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# THE LAKEWOOD OBSERVER

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Volume 6, Issue 22, November 3, 2010

*Lakewood Looks To Our Future As*

## New County Executive Edward FitzGerald Wins



Cuyahoga County's first County Executive Ed FitzGerald makes his acceptance speech with his family at his side.

by Margaret Brinich

After an election season full of drama across the political spectrum on the federal down to the municipal level, here in Lakewood the action is just beginning. Lakewood's very own Mayor Ed FitzGerald, is now the very first Cuyahoga County Executive elect.

To top off an exciting election day, FitzGerald spoke to a crowd of supporters, volunteers, family and friends in downtown Cleveland. Four of eleven members of the new county council joined FitzGerald around the podium, along with Cuyahoga County Democratic Party Chair, Stu Garson. Garson spoke glowingly of democratic county council candidates,

eight of which were elected tonight (including District 2 Senator and County Council Member elect Dale Miller), but was particularly jubilant over FitzGerald's victory.

The room erupted into cheers as FitzGerald con-



State Senator Michael Skindell checks numbers with State Rep Mike Foley election night.

### Cuyahoga County Seat Results

#### Cuyahoga County Executive

Edward FitzGerald (D) 178,089  
Matt Dolan (R) 121,113  
Ken Lanci (I) 45,551  
Tim McCormack (I) 32,712  
Don Scipione (I) 11,509  
David H. Ellison (G) 5,914

#### County Council- District 2

Dale Miller (D) 18,412  
John Zappala (R) 9,593  
Lynn Graham (I) 1,806  
Edward M. McCartney (I) 1,031  
Steve A. Boza Jr. (I) 362

firmed the victory saying, "I got a phone call coming down here from Matt Dolan and he conceded the race." FitzGerald touched briefly on the "personal sacrifices" put forth by his five opponents and expressed a deep respect for each of them.

He then spoke of a need to unify the county saying, "We have been divided too long by East and West, by urban and suburban, by black and white." He continued, "And those divisions have held this county

**continued on page 13**



Lakewood Mayor Ed FitzGerald and guests at last year's Mayor's Charity Ball at Beck Center.

## Beck Center Is Puttin' On The Ritz

by Fran Storch

The Beck Center is ready to roll out the red carpet for the 3rd Annual Mayor's Charity Ball, hosted by Lakewood Mayor Ed FitzGerald on Saturday, November 13 from 7 to 11 p.m. at the Beck Center for the Arts, 17801 Detroit Avenue in Lakewood. All proceeds from this event support the quality theater and arts education programs at the Beck Center.

Enjoy live entertainment by talented Beck performers, cocktails, and elegant hors d'oeuvres provided through the generous support of several Lakewood restaurants and caterers. Be on hand for the presentation of the Key to the City of Lakewood to long-time resident and community volunteer Paula Reed.

Bid on beautiful art from top Cleveland artists and purchase chances to win exciting raffle prizes, including a cash prize; a one-week stay at a Marblehead condo; and a Chanel prize package valued at more than \$3,000. Sample a newly unveiled brew from Buckeye Beer Engine—the Mayor's Ball label—and take home a wine glass to commemorate the evening.

New this year! Join Mayor FitzGerald in an intimate setting for a special VIP pre-party from 6 to 7 p.m. featuring a culinary demonstration with Pier W Executive Chef Regan Reik. Learn about Chef Reik's

innovative approach to new and classic dishes and sample his award-winning creations while enjoying an open bar. Space for this VIP event is very limited!

Tickets are available in advance for a suggested contribution of \$75 and \$125 for VIP attendees. Donations are 100% tax deductible. Black tie is optional. Free on-site parking is available. For more information or to purchase tickets, contact Holly Lauch at 216.529.6602 or holly.lauch@lakewoodoh.net.

The Mayor's Ball is sponsored by Lakewood Hospital, Collins & Scanlon LLP, Geiger's Clothing & Sports, KKSG & Associates, Hinkley Lighting, Proforma, and Virginia Marti College.

For almost 80 years, the Beck Center for the Arts has been a valuable cultural asset serving not only the Lakewood community but residents throughout Northeast Ohio. The largest arts organization on Cleveland's west side, the Beck Center is home to an award-winning professional theater and offers more than 140 classes each week in dance, music, theater, visual arts, and creative arts therapies for artists of all ages, as well as gallery exhibitions featuring regional artists.

For more information on the Beck Center, visit our website at [www.beckcenter.org](http://www.beckcenter.org) or call 216.521.2540.



These amazing students created this painting during Art Explosion's "In the Style of: Miro" art class. All are welcome to view it in Children's and Youth Services at Lakewood Public Library. We also invite everyone to visit our Art Explosion Art Show on Saturday, November 13, 2010 from 3-5pm, in the Multipurpose Room, where all their works will be displayed.



# Calendar Page

*This calendar presents various Lakewood events and notices for the next two weeks (excluding Lakewood Public Library sponsored events found separately on the Lakewood Library page). Submit your calendar event to our online calendar at [www.lakewoodobserver.com](http://www.lakewoodobserver.com) on the Home Page. This printed calendar listing is primarily non-profit events relevant to Lakewood. However, our website calendar welcomes all Lakewood businesses and organizations to submit events. Compiled by Mel Page*

## Thursday, November 4

### Flu Shot Clinic

2:00 - 5:00 PM, Woman’s Club Pavilion, Lakewood Park  
The cost for the flu shot is \$30.00 for those without Medicare Part B or for those enrolled in a Medicare HMO. If you are in a Medicare HMO, or have other private insurance, an insurance reimbursement form will be available. Reimbursement depends on your individual coverage benefits. Please bring all your insurance cards with you at the time of your appointment. Make your reservation by calling 216-226-0611.

### LHS Marching Band Concert

7:00 PM, Lakewood Civic Auditorium, 14100 Franklin Blvd.

### State Senator Nina Turner Speaks at LWV Event

7:00 - 9:00 PM, Trinity Commons at Trinity Cathedral, 2230 Euclid Ave., Cleveland  
See Page 13 for details.

## Friday, November 5

### Wings by Arthur Kopit

Beck Center for the Arts, Studio Theater, 17801 Detroit Avenue.  
Show times: 8 pm Friday & Saturday; 3 pm Sundays. box office at 216.521.2540, ext. 10, or purchase seats online at [www.beckcenter.org](http://www.beckcenter.org).

## Saturday, November 6

### Harvest Festival at Barton Center

9:00 AM - 2:00 PM, 14300 Detroit Ave.  
Harvest Festival at Barton Center. Our resale shops will be open, new vendor’s items, craft class items, raffles, bake sale, snack bar! No fee - open to the public.

### Screw Factory Artists’ Open Studio

1:00 PM - 8:00 PM, 13000 Athens Ave  
Media ranges from fine art to eclectic crafts including printmaking, mosaics, fiber art and wearables, painting, portraiture, ceramics, glass and mixed media collage and installation. Visit <http://www.screwfactoryartists.com> for updates and a list of visiting artists. Artist studios are on the 2nd and 3rd floors. The Templar Autos will be on display on the 3rd floor along with Lakewood is Art. Friends of Madison Park will be providing gift wrapping for guests. For more information regarding this event contact Gina DeSantis at [artzy\\_grl@yahoo.com](mailto:artzy_grl@yahoo.com) or 440.784.5409. For rental information contact Ralph Lukich of Omni Management at [rlukich@omniprideone.com](mailto:rlukich@omniprideone.com).

### Joanne Stepp Benefit Clambake

4:00 - 9:00 PM, St. Augustine Catholic Church, 2486 West 14th Street, Cleveland.  
Joanne Stepp, a life-long resident of Lakewood and 1975 Lakewood High School Alumni, is a 15 year survivor of Colon Cancer and has been battling Ovarian Cancer since May of 2009. Tickets are \$25.00 and include dinner, music, 50/50 raffle, prizes, and lots of fun! See more details on Lakewood Observer online calendar. To purchase tickets or to make a donation: call the St. Augustine Parish Office at 216-781-5530.

### Mud In Yer Eye Contra Dance

7:00 - 11:00 PM, Lakewood Masonic Temple, Detroit Ave  
The band Mud in Yer Eye with caller Carol Kopp perform a contra dance in the beautiful ball room of the Masonic Temple every First Saturday of the Month. Singles and couples, age 7 to 100 welcome! No previous dancing experience necessary. At 7pm the caller goes through most of the steps to expect during the night and then again before each new dance set. Wear comfortable shoes and clothing. \$6 admission. Lessons begin at 7pm. Dance starts at 8pm. [www.neohiocontradance.org](http://www.neohiocontradance.org).

### Direct Sellers’ Annual Holiday Shopping at The Beck

9:00 AM - 2:00 PM, 17801 Detroit Ave.  
Festive Shopping with your favorite home party companies with proceeds to benefit The Beck. Free Admission, Free Parking, Drawings for Prizes, Crafts for Kids For Pre-Sale Tickets for drawings contact Carol Mason 216-226-8066.

## Sunday, November 7

### Harvest Pork Chop Dinner

12:30 - 4:00 PM, 12608 Madison Avenue in the Church Hall  
Transfiguration Parish is holding a Harvest Pork Chop Dinner and Raffle. Reservations are recommended. Adults-\$10.00; Children 12 & under-\$5.00. For tickets or reservations call Mary Dubber at 216-228-0654

### Bring Back Lakewood Circulator Bus Meeting

3:00 PM, Lakewood Public Library 15425 Detroit Ave., multi-purpose room, 1st flr.  
Lakewood can run its own daily circulator bus without RTA, like Brunswick does.

The RTA Friday afternoon Lakewood circulator is inconvenient and designed to fail, so has few riders. The former RTA daily Lakewood circulator had many riders. Since Brunswick runs its own daily circulator bus without RTA, in both directions, charging seniors and disabled 25 cents, others 50 cents - why doesn’t Lakewood? Persuade Lakewood mayor and city council to restore the popular, needed, heavily used daily Lakewood circulator, as we had. The current Friday afternoon circulator only every 90 minutes in one direction so inconvenient few ride it - designed to fail. Mayor Fitzgerald told the audience Lakewood has \$2 million surplus at October 6 candidates forum in Lakewood. Call 216-221-2724 for more information.

## Wednesday, November 10

### Live Well Ladies’ Night Out “Find Your Fabulous”

6:00 - 9:00 PM, City Hall Auditorium, 12650 Detroit Ave. See Page 14 for story.

## Thursday, November 11

### Veterans Day Commemoration

11:00 AM - 12:30 PM, Lakewood Park, 14512 Lake Ave.

### LHS Barnstormers’ “The Odd Couple”

Showtimes Wednesday, Thursday, Friday, & Saturday this weekend at 8:00 PM.  
LHS Tryout Theater. See Page 10 for story.

## Friday, November 12

### 2nd Annual Holiday Bid & Buy Online Auction begins!

Shop local with a click of the mouse! The Lakewood Chamber of Commerce will be auctioning off a number of fun and unique items to raise money for our economic development projects and to encourage shoppers to buy local this holiday season. Visit [www.lakewoodchamber.org](http://www.lakewoodchamber.org).

### Get Hep Swing Dance

8:00 PM - 12:00 AM, Lakewood Masonic Temple. See Page 18 for details.

## Saturday, November 13

### Fifth Annual Vendors Fair

10:00 AM - 3:00 PM, Grace Presbyterian Church, 1659 Rosewood  
One-Stop shopping from all your favorites: Tastefully Simple, Mary Kay, Tupperware, Lia Sophia, Jewlbox, Arbonne, Pampered Chef, Avon, hand-crafted items, and many more! Raffle! Bake Sale! Refreshments! Admission is Free! 216-228-6060

### Mayor’s Ball

6:00 - 11:00 PM, Beck Center for the Arts, 17801 Detroit Ave.  
The 3rd Annual Mayor’s Ball To Benefit The Beck Center for the Arts. See details on Front Page story.

## Monday, November 15

### City Council Meeting

7:30 - 9:30 PM, Lakewood City Hall Auditorium, 12650 Detroit Ave.  
Visit [www.onelakewood.com](http://www.onelakewood.com) as meeting date approaches for meeting agenda.

*More local events & listings at*  
**[www.lakewoodobserver.com](http://www.lakewoodobserver.com)**



THE  
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OBSERVER**

Your Independent Source for  
Lakewood News & Opinion

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The mission of the Lakewood Observer is to attract, articulate, and amplify civic intelligence and community good will in the city of Lakewood and beyond.

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As a product of citizen journalism, The Lakewood Observer is looking for people, ages 3-100, to get involved in the paper and the city. We are looking for volunteer writers, photographers, designers, and illustrators to help with the production of the paper. It does not matter if you are a professional or amateur, our editorial staff will be glad to help you through the process.

