

Healthcare's Digital Revolution in the World of Coronavirus

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LRWOnline

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The coronavirus pandemic has dramatically changed the ways we access healthcare. To adapt, traditional healthcare companies have been forced to go digital virtually overnight.

While this rapid shift to digital has not come without challenges, it's been inspiring to see how quickly the medical community has been able to adapt. For perspective, Stanford Children's Health had an all-time daily high of 35 telehealth visits prior to COVID-19, but their new high is 500 visits. Cleveland Clinic logged more than 60,000 telemedicine visits in March. Their previous monthly average was 3,400.

The pandemic may have caught us off guard, with many organizations and institutions unprepared to transition to a digital model. But now that it's here, this brave new world of healthcare demands that we learn and improve our services on the fly.

As an industry, now's the time to ask some important questions and collect insights that will help us develop a long-term digital strategy for the future.

How can you get more consumers to adopt virtual channels and increase access to care? Telehealth and virtual care will only continue to grow, and deregulation of telemedicine services has already increased access for patients in remote locations who need it.

But what about for urban and suburban populations? While the infrastructure exists for virtual care across a number of platforms and channels, it's still challenging to shift the consumer mindset and get them to change their behavior from in-person visits to virtual visits. The pandemic has taught us that many consumers still don't understand how to use virtual channels to get the care they need. Many patients with chronic conditions have gone untreated during this time simply because they want to avoid going to the doctor.

Health systems must devise new ways to reach these patients through virtual channels. And what better way than to talk to them directly? Through a variety of research techniques, we can engage different groups of consumers to better understand their attitudes and use cases around virtual care, then develop strategies to overcome barriers.

For instance, are there knowledge gaps that exist about what types of care are available through virtual channels? Are patients generally aware of their virtual care options, and how to access them? Only by listening and engaging with consumers directly can we answer these questions and develop solutions to address them.

Health and life sciences companies, particularly pharmaceutical and medical device companies, need this kind of patient information, too. Although they are not directly facilitating virtual

interactions between providers and patients, it's crucial for them to understand their potential role in educating and encouraging patients to seek care from virtual channels. After all, patients can't opt for treatment without accessing the medical system at large.

What treatment barriers exist in the virtual care settings, and how can they be addressed?

There are certain types of medical needs that are simply impossible to treat virtually. After all, a doctor can't replace your knee through a phone or computer screen. But there's a great deal of care and treatment that can be done successfully through telemedicine.

We need to figure out how to optimize the overall experience within virtual channels, so that patients are satisfied with their experience and feel comfortable returning in the future. With thousands of patients opting for virtual care during the pandemic, health systems should engage them and re-create the virtual patient journey, identifying opportunities to improve the entire digital care experience, not just the appointment or visit itself.

Was it easy to schedule an appointment? Do patients feel it's convenient and easy to get follow-up questions answered post-visit? How do patient needs change or shift when receiving treatment in a virtual environment?

And for pharmaceutical companies, what new strategies will help ensure that patients continue to fill their prescriptions and adhere to treatment plans without visiting their doctors in person?

These are the kinds of questions we must ask to quickly evolve the patient experience.

How can organizations partner with doctors to help them adapt to a virtual care model?

While the patient experience is obviously important, doctors and their staffs also face a new set of challenges when it comes to treating their patients virtually. That's why the healthcare industry must find innovative ways to support clinicians as they learn to navigate this new model.

A seamless integration of virtual care won't happen without a steep learning curve. Practices need to create new procedures, notify patients about important changes, develop solutions that still require in-person interaction to receive treatment, train providers on how to use new tools, review updated payer policies, establish new billing systems, and more.

Health and life sciences organizations bear significant responsibility in helping clinicians adapt. Pharma companies should set up small research studies to get a pulse on the struggles doctors are facing within the virtual environment, and how patient needs vary by disease type and patient population. That way, doctors and pharma companies can co-develop digital strategies that align with the new tele-enabled medical reality.

Our healthcare model will eventually return to some sense of normalcy, but digital will surely have more prominent role in our post-COVID world. Healthcare companies that base their

strategy off smart, data-driven insights will set themselves up for long term success and avoid the trap of investing in solutions that only provide a short-term fix.

<https://lrwonline.com/perspective/healthcares-digital-revolution-in-the-world-of-coronavirus/>

A NEW WAY TO GRIEVE

Family-owned funeral business has had to pare down services to meet Covid-19 guidelines and keep mourners safe.

By Doug Buchanan – Editor in chief, Columbus Business First

May 28, 2020, 9:51am EDT

Katie Anderson mourned two close family members in the early days of the coronavirus pandemic, but their memorial services were starkly different.

Anderson, a Berwick resident who works for Bexley City Schools, flew to Wisconsin for the funeral of her brother-in-law the first week of March and said while there already was concern about the virus, the church was standing-room only and “people were still shaking hands and still hugging and we had a reception afterwards.”

By the time her father died of natural causes on March 18 in Bexley, any thoughts of a large gathering were gone. Anderson, her husband and her mother gathered at Schoedinger Funeral and Cremation Service’s chapel downtown for a short ceremony.

Even without the packed gathering they would have expected in normal times, Anderson said they were satisfied with the service. For one, they managed to find humor in it.

“My dad was quite the golfer – he had the Illinois amateur record – and he just had such a great sense of humor,” she said. “One of the things we laughed at is, it was only mom, my husband, myself, and then, you know, dad. And he would have said, ‘Well, that’s a foursome.’”

Schoedinger webcast the service as well, reaching many people who wouldn’t have made it to a traditional visitation.

“Then when we left the service, my phone started going off like none other,” she said. “People had watched it streaming and it dawned on me that ... people, if they had been at work, may not have been able to attend. People from out of town even before the coronavirus may not have been able to come. I bet even more people watched his service either live or afterwards than could have under normal circumstances.”

Anderson said she did not feel like there was anything missing that she had gotten from her brother-in-law’s funeral, where she was able to be with loved ones in person.

“At (his) service, you shook people's hands and you said your condolences,” she said. “I had group texts going for dad that were more ongoing than just a handshake and a comment. A group of my Wittenberg girlfriends who knew dad started a conversation about memories with dad that went on for days. We had a family one with my dad's sister and her children, and that went on for days. And people were sending pictures that they found. And then we got letters from people.

