposed to the levy, defended the administrative/classroom cost statistics that she publicized, stating that she had obtained them from the Ohio Department of Education website.

Math curriculum
The board adopted the grades 4–12 math curriculum for the coming school year.

NEOLA
NEOLA’s updated Ohio policies were presented on second reading. Board President Nancy Pepper requested information on the district’s human resources in order to comply with policy 2413, which requires that career advisers meet with each student once every semester beginning in sixth grade.

Student activities
The board approved membership in the Ohio High School Activities Association. They also approved a field trip to the statewide Power of the Fan competition for Monticello Middle School students who have already won the regional competition.

Coventry building
In order to streamline operations, the district has been advised to enter into one-year lease agreements beginning July 1 with all entities leasing space at the Coventry building. The board approved such lease agreements with the Coventry Village Children’s Center, Ensemble Theatre, Family Connections, Reaching Heights, Futures@Heights, Lake Erie History, Cleveland Heights High School Alumni Foundation, and Heights Waldorf School.

Finance
Treasurer Scott Gainer presented, and the board accepted, the five-year financial forecast. Gainer explained that the five-year forecast is not substantially different from October’s report because whether the school levy will pass and whether the district will meet its state guarantee are unknown. He also explained that, due to a negotiated agreement to pay teachers over 12 months, monthly instructional expenses for 2013–14 are paid in full and in fact they are distributed over a different time period.

Board president’s report
Farrer praised Superintendent Dixon’s involvement with teaching staff. She announced that Heights finished third out of 37 teams in the Robotics Competition and that a groundbreaking for the high school innovation project would take place on May 12.

LWV Observer: Nancy Dietrich

Look for earlier and often expanded postings of meeting summaries online at www.heightsobserver.org. See disclaimer on page 5.

Brennan’s Colony
2299 Lee Road, Cleveland Heights

Voted ‘Best of the Heights’

brennanscolony.com
216.371.1010

Roxboro Middle is named an IB World School

Cathan Bricker

Roxboro Middle School has been authorized to become an Interna- tional Baccalaureate (IB) World School for the three-year Middle Years Programme (MYP).

The IB program, which is implemented in more than 4,000 schools worldwide, emphasizes rigor- ous study and a focus on provid- ing relevance within a global con- text. The MYP curriculum includes eight subject groups, encouraging students to make practical connec- tions between their studies and the real world. There are currently 544 schools in the U.S. that offer the IB MYP.

“We are thrilled to become an authorized IB World School. The IB distinction will provide our ca- pable staff with the tools necessary to teach students to one day become caring, thoughtful leaders in the Heights community and around the world,” said Patrick McNichols, Roxboro Middle School principal.

Roxboro Middle School began the application process to become an IB World School four years ago. After a school applies for candida- cy, the IB organization works with the school to instill the program structure and ensure staff receive the necessary professional development.

“It’s a very rigorous process but we’re so proud of the results we’re seeing,” Melissa Garcar is our MYP coordinator; she has played a vital role in getting us here. Observe our classes and you will see that learn- ing is relevant and fun, which is what keeps our students engaged,” said McNichols.

The MYP requires at least 50 hours of teaching time for each subject group, in each year of the program. The program emphasizes action in the local community while understanding the larger world context in which students live and function.

Starting in the 2015–16 school year, all eighth-grade students will be required to design, implement and exhibit a community service project that will benefit the local community while also building on student interest. After finishing the MYP, students are prepared for further education, including national and international courses of study, and certifications within IB for high school students.

In the CH-UH City School Dis- trict, Roxboro Elementary is also an authorized IB World School. Oxford, Noble, Fairfax and Can- terbury elementary schools are IB candidates, and Monticello Middle School is “a school of interest” this year for IB.

Cathan Bricker is the communications administrative assistant for the Clev- eland Heights-University Heights City School District.

CH-UH athletic director Hughes resigns

Kristin Hughes

Kristin Hughes, the Cleveland Heights-University Heights City School District’s director of athletics, is resigning to accept the position of Director of Athletics for Smith Col- lege in Northampton, Mass. Hughes received her Master of Science in exercise and sports studies from Smith, and will be returning to her alma mater to oversee the college’s athletics program, beginning in July.

“This has been a very difficult decision,” said Hughes. “The CH- UH school district means so much to me. It has been an ideal home and community for me and my family, and I truly cherish the people I have been so fortunate to work with. The professionals in our Heights schools have motivated me to work hard and raise the bar for athletes. Tiger Nation is a very special place. I knew that it would take a once-in- a-lifetime opportunity to make me even consider leaving, but that’s what has come about. I am very excited about the challenges that await me at Smith College, but I will always have a special place in my heart for the students, staff, families and residents of ‘Tiger Nation.’

“Kristin has been an outstanding leader for our district and a truly valued member of our Tiger Nation community,” said Superintendent Talisa L. Dixon. “While we are all very sad to see her go, we know that this is a uniquely special opportunity for her, and we fully support Kristin in this decision. I am confident that she will thrive at Smith as she has thrived in our district. We will miss her and we wish her the very best in this next stage of her career.”

The district will soon begin ac- cepting applications from candidates to oversee district athletics.

Angie Shaker is director of communica- tions for Cleveland Heights-University Heights City School District.
Heights High ceremony honors past, looks to the future

Joy Henderson

The Heights High farewell ceremony and groundbreaking on May 12 brought together alumni, current students, families, community members and staff to honor the school's history and look forward to a bright future. The future of Heights High includes a renovated building at the current site, with construction to begin this June.

