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ALUMNI ARC-LITE



Highlighting the Past, Illuminating the Present, Sparking the Future

District Alumni Updates

Brush Alumni Association



your NEWSLETTER

This is **your** newsletter! Although we are here to facilitate its publication, we can not be entirely responsible for its content. That's up to you! Doing something interesting that you think other alumni might want to read about? Getting together with some classmates for a dinner? Weekend? Vacation? Take some pictures, write an article and send it in! Articles and photos can be submitted to our email: **office@brushalumni.com** We look forward to hearing from you and ask you to help us keep the ARC spirit alive!

Commencement Programs

Brush High School is looking to complete their collection of Commencement Program booklets. They have all programs, except those from the 1970's. If you happen to have an extra program from your 1970—1979 graduation ceremony, please contact Doreen at Brush at 216-691-2070.

Join Us!

To Join the Alumni Association and/or to sign up for our new, electronic newsletter, visit <https://www.brushalumni.com/>

Alumni Association

TRUSTEES:

- Debra DiLillo Betz '76
- Neil Brofman, '73
- Nancy Redmond Brown, '59
- Chris Ricchiuto, '76

PRESIDENT: Norm Rogozin, '63

TREASURER:

- Bonnie Slabaugh Abbey, '68
- SECRETARY:**
- Joyce Takacs Simmelink, '60

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Unless otherwise indicated, all articles written by Sally Miller or Deb Betz

ALUMNI UPDATES

Seeking Brush High School graduates to feature in our weekly "Alumni Update" profiles on the South Euclid Lyndhurst District Facebook page.

<https://www.facebook.com/South-Euclid-Lyndhurst-Schools-171853357718>

If you or someone you know is interested, please send us an updated picture and some information on your professional and personal life. Give us a short synopsis on life since you graduated from Brush.

Please send your contribution to betz@sel.k12.oh.us

Can't wait to feature our amazing alumni!

#ArcPride





Local Alumni Business Spotlight

Brush Pavers Gleam Once Again thanks to Rocco & Associates Construction

By Pete Vaughn ~ '63 and Deb DiLillo Betz ~ '76

Due to the restrictions placed upon us by COVID 19 and the major construction projects at Brush last year, we fell short guiding this important, essential alumni program.

The Alumni Association recently contracted Rocco DiLillo, Class of '78, and owner of *Rocco & Associates Construction*, to install several new pavers for 2020-2021 and clean all existing pavers. *Rocco and Associates* is a South Euclid based business that has essentially been operating since the mid 1900's. Rocco graduated from Brush in '78, his sister in '76, their father in '51 and all five of their children received their diplomas from Brush High School between 2004 and 2008.

As far back as elementary school, Rocco started working for his father on Saturdays. At the time the company, located in South Euclid, was known as *Rocco DiLillo and Sons Cement Contractors*. Originating in the mid 1900's, owned by his grandfather, and subsequently his father and uncle (Frank and Mike), *R. DiLillo and Sons* grew to become one of the premier cement contractors in the City of Cleveland and surrounding suburbs. Upon graduating from Brush, Rocco left for college. After two years, knowing what he wanted to do, he left academia and joined *R. DiLillo and Sons* full time. For the next several decades, Rocco learned the business and honed his skills. Upon the passing of Frank (1997) and Mike (2003), Rocco and his wife, Ruthann, started a new company. Today, *Rocco & Associates Construction* continues to thrive and serves both residential and corporate clients throughout Cuyahoga County.

Brush pavers tell lots of stories of the many students and staff members that walked the halls of this wonderful school. Like life, some pavers reflect the joys of youth and fun times. Others hold a high degree of remembrance and loss. But most simply state: "Here I am, I'm a proud Brush ARC! Remember me!" To purchase a paver as a gift or as an "in memoriam tribute", please see the order form on the next page.



Rocco DiLillo '78

One of Rocco's employees places new pavers in the circle of over 2,000 pavers!



John Bell and Pete Vaughn '63



Michael DiLillo '55, Franklin DiLillo '51 and their father, Rocco DiLillo, in 1966.



At the reunion, classmate Ray Toll shared this poem, saying it comes from the US Navy and British Royal Navy fleets. He then tailored it to the Class of '71. He suggests that because of all the changes, challenges, etc. that students from the 70's witnessed and participated in during our lifetimes, that our kids and grand-kids might call us "The Second Greatest Generation".