“I feel like we got more,” she said. “I feel like we got more.”

For grieving families and funeral directors, the shutdown has meant adjusting to virtual services instead of in-person interactions.

“I think expectations from our families have shifted in terms of what can what can be done, what can't be done,” said Kevin Schoedinger, executive vice president. “So all things considered, I think we are giving families an experience that is hopefully as good or better than probably what their expectations were coming into it.

“But there's no substitute for when you're grieving being able to see someone you know and give them a hug. And that's the part that we can't translate.”

The sixth-generation family-owned business only recently has begun to allow public visitations at its 15 Central Ohio chapels, while memorial services remain private. Even so, there are restrictions. Each facility has crowd maximums depending on their layout and visitations are a minimum of three hours to spread out crowds.

Mourners are asked to wear masks and refrain from hugging.

“We are also not bouncers. There are people that are still hugging. We can't really prevent that in any meaningful way.

“It's been one of those balancing acts where, yes, we don't have to do these things, but we feel it's a responsible way to behave for everyone's safety,” he said. “The last thing that I want to happen is for an outbreak to be tied back to one of our funerals.”

Early in the pandemic, Schoedinger's partners in an ashes-to-diamond keepsake, Eterneva Inc., referred the business to a company called ShoDeck, which develops online sales portals.

ShoDeck quickly put Schoedinger's product and service catalogs online, allowing its funeral directors to consult remotely with families to plan services.

Another technology that, while not new to Schoedinger, has expanded since the shutdown is webcasting, which has at least given mourners the chance to connect with the families of loved ones.

CEO **Randy Schoedinger '86** said the business has seen a 25% drop in revenue since the shutdown began, with future prospects for that lost revenue uncertain.

The company did not cut or furlough any of its 80 full-time employees, but all 120 or so part-time workers who assist with services were laid off.

“It’s a challenge. And it’s forced our staff to adapt. It’s forced our families to adapt,” Kevin Schoedinger said. “I feel pretty comfortable saying that what we have now is about the best that we could possibly offer. I’m sure there’s some other things we’ll continue to learn about and improve.”

https://www.bizjournals.com/columbus/news/2020/05/28/a-new-way-to-grieve.html?ana=e_colum_bn_editorschoice_editorschoice&j=90511310&t=Breaking%20News&mkt_tok=eyJpIjoiTW1Rek9ESmhZVGMzWXpoaylsluQjOiIjKNjVtNjd1cE9FV09HelhBcEhYSGxNXC9WdGNafTltMklzVDVSOEc3eUxNYU5HVG55blo4bDFNWXBqMnBtMW9LWmInOTZGWDJJQ3E2M1VvdDg0MHQ1dUdwSXo2alRcl0FyYnQycDg4c1h2V0JjRDhrZjhGY21DWWRqQ25JV3Z0WUluln0%3D

Franklin County moving ahead with property reappraisal despite coronavirus

By Marc Kovac

The Columbus Dispatch

Posted May 28, 2020 at 8:23 AM

The state tax commissioner denied a request for one-year postponement because of COVID-19

Franklin County Auditor **Michael Stinziano '98** is moving ahead with a triennial update of property values, after the state tax commissioner denied a request to postpone the process because of the ongoing coronavirus pandemic.

“We do think more time would have been helpful for residents and the process, but we can adapt and feel very confident that we are addressing the challenges” the come with this pandemic, Stinziano said.

Under state law, properties are reappraised every six years, with an update on some conducted three years afterward. The full reappraisal of all 430,000-plus parcels in Franklin County was conducted in 2017; the update is being completed this year, with the next full reappraisal set for 2023.

The process ensures properties are being taxed at their present values. In Franklin County, that has meant higher values, thanks to a vibrant real estate market in recent years.

The triennial update is already under way, with initial market analyses being completed as part of a process that relies on property sales from 2017-19.

But in early May, Stinziano formally asked the state tax commissioner for a one-year extension on this year's triennial update, given COVID-19's economic impact.

While sales prices have been steady, the number of transactions has declined in Franklin County the past couple of months. Homeowners, in particular, could face 20% increases in their property values during a time of expected economic upheaval.

Tax officials denied the extension request, however, saying that state law does not allow a postponement of triennial updates, only sexennial reappraisals.

"Consequently," state Tax Commissioner Jeffrey A. McClain wrote to Stinziano, "the tax commissioner cannot grant the request ... as there is no statutory authority to do so."

Stinziano said he would pursue the triennial/sexennial issue with state lawmakers. "I think we have identified a need gap, and we can have the larger discussion," he said. "It definitely has an impact. There could be cleanups in legislative language so it's consistent."

In the meantime, the auditor's office plans to launch a "Know Your Home Value" campaign in June to spotlight the reappraisal process.

And, come August, when property owners are informed of planned updated values, Stinziano said his office was planning a more "personalized and accessible" process for residents with questions and concerns about the results.

"We will be able to work through residents' schedules and provide for them at their convenience and their time (access to) an appraiser," Stinziano said.

Final updated values will be set before the end of the year and the usual board of revision review afterward for property owners who want to dispute changes.

<https://www.dispatch.com/news/20200528/franklin-county-moving-ahead-with-property-reappraisal-despite-coronavirus>

Better Business Blog

Guest Blogger: **Brian Brooks '87** -- E.E. Ward Moving & Storage Co.

5/22/2020 4:59:29 PM

Move Planning and Preparation Is Time Well Spent

May is National Moving Month and the start of the moving season. If you have a summer move coming up the decisions you make on services will have an impact on the cost. When you pack your belongings yourself, you save money, but the mover generally isn't responsible in the event of damage. However, if you have your movers do the packing, you will save a lot of your

valuable time and protect yourself if damage occurs. You will pay for packing materials, time, and labor, but professional packers are careful and experienced when it comes to packing your most prized possessions.

During the packing and loading process, it is essential that you are present for the entire time that the movers are in your home to answer any questions and allow you to oversee the process.

DO NOT SHIP any valuables (such as jewelry, insurance policies, legal or important documents, currency and collections, such as baseball cards, stamps, coins, etc.) with the moving company. These items are not covered by insurance and should be handled outside the move process. If you have any questions on insurance coverage or exclusions, please contact your relocation consultant.