The ceremony included a welcome by Superintendent Talisa L. Dixon, and comments by Dennis Wilcox, Cleveland Heights mayor; Zoraba Ross, principal; Eric Silverman, board of education member and alumni foundation president; and Gary Balog, lead architect.

Heights High musicians select colleges and majors

Florence D’Emilia

This year’s graduates of Cleveland Heights High School will be attending some of the nation’s best music schools in the fall.

Heights High’s outstanding music students were well-prepared for the competitive auditions that secured the coveted spots. Through the high school’s music program, students perform a challenging repertoire and are provided with opportunities to play in the school’s orchestras, bands, jazz ensembles and small chamber groups.

The following 2015 graduates have plans to major in music performance or composition: Maya Fields at Eastman School of Music, Eli Kauffman at University of Pittsburgh, Mason Spencer at Indiana University Bloomington, Celia van den Bogert at University of Michigan, and Ann Zicari at Oberlin College Conservatory of Music. Ian Bartz and Arseen Cox plan to minor in music.

STEM subjects comprise the next most popular area of study for the nearly three dozen instrumentalists who are graduating in June. Rigorous coursework, including honors and advanced placement classes, prepared the students to pursue chemical and electrical engineering, chemistry, biology, pre-med, physical therapy and nursing.

Diversity, which is valued and nurtured at Heights High, is reflected in the choice of majors, such as international business, economics and history, criminology, psychology and linguistics. Two students plan to study education.

Florence D’Emilia is a Cleveland Heights resident and parent of a Heights High student.

Retiring special education coordinator honored

Cathan Bricker

Holly Munoz, coordinator of special education for the Cleveland Heights-University Heights City School District, was honored on May 15 for her accomplishments in working with students with disabilities and special needs.

Jeff Johnston, director of student services for the CH-UH district, nominated Munoz for the Outstanding Educator Achievement Award, bestowed by the Educational Service Center of Cuyahoga County (ESC-CO) and State Support Team Region 3.

“Dr. Munoz is most deserving of this prestigious award. Her passion for serving students with disabilities inspires me every day,” said Johnston. “She is an energetic leader with a deep knowledge of instructional practice. She is fearless when it comes to making changes and adapting our educational programs to fit the needs of our students. As she approaches her retirement in June, I can think of no better way to recognize her remarkable career.”

According to Johnston, Munoz has helped facilitate the selection and adoption of reading, math and transition curriculum. She has advocated for and supported the establishment of intervention specialists as highly qualified curricular experts equal to their content peers. Further, she has assisted in the establishment of co-teaching as a core instructional approach for the district.

Prior to joining the CH-UH district in 2005, Munoz served as the principal of Sunbeam School in the Cleveland Metropolitan School District. During her tenure, Sunbeam was a pre-K through eighth-grade school where at least half of the student population was identified as having intellectual or physical impairments.

Cathen Bricker is the communications administrative assistant for the Cleveland Heights-University Heights City School District.
Summer reading explores heroes and legends

Julia Murphy

Children are often asked to think about who their hero is—someone who inspires them to learn more, work harder or be a better person. Adults? Not so much. Maybe adults are busy trying to be someone’s hero, but it’s useful at all ages to have someone to inspire us.

This summer, people of all ages are invited to think about what it means to be a hero through the Heights and Legends summer reading programs at the Cleveland Heights-University Heights Public Library. The programs will explore heroes through films, books, games, discussions, explorations, roaming the wonders of history, admiring the beauties of art, sparking the imagination, and going on quests big and small, across the globe and right here at home.

For infants through pre-K, the Tiny Titans program includes activities for parents to use with their children to promote early literacy, such as singing a song with their child. In the Every Hero Has a Story program, children from kindergarten through age 12 will work to complete 16 hours of reading, four math activities and two “noble deed” volunteer activities to win free passes and annual family passes to cultural institutions, such as the Cleveland Metroparks Zoo and Great Lakes Science Center. There will also be children’s programs at all branches, featuring magicians, musicians and the Bubble Lady throughout the summer, with a final party on Aug. 6 at the Lee Road Library.

The teen program, Library League of Heroes, encourages teens to add to the Tree of Heroes, join the Comic Book Reading Club, or drop by Super Hero Cinema every Wednesday afternoon at the Lee Road Library. Those who complete the entire program are entered into a raffle for a Kindle Fire.

For adults, the theme expands to include programs on heroic tales, mythology, folklore and real-life adventures. For every book read, a participant will be eligible for a weekly drawing for prizes, including one of three grand prizes: a Bag of Loot, with gift cards valued at $50; a Treasure Chest, with $100 in gift cards; and a Samsung Galaxy Tab 4 Nook.

In July, (Super)Heroes, an interactive exhibit in the Lee Road Art Gallery, will help visitors think about who their favorite superhero is, who their real-life hero is, and what their real-life super power may be. Visitors will be invited to participate with a Post-it note wall, and to step into the (Super)Hero set, complete with a comic book background, where they can take pictures or act out their favorite heroic moments.

Part of this project will involve recruiting visitors on a stop-motion camera as they participate in the activities. These images will be shared on social media and other outlets.

Summer reading programs run from June 1 to Aug. 7. For more information, stop by any Heights library, call 216-932-3600 or visit www.heightslibrary.org.

Julia Murphy is the marketing assistant for the Cleveland Heights-University Heights Public Library.
Harry Bacharach has a lifelong love of music

James Henke

Harry Bacharach started taking piano lessons when he was in first grade at Noble Elementary School in Cleveland Heights. His birth name was Ari Friedman. In addition to attending Noble Elementary, he also went to Monticello Middle School and Heights High, and sang in the choirs of all three schools. He dropped out of high school during his sophomore year, attended Taylor Academy in Cleveland Heights and then got his GED. He then attended the University of Oregon in Eugene, where he studied anthropology.