There are tall ships,
There are small ships,
There are ships that sail the sea.
But the best ships
Are friendships.
Here's to you and me.

FOR WE ARE GREAT, NEXT TO NONE, WE ARE THE CLASS OF '71!

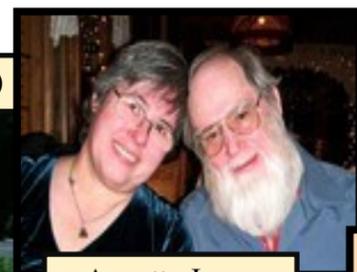
Class of 1971 Familiar Faces



Steven Brofman



Lynne Garvey (Hodge)



Annette Jones



Valerie Lorig



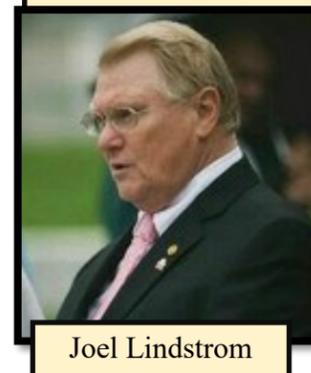
Steve Arnold



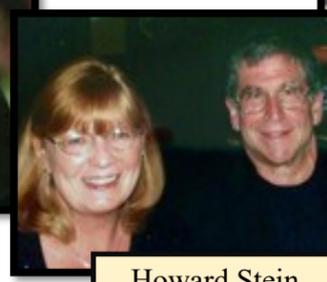
Deborah Karr (Cresho)



Julie Smith Barelka



Joel Lindstrom



Howard Stein



Michael Jackson



Mary Studniarz Federico



More Reunion Fun from the Class of '71

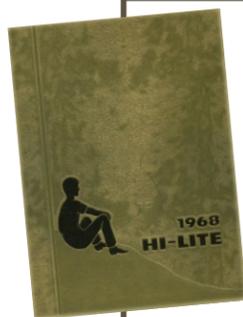


Upcoming Class Reunions

7th Annual Golf Extravaganza

CLASS OF 1976
45 + 1 Reunion
Saturday, **8/27/22**
Stonewater Rustic Grill

Contact: Steve Pasquale
scutch@sbcglobal.net
440-476-5576



CLASS OF 1968
55th Reunion
Saturday, **7/29/2023**



Contact:
Bonnie Abbey
blabbey@aol.com



Hopefully Savant will reinvigorate Edison's lighting business and return it to the forefront of innovation. But until then, I'll remember the Christmas lights at NELA Park and all the other ways that the people who worked there were able to light up the world. (photo below, the 2018 display contained more than 500,000 lights!)

Ron Ashkenas is an emeritus partner of Schaffer Consulting (www.schafferconsulting.com) and the author or co-author of six management books, including "The GE Work-Out" and "The Harvard Business Review Leader's Handbook." He holds a doctorate in organizational behavior from Case Western Reserve University.



Ron Ashkenas
Class of 1968



Dale Inkley
Class of 1944



Dale Inkley '44 Reminisces

In 1944, one hundred thirteen students graduated from Brush High School. The graduation ceremony was much like that of 2021: the processional, student speeches and the awarding of diplomas. One big difference was that six graduates were already serving in the military, with more to go after graduation.

In the fall of 2021, Mr. Dale Inkley, Class of '44, returned to Brush. It was not his first return. All four of his children are Brush graduates. He had stories to tell of his time at Brush. Just as with the graduation ceremony, as much as it has changed, it has stayed the same.

The first story Mr. Inkley told was how all of the students lined up each morning at the "Boy" and "Girl" doors at the front of the building. The stone on the front of Brush above the doors still has the impression of a boy on one old door and a girl above the other. Upon entering, they reported to their homeroom.

Mr. Inkley said the front hallway was much the same. In 1944, Brush went from the performing arts center (auditorium) to the east gym. The offices were at the front, where they are now. He could remember and name each person's office. He said that he never understood how the Board of Education had a whole room that seemed to never be used. That room was the office across from the east gym.

The East Gym is where they had physical education classes. He reminisced about the locker rooms and pointed out the old clinic. The inside parking lot (The Well) was much the same as he remembered it. He chuckled as he told the story about one of his classmates falling into the rubbish chute. When we entered the new cafeteria, he commented on the biggest changes. From the third floor where students were served through a window, to the new cafeteria with small tables and large windows to the outside.