The following items CANNOT BE SHIPPED: perishable items, plants, and combustible or flammable items. This includes oil-based paints, bleach, cleaning and lighting fluids, matches, ammunition, aerosol cans, and propane tanks.

Once the loading of your household goods is completed and before you sign any documents, perform a final inspection of your home and walk through all rooms with the driver to be sure all items have been loaded. Should you notice any property damage, please document the damage on the inventory sheet and contact your move coordinator within 24 hours to report the damage.

When deciding on the right mover for your move, remember to get at least two written estimates and to check out the prospective movers reputation and rating of the Better Business Bureau website.

<https://www.bbb.org/centralohio/business-blog/new-posts/2020/05/22/move-planning-and-preparation-is-time-well-spent/>

Distributors, Shippers Eye Surcharging to Stay Afloat Amid COVID-19 Outbreak
Inbound Logistics

By **Jonathan Razi '08**, CEO, CardX
May 21, 2020

Logistics is one of the many sectors currently grappling with the impacts of COVID-19 on the bottom line. The need for seamless supply chains is paramount, with much of the world looking to the industry to feed families, maintain infrastructure, and even deliver essential medical equipment to front-line healthcare workers.

Although the industry is among the most essential businesses, prudently managing costs through an economic downturn is still vital, as shippers and distributors are feeling the strain.

One area they're likely struggling with during this time? The cost of accepting credit card payments.

TRANSACTION BEHAVIOR DURING COVID-19

Just within the last month, we've seen a major change in how payments in the shipping and distribution sectors are made. Based on an analysis of CardX transactions during the crisis, buyers are relying on credit cards more heavily than before to finance purchases—which is also driving up processing costs when distributors can least afford the hit to their already closely managed margins. Since March 1, 2020, the number of card transactions is down about 40% generally, but credit card purchases have been affected very differently than debit card purchases. The average size of a credit card transaction has increased almost 50%, whereas the average size for a debit transaction is roughly stable (up 5%). These shifts can result in increased costs for businesses who accept cards.

WHAT IS CREDIT CARD SURCHARGING?

To balance the need for credit card acceptance with the necessity of maintaining margins, distributors would be wise to consider an increasingly popular business solution: credit card surcharging.

Surcharging, introduced in 2013, enables businesses to pass fees on to customers when they choose to use credit cards for convenience or rewards. Moreover, surcharging enables a multitude of other benefits, like eliminating legacy payment options that can lead to errors and delays, as well as the ability to optimize and track payments for better reporting.

In a competitive business landscape, the ability to accept credit cards can be a major differentiator, enabling customers to pay however is most convenient for them, whether that be credit, debit, or cash.

WHY BUSINESSES SHOULD CONSIDER SURCHARGING

Now With COVID-19 moving an increased volume of payments to online or "card not present" transactions, there is a heightened need for businesses to respond to the new reality in credit card payments. This is especially important as fees for "card not present" transactions on commercial cards are set to increase again, with Visa and Mastercard recently postponing their "spring update" increases to be rolled out in July 2020.

With customers relying on credit cards more heavily than before to finance their purchases, distributors realize the need to offer card payment options. However, the cost can be daunting. For many merchants, the cost of accepting credit cards is the second-highest operating cost, after payroll—and every year merchants spend more than \$100 billion in card processing fees.

Surcharging can be an essential tool for distributors in these uncertain times, adding up to 3.5% to their bottom lines. Forty-six states across the U.S. allow surcharging on credit card payments, which especially helps merchants with high average sales and tight margins. For a distributor,

with EBIT margins hovering around 6%, a customer using a credit card can eliminate half or more of a sale's profitability.

Yet, despite the benefits of surcharging, many distributors still aren't aware that surcharging is a viable option for their businesses or are overwhelmed with compliance regulations. To make surcharging work for their businesses, warehouse and distribution companies can turn to payment solution providers to comply with the rules, handle the implementation details, and align internal technology with compliance teams.

Leveraging a payments solution provider can help distributors not only maintain their profitability, but also set up surcharging transparently, educate their customers about payment options, and comply with card brands' rules and each state's specific regulations.

Amid the pandemic, distribution companies need a solution that enables customers to pay in whichever form is most convenient for them, without creating a new operational cost. Surcharging helps warehouse and distribution managers strike this balance and sets them up for long-term success, even after the coast is deemed clear.

<https://www.inboundlogistics.com/cms/article/Distributors-Shippers-Eye-Surcharging-Amid-COVID-19-Outbreak/>

The Society of Professional Journalists
2019 Mark of Excellence: National Winners and Finalists

The Society of Professional Journalists is pleased to announce the national winners of the 2019 Mark of Excellence Awards, recognizing collegiate work published or broadcasted during 2019.

The awards honor the best in student journalism. As such, judges were directed to choose only those entries which they felt were outstanding work worthy of a national honor. If the judges determined that none of the entries rose to the level of excellence, no award was given. Any category not listed has no winner.

School divisions are based on student enrollment, which includes both graduate and undergraduate enrollment. Schools with more than 10,000 students are designated as large schools.

National Mark of Excellence Award judges can choose up to one national winner in each category and two national finalists (runners-up).

Winners and finalists were previously recognized by receiving first-place in one of the SPJ's 12 regional competitions. Each first-place regional winner advanced to the national competition.

First-place national winners will be recognized at the Excellence in Journalism 2020 conference in Washington, D.C. Follow this link for conference information.

Newspapers: Breaking News Reporting, Large School Division

National Winner

Barge resigns as Monroe County commissioner amid harassment allegations
Caroline Anders '17, Indiana University

[Read story](#)

<https://www.spj.org/moe19.asp#>

David Brown '15 was profiled on McKinsey's LinkedIn page.



McKinsey & Company

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"During college, I fell in love with science and discovery. Soon though, general education requirements shifted my interests from life sciences to the humanities and social sciences. I realized continuing to expand the breadth of my knowledge was a high priority for me post graduation. McKinsey has given me an unparalleled opportunity to explore. I spent my first client project working for a hospital system, which brought up memories of Saturday mornings volunteering at a local hospital. On my next engagement, I served an apparel client whose clothes I'd worn. In many ways, McKinsey is not so different from a liberal arts education, though rather than taking four or five classes for three months at a time, I concentrate my learning and attention on a specific topic over a similar period," describes David, a business analyst based in Seattle. Find a role like David's:

<https://lnkd.in/ezNg78c>

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476

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Homage raises nearly \$200,000 for local non-profits

by: Matt Barnes

Posted: May 22, 2020 / 08:03 AM EDT / Updated: May 22, 2020 / 12:43 PM EDT

COLUMBUS, Ohio (WCMH) – During this pandemic, local apparel company Homage is making money while also making a difference.