When he was a child, his parents were into music. "They always sang a lot," said Bacharach. "They would sing at dinner, and that got me interested in music." He took piano lessons for two years, and his father taught him some piano chords. When he was 15, he started playing bass guitar. After dropping out of high school, he and a friend formed a band called Herb 'n Rhythm.

In addition to music, Bacharach also liked baking. When he dropped out of high school, he started working at a bagel store, and when he was in Oregon, he worked at a bakery. After college, Bacharach moved to Brooklyn, N.Y., where he had six different baking jobs.

When he returned to Cleveland, in 2001, he took a job at On the Rise, the bakery that had just opened on Fairmount Boulevard in Cleveland Heights. In 2002, he decided he wanted to start playing music again.

"Once I realized I couldn’t get solo gigs playing bass, I decided to go back to piano," he said. He started taking lessons from Greg Sławson, a Cleveland Heights piano teacher. He also had informal lessons with several Cleveland pianists, including Joe Hunter, George Foley and Jackie Warren.

After a few years of lessons, Bacharach started playing at various locations around Cleveland, including the Barking Spider Tavern and That Place on Bellflower, located in the space now occupied by L’Atabatros Brasserie & Bar in University Circle.

He also decided to change his name. "I was thinking about musicians like Harry Connick and Harry Belafonte and, of course, Burt Bacharach," he said. "I always say that I am Burt’s great nephew, but that’s not my great uncle! So that’s how I came up with my name." By 2010, Bacharach was having enough success as a pianist and singer that he decided to leave On the Rise. He has released two CDs: Live, which came out in 2006, and Velvet Tango, released in 2008. Live was recorded at the Barking Spider, and features Bacharach on piano, Ray DeForest on bass, Rob Williams on sax, Ray King on drums and Tom Schaefler on guitar. Velvet Tango was recorded at the Velvet Tango Room in Ohio City.

In 2010, Bacharach was wrapping up a show at Nighttown when someone from the Ritz-Carlton Hotel called and said that Stevie Wonder wanted to come to the restaurant and get dinner. Nighttown asked Bacharach to stay and play music for Wonder while he ate. "It was really amazing," Bacharach said. "Stevie got up and sang ‘Imagination’ with me, and then I got to hang out with him.” Wonder asked him to write a song for his daughter’s birthday. "Stevie had written ‘Isn’t She Lovely?’ about his daughter, so I wrote a song called ‘She Most Certainly Is.’”

Bacharach had a similar experience in 2009. He was playing at Bice Ristorante, which used to be Tower City in downtown Cleveland. Barry Manilow was performing at the Quicken Loans Arena, and after the concert he came to Bice for dinner. The restaurant asked Bacharach to stay and play for Manilow. "I was playing ‘And the Angels Sing,’ a Benny Goodman song, and Barry came over and started talking to me," Bacharach said.

Bacharach now has several regular gigs around town. Every Wednesday he plays at Bin 216 in Playhouse Square. On Thursday nights, he plays at the Paris Room in Chagrin Falls, and every Friday he performs at Marotta’s on Lee Road in Cleveland Heights. On June 13, Bacharach will perform at Nighttown.

He also performs regularly at several old-age homes around Cleveland, and he does private events.

Bacharach lives with his girlfriend, Stacy Siddle, on Raymont Boulevard in University Heights. They have a dog, Marge, and two cats, Ponch and Leon. "I love the diversity of the Heights area," he said. "And I love being so close to Cain Park. I take my dog over there for walks almost every day. I also love the fact that I can play gigs all around the area and make a living at it. I’m just as fortunate as can be.”

James Henke, a Cleveland Heights resident, was a writer and editor at Rolling Stone magazine for 15 years. He is also the author of several books, including biographies of Jim Morrison, John Lennon and Bob Marley.
Heights Arts presents collaborative exhibit and music in June

Mary Ryan

A celebration of a band of dads, baldness and our cultural roots are on tap at Heights Arts this month.

On June 6, at 7 p.m., the DadBand will perform a free concert of classical, pop, jazz, folk, Latin, and children’s songs at the Heights Arts Lee Road gallery. DadBand is a quartet of performers and teachers—all dads—who live and work in the Cleveland area. Members Dan Heim and James Rhodes play vija, and Derek Snyder and Nick Diodose play cello. Each has performed in concerts throughout the United States and Europe. Their choice of music is frequently inspired by their children and students, which creates a compelling experience for all ages.

In collaboration with The St. Baldrick’s Foundation and Lake Erie Ink, Heights Arts will exhibit sensitive creative writing pieces and portraits of Heights residents who “braved the shave” at this year’s March 15 St. Baldrick’s Foundation head-shaving fundraiser. The photos will show participants both before and after the shave.

The one-day exhibition, on June 14, 12-4 p.m., celebrates both a coming together to end childhood cancer, and support of neighbors and families who have been touched by the disease.

“Here and There, Now and Then” is a collaborative, interactive art project between Heights Arts and the Mandel Jewish Community Center, that seeks to answer the question: Where did we come from? It gathers written and visual stories about how people got to Cleveland: Where their parents and grandparents started out, and what brought them from that place, then, to this place, now. The exhibition opens June 15 at the Mandel JCC, with a community workshop 5-8 p.m., and runs through Aug. 2.

“We have created many off site art projects before—such as Fencepainting and Knitscape—and we are thrilled to give people an opportunity to creatively explore their heritage,” said Rachel Bernstein, Heights Arts executive director.

A Heights Arts facilitator/artist and staff from Lake Erie Ink began working with community groups in May.

