

BEACHWOOD

magazine



1,477 HOTEL ROOMS

2,500 BUSINESSES

FINE DINING

PREMIER MEDICAL FACILITIES

EXCELLENT SCHOOLS

RESPONSIVE GOVERNMENT

WORLD-CLASS SHOPPING

WHEN YOU'RE IN BEACHWOOD,
YOU HAVE ARRIVED.



Father and son Bruce (left) and John (right) Newburger are one example of the generations of success in Beachwood.

JERRY MANN

GENERATIONS OF SUCCESS

BEACHWOOD'S CLOSE-KNIT CAMARADERIE JOINS BUSINESS, FAMILY AND FRIENDS FOR A STRONG, COOPERATIVE COMMUNITY.

BY KRISTEN HAMPSHIRE

WITH 100,000 PEOPLE passing through Beachwood daily and its 11,000 residents and 2,500 businesses, the city is a bustling business center by day and a sleepy tight-knit community after hours.

"It's like a yearbook anytime you meet anyone in Beachwood because you know the family tree and who is all connected," says Karen Carmen, community services director. It's not unusual for relatives to stay close by — and even live in the same neighborhood, she explains.

This mixture of families and friends young and old even carries into the business world. "There is a sense of belonging here," Carmen says. "And we value the importance of community."

A Tradition of Engagement

John and Bruce Newburger are one example of the generations of success in Beachwood. John moved to Beachwood in 1977 for his position at what used to be Ohio Bell. He joined the Beachwood Chamber of Commerce in 1991 when the group formed. "The people in Beachwood, including the mayor at that time, wanted their own chamber, and the phone company gave them some seed money to get started," he shares of his early involvement.

John served on the Chamber's board of directors and helped start the Business-to-Business show, running it for the first five years. "I have gotten to know a lot of people in Beachwood," says John, who retired in 1992 but remains an honorary lifetime Chamber board member. He also is past-president and an active member of the Rotary Club and serves on the board of directors of Schnurmann House senior complex in Mayfield Heights.

John's son, Bruce Newburger, runs Dynamics Online, a Beachwood-based Internet design and marketing firm he launched in 1997. Bruce grew up in the

community and moved his business here 15 years ago. "We were looking to be closer to business resources and a central business community," Bruce says.

"There is a sense of belonging here," Carmen says. "And we value the importance of community."

Close community ties appealed to Bruce and led him to plant his business in Beachwood. And it's that close-knit camaraderie that keeps him here. "I've been involved with the community through the Chamber of Commerce, and I understand and appreciate the economic development director's vision for the area," Bruce says. "We're not a Fortune 500 company, but we feel like we have gotten a great deal of attention and support from the Chamber."

Both Newburgers are involved with the Chamber, and Bruce says he admires his father's natural ability to network and connect with others. "He's well-liked, and in this day and age of 'social networking' on the computer, he's really terrific at personal networking and keeps those skills alive," Bruce says.

Carmen says this father-and-son duo have a lot in common. "Everyone in the community knows Bruce Newburger — he's a pillar of the community," she explains. "You know with John you are going to be taken care of and everything will be handled fairly and squarely be-

cause he's genuine, and Bruce carries on that tradition now with his business."

Making Connections

Every year, Beachwood celebrates its long-time residents with a program called A Salute to Our 50-Year Residents. Last August, more than 20 people commemorated a Golden Anniversary of calling Beachwood home.

"Their extended families come, and most of the time they're all Beachwood residents and they find common connections," Mayor Merle Gorden says, adding that this translates to doing business together. "People have a great propensity to patronize a business they know is connected to family and friends."

Beachwood is only 5.2 square miles — but dense with commercial, retail and social activity. The Beachwood Chamber of Commerce serves as a conduit for businesses, helping grow strong connections, Bruce points out.

John recalls when he first moved to Beachwood, and how quickly he got to know the community because residents value relationships and care for one another. Today, John is beginning a new chapter in his retired life as an arbitrator for the Financial Industrial Regulatory Authority, which mostly handles cases for the Securities Exchange Commission. He has served as an arbitrator for the Better Business Bureau for the last 25 years.

"It keeps me sharp," John says, adding that he's been taking courses online to prepare for the role. "And, it helps the community. I served my time in business and with the Chamber, and now I want to give something back."

That desire to give back to the community is a common thread among families and businesses in Beachwood. Mayor Gorden says, "When you're in Beachwood, you have arrived."