“If you know a lot about retail history in Columbus, there’s kind of this adage of doing good while doing well,” said Homage founder **Ryan Vesler ’01**. “And so that’s something that’s always inspired me since the beginning.”

Since 2007, Vesler has turned Homage into a company with shirts focused on sports and pop culture, but he has also found ways to raise money for non-profits through the sales of shirts that come with a message and meaning.

“When you launch a shirt, you really don’t know the impact it’s going to have. We think maybe you’ll raise a couple thousand dollars but sometimes something just takes off,” said Vesler.

This past March, Homage released the “Not All Heroes Wear Capes” shirt in recognition of the medical community on the frontlines of the pandemic. Proceeds of the shirt were donated to the Huckleberry House, an organization that works with Central Ohio youth and families dealing with abuse, violence, poverty, and homelessness. So far, that shirt alone has raised more than \$60,000.

“We have an opportunity to unite people and to inspire people. And I think when the pandemic hit, it was kind of how can we take the power of our brand and turn it into something even greater,” said Vesler.

In fact, Homage has released more than a dozen shirts to help raise money for charities like the American Red Cross, Ohio Nurses Association Foundation and other Covid-relief efforts. Since mid-March, Homage has raised nearly \$200,000.

“Homage would not be where it is without the support of the people,” said Vesler. “There’s a lot of pride and a lot of support for homage so I’m so grateful and always will continue to give back when we can.”

This week, Homage released four more shirts to raise money for local organizations. Shirts that will benefit the Columbus Metropolitan Library, the Mid-Ohio Food Collective, Besa, and a very special one in honor of deaf interpreter Marla Berkowitz. It spells out hope and proceeds for

the shirt will go toward Deaf World Against Violence Everywhere, a non-profit organization that serves Ohio's deaf community in response to trauma and crime victimization.

<https://www.nbc4i.com/community/health/coronavirus/in-this-together/homage-raises-nearly-200000-for-local-non-profits/>

The Responsive Classroom teaching approach of **Kirby Doran Schuchter '03** during COVID-19 was highlighted in the May issue of the *Center for Responsive Schools Journal of Social and Emotional Learning*.

UPDATES FROM OUR CONTRIBUTORS:

Responsive Classroom During COVID-19

Earlier this year, the *Journal of Social and Emotional Learning* staff contacted educators who had committed to implementing the *Responsive Classroom* (RC) approach to get feedback and insight into how the transition to RC strategies had changed their school community. We wanted to provide examples of schools that experienced a successful turnaround to a more positive learning environment for students due to the implementation of the RC approach.

As we collected these accounts and prepared them for publication in our May issue, the COVID-19 pandemic struck, causing nearly every educator in the United States and across the world to rethink their approach to education using distance learning. For schools committed to the RC approach, there was the added challenge of continuing a positive classroom community while teaching remotely, far removed from the physical classroom.

Given the impact of the pandemic on education, we felt it was important to reach out to the educators whose stories are included in this issue to see how they are now approaching education and how they continue to implement RC strategies as they navigate the current health crisis. Their responses indicate that clear communication and Morning Meeting have been integral in maintaining a positive classroom environment within the new distance learning structure.

Wesley Locke, the principal of Spring Creek Charter School in Paisley, Florida, noted that it was the students who requested to continue some form of Morning Meeting. “[O]ur students still crave the connection with their classmates,” Locke explained. “They depend on

that support system they have created in their classroom communities.” Spring Charter’s teachers conduct Morning Meetings through Zoom and Google Meet, and find students’ participation levels very high as they virtually engage with their classmates and academics.

The Austin Independent School District has also implemented online Morning Meetings. Angela Bailey, the district’s social and emotional learning specialist, said that “virtual platforms provide a much needed time to connect as class families. The interactive songs and games can be used to bring everyone together in a familiar and fun atmosphere. Since our district is currently on a pass/incomplete status versus grades, we are really leaning in to effective teacher language to provide meaningful feedback to students. *Responsive Classroom* practices have proven to be effective and beneficial in these times of distance learning!”

Third grade teacher Kirby Schuchter of Columbus Academy in Ohio shared her experience by letting us virtually “sit in” with



her and watch her apply RC approaches to her online classes. During their first days of distance learning, she had modeled expectations for the virtual Morning Meeting and established group rules with students, including muting their microphones when not speaking, making sure each student's face is the primary object on the screen, and requesting that they turn off their camera when eating. On the day we sat in, she greeted each student as they arrived on-screen and made a personal connection with each one. They began with Laugh Greets, in which two students greet each other by saying "Good morning" and the other person's first name as they both laugh. Next, they shared. Mrs. Schuchter has been teaching the students sign language. She taught two new signs and then gave student volunteers an opportunity to practice these new signs before the class. They then played a game, Guess What's in the Bag? She held up a brown paper lunch bag with a question mark drawn on it, and the students tried to guess what was in the bag. She ended with a morning message, posting a PowerPoint slide about Earth Day that challenged the students to go outside and appreciate the environment. Throughout the meeting, Mrs. Schuchter used teacher language to reinforce, remind, and redirect.

Some school districts have faced challenges during their quick changeover to distance learning. Club Boulevard Magnet Elementary School teachers have been utilizing Zoom and other similar programs to connect online with their students. Morning Meetings begin with a message and a greeting, noted Principal Terry Phillips. "Teachers [then] invite students to share something from their home while on-screen," said Phillips. "Students are so very excited to share a special toy, a special

relative, or just show their classmates their room." However, not all students have the technology at home for remote learning. "The parents of many of our kids have the only cell phone in the house, but most are at work during the day," said Phillips. "Teachers are now alternating meetings between day and evening in order to allow students using cell phones to attend meetings as well."

