



From the President



Ed Byers

Usually, the summer months at the Press Club are a time for kicking back and taking it easy. After June's Excellence in Journalism Awards, things slow down until September. Not this year. We have been cranking.

As you will read in this issue, we will induct new members to The Press Club Hall of Fame next month. Make sure your circle Oct. 27 on your calendar. The induction ceremonies will be held at Tri-C Corporate College East.

That same night, The Plain Dealer's **Margaret Bernstein** will be honored with the 2010 Chuck Heaton Award. Previous recipients were **Terry Pluto**, 2008 and **John Telich**, 2009. Margaret is a class act.

Turning now to other news - thunder::tech is putting the finishing touches on the new and improved Press Club Web site.

John Betchkal has been named Chairman of the Press Club's Nominating Committee. If you would like to take an active role in the Press Club, please let John know. His email is jbble@aol.com.

John's committee is charged with preparing a slate of officers for 2011 and the Board will be voting on the slate at its Oct. 15 meeting. The full Club vote is scheduled to take place at the Annual Meeting and Holiday Party the evening of Dec. 8 at Nighttown.

I like the job **Michael K. McIntyre** is doing as replacement for the recently departed **Dan Moulthrop** on WCPN's Sounds of Ideas, weekdays 9 to 10 a.m. Also, another PD columnist will take to the airwaves. "The Regina Brett Show," debuts Sept. 8 at 7 p.m., on WKSU, 89.7 FM. She'll have guests.

I hope you find time to celebrate what's left of summer.

Plain Dealer's Margaret Bernstein to Receive the 2010 Chuck Heaton Award



Margaret Bernstein will receive the 2010 Press Club's Chuck Heaton Award.

Margaret said the honor caught her totally by surprise as her boss broke the news, sending out a newsroom-wide email announcing Margaret as the Heaton Award recipient.

"I heard people clapping in the newsroom, but I was really busy working on something and paid little attention to the clamor, but then the clapping kept getting louder and louder and I noticed everybody clapping was looking at me," said Margaret. "It was then I looked at my email and realized they were applauding me! I was speechless to find out I had won the Heaton award!"

Chuck Heaton was a longtime Plain Dealer sportswriter who died in 2008. The

award is given annually by the Press Club of Cleveland to a journalist who exemplifies the sensitivity, humility and writing talent for which Heaton was known.

Margaret has been with The Plain Dealer since 1989 and is being recognized for her writing and work in the community.

She was named National Big Sister of the Year in 2000 and is a longtime volunteer with the Urban Journalism Workshop, a program for high school students.

Margaret is also author of the 2007 book "The Bond: Three Young Men Learn to Forgive and Reconnect with Their Fathers."

In 2008, she received the National Association of Black Journalists' Community Service Award.

Previous winners of the Heaton Award were FOX 8's John Telich in 2009 and The Plain Dealer's Terry Pluto was the first recipient of the Heaton Award in 2008.

PRSA Greater Cleveland

in cooperation with The Press Club of Cleveland & IABC presents

2010 Business & the Media Program

Conventional wisdom says that social media isn't appropriate for B2B marketing. Conventional wisdom is wrong. Across the corporate landscape, businesses ranging from banks to high-tech firms to plumbing supplies are successfully applying social media tools to connect with customers, channel partners, and suppliers. And as they grow more confident with the tools, they're experimenting with sophisticated applications like social networks and

customer co-creation. B2B & social media marketing isn't just about blogs any more. Learn what the innovators are doing.

Paul Gillin has been reporting on the impacts of technology and media for 25 years. Before focusing full-time on social media, he was the founding editor-in-chief of TechTarget, one of the most successful new media entities to emerge on the Internet. Previously, he was editor-in-chief of Computerworld.