Register to our website Member Center where you can submit stories, press releases, letters to the editor, photos. No need to register to post online calendar or classified ads.

#### Upcoming Submission Deadline

Sunday, November 7  
Sunday, November 21

#### Publish Date

Tuesday, November 16  
Tuesday, November 30

**[www.lakewoodobserver.com](http://www.lakewoodobserver.com) – 216.712.7070**  
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Calendar Page



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\*Ranked by U.S.News & World Report, 2009.

# Lakewood City News

## Dogs In Parks A Winner, But Lakewood’s Trees In Danger

by Christopher Bindel

Due to a committee meeting that ran a little late, the council meeting did not start until 7:43 P.M. when Councilman Kevin Butler (Ward I) called the meeting to order. He then turned to Councilman Tom Bullock (Ward II) who discussed the pilot ordinance that allows leashed dogs in Lakewood and Kaufman Parks. According to the ordinance, volunteers along with the Director of Public Works have to work together to submit at least one written report within the first six months regarding the pilot program. Councilman Bullock introduced a member from the Committee to Allow Leashed Dogs in Lakewood’s Parks, Donna Clifford-Kline, to give the report to Council.

Ms. Kline opened her remarks stating that the committee had been approved as a fiscal partner of the Lakewood Foundation to help manage their funds. She also stated that with the completion of the Spooky Pooch Parade the group now has about \$1500 dollars, which is enough to replace or purchase 13 waste stations in addition to the eight currently in each of the two participating parks. She made this point to say, not that they were asking, but that if it was decided to expand the program to other parks, they do have the means to cover them. In regards to the stations already installed, she said that they cost the group about \$115 dollars each and that the post were purchased from and installed by the Public Works department. She thanked them for their help. She also mentioned that the take a bag, leave a bag program is working very well. Rarely are any of the stations out of bags.

In response to those who thought there would be disruptions, safety and/or health issues regarding the dogs in the parks, Ms. Kline said that there have been no reports or complaints to the City regarding the animals even with the busy summer months. In regards to Kaufman park specifically, they have noticed increased utilization of the park. Also the group held a successful dog adoption event in the park.

Ms. Kline closed her remarks thanking Council for the chance to try leashed dogs in the parks and said that she hopes there is a chance in the future to make it a permanent change. Council thanked her for her report and accepted it.

Next Councilman Mike Summers (Ward III) introduced Charlie Page of the Audit Committee to give a report summarizing their work so far this year. Mr. Page began by explaining the role of the Committee. They were asked to independently review and oversee the City’s financial reporting and the independent auditors comments. They have met every month this year, with the exception of May, due to the Memorial Day Holiday falling on their meeting day. He said that they have met with Finance Director Jennifer Pae occasionally and discussed budget updates and changes as well as have reviewed the 2009 financial audit. To round out the year, Mr. Page said

the committee is finishing looking into the Winterhurst transaction. Their goal is to improve internal controls, make sure all transactions adhere to all the proper ordinances and to improve transparency in the process. Looking toward the 2011 financial year, they are looking into developing risk management procedures for the City as well as strategic modeling processes and planning beyond a one year timeline.

When Mr. Page finished his report, Mayor Ed Fitzgerald thanked him and the whole of the Audit Committee for all their time and hard work they volunteer to the City. Council then received and filed the report.

Returning to old business, Councilman Brian Powers (At-Large) gave a report from the Public Safety Committee on the proposed ordinance to allow lateral entry in the hiring practices of the Fire Department. As the ordinance was based off of an existing ordinance for the same purpose in the Police Department, it did not need much work. The Committee met on it, made a few changes and then recommended it be passed. Since this was its third reading with Council, they voted and passed the measure.

Next, Councilwoman Nickie Antonio (At-Large) gave a report from the Economic Development Committee regarding a new ordinance outlining the rules for signs in Lakewood. She said she believes that the ordinance they put together is, “Sign positive and business friendly.” She also said that it addresses the aesthetics of signs in windows and the lighter then air objects and signs (i.e. blow up displays & banners). The ordinance, she says, makes it easier for businesses to work with the City. It also helps encourage them to create signs that help them stand out but still fit into Lakewood’s landscape. Concluding her report, Antonio said that the committee recommended adoption of the ordinance. She did mention that the A-frame signs many businesses use out front of their establishments, which are not covered under the ordinance, would be discussed in the committee in the future.

Council Received Councilwoman Antonio’s report and passed the ordinance.

Councilman Summers then read a communication to Council gearing things up for the 2011 budget negotiations. He set the stage explaining what the City has done, where it stands and what it has to do in 2011 to remain successful and financially sound. To start, he discussed the work they have done so that the City spends less that it takes in. The City has now successfully done exactly this for three years. In order to do this, he explains, they had to cut lots of spending, and in a large part a lot of that has come from the work force. With revenues in the City continually declining over the last three years, Lakewood has had to cut more and

more each year. Last year’s estimated drop was 6%, which unfortunately turned out to be fairly accurate. To help fight that loss, the City froze all income for employees at 2009 levels and reduced staffing and funding in certain departments.

Looking toward 2011, it is forecasted that revenues will stay the same as 2010 levels. Regardless of revenues not falling, Summers still believes that \$200,000 to \$300,000 dollars of cost will still need to be cut. This is due to expected pay increases from the City’s collective bargaining units as well as increased cost of routine supplies and operating costs. Although this is a lot less to cut then was necessary in previous years, it is still a daunting task. With everything that has already been cut, it will take surgical precision to make up the shortfall. Summers said that their guide for making cuts should be to, “Preserve the financial integrity of [the] city government, while having the least impact on core services and citizens as possible.”

Council received Councilman Summers report and referred it to the Committee of the Whole.

Director of Public Works, Joseph Beno then brought to the attention of the Council an issue regarding the trees in Lakewood. As it stands, at any given point there are about 14,000 trees on public property that fall under the City’s domain. The City is therefore responsible for taking down dead and aged trees that lie on this property. When any of these trees come down the City tries to replace them by planting a new tree. In any given year the City plants about 200 trees, but only tends to take around 190. Between the removals and plantings the City spends about \$50,000 dollars a year on trees. Unfortunately, in large part due to the storm in May, this year the City will actually plant less trees then it will have taken down.

This summer, the City’s arborist has identified some 55 trees on Clifton and 11 trees on West Clifton that will very soon have to come down. Although the streets are known for their large trees, Beno said that the trees have become a hazard and it is the City’s responsibility to take care of them. He continued, saying that the problems affecting the trees on these streets are also affecting others around the City. He cited some of these issues such as, the tree’s unnatural urban environment, construction causing damage to the trees, nutrient deficiencies in the soil, the soil becoming

to compact, and chemicals, including deicers, getting in to the soil.

Beno brought this to the Council’s attention so that they might begin discussing how the public policy will handle this situation and make suggestions to the administration.

Councilman Tom Bullock (Ward II) said he would be glad to have this conversation. He is interested to see if there are things the City does that might negatively affect the trees that there may be alternative ways to accomplish. He mentioned the construction on French Avenue as an example. Several trees’ roots have been damaged and some trees taken down were due to the way the construction was done. Although it might cost more for alternative construction methods to protect trees, Bullock believes the money it might cost us in taking down several trees and replacing them could outweigh them. That’s not to mention the amount of time it takes for a tree to reach a mature and majestic size. He said he realizes that trees are not always going to be able to be saved, but was not even sure if the City has ever considered alternative construction to save trees. Trees are one of the things that make the City of Lakewood unique and not being able to keep up with or slow down the loss of large trees is threatening to a marketable aspect of the city.

Council referred Director Beno’s statements to the Committee of the Whole to be discussed along with other budget matters.

Next, Mayor Fitzgerald asked Council to pass a moratorium on sweepstakes cafés. A sweepstakes café is a business that sells either phone cards or internet minutes and with those purchases one is given a certain amount of points or tokens that can be used on computers in the establishment to play chance based games. Those games allow people to earn points that can then be redeemed for cash. The reason the City wants to pass a moratorium on these types of establishments is because the legality of them is being brought in to question and tested in the courts under state laws. The Mayor said he believed it would be better for Lakewood to prevent these businesses from starting in Lakewood rather than have a business owner investing in a business that the City will have to shut down.

Council agreed with the Mayor and suspended the rule requiring three readings, passing the moratorium.

Director Beno then asked Council

continued on next page.

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# Lakewood City News

## Bicycle Planning Continues To Roll

by Melissa Garrett

Do you want to know the who, what, when and where of riding a bicycle in Lakewood? Interested to learn which intersection on Detroit Avenue has nearly three hundred cyclists ride through during rush hour?

The second Bicycle Network Plan Community Workshop will be held on November 17, 2010 from 6:30-8:00 in the Woman's Club Pavilion at Lakewood Park, hosted by the City of Lakewood's Department of Planning and Development.

Building on the great turn out at

the October 5th workshop, Planning staff has continued to reach out to the community through surveys, an online map and field work in an effort to clearly understand the needs and habits of Lakewood's large bicycling population.

This first on-line survey gathered basic information about riders and frequently used roadways and to date has had more the two hundred respondents. A second survey focusing on the needs of children biking and walking to school was posted this week on the City's website, [onelakewood.com](http://onelakewood.com). If you are the parent or guardian of

a child from kindergarten to twelfth grade, please take a minute to fill out this brief survey.

The goal of the bike planning effort is to take resident input and ideas and incorporate them into a comprehensive plan that addresses five focus areas. The 5 E's, Engineering, Education, Enforcement, Encouragement and Evaluation, will shape a plan that will not only recommend physical improvements but also help improve city policies, identify

possible funding opportunities and increase overall public awareness of the rules and responsibilities for both motorists and bicyclists.

At the November 17th workshop, Planning staff will report on the findings to date and continue this important community conversation. For more information contact Planning and Development at 216.529.6630 or [planning@lakewoodoh.net](mailto:planning@lakewoodoh.net).

## LakewoodAlive Presents Community Forum On Downtown Renaissance

by Mary Anne Crampton

LakewoodAlive announces its next community forum, "Bailey Building & Beyond – Downtown Lakewood's Renaissance." The forum will be held on Tuesday, November 9 at 7p.m. at the newly rehabilitated Bailey Building, located at 14725 Detroit Ave., Lakewood.

Marking Lakewood's five-year milestone as a Main Street™ community, forum panelists will note revitalization progress-to-date and present information about future development potential in the downtown business district. Input about pending development activity will be solicited from audience members. Speakers include:

- \* Joyce Barrett - Executive Director, Heritage Ohio
- \* Nathan J. Kelly – Director of Planning & Development, City of Lakewood
- \* Mary Anne Crampton – Executive Director, LakewoodAlive
- \* Trish Rooney – Executive Director, Lakewood Christian Service Center

The former site of the Bailey Department store, the Bailey Building is the beneficiary of a major rehabilitation investment by the development partnership of Kowit-Passov, which is also upgrading the attached six-story INA Building. The forum will offer attend-

ees the first opportunity to preview the unfinished historic space at the corner of Detroit and Warren Avenues.

"As exemplified by the Bailey Building renovation, our community has much to celebrate, but there is still much work to be done," said Jenni Baker, LakewoodAlive board president. "It is important that residents have the opportunity to be informed about and to influence future redevelopment pursuits in the heart of the city."

The forum is free and open to the public. No advance registration is required.

The Main Street Four-Point Approach™ is a disciplined, volunteer-based program of the National Trust for Historic Preservation in use by communities across the USA to revitalize and preserve historic downtown districts. Heritage Ohio, based in Columbus, is the oversight organization of the Ohio Main Street Program.

LakewoodAlive is a nonpartisan, nonprofit, 501-(c)(3) economic development corporation whose mission is to improve the quality of life of residents by creating alliances with community leaders, leveraging community assets and expanding the pool of available resources in order to facilitate economic stability and growth in the City of Lakewood. Visit [www.lakewoodalive.com](http://www.lakewoodalive.com).



Planing and Development intern Ryan Noles undertaking a bicycle and pedestrian traffic count on Detroit Avenue last month

## Dogs In Parks A Winner

continued from previous page

to approve a resolution to accept the donation of The Great Lakes Construction services to remove the concrete forms and grade the land in Little Links. A vice-president of Great Lakes Construction and a few others who work for the company live in Lakewood and played a part in deciding to donate the service. Councilwoman Antonio asked if any of the nice perennial plants that have been planted over the years were going to be saved. Beno said there were no plans for that, but they could always put them aside if someone wanted them. Antonio then discussed the possibility of getting some people

from Keep Lakewood Beautiful in there to possibly get some of the plants.

Council passed the resolution, accepting the donated services.

Having come to the end of the agenda items, Council President Butler adjourned the meeting at 9:18.