At the Raha International School in Abu Dhabi, teachers have taken a modified approach to Morning Meeting. First grade teacher Jillian Wilson explains, "We are not currently meeting with students live, but each day, along with a recording of the expected activities, we provide students with a video recording of a shortened Morning Meeting with an opportunity for sharing (either with their family or recorded and sent to us), an activity we have done before or one they can easily understand and model at home, and a morning message. This has been encouraging students to continue participating in activities where they are able to have fun, feel significant, and feel a sense of belonging." And there has been one satisfying benefit to the Morning Meetings: "It's been amazing to see many of our parents participating in these activities with their children for the first time—and to see the children take on the roles of modeling!"

Even during these difficult times, educators are finding new and creative ways to connect with their students and maintain a positive learning experience for students and their families. We thank our contributors for their stories and their insights. We are inspired by them and their response to the current challenges they face.

—The staff at Center for Responsive Schools 

<https://online.fliphtml5.com/gwhvl/snfw/>

ND FOUNDERS PROFILE #18: **BRENNAN KELLEY '01** PROVES THAT ONE PERSON'S TRASH IS ANOTHER PERSON'S TREASURE

University of Notre Dame IDEA Center

Published: May 13, 2020

Author: Melanie Lux

When Brennan Kelley starts talking trash, he's not bragging about his past as a competitive diver or his time as a high school basketball coach in his hometown of Columbus, Ohio. While tempting, he's not even talking about Notre Dame football.

No, Kelley is talking trash...about trash.

This University of Notre Dame alumnus parlayed his degree in accounting, his love of entrepreneurship, a great partner, and the support of his mother into a highly successful business called TrashCab. Kelley's company provides doorstep-to-dump trash and recycling services to more than 15,000 apartment and condominium communities in the greater Columbus area.

It's not a business Kelley ever imagined some 20 years ago when his mother "tricked" him into attending Notre Dame, a school that wasn't on his radar. At all. Kelly shares the now famous family lore.

"The summer before my senior year, my mom encouraged me to go to Notre Dame's diving camp taught by longtime coach Caiming Xie. It was my first summer camp and a growing up moment as I drove myself the four hours to South Bend. On the last day of camp, I was walking across campus with my new friends and there's my mom. She had arranged for us to do a campus tour. I agreed to tour, but reminded her I wasn't interested in Notre Dame."

Kelley pauses for effect. "At the end of the tour, we sat on a bench in front of the Golden Dome and I told her, 'I'm going to Notre Dame!'"

Kelley admits mom's sneaky ways paid dividends. He joined Notre Dame's swimming team and dove competitively his freshman year. He made lifelong friends. But he also received something greater: the inspiration of his peers.

"Everyday, I was surrounded with brilliant fellow students, many my friends, who were hard working and driven. It inspired me to be a better person, to be smarter and achieve more," he says. "The lifelong friendships and inspiration are my valuable takeaways from Notre Dame." After graduating, Kelly attended law school with the intention of entering sports and entertainment law. A year in, burned out on academics, he put his resume out, landing a position as chief contracts officer with Hanlin Rainaldi, a commercial construction company. Negotiating contracts proved to be a perfect fit and Kelley thrived. He also met his future business partner, Teddy Douglass.

"Teddy lived in an apartment that was about a half mile from the community dumpster. He was tired of having to trudge through snow or throw his trash bags on the roof of his car to dispose of it. Realizing he wasn't the only person in Columbus with the problem, we started brainstorming how to turn Teddy's solution into a business," Kelley says.

After researching the commercial trash collecting industry, Kelly and Douglass, founded TrashCab. Unlike traditional waste management companies that collect accumulated trash in dumpsters, TrashCab focused on collecting trash from the doorsteps of apartment or condo residents to relieve the burden of schlepping to the community dumpster or trash compactor. The two purchased an F-150 pickup truck and began calling on potential customers.

It proved to be a difficult sell to property managers. They landed their first customer when they offered recycling along with regular trash collection services. “We found residents were asking for recycling, particularly in higher end communities, and it wasn’t available. That’s what finally got us in the door,” Kelley says.

In 2016, TrashCab got the breakthrough they needed when they signed one of the largest property management companies in Columbus. They also made two important business model changes: they bought their first compacting garbage truck and instead of depositing trash in community dumpsters, they hauled to landfills and community recycling centers.

This proved to be a game changer. Thanks to TrashCab, property managers could remove dumpsters and compactors from their communities, elevating esthetics and eliminating a number of issues. Says Kelley, “You’d be surprised how often trash compactors break down. In a 500-unit complex, the trash bags pile up quickly, attracting animals and making a mess. With TrashCab’s direct haul model, this problem was eliminated.”

Happy customers, word of mouth, and a unique value proposition has fueled TrashCab’s growth. The company is now up to eight compacting garbage trucks and now serves small businesses and special events in addition to multi-family communities. In March 2019, after careful consideration, TrashCab expanded into Nashville, Tennessee, one of the fastest growing metro areas in the country. While there are competitors, none offer TrashCab’s doorstep-to-landfill and recycling center options, and the market is receptive.

During TrashCab’s early years, Kelley attended a Columbus Blue Jackets professional hockey game with his parents. When their friends asked what he did, he explained how he and Douglass had started a business in the middle of the great recession. His mother gave him a horrified look as if to say, “Risky move, son. I hope it pays off.”

Kelley smiles at the memory. In deference to his mother, he never imagined owning a trash collecting business. However, since TrashCab has taken off and proven to serve a growing need, he realizes successful startups aren’t always “nice and shiny and techie.”

“What really matters is that you have identified a need and are filling a gap. What TrashCab does is not glamorous, but everyone produces trash. While many businesses have slumped during the COVID-19 shutdown, ours has remained constant. With people working from home, kids out of school and eating more meals at home, trash volumes are up exponentially. Our multi-family community customers need TrashCab more than ever to deal with the volume, and

we've been fortunate to have a dedicated crew of employees who have stepped up to the plate in these uncertain times" Kelley says.

Pausing to think back to 2011 when he and his partner founded TrashCab with a single pickup truck and no customers, Kelley offers this advice to those who want to start something. "Don't wait. The longer you have a traditional job with a regular paycheck, the harder it is to let go. When you're young, don't have a job but do have a passion, go for it."

He adds, "It may be as simple as picking up trash."