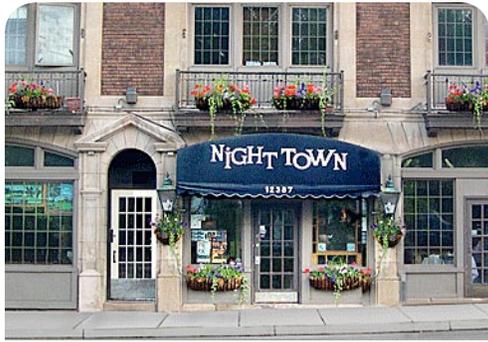
Speaker: Paul Gillin, Author & Advisor

Time: 11:30 a.m. Registration 12 noon Lunch & program
1:30 p.m. Adjourn

Place: Windows on the River

Cost: PRSA, Press Club and IABC Members \$35

Register online: <http://businessmedia2010.eventbrite.com/>



Nighttown and The Press Club of Cleveland

In the July, 2007 issue of Cleveland Magazine, Mike Roberts wrote: "It's appropriate that Brendan Ring, proprietor of world-famous Nighttown on Cedar Hill, gave shelter to a nomadic clan once comprised of the town's all-time best drinkers. The fact that many are dead will not hold them back from hanging around his bar. Ring saved The Press Club of Cleveland's Journalism Hall of Fame, which consists of more than 100 plaques honoring journalists. Their work earned them the privilege of being memorialized close to the bar. The Press Club traces its wayward roots to 1887, and has moved from place to place like a vagabond on the dole. Unlike the Union Club or Tavern Club, The Press Club required neither sponsor nor pedigree. You did not even have to possess the ability to write a sentence, only a check. Prior to its reincarnation at Nighttown, the club and its Hall of Fame resided at the University Club on Euclid Ave. When the building was sold to Myers University in 2002, the plaques and other memorabilia suffered the ignominy of storage."

Hardly a day goes by at Nighttown without being able to spot a visiting former Clevelander, or even a Hall of Famer with family in tow, looking at the plaques and photos, usually with a squinted eye, searching for one of Cleveland's journalism giants. "There's Papa!" or "Oh my god, I haven't thought of Dorothy Fuldeheim in decades" are both familiar exclamations in the hallway leading from the bar to Nighttown's outdoor patio, a trip traversed by more than 3,000 people a week.

If you're a card-carrying member of The Press Club of Cleveland, Nighttown has a deal for you - 15% off your meal, 7 days a week. And just like the ladder in your garage, the child seat restraint in your car or the bottle of aspirin in your medicine cabinet, your discount at Nighttown comes

Sins of Omission and Atonement

Laurie Mitchell | Certified Personnel Consultant



During the Jewish High Holy Days of Rosh Hashanah (the Jewish New Year) and Yom Kippur (Day of Atonement) which begin at sunset on Wednesday, Sept. 8 and conclude at sunset on Saturday, Sept. 18 - it is customary to review the previous year and ponder how we stack up both in the eyes of God and in the eyes of our fellow humans.

Promises and vows made to God which were ignored or not fulfilled are forgiven, but those made between us and others which were not kept require atonement that usually takes the form of direct personal apology to the offended party. Sins of omission committed between man and man must also be rectified. God doesn't erase or write off that for which we, ourselves, must provide closure.

Personally, as I go over the last twelve months, I recall instances when I short-shrifted some who phoned or wrote for advice because burdened by so very many cries for help I sometimes coped inadequately with yet another tale of employment woe or my ailing back was acting up or I was late for a physical therapy session. But, whatever

the excuse or circumstance, I hereby apologize for not being as available or thoughtful as I should have been. The recession and widespread layoffs, though cruel and heartless to so many, affected my family less than others. I count my own blessings and wish better for all of you who are hurting.

Speaking of sins of omission, I am still left nearly speechless by the identical tale I heard from two senior communicators who were interviewed by the same large, local organization several weeks ago. Seems each candidate was phone screened twice by the HR department. Then, the hiring manager (an SVP) together with two consultants screened each woman via speaker phone from the SVP's office even though both live less than ten miles from the company. Sight unseen, both were then notified that they were no longer being considered for the open six-figure position. That company's loss was my clients' gain as I just placed these two exceptional communicators in new corporate roles. Such sins of omission make me commissions.

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with the appropriate legalese, listed below. In order to make your visit to Nighttown smooth and memorable - and to avoid placing the servers in an awkward situation - do keep these rules in mind.

To Receive Your Nighttown Discount:

1. You must show your membership card from The Press Club of Cleveland or an out-of-town reciprocating Press Club. The membership card must be in your name and the card must show that your membership is current on that date.

2. Only the Press Club member can ask for and use this discount.

3. This discount applies only to the food portion of the dining check. It cannot be used for music, entertainment, alcohol, any non-food related charges, tax or gratuity.

4. This discount can only be used by the member for his/her portion of the food

portion of the dining check.