All are invited to contribute to the project either individually, or through group art and writing workshops. Storytelling and illustration (creative writing, poetry, prose and drawing in a variety of mediums) will be made and collected, and participants will place pins on a map corresponding to where their family or the work they’ve created is from. Stories and illustrations from the exhibition will be compiled into book format at the end of the summer.

To contribute individual written or visual stories, pick up a participation form at Heights Arts, 217 Lee Road, Cleveland Heights, at the Mandel JCC, 26001 S. Woodland Blvd., Beachwood, or download an online participation form at www.heightsarts.org/exhibitions/here-and-there. Art and stories should be returned to Heights Arts for display in the exhibition.

Free workshops for community, church or school groups that would like to create together can be scheduled by contacting Kris Platko at 216-371-3457 ext. 104 or kplatko@heightsarts.org.

Mary Ryan works at Heights Arts, a nonprofit community arts organization.

Cleveland Heights artist’s exhibition showcases 3-D works in paper

Rob Lucarelli

Many of Cleveland Heights artist Julianne Edberg’s works of art involve imaginative uses of paper. A weaver, quilter, bookbinder and book creator, fashion designer, seamstress and graphic designer, Edberg invented a technique of tying together paper tiles to create three-dimensional objects. Her work will be on view at the Howson Gallery at Judson in an exhibition titled “The Sum of Its Parts: Collages and Sculptures by Julianne Edberg,” through July 8.

Edberg received a B.F.A. with a major in weaving from the Cleveland Institute of Art, and worked for many years as a graphic designer at Gualayoga Community College. Recently, she studied bookbinding with Barbara Maurillo at the Haystack Mountain School of Crafts in Maine, and with Randi Parkhurst at the Penland School of Crafts in North Carolina.

In recent years, her work has appeared at the Morgan Conservatory, Good Goat Gallery, Heights Arts Gallery and Lakeland Community College.

The Howson Gallery is located at Judson Park retirement community, 1801 Chestnut Hills Drive, in Cleveland Heights. Gallery hours are 9 a.m. to 8 p.m. daily. Admission is free. For more information, visit www.judsonartsmartliving.org.

Rob Lucarelli is director of communications for Judson Services Inc.
McElfresh and McGaughey—saving lives with music

Heights Observer June 1, 2015

David Budin

I’m always saying that the Heights Choir saved my life. It’s true. I was headed in the wrong direction. Probably a few wrong directions. And even though I’d been singing and performing music profession- ally since I was around 11 years old, I did not get into the choir in my first year of high school—which, in those years, was the 10th grade—because of my grades.

I brought my grades up a little, just enough, and auditioned for the choir at the end of 10th grade and was allowed in for the next school year. Not only was it going to be my first year in the choir, but it would also be that of our new director, Claire McElfresh, who had served for several years as the director of the Men’s Chorus and Girl’s Glee Club.

The choir began its year two weeks before the school year start- ed, meeting twice a day for a couple of hours each time. The very first minute of the first of those sessions set me on a course I’m still follow- ing, nearly 20 years later.

The choir was seated in the school’s fourth-floor choir room. Mr. McElfresh, whom we all called Mac, had us sing a chord. It sounded good to me. But Mac stopped us and said, “You sound like high-school kids.” Many of us high-school kids said, “We ARE high-school kids.” And Mac said, “But you don’t have to sound like it.”

Hmm … THIS sounds inter- esting, I thought. Mac said, “Do this,” and gave us a couple of tips for how to sing differently, and had us sing that same chord again. The sound this time was so dramatically different that it was breathtaking; it gave me chills. I thought (though not in words): I’m going to stick around; if that big a change can come about so easily, I want to find out what else can happen.

So I did stick around. Within a few weeks, and with much more instruction and direction from Mac, we no longer sounded like high-school kids. We sounded, as so many have said, like adults and like professionals. We started learning pieces that were way beyond what most school choirs could do. Mac also recognized my raw talent and encouraged me to use it. He allowed me to sing my own songs in our concerts. He let me arrange pieces for smaller ensembles to perform. He often invited me to sit in his office to talk about music and the music business.

The Heights Choir was the one and only reason I ever set foot in the school. As soon as the final choir concert and subsequent choir recording were completed, about a month before my class graduated, I quit school. (Short several credits, I wasn’t about to graduate, anyway.)

Within a year, I was in New York, playing in a rock band and opening shows for major artists. In another year, I was signed to a recording contract and a publishing contract, and was also working as an arranger and producer. I’m still doing all of those things.

About 15 years ago, I found out that the school board was considering eliminating the vocal music program at Heights, and I played a small part in reversing that decision. I also became aware that the choir was in ruins—tiny, undisciplined and, despite several very talented kids, pretty awful-sounding. Concerts drew audiences of about 40 people, most of whom talked all the way through them. I won’t tell the story here, but I took action, in several ways, that put the school’s vocal music program back on track. It’s a good story, but I don’t have the space to tell it, and I believe it would hurt a few people’s feelings. But it’s true. I take credit for it. And it’s one of the things in my life of which I am proudest.

I will say this much: When the vocal music director resigned, I pushed the school’s principal to put together a search committee, including me, and to advertise for the position, and to do whatever was needed to hire not just a new director, but the right one.

Luckily, Craig McGaughey ap- plied. During his interview, I asked him, “How do you maintain the discipline that’s necessary to cre- ate a great choir, while still making the experience fun for the kids?” His answer: “The reward is in the results.” I said to myself—and then, later, to the committee—“This is the guy. That’s how it worked under McElfresh.”