<https://ideacenter.nd.edu/news-events/news/nd-founders-profile-18/>

Concern for community leads to closure of Whit's Frozen Custard of Gahanna

By MARLA K. KUHLMAN

THISWEEKNEWS.COM

Posted Mar 25, 2020 at 1:36 PM

Social distancing to help curb the COVID-19 coronavirus pandemic has led to the indefinite closure of Whit's Frozen Custard of Gahanna – but its owner said he knows what is at stake.

The decision was not easy, owner **Chip Gordon '68** said, but his personal responsibility to both his employees and his community made it clear.

Gordon, 69, who opened the franchise business at 121 S. Stygler Road in 2009, said he is in a protocol for recurrent prostate cancer.

"I am aware that public contact is hazardous to my health," he said. "I cannot ask my fellow workers, young and old, to do something I am not willing to do.

"Also, despite our extraordinary effort to clean our shop and protect our customers, I am not willing to be the potential catalyst of any harm to the community we love."

Gordon said he was sad to close March 18, three days after an order by Gov. Mike DeWine prohibited dine-in service at Ohio restaurants and bars but still permitted carryout service and deliveries during the coronavirus pandemic, as long as social-distancing guidelines were applied.

But the decision was not made lightly, he said.

"It was very tough, back and forth and back and forth," he said. "My family pressured me as far as my attendance at the store.

“I wasn’t going to allow the kids (who are employees) to put themselves in potential jeopardy. Even though we did all the cleaning and gloves and sanitizing handles and everything required, we just aren’t too sure. They could take (coronavirus) back to their parents, grandparents.”

Gordon said he plans to reopen when the pandemic is over.

“We’ll be here,” he said. “We just hired four or five kids. We were planning training. I called them. I told them we’re coming back and want you all back. If (they) have to go do something else, we understand.”

Doreen Lisek, 61, is the manager of Whit’s, assisting with scheduling employees, many of whom are high school and college students.

Over the winter, Whit’s had 13 employees, including her and Gordon, Lisek said. She said during the summer, the staff includes 20 to 25 employees.

“We have a great record of keeping employees,” she said.

Among the college students, three attend Otterbein University and three others are from the Columbus College of Art & Design, Capital University and Ohio State University, respectively.

“I sent an announcement to the kids,” Gordon said. “I said it’s a good time to demonstrate your maturity and have empathy for your community – your parents, grandparents. I think the kids stepped up great. They’ve done everything we’ve asked.”

Sense of community

Alex Will, an Otterbein University senior and a 2015 Gahanna Lincoln High School graduate, had worked at Whit’s for about seven years. He served as assistant manager.

Will said Gordon and Lisek provide a great sense of community.

“Once all this (coronavirus) started, the boss was very vocal,” he said. “The biggest demographic we serve is older. All the employees interact with hundreds of people.”

Will said he was not surprised about the decision to close because of the safety issue.

“No business wants to close,” he said.

Will said it is disrespectful that some members of the younger generation are not listening to what experts are saying about the coronavirus and recommended social distancing to limit its spread.

“Everyone should be working together,” he said.

Will, who lives in Westerville and has worked at Whit's throughout his college career, said he has filed for unemployment.

He said he "absolutely" would return to Whit's when it reopens.

Scary times

Lisek, in her eighth year working for Gordon, said she is like the shop's "mom."

"Knowing the hardship that was about to take place on all of us was scary and still is," she said. "Yet I knew it was the right thing to do."

Lisek, a florist by trade, became acquainted with Gordon when two of her four children worked for him.

"My daughter went off to college, and they were in need of help and asked me to come on," Lisek said. "I thought, 'OK, maybe for a few months until I find another job.' Well, here I am."

She said Gordon is like the older brother she never had, but more importantly, he is the best person for whom she has worked.

"We care about and love each other's families," Lisek said. "We hold the same values. ... He is passionate about his business and the Gahanna community. He is very generous and kind."

Closing the store was a hard decision for Gordon, Lisek said, and he was proactive with setting things in place to be safe early on during the coronavirus pandemic.

"We have young adults who really need this job and the money to keep going," she said.

Lisek said she still wants, and needs, to work.

"I do the scheduling and wiping those shifts and days clear off the system after (March 18) made me cry," she said.

Gordon said he started the process of opening his store in 2008 in the middle of a recession.

"This is by far the most challenging event," Gordon said.

Although people enjoy the frozen custard it sells, he said, Whit's is not a necessity for good health.

After announcing March 17 his intent to close indefinitely on the Whit's Frozen Custard of Gahanna Facebook page, the business received an outpouring of thanks and encouragement from customers.

“We are a Whit’s loving family here, and we support your decision to keep your employees and customers safe,” Amanda Shenigo wrote on the Facebook page. “We will be ready to support you when you reopen.”

<https://www.thisweeknews.com/news/20200325/concern-for-community-leads-to-closure-of-whits-frozen-custard-of-gahanna>

Column: Our presidents should be our role models

The Columbus Dispatch

Charlie Sabgir '20

Posted May 2, 2020 at 4:15 AM

To President Donald Trump: It seems like just yesterday you took the podium in front of the Capitol, taking the oath to be our country’s next president.

At the time, I was fearful of the potential you had to change the landscape of American politics and society, both through the precedents you would set and the precedents you would follow.

Since your inauguration over three years ago, my wildest fears have been affirmed each day. Every day.

Whether it’s through your words, actions, or dare-I-say tweets, I have been appalled by what you call leadership. Time and time again you have chosen to traverse the moral low road in your affairs, making erratic choices to confront our nation’s issues and ambushing all who question your decision-making along the way. Your administration has become trademarked by lies and deceit and after three years, attentive followers can’t trust the authenticity of anything you have to say.

As a growing young man, I am fortunate to have been surrounded by a community that has condemned your conduct and lack of moral direction down to the core. Yet one of my biggest fears leaving high school is that for many of my younger classmates, your rhetoric as president has not been condemned, but rather reinforced.

Right from the start, it was your mocking of Serge Kovalski, the New York Times reporter who suffers from a chronic condition causing a joint contracture in his right arm and hand.

It was the “Access Hollywood” tape in which you admitted on camera to sexual assault. It was you telling the country that there are “good people” who are neo-Nazis and white supremacists.

It’s your keeping of kids in cages at the border, ripping them from their families, and treating them like nothing more than damaged cargo.