5. This discount may not be used with any other discounts or promotions.

6. This discount may not be applied to private parties.

7. This discount may not be used for Press Club special events held at Nighttown.

For information about Nighttown and its hours of operations:

www.nighttowncleveland.com

To read about The Press Club and its storied history:

<http://bit.ly/pressclubnighttown>

To see a short video about the Press Club's Journalism Hall of Fame:

<http://bit.ly/pcvideo>

To see photos of past Press Club Hall of Fame events:

<http://bit.ly/PCHOFPICS>

The Press Club of Cleveland Announces 2010 Cleveland Journalism Hall of Fame Inductees

The Press Club of Cleveland has announced its 2010 Journalism Hall of Fame inductees.

The seven new members are journalists from widely varied backgrounds – some who have national experience, some who have been intensely local. All will be inducted into the Cleveland Journalism Hall of Fame on Wednesday, Oct. 27, 2010, at Corporate College East in Warrensville Heights, Ohio. (See below for ticket information)

Elected to the hall by a vote of members of the Press Club and of the Hall of Fame are Plain Dealer reporter Joanna Connors, Crain's Cleveland Business Editor Mark Dodosh, former TV and radio reporter Eileen Korey, antique expert Terry Kovel and her late husband, Ralph Kovel, former WJW Channel 8, NBC and CNN reporter Martin Savidge, and 50-year Industry Week Magazine veteran John Teresko.

The Hall of Fame committee selected the late John Gladstone (Jack) Graney, former voice of the Cleveland Indians, to receive the Pioneer Award.

Also, Margaret Bernstein of The Plain Dealer has been named recipient of The Press Club of Cleveland annual Chuck Heaton Award for 2010.



The inductees:

Joanna Connors, a 27-year veteran at The Plain Dealer, has won numerous national honors, including the Medill Medal of Courage and The Dart Award, during the past two years for her powerful stories Beyond Rape and Sheltering Sky.



Mark Dodosh joined Crain's Cleveland Business as managing editor in June 1985 and was named editor in October 1988. Before that, he was a reporter for five years with The Wall Street Journal.



Eileen Korey, now a vice president for communication at The MetroHealth System, established the business and medical reporting beats at WKYC-TV

What the Hall of Fame class of 2010 is saying....

see page 4

where she won six Emmy awards.



Terry Kovel and the late Ralph Kovel, have kept collectors and dealers up-to-date for more than four decades on trends, prices, care and identification of antiques and other collectibles with over 95 books and a nationally syndicated column.



Martin Savidge was a star reporter at WJW-TV where he won nine local Emmys. He then moved on to CNN and NBC where he won two Murrow Awards and a Peabody.



John Teresko documented the rapid changes in the steel industry from 1958 until his retirement in 2008. He is the winner of numerous awards for his work from the American Society of Business Publications Editors and The Press

Club of Cleveland.



Jack Graney spent 35 years with the Cleveland Indians, 14 as a player and 21 as the team's radio announcer. He reportedly was the first former player to go into the broadcasting booth in Major League Baseball.

And he has a link to the team's only two World Series titles, as a player in 1920 and as a broadcaster in 1948.

Individual tickets for The Press Club of Cleveland's Journalism Hall of Fame inductions are \$65 each if you order before Oct. 1. Tables of 8 are available at \$520, tables of 10 are available at \$650. Individual tickets will be \$80 each after Oct. 1 and are available by contacting the Press Club at 440-899-1222 or e-mailing pressclubcleveland@oh.rr.com. More information is available at www.pressclub-cleveland.com



The Press Club of Cleveland

"Serving and honoring communications professionals since 1887."

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Richard Hendrickson honored with SPJ's 2010 Distinguished Teaching in Journalism Award



INDIANAPOLIS – The Society of Professional Journalists will honor university professor Richard Hendrickson with the Distinguished Teaching in Journalism Award.

After nearly 40 years as a reporter and editor, Hendrickson became an associate professor and journalism instructor in the Tim Russert Department of Communication and Theatre Arts at John Carroll University.

Hendrickson will be recognized Oct. 4 during a luncheon at the [2010 SPJ Convention & National Journalism Conference](#) in Las Vegas.