McGaughey got hired and immediately turned the vocal music department around, greatly increasing its numbers and, es- pecially, its quality. And its audi-ences. The choir has become one of the school’s, and school system’s, greatest goodwill ambassadors. McGaughey also reinstated the annual schoolwide musical pro- duction. And he has taken the department’s groups all over the country, and beyond, to perform and compete.

Craig McGaughey is retiring at the end of this school year. All I can say is: Thank you for all of your very hard work in restoring the vocal music department—and maybe even saving some more kids’ lives.

Actually, that’s not all I can say. I can also say to the school’s administrators: I hope you have either already found someone great to take his place or are in the pro- cess of doing that. And if not, let me know, and I will be more than happy to help.

David Budin is a freelance writer for national and local publications, the former editor of Cleveland Maga- zine and Northern Ohio Livex, an author, and a professional musician and comedian. His writing focuses on the arts and, especially, pop music history.

OPEN HOUSE at Tri-C

Saturday, June 6, 2015
10 a.m. - noon

Open house, visit www.ohio.edu/openhouses
Klez from Kleveland music plays at Cain Park

Bert Stratton

Yiddishe Cup, the Cleveland Heights-based klezmer band, mixes soul music with klezmer at the 37th annual Workmen’s Circle Concert in the Park on Sunday, June 28, 7 p.m., at Cain Park’s Evans Amphitheater. Admission is free; tickets are not necessary.

Two years ago, Yiddishe Cup first collaborated with soul singer Tamar Gray of Cleveland Heights. Gray is the vocal music teacher at Fairfax Elementary School. At Cain Park, the band will debut a mash-up of “Tradition” from “Fiddler on the Roof” and “The Temptations’ “Ball of Confusion.”

In her youth, Gray belonged to Confusion.” Two years ago, Yiddishe Cup and her father Bert Stratton, a Cleveland Heights resident, dedicated the leader of the klezmer band Yiddishe Cup. He writes the Klezmer Guy blog at www.klezmerguy.com.

Yiddishe Cup (from left): Steve Ostrow, Irwin Weinberger, Tamar Gray, Dan Friedman, Bert Stratton, Alan Douglass, Alisa Stratton.

Kippur and celebrated Succoth (the Festival of Booths). Gray currently is the assistant pastor at Edgewood Community Church on Euclid Heights Boulevard. The concert will also feature guest singer Shawn Fink of University Heights. Among other tunes, Fink will sing “Joe and Paul,” a Yiddish song about a teenage boy with a fascination for smutty French post cards. Fink will translate some of the lyrics.

The Workmen’s Circle Klezmer Orchestra, under the direction of Norman Tischler, will play from 6-7 p.m. in the Colonnade.Screenshot 2015-06-04 at 11.20.05 AM

Greenman, a virtuoso klezmer violinist, opens the main-stage show at 7 p.m., accompanied by Mark Freiman on piano. Greenman has played throughout the United States, as well as in Spain, Poland, Germany and Canada. Screenshot 2015-06-04 at 11.20.05 AM

Lori Cahan-Simon, a Yiddish-song researcher and accomplished singer, will follow Greenman, backed by Walt Mahovlich on accordion and Greenman on violin. Yiddishe Cup will play the second half of the show—and it’s possible that all the musicians will gather for an encore.

Bert Stratton is a Cleveland Heights resident and the leader of the klezmer band Yiddishe Cup. He writes the Klezmer Guy blog at www.klezmerguy.com.

WRC performs in CH June 7

Joanna Poderis

The Western Reserve Chorale (WRC) presents Back to the Bard—For Love of Shakespeare, Act II as its spring concert this season. Artistic Director David W. Gilson will lead the vocal ensemble at two venues: Grace Lutheran Church, 13001 Cedar Road, Cleveland Heights, on Sunday, June 7, 7 p.m.; and Federated Church, 76 Bell Street, Chagrin Falls, on Tuesday, June 9, 7:30 p.m.

Back to the Bard—For Love of Shakespeare, Act II is a follow-up to WRC’s For Love of Shakespeare concert in 2013, which was enthusiastically received by the chorale’s audiences. This time the playlist features compositional stylings of John Rutter, Rene Clausen, George Shearing, Matthew Harris, Ned Rorem and others.

Come hear the different approaches these composers have used to infuse meanings with musical underpinnings. Some stay truer to the original Elizabethan-age styles, while others use more contemporary musical approaches, enabling the text to relate more easily to the present time. These choral settings represent some of the most familiar lines from Shakespeare’s sonnets and his plays, including “The Tempest,” “As You Like It,” “Twelfth Night,” “Macbeth” and “A Midsummer Night’s Dream.”

Now in its 32nd season, Western Reserve Chorale is a nonprofit group of amateur and professional singers, many of whom are Cleveland Heights residents, dedicated to bringing high-quality performances of choral music to Greater Cleveland.

Generously supported by Cuyahoga Arts & Culture, WRC welcomes new singers to join the group. Rehearsals are held September to June, on Tuesday evenings, 7:15–9:30 p.m., at Grace Lutheran Church (for now). For more information, visit www.westernreservchorale.org or call 216-791-0061.

Joanna Poderis, longtime resident of Cleveland Heights, is executive director and accompanist for Western Reserve Chorale.