Council meetings are held every first and third Monday of the month at 7:30 P.M. in the City Hall Auditorium. The next regularly scheduled council meeting will be held on November 15, 2010. For a copy of the agenda or for any other information regarding the Lakewood City Council, you can find it at [onelakewood.com/citygovern\\_council.html](http://onelakewood.com/citygovern_council.html).

### Easier Access to Leading Pain Management

Cleveland Clinic Pain Management Now at Fairview Hospital

Treating over 10,000 patients a year, Cleveland Clinic's Pain Management Centers offer some of the nation's most integrated pain management programs, including psychiatry, physical therapy, medication management, surgical intervention and more.

Patients have access to the latest innovative treatments and leading specialists including our newest pain management practitioners who see patients at several West Side locations, including Fairview Hospital.

**Emad Daoud, M.D., Ph.D.**  
Back and neck pain, CRPS, cancer pain, interventional pain management

**George Girgis, D.O.**  
Back pain, neuropathic pain, osteoporosis

**Fady Nageeb, M.D.**  
Abdominal pain, back and neck pain, CRPS

**Hong Shen, M.D.**  
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# Lakewood Public Library Events

All Events and Programs Are Free And Open To The Public

## Wednesday, November 3

**LAKEWOOD HISTORICAL SOCIETY:**  
**Recently Historic: Houses from the 1930s – 1950s**  
From the Minimal Traditionals and Cape Cods of the 1930s to postwar Ranches and Split-Levels, learn about the kinds of homes most recently deemed historic. Kerry Adams, a Senior Historic Preservation Specialist from the Cleveland Restoration Society, will place these homes in the context of their times, examine defining characteristics and help you plan sensitive rehabilitation work.  
**7:00 p.m. in the Main Library Auditorium**

## Saturday, November 6

**FALL GUYS AND FEMME FATALES: Film Noir in the Forties**  
**The Killers (1946)**  
**Directed by Robert Siodmak Not Rated**  
Two menacing gangster-types show up at a roadside diner, talking like characters from a Hemingway story—which they are. They’ve come to kill Burt Lancaster, the Swede, if he ever shows up. Who is the Swede and why do they want to kill him? These are the questions insurance investigator Edmond O’Brien wants answered. It’s a sure bet that deceitful dame Ava Gardner had something to do with it.  
**6:00 p.m. in the Main Library Auditorium**

## Tuesday, November 9

**CLEVELAND’S GOLDEN AGE OF PRINT: Rosie the Reporter**  
With memories as sharp as a stiff Lake Erie breeze, the frontline witnesses of Cleveland history reflect on the things they did to get the story. Featuring interviews with legendary reporter Doris O’Donnell, the author of Front Page Girl, this series of short documentaries chronicles a bygone era with ink-stained anecdotes from O’Donnell’s friends, colleagues and collaborators. Originally produced by Storytellers Media Group in conjunction with the Cleveland Police Historical Society & Museum, as part of the Emmy Award winning PBS series, Doris O’Donnell’s Cleveland, these episodes are now available on DVD and will be available for sale at each screening.  
The outbreak of World War II made newspaper men on the homeport a scarce commodity and pushed women from the society pages to the front page. Doris O’Donnell never looked back.  
**7:00 p.m. in the Main Library Auditorium**

## Saturday, November 13

**THE LAKEWOOD PUBLIC CINEMA: Aliens (1986)**  
**Directed by James Cameron Rated R**  
Before taking off for the world of Avatar, director James Cameron made his first venture into outer space a memorable one with this ambitious and wildly successful follow-up to the original Alien (1979). Sigourney Weaver wakes up a half-century after a harrowing escape and joins a band of space marines on a corporate-sponsored “bug hunt.” Ridley Scott’s suspense and mystery blend seamlessly with Cameron’s action and heart in this sprawling science fiction epic.  
**6:00 p.m. in the Main Library Auditorium**

## Sunday, November 14

**SUNDAY WITH THE FRIENDS: The Dinglehop Sisters** See Page 8

## Wednesday, November 17

**MEET THE AUTHOR: JOHN TIDYMAN**  
**Gimme Rewrite, Sweetheart: Tales from the Last Glory Days of Cleveland Newspapers**  
Back in the days when The Cleveland Press and The Plain Dealer fought tooth and nail for newspaper supremacy, good stories didn’t just walk into the newsroom by themselves. Reporters took risks and broke rules, wearing out shoe leather and jamming dimes into payphones. John H. Tidyman, a former Press man himself, recounts outrageous stories of journalists joining the KKK, committing themselves to mental institutions, bribing sources not to talk to the competition and checking their facts at the library—all in the name of a good story. Books will be available for sale and signing at the event.  
**7:00 p.m. in the Main Library Auditorium**

## Thursday, November 18

**BUSINESS BOOK TALK with Tim Zaun and Friends**  
**Crush It! Why Now Is The Time To Cash In On Your Passion** by Gary Vaynerchuk  
In this book, Wine Library TV host, Gary Vaynerchuk, discusses the importance of developing your personal brand.  
**7:00 p.m. in the Main Library Meeting Room**

## BOOK GROUPS:

### Thursday, November 11

**BOOKED FOR MURDER BOOK CLUB: New York City**  
**All the Flowers are Dying** by Lawrence Block  
Matt Scudder, a former cop turned private eye, investigates the grisly death of his wife’s best friend. The murder weapon is a unique letter opener sold exclusively at the art store owned by his wife, meaning that she and the murderer were face to face. To

make matters worse, a deranged killer seems to be after Scudder and his wife.  
**7:00 p.m. in the Main Library Meeting Room**

## Tuesday, November 16

**KNIT & LIT BOOK CLUB**  
Lynda Tuennerman hosts a social club for multitaskers—a combination book club and stitchery group. She’s looking for readers who can enjoy intense discussion of modern classics while relaxing with their latest stitching project. Come share your passion for great literature and show off your knitting, crocheting, counted cross-stitch, embroidery and quilting works-in-progress. At each meeting, the group decides what will be read next. Call (216) 226-8275, ext. 127 or visit [www.lakewoodpubliclibrary.com/bookclubs](http://www.lakewoodpubliclibrary.com/bookclubs) to learn more.  
**7:00 p.m. in the Main Library Meeting Room**

## Thursday, November 18

**BUSINESS BOOK TALK with Tim Zaun and Friends**  
**Crush It! Why Now Is The Time To Cash In On Your Passion** by Gary Vaynerchuk  
In this book, Wine Library TV host, Gary Vaynerchuk, discusses the importance of developing your personal brand.  
**7:00 p.m. in the Main Library Meeting Room**

## SPECIAL EVENTS:

### Thursday, November 11, 2010 AN EVENING WITH LISA BLACK - See Page 8

**benefiting the Lakewood Public Library Foundation**  
**6:30 - 8:30 p.m. (Doors open at 6 PM)**  
**Lake Erie Screw Building**  
**13000 Athens Ave. Lakewood, Ohio 44107**  
**General Admission \$35.00 (\$10 of each ticket price is tax deductible)**

## LEARNING LAB CLASSES:

Reservations for computer instruction classes begin the first of each month.  
To register, please stop in or call (216) 226-8275, ext. 127. We ask that all students come to class with a working knowledge of the mouse. If you need help, visit the Technology Center and ask the staff to set you up on our Mouse Training Program. It’s fun, easy and essential to becoming computer literate. All classes take place in the Main Library Learning Lab on the 2nd floor.

## UPCOMING NOVEMBER CLASSES:

**Saturday, November 6: INTERNET BASICS @ 3:00 p.m.**  
**Thursday, November 11: JOB HUNTING WORKSHOP from 10:00 a.m.-12:00 p.m.**  
**Saturday, November 13: WORD PROCESSING BASICS @ 3:00 p.m.**  
**Tuesday, November 16: SPREADSHEET BASICS @ 7:00 p.m.**  
**Saturday, November 20: WEB SEARCHING BASICS @3:00 p.m.**  
**Saturday, November 27: E-MAIL BASICS @3:00 p.m.**

## CHILDRENS & YOUTH SERVICES AFTER SCHOOL PROGRAMS:

**HOMEWORK ER: For students in kindergarten through eighth grade**  
Need a little extra help with your homework or just want a cool place to work? Come to the Homework Room for help and resources. No need to register. \*Homework ER will be closed for school holidays and vacations.\*  
**Tuesday, September 7 – Thursday, May 26**  
**Monday – Thursday, 3:00 p.m. – 5:00 p.m., in Main Library Children’s and Youth Services**  
**Monday – Thursday, 3:00 p.m. – 5:00 p.m. at the Madison Branch**

## IT’S PUZZLING!

Ready to challenge your brain after school? Check out the Library’s puzzle station. A variety of puzzles will be available, and correctly completed puzzles will be entered into a monthly prize drawing.  
**Tuesday, September 7 – Friday, May 27**  
**Monday – Friday, 3:00 p.m. – 6:00 p.m., in Main Library Children’s and Youth Services and at the Madison Branch**

**AUTHORS BOOK CLUB: For students in first and second grade**  
First and second graders meet after school to explore a featured author through stories, discussions, activities and/or crafts. To register, please stop in or call (216) 226-8275, ext. 140.  
**Wednesday, November 10 at 4:00 p.m. in the Main Library Multipurpose Room**

**STROKES OF GENIUS: For students in second through fourth grade**  
See Page 8

## Continued on next page

# Lakewood Library

## Ink-Stained And Irksome: Author Gets The Scoop On Old School Reporters

by Ben Burdick

Frankly speaking, the reporters of the Lakewood Observer have it easy. There’s really only one paper in town and it comes out twice a month—not two to three times a day. Back in the golden age of print, when The Cleveland Press and The Plain Dealer duked it out on a daily basis for the hearts and minds of well-informed readers, reporters took risks and broke rules while wearing out shoe leather and jamming dimes into payphones. Without so much as a smartphone to light their way, these citizen-journalists fought tooth and nail in the streets for stories and stepped on each other whenever possible. It was a grand old time.

Former Press man John H. Tidyman interviewed dozens of reporters, photographers, editors and copy boys from both sides of the Cleveland newspaper war and collected their most outrageous stories in his highly-acclaimed new book, *Gimme Rewrite, Sweetheart: Tales from the Last Glory Days of Cleveland Newspapers*. He will be telling tall tales and answering questions at the Lakewood Public Library’s next Meet the Author event on Wednesday, November 17 at 7:00 p.m. Books will be available for sale and signing at the event. Perhaps with a little coaxing, the author will regale the audience with some of the stories that seemed too unbelievable to include in print.

Newspapers are such staid things nowadays that it’s hard for us to imagine what could possibly be so exciting about journalistic



footwork. But in the old days, good stories didn’t just walk into the newsroom by themselves. Reporters risked their lives with outrageous stunts like joining the Ku Klux Klan, committing themselves to mental institutions and telling the truth. They also occasionally got their scoops by bribing sources not to talk to the competition and sending trusted colleagues on wild goose chases—deeds that may not sound respectable to a modern audience but, hey, they were on a deadline.

Meet the Author is a continuing series of programs at the Lakewood Public Library, free and open to all, that brings published authors from all walks of life to Lakewood to discuss their craft, answer questions and sell their books. To learn about more upcoming authors, visit [www.lakewoodpubliclibrary.com/calendar](http://www.lakewoodpubliclibrary.com/calendar).


## Library Calendar Continued

**WRITE TIME: For students in sixth to twelfth grade**  
This is a weekly drop-in writing circle. Bring something you’re working on, or just come ready to write—be it short stories or a chapter of your new book. This may be the most inspiring hour of your week. No need to register.  
**Fall Season: September 16 – December 2 (“Open Mike” final on December 9)**  
**Thursdays at 4:00 p.m. in the Main Library Multipurpose Room**

**NAMELESS BOOK CLUB: For students in third, fourth, and fifth grades**  
Meet monthly after school for lively discussions of novels and fun activities. We provide the books and participants provide the name of the club. All students are required to bring a Library card so they can check out the fun. To register, please stop in or call (216) 226-8275, ext. 140. Wednesdays at 4:00 p.m. in the Main Library Multipurpose Room  
**Third grade: November 3, Fifth grade: November 17, Fourth Grade: December 1**

**LAKEWOOD PUBLIC LIBRARY SPELLING BEE:**  
For students in fourth through eighth grade  
Back by popular demand! Can you spell c-a-c-o-p-h-o-n-y? If you can or want to try, then be a part of the spelling bee. Grab your dictionary and get ready to “bee” the best speller in Lakewood. To register, please stop in or call (216) 226-8275, ext. 140.  
**Spelling Bee Championship: Friday, November 5 at 7:00 p.m. in the Main Library Auditorium.**

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# Lakewood Library

## Stunning Documentary Inspired “King Kong”

by Joan Rubenking

The groundbreaking 1925 documentary, “Grass: a Nation’s Battle for Life,” will be screened in the Lakewood Public Library’s Main Auditorium on Sunday, November 28, at 2 p.m. If you are unfamiliar with this cinematic masterpiece, come thrill to a real life adventure that served its filmmakers as a catalyst to creating their most famous film, “King Kong.” Merian C. Cooper, Ernest B. Schoedsack, and Marguerite Harrison all craved excitement from early adulthood. In World War I, Cooper was a fighter pilot, Schoedsack was filming battles in France for the Signal Corps, and Harrison was a journalist and an American spy. Coincidence and wanderlust brought this team together, but the decision to make a film set in the untouched terrain of an exotic land bound them together in

purpose as they planned the excursion that would become “Grass.”