It's your subtle way of stereotyping to ignite your base, such as saying that you assume "some" Mexicans are good people.

It was your public mockery of Christine Blasey-Ford's testimony in Supreme Court Justice Brett Kavanaugh's confirmation hearings, and your support of Roy Moore in the Alabama Senate race.

It was your admission that Russia meddled in 2016 and declaration that you wouldn't be opposed to interference again in 2020.

It was your suggestion of hanging the whistleblower, once again showing your comminatory instincts of violence when you feel wronged.

And in the midst of one of history's great pandemics, it has been your capricious way of ruling. It's your refusal to take a hard stance on social distancing, your misinformation about proper medication and your refusal to adhere to the suggestions of scientists.

Mr. Trump, it has been this, and so much more.

Three years ago our country was told to give you a chance, and we did.

But time and time again you have shown the American people that you are no leader, and by no means anyone to admire.

I encourage anyone reading this, whether you agree or disagree with President Trump's policies, to stop and think about what impression you want the man or woman at 1600 Pennsylvania Ave. to be leaving. If this is our new normal, I don't want anything to do with normal.

If you don't want your son, your friend, or above all yourself talking the way Donald Trump does about a woman, someone of a different race or nationality or someone who doesn't share his beliefs, then maybe you should think twice about whether you want him running our nation.

Trust your instincts of right and wrong. Encourage yourself to not keep pushing aside his comments that make you turn your head.

I am fearful of the impact he's had on our country yet I can't help but say that after three years of his presidency, I know exactly who I do not want to be as a leader and person.

I have not fallen for Donald Trump's spell. And I have no doubt that years from now as I look back on what shaped me as a person, I will think about him.

But for now, he remains as nothing but lost hope and an imminent threat to our democracy.

Charlie Sabgir is a high-school senior and student journalist in Gahanna. His views are his own and do not represent his school.

<https://www.dispatch.com/news/20200502/column-our-presidents-should-be-our-role-models>

New routines create challenges for central Ohio college students at home

By SARAH SOLE

THISWEEKNEWS.COM

Posted May 2, 2020 at 8:15 AM

Although **Callista Popp's '19** experience as a college freshman essentially ended March 16 because of the COVID-19 coronavirus pandemic, the 18-year-old has identified some perks to staying home with her family.

The marketing and international-business major at Villanova University said she now has access to amenities that are hard to come by in freshman dorms: free laundry, a dishwasher and her own bathroom.

But Popp, a Columbus Academy graduate, isn't enjoying those benefits without sacrificing other things that bring her happiness, she said.

"I miss my freedom and my friends," she said.

When Villanova sent students home because of the pandemic, Popp traded her dorm room in Pennsylvania for her Worthington residence, with her brother, Maximos, 16, and their parents, Jim and Ronda, as her new roommates.

She is one of the many central Ohio college students who have landed back at home with parents and siblings, exchanging independent living for the chores and domestic life they had known before graduating from high school.

The new routine has had its challenges for some.

Hannah Burigana, a 20-year-old junior at Ohio Dominican University, said getting used to the idea of being at home and doing her classwork online has been difficult.

A special-education major, Burigana's field placements were canceled, as well, and she no longer could see students she had worked with at Westerville North High School and Linden STEM Academy.

Changes to her daily life also have been challenging, she said.

At Ohio Dominican, Burigana was used to staying in a dorm, in a room that was hers to relax in and was organized to her liking. When she came home to Dublin and to her father and mother, Steven and Stacie, all of that changed, she said.

“It was definitely kind of an adjustment for me,” the Dublin Scioto High School graduate said.

One of the biggest things to get used to was that she no longer has the ability to go out on campus, spend time with friends or have one-on-one time with professors in person, Burigana said.

Losing out on friendships also has been difficult for Hannah Wolfe, a freshman at Capital University and a Centennial High School graduate.

The 19-year-old left her residence hall March 17 to stay at home in northwest Columbus with her parents, Ralph and Lucy, and her brother, Colin, 25.

Wolfe, who is studying to become a social worker, said her freshman year was full of new friends, with whom she will not get to celebrate the end of her first college year.

“I was honestly really heartbroken,” she said.

Wolfe said trying to maintain her school schedule in a home setting she had associated with holiday breaks has been the most challenging part of her new reality.

Finding the motivation to complete assignments and prepare for finals is difficult, she said.

“Trying to translate that schedule to your home schedule is extremely difficult,” Wolfe said.

Courtney Batchelor '19, a 19-year-old Miami University freshman and Columbus Academy graduate, said she was surprised to find that she missed going to class.

Like Wolfe’s experience, taking classes online at home in an environment lacking an established routine has been tough, Batchelor said.

Batchelor, a psychology major, is quarantining in Reynoldsburg with her father, Andrew, her mother, Elisa, and her sister, Alyssa, 17.

When she came home in mid-March, Batchelor said, she already was preparing to pack up for spring break. Instead, she needed to pack up her whole room instead of a few bags.

“I was very flustered,” she said.

Batchelor also has been tasked with the same chores she once completed in high school, but her relationship with her parents has shifted to a more mature role, she said. She has been treated like an adult.

Cali Poulin '19, an 18-year-old Loyola University Chicago freshman and Columbus Academy graduate, also has assumed household chores while quarantining in Pataskala with her parents, Mark and Lisa, and her sister, Chloe, 16.

Poulin, who is majoring in neuroscience, said she and Chloe make dinner together most of the time, and they take the family dogs, Bella and Millie, and foster puppies, Hara and Kai, to play in the yard.

Like the others, Poulin cited time management as a challenge. For example, she said, she finds it difficult to skip an after-dinner family movie because she has to study.

Among the aspects of her college life that Poulin misses are one-on-one interaction with instructors, visiting the library and other places on campus and talking to her friends.

She said although finals are fast approaching, she still feels like she is home for winter break or something similar.

The situation, she said, is a surprising way to end her first year of college.

"It's definitely not what I would have expected," she said.

<https://www.thisweeknews.com/news/20200502/new-routines-create-challenges-for-central-ohio-college-students-at-home>

Keny Galleries marks 40th anniversary with monthlong celebration

By GARY SEMAN JR.