Apple Construction

Residential Contractor
Serving Greater Cleveland since 1980
Kitchens, bathrooms, additions and more
216-321-6639
www.apple-construction.com • email: appleconstructioncle@gmail.com

Apple Construction
Residential Contractor
Serving Greater Cleveland since 1980
Kitchens, bathrooms, additions and more
216-321-6639
www.apple-construction.com • email: appleconstructioncle@gmail.com

CAIN PARK
CLEVELAND HEIGHTS, OHIO
GODSPELL 6/11-28
Chris Botti 6/11
Esperanza Spalding Presents:
EMILY’S D+EVOLUTION 6/16
LTD Plus: Livingston Taylor,
Tom Chapin, EVA 6/18
Herman’s Hermits starring Peter Noone / Gary Lewis & the Playboys 6/19
Apollo’s Fire Baroque Orchestra 6/20
Preservation Hall Jazz Band 6/25
Béla Fleck and Abigail Washburn 6/26
The Golden Dragon Acrobatts 6/27
Cain Park Arts Festival 7/10-12
GroundWorks DanceTheater 7/17-19
Summer Shorts 7/22
A Benefit for Dobama Theatre’s Education Programs
Musical Theater Project Cabarets 7/23, 8/6, 8/13
Parsons Dance 7/25
Co-presented by DanielCleveland
The Beach Boys 8/1
Eileen Ivers 8/7
(Only Cleveland Appearance)
Richard Marx / John Waite 8/8
Laurie Berkner with Susie Lampert 8/9
Black Violin 8/10
Southside Johnny & the Asbury Jukes 8/15
AND MORE!!
For a complete schedule
CAINPARK.COM

CAIN PARK
CLEVELAND HEIGHTS, OHIO
GODSPELL 6/11-28
Chris Botti 6/11
Esperanza Spalding Presents:
EMILY’S D+EVOLUTION 6/16
LTD Plus: Livingston Taylor,
Tom Chapin, EVA 6/18
Herman’s Hermits starring Peter Noone / Gary Lewis & the Playboys 6/19
Apollo’s Fire Baroque Orchestra 6/20
Preservation Hall Jazz Band 6/25
Béla Fleck and Abigail Washburn 6/26
The Golden Dragon Acrobatts 6/27
Cain Park Arts Festival 7/10-12
GroundWorks DanceTheater 7/17-19
Summer Shorts 7/22
A Benefit for Dobama Theatre’s Education Programs
Musical Theater Project Cabarets 7/23, 8/6, 8/13
Parsons Dance 7/25
Co-presented by DanielCleveland
The Beach Boys 8/1
Eileen Ivers 8/7
(Only Cleveland Appearance)
Richard Marx / John Waite 8/8
Laurie Berkner with Susie Lampert 8/9
Black Violin 8/10
Southside Johnny & the Asbury Jukes 8/15
AND MORE!!
For a complete schedule
CAINPARK.COM

The Tavern Company
Men. Burger Fries & Beer Night $9
Tues. Flatbread Pizza Beer (Wine Too. Tavita starting at 10 pm
Wed & Thurs: “5 for $30” 2 Hours for $40 4 Hours $50
3 Hour Tailgate + 2 beer/food + 2 sets of musical beer OR a bottle of House wine = $BOLT 40
3 for $20
M-F Happy Hour 5-7 pm
Sunday Brunch 10:30-3 pm
Sunday Karaoke 10 pm
Kitchen Open 5-10 pm Mon. Thurs.
5-11pm Fri. and Sat.
2260 Lee Road 216.321.6001
Hunter Hammersen first tried knitting when she was in college. She wanted to knit a scarf, and she didn’t enjoy it. A few years later, she tried knitting a scarf again, and she still didn’t like it. Then, in 2007, she knitted a pair of socks, and she really loved it. Since then, Hammersen has become “totally obsessed” with knitting, and has written seven books about the subject.

“It’s a total rookie mistake to make a scarf for your first project,” Hammersen said. “A scarf is really long and can be terribly boring to create. I know plenty of experienced knitters who don’t like knitting scarves, and can be terribly boring to create. I’m really having a good time with this. And it’s great how you can turn a hobby into a business these days.”

Hammersen met her husband, Brian T. Glenn, in a calculus class during her freshman year at Case. They don’t have any children, but they have three cats. She loves living in Cleveland Heights. She and her husband lived on Hampshire Road after college, and bought the house on Silsby Road in 2005.

“Cleveland Heights feels real comfortable,” Hammersen said. “There’s a lot going on here, and there are so many good restaurants. It really feels like home to me, and I’m really nice after traveling so much during my childhood.” She also loves the Cleveland Heights-University Heights libraries, and spends a lot of time at the Lee Road branch.

In addition to knitting, Hammersen said she also loves board games, and likes traveling.

James Henke, a Cleveland Heights resident, was a writer and editor at Rolling Stone magazine for 15 years. He is also the author of several books, including biographies of Jim Morrison, John Lennon and Bob Marley.

The books are available as paperbacks or e-versions, for those who prefer digital books. Paperback prices range from $12.99 to $21.95, while the e-books range from $9.99 to $12.95.

Hammersen is very happy that she was able to turn knitting into a career. “It lets me work from home and do things on my own schedule,” she said. “I’m really having a good time with this. And it’s great how you can turn a hobby into a business these days.”


She is currently working on two more books. One will be published this fall, and a sequel to Carls will be out next year. The books contain instructions on how to knit a variety of clothing items, including socks, scarves, wraps and hats.

Hammersen develops all of the patterns, then usually has someone else create the finished product. Her books are available at yarn stores in the area. They can also be ordered directly from Hammersen on her website, www.pantsvillagepress.com.

### Maureen McGovern performs Cedar Fairmount benefit at Nighttown

**Kaye Lowe**

The Cedar Fairmount Special Improvement District is working on plans for streetcar improvements for the Cedar Fairmont Business District for summer 2016.

The project cost is estimated at more than $7.5 million.

Popular singer Maureen McGovern will perform two benefit concerts at Nighttown on Friday, June 26, at 6 p.m., and Saturday, June 27, at 8 p.m., to help raise funds for the project. McGovern is best known for her number-one record, “The Morning After,” which won an Oscar (it was in the movie “The Poseidon Adventure!”).