In “Grass,” the filmmakers follow a nomadic tribe, the Bakhtiari, in Persia (modern-day Iran) on a 48-day trek across treacherous terrain and over mountains to find a fertile valley to feed their flock of goats. There is literally a cast of thousands here on screen: 50,000 tribesmen, women and children, and 500,000 animals fording the dangerous Karun River and climbing barefoot over the snow-covered peak of Zardeh Kuh to reach their goal. Some scenes are quite harrowing, including the navigation of a nearly frozen river in which the tribespeople, using inflated goatskins as rafts, must make the crossing with their livestock.

“Grass” is an early masterpiece of travelogue filmmaking. These types of documentary-like films were not

expensive to produce and guaranteed the vicarious excitement of real life-and-death moments. “Grass” captures for posterity the culture and history of a specific population in time and place, as the best ethnographic documentaries do. It stands as a testament to the spirit of the pioneering-minded team that conceived and carried out the project under grueling circumstances. In filming this particular journey, Cooper, Schoedsack, and Harrison became the first Westerners to make the migration with the Bakhtiari.

Cooper and Schoedsack were true lovers of adventure, and “Grass” was their first foray and success in the film world. It is because of that film’s achievement that the two were able to go on as a team, producing “Chang,” filmed in the Siamese (Thailand) jungle, “The Four Feathers,” set in North Africa, and after a delay to work on separate projects, “King

Kong,” in 1933. In “King Kong,” Cooper and Schoedsack worked with Ruth Rose, the screenwriter and Schoedsack’s wife, to bring their experiences to the story of the primordial ape brought down by harsh interlopers. That film’s characters of promoter Carl Denhan (Cooper), pilot John Driscoll (Schoedsack), and Ann Darrow (Harrison) mirror the relationships among their real-life counterparts, albeit in sanitized form, as they risk their lives to explore the dwindling world of the unexplored.

“Grass: a Nation’s Battle for Life” has been selected by the Library of Congress for inclusion in the National Film Registry. This classic silent film will be presented at the Lakewood Public Library with an Iranian score, honoring its origins. Like all of our Friends of the Lakewood Public Library presentations, this special program is free and open to all.



## An Evening With Author Lisa Black - The Torso Murders Come To Lakewood

by Shannon Strachan

Do you love mysteries? Are you hooked on CSI? Do you like all things Cleveland?

Then you’ll want to join the Lakewood Public Library Foundation at a unique and fun Evening with Lisa Black. Author Lisa Black, originally from Strongsville and formerly of the Cleveland coroner’s office, is a forensic scientist turned mystery writer. On November 11, 2010, Ms. Black will join us in Lakewood at the setting of one of Ms. Black’s novels – The Lake Erie Screw Building in the Bird Town area of Lakewood. The warehouse setting will be the perfect crime scene to set your nerves on edge as Ms. Black discusses her latest novel, Trail of Blood.

Murders past and present collide in Trail of Blood, the third riveting crime fiction masterwork by Lisa Black to feature forensic scientist Theresa

MacLean. Based on the real-life and still unsolved “Torso Killer” murders that terrified residents of Cleveland, Ohio more than seventy five years ago, Trail of Blood is a masterful forensic thriller from the acclaimed author of Takeover and Evidence of Murder that fans of Patricia Cornwell, Kathy Reichs, Jefferson Bass, and Michael Connelly, and C.S.I., will absolutely adore.

Join us on November 11, 2010, from 6-8:30 p.m. Tickets are available at both branches of the Lakewood Public Library or on-line at [www.lkwdpl.org](http://www.lkwdpl.org). General Admission Tickets - \$35.00 (\$20 Tax Deductible) and includes: Appetizers, cash bar, author talk, book signing and sales. VIP Tickets - \$100.00 (\$45 Tax Deductible) and includes: additional dinner with Lisa Black at Pier W after the Author Talk. All proceeds benefit the Lakewood Public Library Foundation.

## Strokes Of Genius

by Julie Strunk

Try something new and get messy!! Strokes of Genius is a program where aspiring artists with active imaginations come together. Sound like you? Listen to stories showcasing renowned artists and learn about their ideas, artistic styles, and lives. Participate in fun activities and projects! Are you in second, third, or fourth grade? Just stop by the children and youth services desk at the library, or call 216-226-8275 ext. 140, to register.

Strokes of Genius meets Tuesdays from 4:00 to 5:00 in the Main Branch of the Lakewood Public Library’s Multipurpose Room starting on November 2, 2010 and continuing until December 14, 2010.

## The Dinglehop Sisters Pay A Musical Tribute To The Greatest Generation

by Lisa Calfee

*“Gonna take a Sentimental Journey,  
Gonna set my heart at ease.  
Gonna make a Sentimental  
Journey, to renew old memories...”*

None of The Dinglehop Sisters were even born when a young Doris Day recorded “Sentimental Journey” in 1944, but the song and the era still resonate with the 3 vocalists and one pianist that make up this 1940’s inspired ensemble. And just like Uncle Sam, they want you... to take a toe-tapping, sentimental journey with them on Sunday, November 14th at 2 p.m. at the Lakewood Public Library. This Sunday with the Friends program will be held in the Main Library’s Multipurpose Room.

The Dinglehop Sisters harmonize their way through the dramatic days of World War II by performing some of the most popular songs of the decade and telling the stories behind them. According to Stephanie Kramer, the group’s founding sister, they will “explain the history behind each selection and how these songs helped keep the morale of the country up during the war.” The audience will be asked to sing-along to a few of these hits as well. In between musical numbers, there will be romance with the reading of authentic love letters

written from a World War II American bomber pilot serving in England to his bride back home.

It would be impossible to talk about the Greatest Generation so close to Veteran’s Day without honoring those who have served in the military. Veterans from all decades are encouraged to wear their uniforms as each branch of the service will be honored in an entertaining medley of military anthems.

Stephanie Kramer started the Dinglehop Sisters as part of a one-act play she wrote in 1989 to honor WWII Veterans. Her love affair with the 1940’s began years earlier, when at the age of 22 she tried on a few pieces of her mother’s clothing from the era. Kramer sees it this way, “the 1940’s seemed to be a simpler period of our ‘modern history’ as there was a bona fide sense of decorum in manners and dress- and the idea of going to a dance on a Saturday night with live music, where a man holds you in his arms, is my idea of heaven!”

So on November 14th at 2pm, come swoon with the Dinglehop Sisters to the romance, music and memories of a remarkable time and a remarkable generation of heroes. And as always this concert is free and open to the public!

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# Observer Kid's Page

## Match The Halloween Campus Footwear

by John Kompier, Fifth grade

Grant Elementry School

On Friday, Oct 29th, at 2:30 PM, all of Grant school celebrated Halloween. Kids in each of their classrooms, parents, teachers and principals all had an opportunity to consume huge quantities of black and orange food, except in certain rooms where we were only allowed to have three pieces. Some of us are eating the rest right now.

Though we were not allowed to wear costumes, the grownups' frightening footwear let everyone know it was Halloween.

Now, for your Halloween enjoyment, match the shoe to the Grant staff member/administrator/parent... Be brave! and hope you had a happy Halloween!

- 1 Grant principal
- 2 Grant PTA President
- 3 4/5 Teacher
- 4 Library Resource Center Assistant/Traffic coordinator

**Answers:**  
A. 4/5 teacher, B. Grant principal, C. Grant Library Resource Center, D. Grant P.T.A. President



## Don't Dump Your Pets!

by Sophie Barry,

Sophie is 10 years old, fifth grade homeschooler from Lakewood.

Nine years ago a beautiful white persian cat wandered up to our doorstep. She was most likely dumped by her owners who couldn't keep her so we took her in. Last Thanksgiving we took in two 8 week old Turkish Angora kittens (The Turkish Angora is an ancient breed of cat originating from Turkey. It is thought to be the ancestor of all long-haired cats). We found them cry-

ing outside the apartment building next door, we thought they had been dumped and nobody claimed them. We tried to find a home for them but failed so we ended up keeping them.

We are currently feeding a sweet, loving tabby who we call Rose. She showed up about two months ago (the little darling wouldn't hurt a fly). She is declawed in the front and we think she is spayed too. She desperately needs a home because the inn at our house is full!

Altogether, we've had 11 stray cats come and go (we would capture them

and give them to the animal shelter or they would disappear before we had a chance to).

Thousands of pets are dumped every year, but you can decrease that number! If you have an unwanted pet you can take it to your local animal shelter, post it on Petfinder.com, and/or find someone to take it in. If you do have a cat or dog, the Cleveland Spay & Neuter Clinic is very cheap.

Just remember that animals are people too, so don't dump your pets!



## Grant Second Graders Take Over Lake Farm Park

by Annabelle Sorge,

Second Grade, Grant School

My class went on a field trip to Lake Fam Park. Lake Farm Park has a lot to do and see.

We had the chance to milk a cow.



We got to see sheep herding and apple cider making. We got to harvest potatoes.

We learned that a lot of stuff is made from corn. Diapers, marshmallows, soda pop, cups and packing peanuts are things that are made with corn.

It was our first field trip ever.



## Calling All Kids And Teens!

The Lakewood Observer is periodically devoting a corner of the paper to sharing the thoughts and work of Lakewood kids and now teens can join in too! Lakewood residents, ages 2-18, can submit stories, jokes, poems, photographs, comics, drawings or images for publication here.

We challenge you to capture a piece of Lakewood in your submissions. Perhaps you could take a photo of a Lakewood sunset, build a model of Lakewood Public

Library using Lego or write a story about what kids are doing in your neighborhood. You will need the permission of your parent or guardian to participate. Pieces should be submitted via the Member Center at <http://www.lakewoodobserver.com> or if necessary by mail to: Lakewood Observer Kid's Corner 14900 Detroit Avenue #205 Lakewood, OH 44107. So get busy to show and tell Lakewood what the kids (and teens) observe



# Lakewood Schools

## LHS Presents “The Odd Couple” - With A Twist

by Christine Gordillo

The Lakewood High Barnstormers Drama Club presents “The Odd Couple” - squared!

What does this mean? Well, in 1965 Neil Simon’s classic comedy debuted on Broadway to rave reviews. However, audiences always seemed to wonder what the play would be like if the shoe were on the other foot, so to speak. In other words, how would the story of Oscar Madison and Felix Unger change if instead, the main roles in the play were female? As a result, in the 1970s Simon got to work and wrote a female version of “The Odd Couple.”

Not wishing to short-change our actors or our audiences, the Barnstormers will be producing both versions of the play. The male version will be performed on Wednesday, Nov. 10 and Friday, Nov. 12 at 8 p.m. in the high school’s Tryout Theater. In this play, we meet Oscar Madison as he throws his weekly poker

game in his New York apartment. Oscar is a slob and is divorced. Half-way through the game his friend, Felix, shows up. Felix is despondent because his wife has just thrown him out of their New York apartment due to his obsession with cleanliness that borders on neuroses. Eventually, Oscar invites Felix to move in with him as he works through his divorce.

Obviously, the extremely different personalities of these two men cause a bit of conflict and consternation, especially when Oscar invites two young women over for a dinner date. Will their different personalities ruin their friendship? The only way to find out is to attend one of the performances.

If you’re curious to see how that scenario would play out with two women with the personalities of Oscar and Felix, then come to the performances on Thursday, Nov. 11 or Saturday, Nov. 13, also at 8 p.m. in



Sarah Ghose (left) and Grace Lazos rehearse as Florence Unger and Olive Madison, respectively, in the female version of “The Odd Couple,” on stage Nov. 11 & 13 at Lakewood High’s Tryout Theater.

the Tryout Theater as the Barnstormers put on the female version of “The Odd Couple.” Change the names

of the main characters to Olive and Florence and you have the basics of a more modern version of this play, from a female perspective. Either way, both versions of the play carry the classic Neil Simon wit and humor.