Before his tenure at the university, Hendrickson was editorial page editor and special projects director the last nine of his 35 years at the The Morning Journal in Lorain. He served at various times as Sunday editor, city editor, news editor, state editor, wire editor, business editor, reporter and bureau chief.

Hendrickson earned his bachelor's degree in journalism, master's degree in political science and Ph.D. in communication studies from Bowling Green State University. He has been an adjunct instructor in journalism at BGSU, Firelands College, Bluffton College and JCU.

the Byliner

A publication of The Press Club of Cleveland

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What the Hall of Fame class of 2010 is saying....

Joanna Connors: "I'm honored, gratified and more than a little stunned to be included in this group of great journalists. Now I'm worried someone will figure out I don't belong."

Mark Dodosh: "It is a nice personal honor and by extension for our staff and publications," said Dodosh. "I've been blessed to be surrounded by wonderful people who also happen to be great journalists and it shows in the quality of their work."

Eileen Korey: "I am grateful and humbled by the recognition that my career in journalism and communications upheld the core principles of the profession: insatiable curiosity, passion for the truth, aspiration to improve the lives of others, deep regard for the people whose stories are told. These are the values and ideals I treasure. Journalism let me live them."

Martin Savidge: "I have had a lot of honors as a journalist, but this outranks them since it comes from my hometown and through the friends and colleagues who helped me get where I am."

Pain Dealer

Cleveland's daily deserves credit for shaking off a legacy of lethargy, stirring the town to outrage and helping to change a government run amok.

By Michael D. Roberts editorial@clevelandmagazine.com



While lingering over coffee one recent afternoon, a friend waved a thin edition of The Plain Dealer in the air and angrily called it nothing but a rag. It was funny, but I took umbrage: it troubled me that my

friend couldn't see value in the paper's substantial efforts in the most difficult of times.

Over the years, I've criticized the PD, mostly because I once worked there and knew it could be better. But I've grown to appreciate its pluck, especially its reporting on the worst public corruption case in Cleveland's history. Despite its uncertain

future, dwindling staff and shrinking ad revenues, the PD has stirred the community to outrage and played a key role in changing a 200-year-old county government — thanks to new leadership without any binding ties to the city.

In a way, Cleveland is a small town, an easy place to accumulate acquaintances. But there are two jobs where connections can be especially detrimental: county prosecutor and newspaper publisher. Both attract pressure for favor from friends, family and felons.

But in 2006, for the first time in 50 years, a publisher with no such burdensome relationships took over the PD. Terry Egger arrived from the St. Louis Post-Dispatch to lead a newspaper that

was struggling financially and needed a fresh relationship with a community that had lost its way.

Cleveland has never been a great newspaper town, but Louis B. Seltzer, the longtime editor of The Cleveland Press, used the paper as a lever in shaping the community's destiny. The Press elected mayors, sought murderers, drove urban renewal and hunted public corruption as if it were on a safari. Sometimes the editor's righteous zeal became notorious, as with the Sam Sheppard case. But when the Press closed in 1982, it left behind the memory of Seltzer as the city's prime power broker.

The PD publishers who followed tried
continued on page 6 >

We Live in **Funny Times**

Editor's note: Now in its 25th year, Cleveland Heights' own Funny Times is celebrating its 25th anniversary this year. Funny Times promotes itself as a monthly collection of the best cartoons and written humor in America. Every month the staff puts together 24 pages of advertising-free fun, using both well-known and not-so-well-known humorists whose work, both drawn and written, makes us laugh until milk comes out our noses. The Byliner took some time to fire off some unfunny, yet thought-provoking questions to the Funny Times editorial staff.

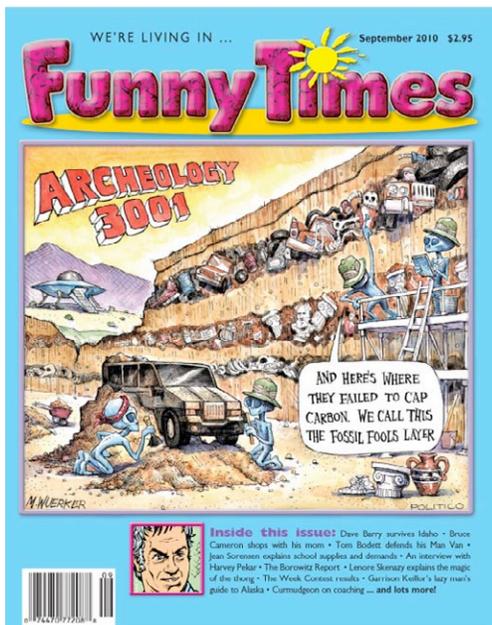
Whose bright idea was Funny Times? Raymond Lesser and Susan Wolpert are the co-founders, publishers and editors of the paper. Way back in 1985, while on a road trip to clear their heads, they had a moment of inspiration. "What if we throw away everything we're doing and start a cartoon and humor newspaper!" Something about spreading humor struck them as both fun and funny, and the idea for the paper was born. The rest is all history now, 25-years worth.