McGovern received Grammy nominations in 1973, for Best New Artist, and 1998, for Best Traditional Pop Vocal for her album The Measure of His Company. She was also a featured guest artist on the Grammy-winning album Songs from the Neighborhood: The Music of Mitter Rogers. Other hits include “Can You Read My Mind?” from the movie “Superman,” the Oscar-winning “We May Never Love Like This Again” from “Towering Inferno” and “Different Worlds” from the TV series “Angie.”

McGovern was nominated for a Drama Desk Award for her role as Marmee in “Little Women, The Musical” on Broadway. She replaced Linda Ronstadt on Broadway in “The Pirates of Penzance” and has appeared as Mrs. Anna in the national touring company of “The King and I.” She has also appeared in several films.

Tickets, $50 each, can be purchased from Nighttown at www.nighttowncleveland.com.

Kaye Lowe is the executive director of the Cedar Fairmont Special Improvement District.

### Heightsfamily.org for registration information

If your child is under 5 years old and lives in Cleveland Hts., Shaker Hts., or University Hts., visit heightsfamily.org for more information.

### Free books mailed to your young child!

State Farm received the highest customer score among life insurance providers in the proprietary J.D. Power 2014 U.S. Homeowners Insurance Study and 2014 U.S. Renters Insurance Study. Study based on a total proportion of customer ratings earned by each insurer between January 2013 and January 2014. Your experience may vary. State Farm Life Insurance Company not licensed in NY, but licensed in LA. J.D. Power is a registered trademark of J.D. Power & Associates.}

### Heights ARTS

CH resident turns love of knitting into a career

**James Henke**


She is currently working on two more books. One will be published this fall, and a sequel to Carls will be out next year. The books contain instructions on how to knit a variety of clothing items, including socks, scarves, wraps and hats.

Hammersen develops all of the patterns, then usually has someone else create the finished product. Her books are available at yarn stores in the area. They can also be ordered directly from Hammersen on her website, www.pantsvillagepress.com.

### Support our local merchants.

**Maureen McGovern performs Cedar Fairmount benefit at Nighttown**

Kaye Lowe

The Cedar Fairmount Special Improvement District is working on plans for streetcar improvements for the Cedar Fairmount Business District for summer 2016. The project cost is estimated at more than $7.5 million.

Popular singer Maureen McGovern will perform two benefit concerts at Nighttown on Friday, June 26, at 6 p.m., and Saturday, June 27, at 8 p.m., to help raise funds for the project. McGovern is best known for her number one record, “The Morning After,” which won an Oscar (it was in the movie “The Poseidon Adventure!”).

McGovern received Grammy nominations in 1973, for Best New Artist, and 1998, for Best Traditional Pop Vocal for her album The Measure of His Company. She was also a featured guest artist on the Grammy-winning album Songs from the Neighborhood: The Music of Mitter Rogers. Other hits include “Can You Read My Mind?” from the movie “Superman,” the Oscar-winning “We May Never Love Like This Again” from “Towering Inferno” and “Different Worlds” from the TV series “Angie.”

McGovern was nominated for a Drama Desk Award for her role as Marmee in “Little Women, The Musical” on Broadway. She replaced Linda Ronstadt on Broadway in “The Pirates of Penzance” and has appeared as Mrs. Anna in the national touring company of “The King and I.” She has also appeared in several films.

Tickets, $50 each, can be purchased from Nighttown at www.nighttowncleveland.com.

Kaye Lowe is the executive director of the Cedar Fairmount Special Improvement District.

**SUSAN DELANEY, ABR®, BRS®, SNE®, AOR Award of Distinction**

**State Farm Insurance Companies**

Honed to your choice for life insurance.

State Farm received the highest customer score among life insurance providers in the proprietary J.D. Power 2014 U.S. Homeowners Insurance Study and 2014 U.S. Renters Insurance Study. Study based on a total proportion of customer ratings earned by each insurer between January 2013 and January 2014. Your experience may vary. State Farm Life Insurance Company not licensed in NY, but licensed in LA. J.D. Power is a registered trademark of J.D. Power & Associates.
Motorcars is named Green Energy business of the year

Deanna Bremer Fisher

Green Energy of Ohio has recognized Motorcars Honda’s sustain-ability efforts by selecting it for the 2015 Business of the Year Award at its annual meeting in May.

This year, Motorcars installed a state-of-the-art 335 kilowatt solar canopy system, the largest single-structure solar array in the state of Ohio, at its facility at 2955 Mayfield Road. Trevor Gile, general manager of Motorcars Honda, said that the goal is energy independence: “Our solar panels will reduce our carbon footprint by the equivalent of 10 years’ worth of new car sales.”

Gile added that the solar panels will produce more than three megawatt hours of electricity per day and reduce the dealership’s grid-based energy needs by 50 to 75 percent.

The solar canopy is part of a $6 million renovation of the dealership, which also includes the installation of a digital assembly line for automobile services. Customers will drive their cars onto the line and then be able to watch technicians perform services, such as oil changes and tire rotations, from the comfort of a new customer lounge as their cars move down the line.

Green Energy liked the fact that the solar canopies were designed by an Ohio resident and that the project employed more than 700 people during its fabrication and installation.

The Motorcars solar canopy will provide shelter for its inventory and will use LED lighting to reduce energy usage. Dovetail Solar, an Athens, Ohio-based solar contractor, installed the canopy. The solar panels were made by Solar World, an American company, with components assembled in the U.S. The support structure for the panels is made from 80 percent materials from recycled cars.