In this Barnstormer production we are proud to announce that Oscar Madison will be played by Will Crosby and the role of Felix Unger will be portrayed by Kevin Ritter. In the female version of the play, Olive Madison will be played by Grace Lazos and the character of Florence Unger will be played by Sarah Ghose. We hope you are able to join us for one, or both, of these productions. Tickets are available through students involved in the production or at the door on show nights. Advance sale tickets are \$3. Tickets will be sold at the door for \$5. For more information, contact Mr. David S. Gannon, LHS Drama Director, at 529-4162.

## Back In The Band



Former Lakewood High School marching band members Jenny Gorman and Jeff Jardine (l-r) joined current band members and other alumni for a halftime Homecoming appearance at Lakewood Stadium during the Fri., Oct. 15, Rangers vs. Cuyahoga Fall Black Tigers varsity football game.



Former Lakewood High School marching band members Gary Rice, Mike McMaster and Kristen Salo (l-r) joined current band members and other alumni for a halftime Homecoming appearance at Lakewood Stadium during the Fri., Oct. 15, Rangers vs. Cuyahoga Fall Black Tigers varsity football game.

## Harding Launches Box Tops Fundraiser

by Christine Gordillo

Harding Middle School has announced the launch of their 2010-2011 Box Tops for Education fundraising campaign. This year the school has set a goal of earning money for school activities and other needs through Box Tops.

Box Tops for Education is a school fundraising program started by General Mills in 1996. To date, Box Tops has helped America’s schools raise over \$300 million to buy things they need but can’t always afford, such as library books, school supplies and playground equipment.

School supporters can earn cash for their favorite school with Box Tops through everyday activities such as buying groceries, shopping online and buying books. Schools can earn a total of up to \$80,000 each year.



**Here’s how you can help:**

- Clip Box Tops from hundreds of favorite products and drop them off at Harding Middle School PTSA MailBox
- Sign up to support Harding Middle School on the Box Tops website at [btfe.com](http://btfe.com)
- Shop online: Harding will earn up to 15% of qualifying purchases when you shop at over 100 popular online stores at the Box Tops Marketplace.
- Buy books: Harding will earn up to 6% of purchases made online at Barnes & Noble through the Box Tops Reading Room.

For more information, visit [btfe.com](http://btfe.com).



The week of Oct. 4 was Fire Prevention Week at the Lakewood elementary schools. At Horace Mann, firefighter Seth Andregg, dad of one of the Horace Mann students, got a birds’-eye view of the kids as he showed them just how high the truck’s extension ladder can go.



# Lakewood Schools

## Music Marathon Benefits LHS Orchestra Program

by Christine Gordillo

Ready for some Puccini in PJs? How about some Strauss in slippers? Drop by the Lakewood Civic Auditorium Saturday, Nov. 13 anytime between 6 a.m. and 7 p.m. to see the Lakewood High orchestra groups perform for their annual Music Marathon fund-raiser. And while you may not exactly hear Puccini and Strauss, you will see and hear LHS’ talented and dedicated musicians perform in their PJs.

The pajama idea came about in 2001 when the fund-raiser was first held as students then played through the night, thus the pajamas. Although the marathon is now mostly during the day, the pajama idea stuck. It’s a nice

change of pace for performers who are used to playing before an audience in tuxes and long black dress gowns.

“This is one of the best concerts of the season,” said Orchestra Director Beth Hankins. “It is fun to have all of the orchestras perform in their pajamas.... The orchestra students make a lot of musical progress during the day as well as have a great time spending quality time together.”

It’s the hanging out with their music buddies that make the long day fun for the students, although it can be tough at first for those who don’t like to rise and shine so early.

“I’m not a morning person so I don’t look forward to that part,” said

senior Cheyenne Griffin, who plays viola. “But once I get playing music, I snap right out of it.”

Stacey Sponsler, also a senior viola player, says after three years of marathons, she can say that it is one of the highlights of her year. “My freshman year, I was very anxious about it at first, coming to school in your pajamas and all, but after that, it was a blast,” she said.

The fund-raiser annually brings in about \$9,000 each year, most of it coming from sponsors the students secure before the marathon. Donations are also accepted at the door. The money goes toward defraying the cost of running the orchestra program, which includes string, philharmonia, sym-

phony and chamber orchestras and the Lakewood Project rock orchestra.

Although it’s dubbed a Music Marathon, students play in reasonable shifts. A student on average will play about 6-7 hours throughout the marathon. Guest conductors help mix things up throughout the day. Those who donate \$100 or more can choose to conduct the orchestra or play with the Lakewood Project, during its performance in the evening.

“The guest conductors are always a joy,” said Hankins.

Other activities such as dance competitions and games help keep the musicians motivated through the 13-hour day.

## The Bee

by Caleigh Sheehan,  
Sixth grade,  
Harding Middle School

The lights, the cameras, friends and family cheering you on. Those are just some of the exciting things that you will find if you are in the 2010 Lakewood Public Library Spelling Bee, which is happening this Friday, at 7PM in the Main Auditorium.

I love being in spelling bees. They provide a fun, competitive learning experience that helps you in your day-to-day writing. And, they also help you in school. This is just one of the many programs that the Lakewood Public Library has to offer. By far, it is one of my favorites. I, and many other children are in this spelling bee.

I interviewed my friend Rachel Daso, who is also in the spelling bee. “What are your thoughts on the spelling bee?” I asked.

“Well,” replied Rachel, “I’m really excited about the Spelling Bee. I think it would be lots of fun.”

“Why did you join the spelling bee?” I asked.

“When my mom was a child she was In a spelling bee and she thought

that it would be a very positive experience,” Rachel said.

If you ever get the chance to be in a spelling bee, take advantage of it. Spelling bees are opportunities of a lifetime. I love spelling bees and I think you would too. Join us this Friday.



This year’s crop of great spellers help each other prepare for Lakewood’s Spelling Bee, this Friday at 7pm at Lakewood Public Library’s Main Auditorium.

## Soccer!



Left: A Lakewood Ranger doing his best against an Avon Lake Shoremen near the goal.

photos by Michael Yatcko



Below: A Lakewood Ranger inbounding the ball from the sideline.



Garfield’s Vaurice Harris scores against Harding. Garfield went on to win the game.

## The Ohio School Boards Association Honors The West Shore Career-Technical District



At its October 6, 2010 Annual Northeast Region Fall Conference, the Ohio School Boards Association (OSBA) awarded the West Shore Career-Technical District (WSCTD) a Certificate of Recognition for being selected to represent Northeast Ohio at the Student Achievement Fair held during the OSBA Capital Conference in Columbus, Ohio on November 9, 2010. Pictured from left to right. OSBA President John Pennycuff, Lakewood School Board Vice-President and OSBA Northeast Region Executive Member Matthew John Markling, OSBA Northeast Region President Roger L. Samuelson, WSCTD Director Linda Thayer, WSCTD Career Specialists Ellen Pozek and Lisa Boettcher, and WSCTD Career Development Coordinator Nancy Ralls.







# Observer Election Results

## State Senator Nina Turner Speaks At League Event

by Joan Hirsh

The League of Women Voters invites you to its first public meeting of the new First Thursdays speaker series with the theme “Women Who Know Their Place.” Featured speaker is State Senator Nina Turner, 25th District, whose talk is titled, “The Power of Every Woman.” It is set for Thursday, November 4, 2010, 7:00 pm to 9:00 pm, at Trinity Commons at Trinity Cathedral, 2230 Euclid Avenue, Cleveland. The public is invited to attend free of charge, with free parking behind the Cathedral off Prospect Avenue.

A lifelong advocate of the power of education, Senator Turner believes that a well-educated citizenry is criti-

cal to restoring and maintaining Ohio’s economic prominence. She began her professional career as a legislative aide in the Ohio Senate. In 2005, she became the first woman ever elected to represent Cleveland’s Ward 1. In September, 2008, she was appointed as State Senator to succeed Senator, now Judge, Lance Mason. In addition to being a member of the Ohio Senate, Senator Turner is a college professor, teaching African-American History, U. S. History, Urban Studies, and Political Science at Cuyahoga Community College.

“Women Who Know Their Place,” features women who have achieved a high degree of success in their fields,”

stated Susan Jankite, Co-President of the League of Women Voters Cuyahoga Area and Lakewood resident. “Throughout 2010, First Thursdays also celebrates the 90th Anniversary of the League of Women Voters and the passage of the 19th Amendment to the Constitution giving women the right to vote,” she continued.

Program funding for the November 4th event is provided by the Bay Village Chapter of the League of Women Voters Cuyahoga Area and the LWV Cuyahoga Area Education Fund, Inc. For more information, visit <http://www.LWVCuyahogaArea.org> or call 216 781-0555.



## Ed FitzGerald Wins!

continued from page 1

back. And this campaign was not just successful at the polls. It was also proof positive that we can shake off those old habits once and for all.”

The tone of the speech remained positive throughout highlighting his major action items as County

Executive, including jobs programs, education, restoring the public’s trust in public officials, and making a commitment to the financially disadvantaged of Cuyahoga County.

As his speech came to a close, FitzGerald spoke at great length about the City of Lakewood, waxing poetic about the city where he has raised his

family and launched his career in politics as a City Council person years ago. He singled out the large constituency of Lakewoodies attending the event saying, “I want to thank the City of Lakewood. I want to thank the residents of Lakewood. Because it’s a great city and they’ve been great to me. And they’ve been kind to me. And they’ve given me opportunities for leadership...We owe them a lot...Our whole family loves the community, so I just want to say thank you to everyone here from Lakewood.”

After much speculation about Lakewood’s future, we can now say with full confidence that two positions in Lakewood government will be left open in January. However, who will fill these seats, Council-At-Large and Mayor, remains to be seen. The open application process continues until November 9th. Applications should consist of a cover letter and current résumé and be directed to the Clerk of Council, 12650 Detroit Road, Lakewood, OH 44107, or by email to [Council@lakewoodoh.net](mailto:Council@lakewoodoh.net).

### State Office Results

#### State Senate District 23

Michael J. Skindell (D) 47,549  
Dave Morris (R) 31,106

#### State Representative- 13th District

Nickie J. Antonio 14,696

#### Governor/Lieutenant Governor

John Kasich (R) 1,841,046  
Ted Strickland (D) 1,744,848  
Ken Matesz (L) 89,006  
Dennis Spisak (G) 56,490  
David Sargent (WI) 854

#### Attorney General

Mike DeWine (R) 1,774,496  
Richard Cordray (D) 1,707,003  
Robert Owens (C) 126,502  
Marc Feldman (L) 103,966


#### Auditor of State

Dave Yost (R) 1,835,372  
David Pepper (D) 1,618,746  
Michael L. Howard (L) 176,372

All results online at:  
<http://lakewoodobserver.com>




Lakewood City Council President Kevin Butler, Anila and Ron Nicklos attended the party for Democratic Party.




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# Wellness Watch

## Find Your Fabulous

by Gabby Somrak

Ever wanted to be happy each time you looked in the mirror? Self image is a huge hurdle for many that leads to changing outfits numerous times, putting on too much makeup, and hemming and hawing about what purse to carry. In this day and age, with so much to do, it's easy to loose focus on yourself. It's time to refocus on you and find your fabulous!

Live Well Lakewood, a community organization that provides support and tools to help you build a better body, mind and life is sponsoring a free ladies night out event titled "Find Your Fabulous" which promotes positive and healthy living to feel and look your best. The event will be November 10th from 6:00pm to 9:00pm at the City Hall Auditorium at 12650 Detroit Avenue.

The event will focus on ways to

improve self image, body and mind that will ultimately lead to an enhanced life. Browse displays and mingle with other fabulous ladies from 6:00pm to 7:00pm. Chat with beauty experts, get nutritional and physical wellness tips, get information on breast health and relax with massages, mini make-up and hair demonstrations, and delicious non-alcoholic red wine. Enter the raffle to win a Brazilian hair treatment from Color Nation.

Linda Groski will be the featured presenter, giving practical trade tips for ladies of all ages, shapes and styles to enhance their lives. Linda has spent over 40 years in the beauty industry honing her skills. She has developed cutting edge hair techniques and conducted hundreds of personal consultations to bring positive self-image to ladies searching for better. Linda is sure to ignite great ideas to find your




Fabulous ladies taking part in yoga at last year's ladies night.

fabulous and inspire you to share your discoveries with your girlfriends.

The evening of beauty, health and wellness would not be possible without the help of exciting vendors including: Aveda-Brown Institute; Beshe; Color Nation; Discount Drug Mart; Juice Plus; Lakewood Hospital; Rachel Anzalone, Live Well Coach; Radiance Organics; Rozi's Wine House and Russell Chiropractic.

Bring your girlfriends for a ladies night out that will not only be memory filled, but benefit you and all your friends, bringing you one step closer to being the best you can be.