Do any of you have previous journalism experience? (Not that it matters!) Only 25 years' worth. We're really novices at this. But both Ray and Sue do keep journals, so call them "journalists."

Really, no advertising? Subscriber only? Indeed, no advertising. It is hard enough to limit our editorial output to only 24 pages per month; advertising would waste valuable space that could contain the one cartoon that could change a person's entire outlook on life. That's a chance we're not willing to take.

Target demo? Funny Times is aimed at one key demographic: People who love to laugh! Funny Times readers notice the ridiculous and are known to be silly at times. We also say that Funny Times is for people who think too much, but perhaps it's also for those who see or feel too much. Our readership is a 'certain type of person,' one that responds to the shared humor of merely being human. Life is hard, and Funny Times' readers use our paper as a lifeline of lightness.

What is your circulation? We're sitting at around 67,000 committed subscribers right now, with new folks coming on board every week. Many of our subscribers come to us by being given Funny Times as a gift, and fall in love with us. We spread like



laughter among friends. Or other communicable diseases.

Not just Greater Cleveland, but coast-to-coast circulation, too? Yes, and we have about 500 international readers as well. It helps those people on faraway shores keep their fingers on the pulse of American politics and pop culture, in a way that goes down easy.

What are the challenges of maintaining and growing the subscriber base? Every year we sit in meetings, barefoot and relaxed, and think, "How can we reach even more people, and deliver to them what they truly need; a good laugh?" We have used direct mail for years, finding that getting an issue of the paper, a real live newspaper, into a person's hands is our best chance at becoming their friend for life. Once they've met us, we encourage them to find others like themselves — friends, family, co-workers — who could use a laugh, too, and share. The challenge, then, is really in finding people with funny friends. People who haven't lost their sense of humor in the midst of the current economic crisis, and spilt oil, and politics as usual.

To what extent has the economy had an impact on the publication? We see people being cautious about how far into the future they commit. Maybe renewing their subscription for one year at a time, rather than two or three. Overall, though, people are telling us they want us, they need us, and are keeping us strong. We're fortunate to have such a devoted community of fun-

sters, who value humor as much as their breakfast latte.

We Love your cartoons! They're great! We're so glad you think so. It's harder than one might think to cull through all the material available 'out there,' both in print and online. It can be overwhelming, but our job as editors is to find the best and leave the rest. We are contacted numerous times daily by people and organizations that have found the perfect cartoon for their project, their perspective, their emotion, in our online or print collections.

Upon publication of this interview, you will be inundated with manuscripts from every freelancer in Cleveland. We can nip that in the bud right now by asking the musical question: do you pay for material? Of course we do, though we always advise cartoonists and writers not to leave their day jobs, if they have them. The biggest reward from being published in Funny Times is the bragging rights. It puts one among the ranks of Garrison Keillor, Lenore Skenazy, Matt Groening and Michael Moore, and that's no small potatoes. Editorial guidelines are available online at our website: **Funnytimes.com**.

How can I sign up for this amazing, wonderful, mood-changing, life-altering product, made right here in Cleveland? I'm so glad you asked. Just go to our website: Funnytimes.com or call 1-888-FUNNYTIMES and SUBSCRIBE! It's only \$25 a year for 12 issues mailed directly to your home or office. (And yes, it is a business expense. If you're in the right business!)



MARK YOUR CALENDAR

September 15

**Business in the Media Program
B2B Social Media Marketing**

Windows on the River

October 27

Hall of Fame Dinner

Tri-C Corporate College East

December 8

Annual Meeting and Holiday Party

Meeting at Nighttown.