Motorcars employs more than 200 people and is the largest employer in Cleveland Heights.

How to explore potential market demand for your business idea

Jason Sherman

The Heights brims with entrepreneurial activity. Whether you’re a startup or established business with an idea for a new venture, most entrepreneurs will quickly face this question, “Who will buy my product?”

If you’re not already familiar with lean or agile development approaches, you can get the gist via some online reading. The basic idea is to quickly explore and develop market demand while refining your idea. Don’t reach deep into your pockets or fund a big, long-term development process at this point. Take fast, low-cost steps instead.

Agile development works for consumer and business audiences and all industries. It applies to healthcare, financial services, hospitality, industrial goods and consumer products. Here’s an agile way to get started with your idea:

First, write down the problem that your target audience has and how your idea will solve it. Your prospective buyer may be consciously aware of this problem, or unconsciously “putting up with it.” Be concise. Three to ten sentences should adequately summarize the problem and solution.

Second, don’t show your problem-solution summary to anyone yet. This is going to require some restraint. We all fondly recall bringing home school projects to the adoring approval of our parents. But, prospective buyers make real-world, self-interested buying decisions. Go on to the next step instead.

Summarize two to three alternative solutions that are already on the market today. Infuse each summary, including your business idea, with similar levels of enthusiasm and detail. Avoid hype. Home in on specific benefits to buyers.

Now, reach out to members of your target audience with one simple request: Ask them to read these summaries and tell you which one they find most appealing. Avoid revealing that you have an idea in the game, if you can. Keep to the basics: “I need some feedback on four ideas. Will you help me? Which idea is most appealing to you?”

You will surface authentic insight about whether your idea is understandable, credible and superior. Don’t explain or defend anything. Your job is to listen to how people feel, and why. You’ll discover tweaks that could dramatically increase demand for your idea.

You’ll also get a sense of how many might buy your solution if it were available. You may be on the cusp of something great. Or, you may find that your idea is simply too risky to spend any more time or money developing.

If that’s the case, move on to your next brilliant idea with your hard-earned cash still in your hands.

Jason Sherman is principal at Whyze Group, a research and innovation firm serving or-ganizations throughout North America. He owns a home in Cleveland Heights.

Cedar Fairmount businesses honored

The City of Cleveland Heights presented businesses with longtime locations in the Cedar Fairmount Business District with proclamations honoring their longevity at an event held at Nighttown on May 10.

Businesses and professionals who were honored are: Bridgestone Firestone, 85 years; Cedar Hill Sunoco, 82 years; Nighttown restaurant, 50 years; Cedar Hill Antiques, 45 years; Blatchford Architects, 42 years; Appletees Books, 40 years; Dr. James Bashaw, 40 years; Dr. Javier Galvez, 38 years; Pete Axelrod, 37 years; India Community Center, 37 years; Jack Volanly Consulting, 35 years; Mad Greek restaurant, 34 years; Howard Hanna Real Estate Services, 32 years; Dr. Maureen Krack, 31 years; Reflections, 30 years; Abstract Hair Salon, 30 years; JPMorgan Chase Bank, 27 years; Stan Harris Insurance, 27 years; Roth Stanley & Associates Therapy Practice, 27 years; and Dr. Terry Tobias, 25 years.

Award Winning Sushi & Fabulous Malaysian Cuisine

Pacific East

Mon. - Thurs.: 11 a.m. - 3 p.m.; 5 p.m. - 10 p.m.; Fri., 11 a.m. - 3 p.m.; 5 p.m. - 11 p.m.; Sat., 12 p.m. - 3 p.m.; 5 p.m. - 11 p.m.; Sun., 3 p.m. - 10 p.m.

Tel: 216-320-2302 Fax: 216-320-2306

1753 Coventry Road, Cleveland Heights, Ohio 44118
www.pacificeastcoventry.com

Jason Sherman is principal at Whyze Group, a research and innovation firm serving or-ganizations throughout North America. He owns a home in Cleveland Heights.
Best New Business
Best University Heights Business
Best Cleveland Heights Business
Best Date Night Venue
Best Customer Service
Best Burger
Best Bar, Pub or Tavern
Best Place for Health & Fitness
Best Automotive Business
Best Home Repair/Maintenance Business
Best Hairstylist (individual’s name and place of business)
Best Barber (individual’s name and place of business)
Best Place to Enjoy a Family Outing
Best Interior Decor
Best Place to Purchase a Gift
Best African-American-Owned Business
Best Professional Service Business
Best Longstanding CH-UH Business (15+ years)
Best Restaurant

Bonus Question:
What New Business Would You Like to See in the Heights?

FutureHeights

Cast your ballot today for Best of the Heights!

Complete this ballot or go online to: www.futureheights.org

Deadline for ballot submission: August 31, 2015

Please Note!
Voting is for Cleveland Heights and University Heights localities only.
One ballot per person.
In order for your ballot to be counted, you need to vote for at least half (10) of the ballot categories and include your name and contact information. Ballots not meeting these requirements will be considered invalid.

Mail your ballot to:
FutureHeights
2843 Washington Blvd. #105
Cleveland Heights, OH 44118
Questions? Call 216-320-1423
Name:
Address:
Phone:
E-mail:

If you are a business owner or operator, name of business:

Best New Business
Best University Heights Business
Best Cleveland Heights Business
Best Date Night Venue
Best Customer Service
Best Burger
Best Bar, Pub or Tavern
Best Place for Health & Fitness
Best Automotive Business

MOTORCARS
IN CLEVELAND HEIGHTS
Customers for Life.

Named “Ohio Business Of The Year”
By Green Energy Ohio

MotorcarsConstruction.com - (216) 932-2400