Reservations are requested, as seating is limited. Please email [Info@LiveWellLakewood.org](mailto:Info@LiveWellLakewood.org) or sign up by phone at 216-529-7695.




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### Mango Salmon

by Dr. Meg Gerba Perry & LiveWell Lakewood

309 calories, 5.5 g carbohydrates, 36.4 g protein, 14.5 g fat

(serves 6 generously)

2 tbsp. tamari or regular soy sauce

1 tbsp. minced fresh ginger

1 cinnamon stick (3 inches)

1 tsp rice or cider vinegar

1 10-oz. bottle mango nectar

6 salmon fillets, 6-oz. each and 1 inch thick

1 tsp olive oil

In a small saucepan, stir together all ingredients, except for salmon. Bring to boil, reduce heat and simmer, uncovered for 20-25 minutes, or until reduced to about ¾ cup. Pour mixture through a strainer and discard the solids. Return to saucepan and keep warm. Brush olive oil on broiler pan, and place salmon on pan and broil 5 inches away from heat for 5 minutes. Brush salmon with mango mixture and broil 3 more minutes or until fish flakes with fork. Serve immediately and garnish salmon with remaining mixture as desired. Enjoy this heart healthy, low glycemic main dish!

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## Find Your Fabulous

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**Wednesday, November 10, 2010**  
6:00pm–9:00pm

Join us for an entertaining, informative and FREE evening. Grab your girlfriends and be there at 6:00pm to browse displays of local vendors and enter the raffle. You'll want to be poised on the edge of your seat for Linda's presentation starting at 7:00pm. Seating is limited, so register soon at [LiveWellLakewood.org](http://LiveWellLakewood.org) or by phone at call 216.529.7695.

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Wellness Watch

# Sugar Season

by Allison Norris

Did you know that just a teaspoon of sugar can suppress your immune system for up to 6 hours? The large amount of sugar in the system effects the pancreas and pituitary gland which release insulin and growth hormone, respectively. Large amount of Insulin suppresses growth hormone release and one of the main functions of Growth Hormone is to regulate the immune system. With lots of insulin in our system the body becomes regularly

deficient in Growth Hormone and is under constant immune suppression. This time of year sugar is all around us and difficult to avoid. Here are a few suggestions for avoiding the sugar binge that haunts so many of us from October-January.

1. Pitch It-So often we grow attached to items that enter our possession. You will do your body a favor by simply pitching the sugary gifts and impulse purchases before they can be eaten.

2. Donate It-Throwing it away too much for you? Donate the items to those less fortunate. We all like sweets and although I am not a huge fan of dumping a sugar binge on others this is certainly an option for getting it out of your world.
3. Crock Pot-Hone your crock pot cooking skills to give yourself some savory comfort foods that will keep you satiated and away from those tempting sweets. Sweet Potatoes and squashes are naturally sweet foods that are easily

available this time of year and a healthier option for those sweet cravings.

4. Moderation-This is difficult for many but for some, simply indulging on a set interval works and will avoid reaching those sugar binge moments. Have a weekly bowling league? or card night? Then have a little and let it go the rest of the week.
5. Nutritional Evaluation-If you find yourself simply unable to avoid the temptations, you may have imbalances within your body preventing you from saying no. Get this checked out via blood work, saliva testing, allergy testing, and other nutritional work ups. You will not regret taking control of your health instead of allowing sugar to control you.

Happy and Healthy Holiday Season!

Dr. Allison K. Norris  
Norris Family Chiropractic

# Teen Safe Driving Promoted In Indiana, Michigan And Ohio

by Patty O'Brien

The Allstate Foundation presented a \$30,000 grant to Students Against Violence Everywhere (SAVE) to assist SAVE chapters in Indiana, Michigan and Ohio in their efforts to increase youth safety and promote teen safe driving. This grant from the Allstate Foundation will support the SAVE program in schools and community agencies. Teen safe driving awareness campaigns will be conducted during key times of the year including back-to-school, holidays, Teen Safe Driving Month (May), prom, and graduation.

With support from Allstate agents and employee volunteers, SAVE chapters will be able to provide leadership in their schools and communities to ensure that all students will be encouraged and empowered with healthy life skills while engaging in educational activities and opportunities to promote teen safe driving and youth safety.

SAVE is a peer-to-peer organization that focuses on the power of positive peer influences. According to a recent Allstate Foundation survey, Shifting Teen Attitudes: The State of Teen Driving 2009, peers are a major influence on teens – both positive and negative. Some of the concerning statistics that SAVE chapters will address include:

- \* Eighty-two percent of teens reported using cell phones while driving.
- \* Nearly half (48 percent) of girls admit they are likely to speed more than 10 mph over the limit, versus 36 percent of boys.
- \* Seventy-seven percent of teens admit they have felt unsafe with another teen's driving.

"This generous grant from The Allstate Foundation will assist students in finding real solutions to the issues of teen safe driving that they face each day," stated SAVE's executive director, Carleen Wray.

Previous assistance from The Allstate Foundation has benefited SAVE schools in North Carolina, South Carolina, New Jersey, Pennsylvania, Indiana, Illinois, Nevada, Michigan, Minnesota, Texas, Oklahoma, Utah, Wisconsin, California, Colorado, and Ohio.

"By empowering teens to become smart driving activists in their schools and communities, we hope to reverse the staggering statistics," said Thomas Clarkson, Allstate vice president. "Through The Allstate Foundation, we seek to develop innovative, teen-focused approaches to raise awareness of the issue and, ultimately, to help save lives and reduce injuries."

About the National Association

of Students Against Violence Everywhere:

SAVE started at West Charlotte High School in Charlotte, N.C. in 1989 following the tragic death of a student who was trying to break up a fight at an off-campus party. Students met first to console each other, then as an organization to promote violence prevention and to work together to prevent future incidents from occurring. SAVE provides education about the effects and consequences of violence and helps provide safe activities for students, parents and communities. For more information on SAVE or starting a SAVE chapter, visit [www.national-save.org](http://www.national-save.org), or contact SAVE at (866) 343-SAVE to receive free start-up materials and guidance.

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Downtown

# Lakewood Welcomes Deagan’s Kitchen & Bar

by Daniel Bartos

Greetings Fellow Lakewoodites:

We all mourned the passing of Barnacle Bills (as you may remember, the restaurant on Detroit). And again the loss of Crazy Rita’s and then Cleat’s.

Rising like a Phoenix from the ashes, I am pleased to announce the rebirth of the Restaurant industry in the accursed Barnacle Bill’s Lakewood location. Deagan’s Kitchen and Bar is located in the heart of downtown Lakewood at 14810 Detroit Road in the space once inhabited by Barnacle Bills.

Mr. Daniel Deagan and Mr. Daniel

Stroup, owners, have done a spectacular job renovating the restaurant. There is original brick, exposed beams and imported wood siding from an 1860 farmhouse from North Canton. They use mismatched chairs and salvaged tables to create an inviting environment with a tranquil ambiance that allows you to sit back and enjoy your meal.

Above the bar area hang flat screen televisions for the sports enthusiasts. They are available but not intrusive to your dining experience. The mood is friendly and relaxed. I have been to Deagan’s three times since its opening and have had a wonderful experience each time.

The Dan’s (Mr. Deagan and Mr. Stroup) have personally stopped by the table to introduce themselves and to thank me for coming in, a very nice touch considering I can spend my hard earned dollars at any establishment. (FYI- The first few times neither Dan Deagan nor I knew I was going to write a review.) I got the feeling they genuinely appreciate each and every customer. The service has been exceptional.

The menu items are varied and intriguing. This is not your typical “bar” food. “Bar Snacks” include oysters, roasted nuts, olives, dates, and scallops.

The cheese and meat selections are served with seasonal fruit and artisan crackers. The presentation is artistic and the food is fantastic. The “Boards” selections are good choice for group dining.

Some “Small Plates” selections include Sesame Crusted Calamari, Mussels, Eggplant, Amish Chicken Wings and other tasty items like Spicy Shrimp Taco’s. The “Large Plates” selections are just as pleasing with Pecan Crusted Chicken and Bay of Fundy Salmon to name a few. Aspara-

gus and Brussel Sprouts are included in the side item choices. I almost forgot.... Vegan Chili. Demetrios Atheneos, Executive Chef, take a bow. Well done.

The bar has a broad selection of beers on tap to fuel the brewery enthusiast and a nice selection of wines to boot. The list of bottles available includes Browns, IPA’s, Stout’s, Porters, Barleywine’s, Belgian styles, Lagers, Wheat’s and the list goes on.

All in all, a great experience. Go, and go often.

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## Lakewood Business

# Finding The Direct Link

by Carol Mason

It's a tough economy and as my grandfather would say, "When the going gets tough, the tough get going." His generation not only made it through the Great Depression but they honed their abilities for innovation, fortitude and a tough work ethic.

You may be struggling in this economy. Perhaps you seek a new career direction. Are you unemployed or in need of adding additional income to your household? Maybe, you've been thinking about starting up a business but the investment requires a significant risk in using your retirement fund or home equity. Or, you've retired and your plunging retirement fund forces you to re-enter the job market. What if, you are a soon-to-be college graduate going into a saturated job market with a resume short on experience? Do you need to have accomplishments to add as experience on your resume? Do you need to earn money now?

I would recommend that you explore your possibilities with the Direct Selling Industry. Who and what am I suggesting? You've never thought of selling? Maybe you tried, but thought you failed. I can relate. I never thought that I would be in sales myself because I was not the sales type. The good news is that there is no sales type! Selling is a learned skill, not a talent to be born with, and you probably don't realize that you sell everyday. As an employee, you sell to your boss—like asking for time off or negotiating a pay raise. If you are a parent, you motivate your children to pick up their clothes and do their chores. If you are a teacher, you are overcoming objections to your students as to why they need to do homework. If you are a nurse, you are coaching your patients to take their medicine. Selling is about explaining the features of an idea, product or service and then why it will benefit the individual. Every person, every day, guides someone to a product or service that will benefit them—it's as easy as suggesting a new movie or restaurant.

So, what is it that you just love to do? What makes you jump out of bed ready to get going? Let's work on

something that ignites YOU! Get pad and paper and list your heart's desire. Notice that I did not ask you to list what you currently can do or have training for. Maybe the struggle is from the same old, same old, and new is for you. Do you love to cook? Do you want to make a difference in a "green" way? Does your fascination with color or capturing nature or showing human emotion in a pictorial make you sizzle with imagination? How do you feel when you decorate a home, set a beautiful holiday table, or choose objects for a cottage garden? Perhaps, you love to outfit someone with new fashion or update their glamour look. Do you want to get healthy and understand nutrition? Do you appreciate children stories? Your interests can transform into a medium that will help you earn money and can add accomplishments to your resume.

What company will fit your goals and desires? I suggest that you look at those who are members of the Direct Selling Association—the trade association for the Direct Selling Industry. It works to develop high ethical standards for their members which benefits consumers. You can find company information by going to [www.dsa.org](http://www.dsa.org). Then, click on "Quick Links" and then Member Directory. Also read "Choosing a Company".

### So, why choose direct selling?

#1 Reason: It provides a multi-dimensional flexibility needed by people today. It allows the choice to set work hours around a job and family and even college courses. It can be part-time earnings or full-time career and it can be for now or as long as you wish. It's flexible because you can sell and/or recruit associates and gain a monetary return for both. Because some companies do not have territories, it can be multi-locations. For example, a college student builds business at school and at home or a retiree can sell both at their winter and summer home. You can earn while you learn.

#2 Reason: It is a great self-development opportunity. Because many direct sales companies are experts in sales education, it becomes a self-

improvement course that pays the direct seller. Companies teach positive thinking and presentation. The attributes that come from successful direct sellers are confidence, positive thinking and developing relationships. It allows the seller to practice and improve their skills and to access support from the company's top achievers. A successful direct selling track record is often a target of recruitment by other industries and certainly can be added experience on a resume.

#3 Reason: The business model generally requires a small investment to get started and start up can almost be immediate. The DSA companies are national or regional brands and because of their consumer recognition, brand advertising is not required by the direct seller. Plus, DSA companies provide product satisfaction guarantees giving a value-added element to the sale. Some sales are made through the home party plan which allows for superb personal service. Most companies do not have a sales quota or territory and so the direct seller can set goals based on their personal needs. Additional business tools may be provided at low costs: such as business cards, credit card processing and websites. Recognition for achievements can be rewarded with prizes and company

ceremonies for top achievers offering the direct seller satisfaction from a job well done.

You have an opportunity, locally, to talk with a direct seller and get their prospective. I invite you to stop in at The Beck on Saturday, November 6th, between 9 a.m. and 2 p.m. and visit one of the direct sellers. I'll be there too. Admission is free.

Carol Leigh Mason, Ind. Sales Director with Mary Kay Cosmetics for 15 years.