Mr. Inkley also told the story about the cornice that was near the auditorium. One day he decided that he would jump up and see if he could touch it. He said that he was so scared because the whole thing fell down.

The best part of visiting Brush with Mr. Inkley was Mr. Inkley's interaction with two current students. He walked up to them and started telling them his memories. He told stories of losing friends as they went to war and he talked about his time in the halls of Brush. The students listened with disbelief. They were shocked that this would have happened.

Mr. Dale Inkley has lived in Lyndhurst his entire life and still resides there.



Brush Alumnus Helps Redesign NELA Park Operation

As Brush Arcs, because of our relationship with the “Arc Light”, and our close geographic proximity to General Electric’s NELA Park on Noble Rd., we thought it would be appropriate to republish an opinion that was first published in the Cleveland Plain Dealer in August of 2020. Written by Ron Ashkenas, Class of ‘68, the article will elicit memories from graduates old and new, many of whom had an annual holiday tradition of hopping in the family station wagon (or SUV!) for the trip to NELA Park to see the GE holiday lighting display.

Ron wrote: *The announcement in May that General Electric Co. was selling its GE Lighting business to Savant Systems Inc. was met with little fanfare. Sure, news stories noted that the East Cleveland-based business, which traces its roots to Thomas Edison, constituted an iconic brand. But its sale had little financial impact on GE, other than to provide much-needed cash.*

For me, however, the sale of GE Lighting was personal. As a child growing up in 1950s Cleveland, NELA Park, Lighting’s headquarters, was a magical Christmas place. Our parents would put my brother and me in the family station wagon on Christmas Eve to look at NELA’s lights. Warmed by a blanket and hot chocolate (no seat belts then), we were mesmerized by the displays. Little did we know that NELA Park (named after the National Electric Lamp Association, which GE bought in the early 1900s) was the first industrial park in the United States and a major source of lighting innovation.

Thirty years later, I had a chance to go inside NELA Park and learn what it took to make those Christmas lights. In 1988, Jack Welch recruited a team of professors and consultants to help him simplify the company, an initiative called Work-Out. As one of the consultants, I was assigned to GE Lighting and sent to meet with John Opie, Lighting’s president.

I must admit that Opie didn’t welcome me with open arms, being skeptical about Welch’s initiative and whether some young consultant could help – even if I was from Cleveland. At our first meeting, he gave me a presentation about GE Lighting, using acetates with an overhead projector (state of the art then), saying “You better learn what we do.” Soon, Opie was neck-deep in products, costs, customers, research, and more. My head was spinning, and the only thing I remembered was Opie’s injunction that “we don’t call them ‘light bulbs’, we refer to them as ‘lamps’.”

Eventually, we identified opportunities for simplification, such as speeding new product commercialization, reducing breakage, and improving customer delivery schedules. In the next year, we held sessions on these and other topics. Hundreds of GE Lighting employees and managers developed and implemented ideas for taking unnecessary “work out” of the business. As the results became apparent, Opie went from being a skeptic to a strong supporter throughout GE.

In 1990, however, the Lighting business changed. With the fall of the Berlin Wall, Eastern Europe became an open market, and GE was proud to be the first Western company to wade in by purchasing Tungsram, Hungary’s state-owned lighting company. Before long, I was spending more time in Budapest than Cleveland, replicating the Work-Out process and giving Hungarian employees a voice for the first time in decades.

In the years that followed, I moved on to other assignments but maintained lifelong relationships with people from NELA Park. I also kept an emotional attachment to the business and rooted for it to succeed.

GE Lighting’s standing, however, diminished over time. Despite pioneering work in LEDs, the profits associated with Edison’s incandescent “lamp” – which GE could produce for pennies and sell for dollars – slowed innovation. In effect, GE Lighting was trapped by the “innovators’ dilemma,” avoiding disruptive approaches for fear of cannibalizing the existing business. So instead of becoming a leader in energy efficiency, GE Lighting became a cash cow with a “for sale” sign around its neck. (continued)



Welcome Scott Mills & Elizabeth Tarkowsky



The Alumni Association welcomes Scott Andrew Mills, ‘81 to the team of worker bees who are currently keeping this boat floating!