THISWEEKNEWS.COM

Posted May 23, 2020 at 6:00 AM

Twin brothers with a shared passion for art will celebrate the 40th anniversary of the opening of their German Village gallery with an exhibit that will run through July 1.

Tim '73 and **Jim Keny '73**, fraternal twins who own Keny Galleries, will host an opening reception for "An American Album: 150 years of Masterworks on Paper: 1870-2020" from noon to 8 p.m. Friday, May 29, in the gallery, 300 E. Beck St.

Reservations are required and can be made by calling 614-464-1228 or by emailing rsvp@kenygalleries.com.

Tim Keny said because of COVID-19 coronavirus concerns, the gallery can accommodate only a small number of guests at a time to observe social-distancing guidelines.

The exhibit runs through July 1 by appointment only.

The show is composed of 60 works by 40 American artists who excelled in the paper medium, including major examples by well-known artists such as Romare Bearden, George Bellows, Mary Cassatt, Chuck Close, Winslow Homer, Joan Mitchell and John Singer Sargent.

The styles include trompe l'oeil, realism, tonalism, impressionism, post impressionism, pop art and abstract expressionism.

"We've always felt -- and always done well with it, whether it was on paper or watercolor -- it was undervalued," Tim Keny said.

The brothers take pride in the collection and have many favorites, such as "The Watermelon Man," "Stag at Sharkey's" and "A Knockout," all created by Bellows, a realist painter.

Among their many more cherished items are works done by Alice Schille, a watercolor artist and sister of Clara Schille Walling, who was best friends with the Kenys' grandmother, Julia Tynan.

The Kenys, who grew up in west Columbus, said they always admired Alice Schille and thought she had world-class talent.

The brothers, now 64, made their way off to college: Jim to Harvard University and Tim to Colgate University. They had been discussing starting a gallery and began traveling the country to assess the art-collection scene in the U.S.

"We concluded at the time, which is really different than now, there were very few art-historically informed galleries in Ohio," Jim Keny said.

Shortly after Tim Keny earned his master's degree in business administration from Ohio State University, the brothers founded their German Village gallery.

"We did a fair amount of research," Tim said. "We did a lot of collecting (while I was) in grad school."

Their focus: American impressionist paintings and American master watercolors, "which turned out to be very valuable," Tim said.

They opened the gallery in February 1980 and had their first show, which fit their overall theme of rustic American art, in May 1980.

“We looked at a lot of places all over the city,” Tim said. “We loved the fact that it would be in German Village.”

The brothers have weathered their fair share of financial storms: the Wall Street market crash of 1987, the terrorist attacks of Sept. 11, 2001, the great recession and now, the coronavirus pandemic.

Yet, they said they look back with few regrets because they were willing to put in the roadwork to make the gallery a success.

“We definitely enjoy it,” Tim Keny said. “Yes, it’s been a good business.”

“It’s been a wonderful business to be in because we love the art, that aspect of it,” Jim Keny said, “but we’re also historians.”

<https://www.thisweeknews.com/news/20200523/keny-galleries-marks-40th-anniversary-with-monthlong-celebration?fbclid=IwAR1guMHOz10xZXIhqcDT5m4LEqPQNG66-7CFZEKwTSjQ16FzL7fSOz-XhhI>

In Memory

Thomas B. Morris, Jr. '54, 83, a long time resident of Chestnut Hill, Philadelphia, and former law partner and chairman of the Philadelphia firm, Dechert LLP, died Thursday, May 14th, after a valiant battle with Lewy body dementia.

Tom joined Dechert after graduating from Harvard Law School in 1962. In 1968, he opened Dechert’s first international office in Brussels, Belgium and served as the Consul of Belgium in Philadelphia from 1974 to 1989. His legal practice involved advice concerning a broad range of corporate matters, particularly related to international organizations.

A graduate of Princeton University, Tom was awarded the Roper Trophy, the University’s highest athletic award and won six letters in football and baseball. In 1957, he earned the Maxwell Award, given to the best college football player in the country for his winning performance against Colgate where he scored three touchdowns and threw for a fourth.

Tom served on a number of corporate boards including The Berwind Group, Peirce-Phelps, Inc, Asten Johnson, PNC Bank, Thomas Jefferson University and Thomas Jefferson University Hospital, The Philadelphia Contributionship, Keystone State Life Insurance, Harmac Medical Supplies, Yarway, Envirite Corporation, Greater Philadelphia Chamber of Commerce, Greater Philadelphia First, The Free Library of Philadelphia, the International House of Philadelphia, Princeton University, Lake Paupac Club, and Springside Chestnut Hill Academy (formerly Chestnut Hill Academy). He also served as Chairman of Peirce- Phelps and the International House of Philadelphia.

Tom was a member of Pine Valley Golf Club, Sunnybrook Golf Club, The New York Athletic Club, The Philadelphia Club, The Racquet Club, and The Athenaeum of Philadelphia. An avid skier, Tom and his family spent their winters in Sun Valley, Idaho, where he was always in search of the perfect turn.

Born in Columbus, Ohio, to Margaret O'Shaughnessy Morris and Thomas Bateman Morris, Tom was the oldest of five siblings with whom he remained deeply connected throughout his life: Jeremiah (Jerry) Morris, Ellen (Ellie) Roebuck, Joseph (Joe) Morris, and Nancy Prior. He graduated Cum Laude from Columbus Academy in 1954. His experience at The Academy was profound and life-changing. In 2004, he created, and fully funded, an Alumni Scholarship in his name through the award program which had provided him the opportunity to attend the school as a young man.

Tom is survived by his wife and best friend of 57 years, Ann Peirce Morris, and their three children; Lauren Ayres O'Connell (James O'Connell), Thomas Bateman Morris III, Richard Trevor Morris (Alice Tasman Morris), and four grandchildren; Julia, Jack, Clay, and Louisa. Despite a lifetime of professional accomplishments, Tom considered his family his greatest success. Due to the Corona virus, a memorial service will be held at a later time to be determined.

In lieu of flowers, donations may be made to the Tom Morris '54 Alumni Memorial Scholarship fund at Columbus Academy, 4300 Cherry Bottom Rd, Gahanna, OH 43230, or to the Free Library in Philadelphia <https://freelibrary.formstack.com/forms/donation>.

<http://www.craftfuneralhomes.com/obituaries/thomas-b-morris-jr/>