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## Avoid the slush and the rush this holiday shopping season!

The Lakewood Chamber of Commerce will be auctioning off a number of fun and unique items donated by local merchants and Lakewood residents to raise money for economic development projects in Lakewood. Bid on goods and services such as homemade holiday cookies, holiday gift-wrapping services, gift certificates from local businesses, event tickets, a hot air balloon ride, and more!

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## Observed



As soon as the live band starts playing dancers grab a partner at the October Get Hep Social Swing Dance. Dances are held at the Lakewood Masonic Temple every second Friday of the month.

### Monthly Swing Dance At Masonic Temple

by Mel Page

Did you know there is a monthly swing dance held at the Lakewood Masonic Temple every second Friday of the month? People of all ages, level of skill, and from all over Northeast Ohio attend this dance. And because of the size and seating available in the ballroom even if you don’t dance, there is plenty of room to just enjoy the live musical performance and watch the dancing.

Swing dancing is unlike many other indoor activities because it encourages everyone to move and get active. Further, it adds a social component that encourages mixing with others you wouldn’t normally have a chance to connect with. It can be learned by anyone old enough to follow a series of steps. Swing dancing to the sounds of the big bands in the 1920s was widespread and remained just as popular to the sound of the new Rock & Roll in the 50’s. Therefore, proving that a wide range of musical tastes, people of all ages and skill can enjoy swing dancing. Much of swing dancing is a partner dance (one person leads and the other follows) with a common 6-count “step, step, rock-step” foot work. Other dances that fall under the swing category are: Charleston, Lindy

Hop, Balboa, and the Shag.

The Get Hep Swing dance company holds the Lakewood Masonic Temple monthly swing dances. Included with the price of admission you can get a one-hour lesson at 8 p.m by Lakewood’s own, Valerie Salstrom. Valerie is a national and international swing dance champion with a passion for teaching and making swing dancing accessible and available to all. You will learn the Jitterbug dance that is a good swing dance to get started with. The social dance with live swing music starts at 9 p.m. and runs until midnight. The atmosphere is very casual and accommodating to beginners and skilled dancers alike. You can come by yourself, with a partner, family members or friends. During the lesson and the social dance you will see that rotating partners can happen very naturally and is very common and encouraged.

As you are looking for more indoor activities and entertainment options, consider getting out to the swing dance for a refreshing change of pace. November’s Get Hep Swing Dance will be Friday, November 12. Lesson begins at 8 p.m. The Masonic Temple is located at 15300 Detroit Avenue. Admission is \$10 for adults and \$8 for students with ID. The live band will be Madison Crawl. Yes, you guessed it. They got started out of Lakewood in 2003 and have become known as the Barrelhouse Boogie Kings of Cleveland. As described on their MySpace page: “Revives the raw, earthy, swingin’ sounds of boogie blues, and recreates an atmosphere reminiscent of the clubs, dance halls and juke joints of the 1930s, 40s and 50s.”

You can visit <http://www.lakewoodmasonicfoundation.org/> for the ongoing swing dance schedule (as well as, the monthly Contra Dance which takes place the first Saturday of the month at the Temple). For more information about the dance company, Get Hep Swing, which offers other social dances in the Cleveland area and dance lessons visit [www.gethepswing.com](http://www.gethepswing.com) or call 216-374-1927.



Jitterbug lessons are always held from 8 to 9pm before the social dance begins at 9pm (included free with \$10/\$8 admission).



## Lakewood Perspectives

# My General Theory On 'General Theory'

by Bret Callentine

Several Issues ago, I posted my reading list for a self imposed "fall semester" ('back to school' - Volume 06, Issue 18). I'm happy to report that I've finished the first two books with a flourish. But now halfway through the third, I'm thinking of dropping the course all together. I love to read, and I love to learn, but I'll be honest with you, I'm finding John Maynard Keynes' "The General Theory of Employment, Interest and Money" practically unbearable.

It's not because there are typos in almost every paragraph (there are), and it's not because the publisher (Classic Books America) didn't correct the footnotes and comments to attribute proper page numbers (they didn't), and it's not even because he glosses over many issues as if I've memorized all his other works (he does), it's because I have a hard time listening to people who practice what I call "Egotistical Engineering". It's the act of declaring yourself knowledgeable enough of a system such that you think you can control the variables.

Case in point; I believe what happened in New Orleans in 2005 wasn't a natural disaster, it was a man-made one. Scientists and engineers studied the laws of physics and the nature and effects of weather, pronounced themselves experts and convinced a community they could provide rea-

sonable assurances to their safety. We wanted to live there, so we did. We knew a hurricane like Katrina was a possibility, but minimized it's probability, and, like Icarus, our hubris took over and we flew too close to the sun.

The biggest difference between most of the Economics books I've read and that of Keynes, is that the classical economists seem focused on trying to understand the system in order to predict outcomes. Keynes seems focused on the possibility of manipulating the system to elicit results. His intent seems to be proving that we CAN influence economic principle to the benefit of humanity, without questioning if we SHOULD or even exploring the question of what defines a benefit to humanity.

Don't get me wrong, I realize that innovation always starts with the belief that there is a better way. But in my opinion, Keynes throws too much scientific analysis out the window in his rush to explore possible means of social engineering. Complex variables are easily dismissed and grand assumptions are accepted without question as he tries to describe a system as broken mostly due to the fact that the results aren't to his liking.

For instance, at one point I was left

scratching my head as Keynes derided Wall Street for failing to live up to what he apparently decided was its "proper social purpose" to "direct new investment into the most profitable channels in terms of future yield." Now, I wasn't there when the Stock Exchange was created, but from what I understand, it was established as a means to add liquidity to the market, not as a tool to assure money was invested wisely.

And this is where Keynes' writing scares me more than a Stephen King novel, it's not so much that I question what he postulates, it's that I fear how easily he passes judgment on his own conclusions. Reading Keynes work, it's easy to see where people come up with programs like the New Deal, TARP and multiple stimulus bills. But like Dr. Frankenstein, we experiment with raising a dead economy without much thought about whether what we create will be better or worse than what we

already have.

The basic principle behind most theories on economics are that things like supply, demand, investment, spending, interest rates, employment rates, and everything else will find their own natural level. But that balance doesn't care what we want, and it can't be made to bow to our will just because we desire different results. Every time we tinker with the equilibrium we create even more ripples in the pond.

And instead of finding ways to work with what we're given we sacrifice natural peace for the artificial promises of a controlled chaos.

Keynesian economics is like building levees in New Orleans. For a while, you can control the flow of the river and beat back the rise of the tide, but eventually that bigger storm always comes. And when it does, I'll always look to follow those who head the weather more than those who look to control it.

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Pulse Of The City

Lakewood Again Remembers Her Veterans

by Gary Rice

The First World War officially concluded with an armistice that went into effect on the 11th hour of the 11th day of the 11th month of 1918. At that time, the conflict was thought to be the “war that would end all wars.” Since that time, November 11th has been celebrated as a day of peace and honor for America’s veterans. Originally intended to honor the veterans of World War I, the holiday was expanded to include all veterans, and in 1954, the name of the holiday was changed from Armistice Day to Veterans Day.

On the morning of November 9th, Lakewood’s Garfield School will again host a Veterans Remembrance ceremony. There will be a 7:30 a.m. light breakfast served in the school’s library, followed by an assembly of remembrance, after which veterans are invited to share their experiences with the various classes at Garfield. At the conclusion of these activities, veterans will again congregate in the library for a luncheon. Veterans and their family members need to notify Garfield School (216-529-4241) so that they can determine who will be in attendance.

The Garfield 8th grade band, with choral members, are scheduled to play and sing “The American Veterans’ Last Salute March,” composed by Dad (Robert Rice) and me last year. The march was written for the benefit of the veterans of the United States. Dad



WWI German and French Helmets frame a trench art shell casing from Verdun, location of the 1916 battle where many thousands lost their lives.

is a former Harding music teacher, and a veteran of the U.S. Army band in WWII.

This event is always a heartwarming occasion. There’s a huge amount of satisfaction derived by both students

and veterans at the ability to interchange with each other on this very special day. Some of the veterans may arrive in full uniform from their time in the service. New veterans from the Iraq and Afghanistan conflicts may

well join with WWII veterans, as well as those from other conflict periods in our nation’s history. Other veterans may come who have served during peacetime, their service being equally important to the security of our nation.

I really believe that the Lakewood schools have done a great thing by honoring our local veterans in this way. Each of these veterans gave several years of their time in order to protect and serve our country, and all of them are acutely aware that many of their brothers and sisters-in-arms were not able to return to civilian life with them. Thousands of soldiers have been listed as missing in action from our nation’s wars. Other thousands of their fallen comrades also lie in graves and in the waters, both here and abroad. Many veterans continue to endure afflictions incurred from their service times, as well. It is for all of these veterans, both living and deceased, that these commemorations are held here in Lakewood.

Additional veteran remembrance activities will continue on November 11th, Veterans Day, at 11 a.m. at Lakewood Park, with the city’s own veterans observance. There will be a ceremony at the monument, followed by a reception in the Women’s Pavilion. Again, veterans along with their families are cordially invited to attend.

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Lakewood Living

# Transforming The “New” Northwesternly

**by Margaret Brinich**  
*A cornerstone of Lakewood’s senior living communities, the Northwesternly had, of late, fallen on difficult times. Enter, Bloomfield Senior Living Community, a family owned and run business focused on independent and assisted living, as well as dementia and Alzheimer’s care.*

*With one million dollars worth of capital improvements already in process in the 91 unit building, I decided to find out more about the people behind Bloomfield Senior Living Community. Who are these newcomers? Why did they choose Lakewood? And what can Lakewood expect from them as they work to serve Lakewood seniors?*

*Co-owner, Bradley Dubin shed some light on these and other questions about the “new” Northwesternly.*

*What motivated you to choose Lakewood for your latest business venture?*

Lakewood chose us. We focused for a long time on acquiring senior living communities in the State of Ohio for a variety of reasons including our roots, proximity to our home office (so, we could stay intimately involved in operations), demographics, need for assisted living care and the expanding state Medicaid Waiver program. Like our Hometown [suburban Detroit], we quickly realized that Lakewood is a mature, stable, inviting community with a rich history and promising future, which offers both the amenities of metropolitan living and the intimacy of a small town. Using Northwesternly as our foundation, we intend to acquire additional senior living communities in the area.

*In the short time since the change in ownership, has anything surprised you about Lakewood and the Northwesternly?*

We suspected that Lakewood would be an ideal environment for our family business, but we have been surprised just how welcoming and how fast we have been accepted into the community. Neighboring senior living properties, other businesses, professional referrals, local organizations, assisted living state regulators and the people of Lakewood have made our family feel so welcome.

Recognizing that some people may not favor change, we were surprised by the overwhelming positive reaction of all staff and residents at the Northwesternly. We have not only provided certainty and brought stability, but have a vastly different operating style than the prior corporate owners and other providers.

*How long have you been in the business of Senior Living establishments?*

Our family has been providing care to seniors for over 40 years. Three years ago, my cousins and I transitioned from skilled nursing to independent living, assisted living and Alzheimer’s and dementia care. This is the future of senior living since it is a more modern, less-expensive, approach to health care, which will appeal to the massive wave of Baby Boomers who will live longer and rely upon some level of care.

*How have your motivation/goals as business-people changed over time?*

After leaving our respective legal / real estate [Bradley Dubin], banking [cousin-Tony Kantor] and brokerage [cousin- Scott Kantor] careers, all of our goals changed tremendously. While we previously served clients, transitioning into senior living and caring for those in need has become much more personalized.

*There are a number of Senior Living facilities in Lakewood and the surrounding area, what about the Northwesternly makes/will make your business so unique and successful?*

Spanning an age gap of 95 to 29 years old, all three generations of the family are actively involved every day making sure that our values and traditions are carried forward to the family’s perfection. Our residents benefit from not only the older generations vast experience and sophistication, but the new generation’s energy and more modern, techniques, vision and lifestyle approach to health care.

We are very hands-on and intimately involved in daily operations. Since we have chosen to grow conservatively, we have the time and resources to ensure that the services and care meet our high standards of excellence and is the top priority. Lastly, our personal mission to find the perfect senior

living residence for our grandmother and recognition of the challenges millions of families face when searching for the right fit for their loved one, provides inspiration for how we run our communities.

We are ecstatic about the soon to be completed nearly \$1 million remodel of the entire community, which has transformed our ideas into realities. Uniquely elegant architecture, luxurious interior design, modern furnishings and easy access state-of-the-art amenities have been specifically coordinated to encourage resident socialization, foster independence and ensure safety.