Scott is a Principal Agent and a member of the Maverick Insurance Group LLC, Highland Heights. He has been married to Ann Marie since 1989 and they have four children: one in Florida, one in Shaker Heights and two currently serving as a 1st Lieutenant and Captain in the US Army.

Scott received his Property & Casualty and Life & Health license in 2002. In 2012 he passed his series 6 and is also certified in Flood and Long-Term Care.

Scott is a serial entrepreneur and has been self-employed most of his adult life. Prior to starting his agency at the age of 49 in 2012, he had a short stint in banking and for close to 25 years was in the vehicle and equipment finance business. His basic business philosophy is “call them back”! According to Scott, that’s what the clients really want.

Scott has served in many roles for area non-profits including President, Event Chair, Membership, Treasurer and many other supporting roles. In his spare time (which is rare), he enjoys spending time with family & friends, working in the yard, and playing bocce.

In addition to helping out with the Alumni Association’s many initiatives, Scott will specifically be working on our Paver Project.



We also welcome Elizabeth Tarkowsky. Elizabeth graduated from Brush in 1999. She received a Bachelor’s degree in Communications from Bowling Green State University. In her early 30’s, she went back to school and earned a Masters in Business Administration from Lake Erie College. This launched her into her current career. She is the owner of two local boutiques: Village Trends Boutique in Chesterland and Chardon.



She currently resides in Mayfield Village with her husband, Greg. She is the proud mom to Ryan (8), Brendan (6), and Molly (4).

Elizabeth will mainly be working as our Reunion Liaison. She will be working with the chair people of each class to help with their reunions. Want to arrange a tour of Brush for your classmates? Contact Elizabeth! Need your most current, updated class list? Contact Elizabeth. Elizabeth will also make sure that your reunion info gets posted on the district website and gets advertised through social media.

If you are the person responsible for planning your reunion, contact Elizabeth and let her know so that she can update her database accordingly. Elizabeth can be reached at elizabethtarkowsky@gmail.com.



“Once an Arc, Always an Arc”



By Shoniya Woodruff~’21 On March 13, 2020, students who attended South Euclid Lyndhurst schools were informed through parents, teachers, administrators, and social media that they were going on a three week spring break due to the mass casualties and the increased severity of COVID-19. To the students, it sounded great to have a three week spring break however, it wasn’t as good as it seemed. It seemed that neither the students nor the country was able to wrap their heads around the enormity of the situation. But as always, life is not about the cards you were dealt, it's how you played the hand. And the class of 2021 played the hand very well. They took their chrome books home, searched for that missing charger and relied on their parents, family, friends and faculty members to give them a push even when they wanted to give up. They did not allow the darkness of the pandemic to dim their light , instead **THEY LIT UP!** The class of 2021 had this running joke, of “What is an arc”? When compared to surrounding schools, they saw mascots that were tigers, wildcats, and cardinals, just to name a few. And our mascot just had to be the arcs? Why couldn’t SEL schools have a strong, fierce animal? Well, simply put an arc is a light. However, not everyone can be a brush arc.

Here’s just a little information about what it means to be an arc. Charles F. Brush placed 20 arc lights in Cleveland Public Square in the 1870’s to showcase the arc light to Cleveland residents. These arc lights were as bright as 4,000 candles. They were so bright that people in attendance had to wear smoked glasses just to protect their eyes. Now what is the point of all of this? The point is that any student that attends SEL schools should be proud to be an arc. An arc is a resilient light, shining in the darkest hour. One light is a fire so strong it can not be extinguished. Arcs were made to light up the world. WE are arcs! Maybe before today you dimmed your light, maybe you were afraid to let your light shine, maybe this was out of fear or embarrassment. But after today, you don’t dare dim your light! Remember we’re arcs, it's what we do!!!! Now there are going to be people who can’t handle your light. Don't be mad at them when they say your light is too bright, your energy is too bright, your potential is too bright. Tell them if my light is too bright, put on some shades because I’m here to stay. So the question that we need to ask ourselves is “Am I going to be that light: see what I have and manufacture a solution or am I going to be a dim light: see what I don’t have and manufacture a sob story?” Because when you find yourself in the darkest of places, you are not confined to that reality. In fact, you are tasked with changing it, with persistence, and your light, your individual light that burns inside of you. Yes, I am talking to you, reader. YOU can reconstruct the whole world around you. So no matter what cards life may hand you, or what tribulations you go through in life, remember that the sun rises even on the darkest nights. You are light just like the sun. That’s what an arc is. You are not just A light, you are THE light. So be it.