PAIN DEALER FROM PAGE 4

to emulate Seltzer and failed. Often, they did not possess the intellect, insight or courage to confront the town and its ills. Intrigued by City Hall politics, they sought to impress their views and values on elected officials, mainly the mayor. In turn, politicians extracted favors that affected news coverage.

Enter Egger, editor Susan Goldberg and troubling economic times, especially for newspapers. Goldberg had to cut staff, reduce pay and fill a dwindling news hole. A newspaper is difficult to manage even in the best of times, with exaggerated egos, eccentric personalities, diverse views and unfulfilled careers. Now it is a grinding challenge. But the public couldn't care less about a newspaper's internal foibles. What matters is how it wields the power of the press: timidly or mightily, for good or for bad, with or without a dedication to journalism's responsibility to the public.

The choice for Goldberg was not long in coming.

The troika of Cuyahoga County commissioners reigned over a government run amok with nepotism, cronyism, patronage, double dipping, incompetence and kickbacks. They arrogantly disregarded the media and the public with closed-door meetings and dismissed them with self-serving declarations.

I sensed this was about to change on April 17, 2008, the day the commissioners ejected two reporters from a public meeting for asking unsettling questions. The newspaper made the incident into a major story, even though reporters have meeting for asking unsettling questions. The newspaper made the incident into a major story, even though reporters have routinely clashed with local public officials — especially during the days George Forbes ran City Council, when confrontations resembled street brawls. The ejection story's size and tone were far out of proportion, but it was a signal that Goldberg was changing the rules of engagement.

Then the FBI launched its county corruption case. The newspaper had all it could cover: stories cascaded across page one. The federal investigation wasn't the newspaper's doing, but Goldberg packaged the lengthy articles with damning headlines and easy-to-digest charts and graphs, all with a stinging staccato aimed at the reader's soul.

Save the Date to Meet the Greats

October 27, 2010

The Press Club of Cleveland inducts its Class of 2010 into the Journalism Hall of Fame.

Ceremony and dinner to be held at Tri-C Corporate College East. Your chance to meet and honor the greats of Cleveland journalism.

Take Advantage of Early Bird Pricing: Individual tickets \$65 before Oct. 1
\$80 after Oct. 1.

Contacting the Press Club at 440-899-1222 for more information and table prices.



The criminal lawyers at Johnny's Downtown complained daily of unfair coverage, the sinful media, violations of their clients' civil rights — in between calculating their billable hours. I loved it.

The editorial page, though reduced in staff and space, played a key role in articulating the depths into which government had slid. Sharply written editorials on an incompetent port authority led to the abandonment of the half-billion-dollar port relocation folly.

The newspaper broke other stories. It drove the venerated Sheriff Gerald McFaul from office for his illegal fundraising. It let the public know that Earle Turner, the city clerk of courts, rarely went to work and that Judge Shirley Strickland Saffold's contretemps with strange online messages called her judicial judgment into question.

Political figures here have not been challenged with such regularity since the 1950s. Some of it was over the top, but it was long in coming.

The onslaught played a major role in the passage of Issue 6, the reformation of county government, which the Democratic Party had stalled since the Depression. The artful play of the corruption cases during the campaign was asymmetrical journalism, but it matched the high-handedness Commissioner Tim Hagan had used to get the convention center and Medical Mart funded.

The newspaper's aggressiveness carries risks. We may fail to elect better candidates to the new government. Overzeal-

ousness may creep into coverage of some issues and hurt the PD's credibility. But Cleveland is better off with a newspaper that has fewer friends and is made of sterner stuff. Its in-depth reporting on the candidates for the new county government is exhaustive. No truly informed reader can term it rag content. That the paper has done all this despite low morale over pay cuts and a newsroom overstaffed with editors is impressive.

The paper is open to criticism, certainly: Egger sits on the board of the Cleveland Clinic, which gets prime play in the newspaper. Is that a conflict? Maybe, maybe not, but the perception begs the question. You also have to wonder how the PD could cover LeBron James for seven years and not give a feel for his true character. Waiters and waitresses on West Sixth Street knew James was a bad tipper with poor table manners and an obnoxious entourage. Our disappointment is that we were misled about his nature.

As the community's messenger, a newspaper will always be open to criticism and ridicule. But a city cannot prosper without it.

No one knows where newspaper journalism is headed, but give the PD its due. It drove the Philistines from the gates and helped change a two-centuries-old government. That is no small thing.

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