*As a new player in the Lakewood business community do you have plans to (or already have) become more involved in the strong community life on which Lakewood prides itself?*

Absolutely. The Northwesternly has been involved in the strong community life of Lakewood for a long time and has an excellent reputation. Involvement in the local community does not end at the property level. We believe that bringing fellow businesses, organizations and Lakewood residents into our community is extremely important.

We hope that Lakewood residents and the increasing aging population will use the Northwesternly as a resource center and take advantage of the regularly scheduled, complimentary, seminars, lectures and events. We have also been working hard to give back to the community by employing local residents, retaining local contractors and supporting local businesses and vendors.

*Any particular events/ accomplishments related to the community? (community events, chamber of commerce, etc...?)*

We have plans to become even more involved with the Lakewood

Chamber of Commerce, Lakewood Alive, Downtown Lakewood Business Alliance and we are looking into a potential partnership with the local Komen for the Cure affiliate.

*What is the most enjoyable/most challenging aspect of having a business in Lakewood- particularly right on the edge of downtown?*

Our residents enjoy being on the edge of downtown Lakewood only minutes away from art venues, the library, parks, restaurants, beaches and shopping, as well as, medical centers, senior centers and the Lakewood Hospital. One example is our “Lunch Bunch” - a group of residents select a different local restaurant to dine at monthly. We coordinate a variety of activities in downtown Lakewood for our residents and provide regularly scheduled transportation to these destinations.

*Any plans that you want to share about the immediate future of the Northwesternly? What about the longer term future?*

Our immediate goals are to facilitate a smooth transition, complete the remodel, listen to our residents in order to understand what additional improvements they would like to see and continue getting more involved in the Lakewood community. We also intend to start adding new services, life enrichment activities and exercise and wellness programs taking advantage of our new state-of-the-art amenities.

Over the long term, we intend to explore adding an Alzheimer’s and dementia care wing, if we determine there is a need and it is appropriate. This will make Northwesternly a true continuum of care making it easy for our residents to remain connected to their spouses, friends and the Northwesternly family. We are experts in providing Alzheimer’s and dementia care and run other very specialized programs.



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# Lakewood Living

## Child Prodigies Bring Artistic Talents To Beck Center

by Fran Storch

Beck Center for the Arts presents an exhibit featuring the artistic talents of two child prodigies—artist, poet, and songwriter Victoria Yin (age 12) and artist and writer Zoe Yin (age 9)—now through November 14, 2010 in the Jean Bulicek Galleria, and November 15 through December 31, 2010 in the Beck Café, adjacent to the Galleria. A special reception with the artists will take place on Friday, November 12, 2010, 6 to 9 p.m., at the Beck Center for the Arts, 17801 Detroit Avenue in Lakewood. The exhibition and reception are free and open to the public.

Victoria's paintings articulate profound mature subjects far beyond her years. By age 5, she had already received numerous accolades and awards for her work. Her surrealistic style is considered on the level of Max Ernst, Joan Miro, and Salvador Dali. Victoria incorporates these surrealistic elements into a futuristic style which is unique in the art world. Her paintings portray a rational yet passionate setting of a figurative subject over a Dutch Masterly background. Her work can be viewed on her website at [victoriayin.com](http://victoriayin.com).

Like her older sister, Zoe is a child prodigy with remarkable artistic talents. At age 8, she was the youngest artist ever exhibited at the International Art Expo. Zoe's broad brushstrokes and colorful combinations create a dreamy interpretation of the human form. She uses vivid colors like Matisse in the background, with a whimsical style of elongated arms and twisting legs giving her paintings a Chagall-like feeling. Her work can be viewed on her website at [zoeyin.com](http://zoeyin.com).

Victoria and Zoe Yin, who both began drawing at the age of one, have exhibited at capacity shows across the

country and been featured in several publications, including Art Business News. Their paintings, which are widely collected in the United States, typically command sales in the five figures.

For more information about the artists and their work, contact Paul Sykes of Travel Art at 440.227.4592 or [psykes123@mac.com](mailto:psykes123@mac.com).

For gallery hours, visit the Beck website at [www.beckcenter.org](http://www.beckcenter.org) or call 216.521.2540 x10. Beck Center is located at 17801 Detroit Avenue in Lakewood, just ten minutes west of downtown Cleveland. Free onsite parking is available.

Beck Center for the Arts is a not-for-profit 501(c)3 organization that offers professional theater productions, arts education programming in dance, music, theater, visual arts, early childhood, and creative arts therapies for special needs students, and gallery exhibits featuring regional artists.



The award-winning artwork of 12-year-old Victoria Yin is now on display at the Beck Center.



Child prodigy Zoe Yin displays her remarkable paintings at the Beck Center through November 15.

### Homebuyers Find A Niche In Lakewood

by Valerie Mechenbier

First time "old house" homebuyers are often overheard asking "What's this?" when touring homes for sale in Lakewood. Between 1910 and 1940, buyers of Sears mass-produced kit houses pored over Sears catalogs to customize their houses to suit their own tastes. There were numerous options in flooring, trim, doors, lighting, and hardware, but the housewife often chose the most functional items: breakfast nooks, arch-topped telephone niches, and – "What's this?" – the ultra-convenient built-in ironing board cabinet. Without an ironing board, these shallow niches now provide convenient storage or display space.

Val Mechenbier is a licensed Realtor with Prudential Lucien Realty



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# Lakewood Living

## The Most Wonderful Time Of The Year

by Maria Scalish

It's that time of year the tinsel, lights, gifts and holiday parties so instead of tensing up as you read this embrace it by reclaiming what the holidays are all about. Holidays have lost their true meaning over the years and in the age we live today it's time to get back to a simpler way of life. Instead of running to the mall to begin your holiday season take some time to plan a family outing that will create memories to last a lifetime. Take advantage of the community that News-week called "the best place to raise your children" a place clevelandnites voted as the "best suburb to raise children".This Holiday season take advantage of all Lakewood has to offer.

Take a stroll down Detroit Road to enjoy the sights and sounds of the holidays. Join your neighbors this December 4th for "Light up Lakewood" a community kick off for the holiday season. Patron your local stores to find that perfect unique gift for the loved ones in your life. Dine at one of Lake-wood's fine establishments and give back to the community that has given you so much. Isn't that what the holi-days are all about?

Catch everyone's favorite holiday movie Polar Express at Lakewood High School's special "Dive in Movie" event December 3rd. Who says you can't enjoy all the luxuries of pool time in the winter. View Polar Express with family and friends while floating in the pool, inner tubes and noodles are available to rent to make your viewing experience more pleasurable. Or watch from the sidelines of the pool bleachers. Either way it's a twist on watching

your favorite holiday movie that is sure to create a splash.

And just when you think you've seen or experienced it all join the Lakewood YMCA on December 19th for "Swim with Santa". Not your ordinary Christmas experience but would you expect anything less from Lakewood, not to mention what a fun Christmas card that would make.

You know the saying if you cant beat'm then join'm. There is no doubt winter is slowly creeping up on us and so is the cold. So why not embrace it by dusting off those ice skates and skating down memory lane to the Winterhurst Ice Rink on Lakewood Hts. Boulevard. What better way to celebrate the holi-days than a romantic date night with the one you love, if anything it's sure to bring you some laughs. Even better bundle up and head down to Lakewood park to take in the picturesque winter views. Channel the child in you and make a snowman or even a snow angel.

If that isn't your idea of a date night then support our community's up and coming stars at the Beck Center for a night at the theatre. Join Beck's Dance Department for the holiday classic The Nutcracker and the theatres performance of Joseph and the Amazing Technicolor Dreamcoat. It beats fighting the downtown holiday traffic and is easy on the pocketbook.

See the holidays are more than being bogged down with running ramped back and forth to the mall. This year celebrate the holidays filled with family surrounded by friends at home...in Lakewood.

Maria M. Scalish, Licensed Realtor

## Real Estate Reality

by Eric Lowery

Pardon My Dust.

Tuesday is the day Realtors hold broker's open house. This is when new listings are held open for real estate agents to preview newly listed homes and see what's new on the market. And, on a recent Tuesday, I went out and previewed five homes and I returned from my travels sorely depressed. Every home that I had seen was gross. I mean that. Dirty, as in tumbleweeds of cat fur rolling through the kitchen, as in science experiments growing in the bathroom, as in dog footprints on the walls, furniture, appliances, and every conceivable surface, as in light switches I would never touch, (please keep in mind I am a former chef and am not afraid to touch anything), as in what are these people thinking!

**Question:** "Who wants to make probably the largest purchase of their lives and buy your dirt?"

**Answer:** "NO ONE!"

In selling a home clean means clean, not, better than it was. You want your home to be that breath of fresh air,(plug in fresheners and stinky candles are not part of this equation as they can make people nauseous and give them headaches ) so people will enjoy visiting your home. It is far easier to see past that turquoise textured paint in the dining room than to see through a widow that has not been touched for years. Get it? All right then.

Cleanliness may not be next to godliness but it's a darn sight better than what I regularly encounter out in the wild world of real estate.

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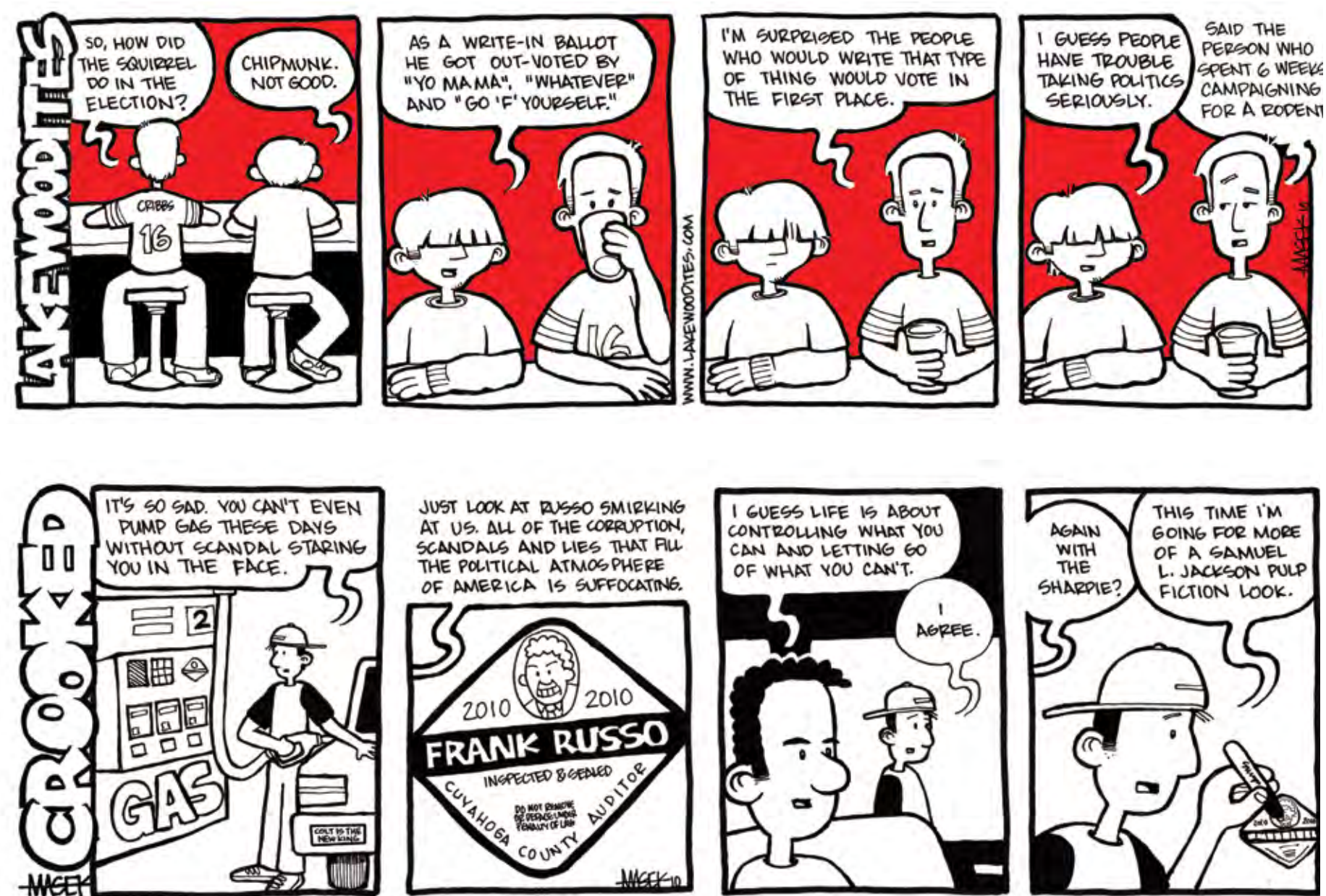


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The Back Page





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