This speech was delivered by Shoniya at the Brush High School Class of 2021 Commencement Ceremony. Shoniya resides in the Cleveland area and is currently working at UH Cleveland Medical Center as a nurse. She participated in the Excel TECC program at Brush and was able to go to nursing school, pass her state boards and become a licensed nurse. She plans to attend Kent State University to pursue her Bachelor’s degree. She would like to become Nurse Practitioner and open her own practice. Another example of ARCS continuing to “light up” the world!



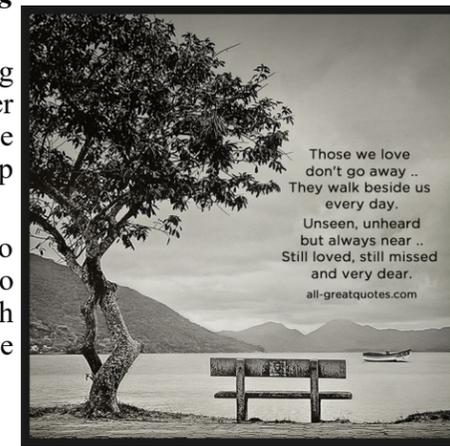
In Memoriam—Our Friends From the 70’s

As an active member in the class reunion planning process, Karen Longo, Class of 1975, has the job of maintaining a spreadsheet containing contact information of all of her classmates. Working on the spreadsheets while planning one of the past reunions, she was saddened to see how many of her classmates they had lost over the years. Wanting to do something to honor them, she started a Facebook page called **“Remembering Brush High School Friends (from the 70’s) that We’ve Lost”**.

The Facebook group was started in July of 2013. Karen started by just adding her friends to the group. Since it was very slow taking off, she began to wonder if it was a good idea to start the group. Perhaps classmates did not want to be kept up to date on this information. Slowly, people began to join and the group now consists of over 1,000 members.

It is a private Facebook group, visible only to members. The sole purpose is to keep a running list of deceased classmates from the Classes of 1970—1979 to acknowledge and honor them. No reunion information, no selfies, no Brush High School memories. Simply memories of the friends we knew and lost. If you are interested in the group, see the link below.

<https://www.facebook.com/groups/557489294315432>



Jeff Staker Memorial Golf Outing

Brush Alumni Association newsletter readers may remember the article in the Summer 2021 edition regarding Jeff Staker, ’71 and his relationship with First Tee—Cleveland. Jeff was on the ground floor during the inception of **First Tee-Cleveland** and ran their life skills program at Shawnee Golf Course. **First Tee** is a youth development organization that enables kids to build the strength of character that empowers them through a lifetime of new challenges. By integrating the game of golf with a life skills curriculum, they create active learning experiences that build inner strength, self-confidence and resilience that kids carry to everything they do.

This year’s golf outing to benefit First Tee was held on September 24, 2021, as part of the Class of ‘71 reunion weekend. Thanks to Chuck Marusic ‘71 for the article below.

By Chuck Marusic~ Everyone involved in The Jeff Staker Memorial Golf Outing had a wonderful day at beautiful Manakiki golf course. We had a total of 60 golfers along with 7 volunteers. Our volunteers, Sally Shortle, Linda Staker, Ken Korb, Mary Patton, Pat LoPresti, and Gary Gross made this event come off very smoothly. The weather was picture perfect, which was one of the main hurdles for a golf event in Cleveland at the end of September. Our class participants along with First Tee participants were able to raise \$4500 to benefit the kids involved in First Tee Cleveland. A special thank you to the Marc Fried Family Charitable Fund which contributed \$3000. It was wonderful to honor a classmate who was well thought of by everyone who knew him. I would also like to thank Gary Gross, Dale Kerver, and Marc Fried for the many hours they contributed to make this event happen. Also a shout out to Dale Kerver, Marc Fried, Gary Gross, and First Tee for providing many of the prizes that made this such an enjoyable day. And what a blast it was getting together with old friends and classmates from good old Brush High School while playing at a golf course many of us grew up playing as teenagers. Though a team from First Tee won the scramble our Brush team of Marc Fried, Tom Covelli, Glen and Cyndi Blackburn came in second place after a 6 hole playoff. Thank you to all who participated on this memorable day.