

### KeyBank 🗘 🛪

KeyBank congratulates Cleveland Heritage Medal honorees, Jeanette Grasselli Brown, Bracy E. Lewis, and A. Malachi Mixon III, for their contributions to the city and citizens of Cleveland through strong leadership, sharp vision, and enduring commitment. Their dedication and tireless service have lifted neighbors and neighborhoods across our region and we are forever grateful for their influence and impact.

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The Cleveland Heritage Medal 2020

What if our residents had not had Bracy E. Lewis in their corner, working tirelessly to lessen financial barriers strengthened by systemic racism?

What if the business world did not include A. Malachi Mixon III, whose investing and founding acumen led to innovative improvements in health care?

The creation of the Cleveland Heritage Medal in 2015 was intended to be the highest civilian award recognizing the greatest contributions that an individual has made to the City. It is the ultimate testimony of the selfless devotion to the betterment of Cleveland.

Modeled after the Presidential Medal of Freedom, this award is bestowed upon those individuals who are truly pillars of the community, those individuals who have gone above and beyond the traditional community volunteerism and changed the landscape of Cleveland.

To reflect on the Cleveland Heritage Medal in 2020, during these exceptionally challenging times, is to ponder the profound impact of this year's honorees. Considering the community's prospects in the absence of these three individuals is a daunting exercise.

What if our community had not been graced by the ambition and intellect of Jeanette Grasselli Brown? Like the previous 17 awardees, those who comprise our newest class are stellar. They represent the best in leadership that the City of Cleveland has borne witness to in its 224 years.

The inaugural class of 2016—Morton L. Mandel; Rev. Dr. Otis Moss, Jr.; Sandra Pianalto; Richard W. Pogue; and Senator George V. Voinovich—set the standard for this prestigious recognition.

Like the recipients before them, the Class of 2020—Jeanette Grasselli Brown, Bracy E. Lewis and A. Malachi Mixon III—were selected by the Cleveland Heritage Medal committee utilizing the established process that focuses on merit, longevity and notable results.

Please join us as we celebrate their legacies.

Akram Boutros, M.D., FACHE President and CEO The MetroHealth System

Alex Johnson, Ph.D. President Cuyahoga Community College

The Honorable Frank G. Jackson Mayor City of Cleveland



### Committee







2020 Cleveland Heritage Medal Chairs

Akram Boutros, MD, FACHE President and CEO, The MetroHealth System

Alex Johnson, PhD President, Cuyahoga Community College

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**Gina Vernaci** Playhouse Square Foundation

Ben Vinson III Case Western Reserve University

**Brad Whitehead** The Fund for Our Economic Future and The Brookings Institution

Vanessa L. Whiting, Esq. A.E.S. Management Corporation

Lorna Wisham FirstEnergy Foundation



### Criteria and Award Description

**No city can thrive without them.** They are the dedicated community leaders committed to creating and sustaining a city of true greatness—one that provides opportunities for businesses to prosper, for new ideas to flourish, for cultural richness to thrive and for residents to enjoy the opportunity for an exceptional quality of life.

During its 224 years, Cleveland has been a city blessed with accomplished leaders from civic, business, philanthropic and government spheres. Their contributions have created the lasting heritage that makes Cleveland the city it is today.

This year's recipients of the Cleveland Heritage Medal are true representatives of that legacy of leadership. Their impact on the city and region has far exceeded that which would be expected of them in their positions of influence. These honorees were selected for this award by a 35-person committee made up of other dedicated community and corporate leaders.

But for these extraordinary men and women, the magnificent story and history of Cleveland would not be what it is today.

These individuals have demonstrated leadership in civic, philanthropic or corporate spheres, or have made an impact in another private or public endeavor. Their community impact reflects **service to others** marked by compassion and selflessness. They espouse **teamwork** as necessary to making a difference in our community, actively encouraging the contributions of others.

The individuals we honor with the Cleveland Heritage Medal have also demonstrated the **courage and respect** as they take on difficult yet consequential initiatives for the good of Cleveland and its residents. These exceptional leaders are committed to fostering a community of **inclusion and diversity**, where differences are celebrated and all have the opportunity to participate. They are people of the highest character, serving as **role models** for others in the community.

Without them, the story of Cleveland could not be told.

Outstanding leaders are the foundation of a city's heritage. With this honor, we celebrate the individuals who are creating today the great Cleveland of tomorrow.





# Making of the Medal



Commissioned to design the Cleveland Heritage Medal, the Cleveland Institute of Art (CIA)—one of the nation's top art and design schools—created a competition among its graphic design upperclassmen. They were asked to envision a medal that represented the city's rich heritage.

MetroHealth President and CEO Akram Boutros, M.D., FACHE, judged the competition.

The winning design by Euclid native Jessica Sandy is emblazoned with three iconic Cleveland landmarks—the Veterans Memorial Bridge, Terminal Tower and Lake Erie. Its more subtle elements include five stars, which also adorn the city's seal and symbolize each of the five times Cleveland was named an All-American City by the National Civic League. The five stars also represent the five characteristics of the Cleveland Heritage Medal recipients:

Service to others Teamwork Courage and respect Inclusion and diversity Being a role model



### Cleveland Heritage Medal Honorees



2020 Cleveland Heritage Medal Honoree

### Jeanette Grasselli Brown

If I can help others by participating in and leading organizations...not only pushing my own achievements a little higher, but helping my community grow...I want to do that. I genuinely care about our city and about all the great people and institutions here.

- Jeanette Grasselli Brown

As a child, Dr. Jeanette Grasselli Brown was intensely curious about nature and the world. "Like most children, I would observe something and then ask, 'Why?'"

The future scientist's father, while not educated beyond eighth grade, stoked his daughter's appetite for discovery. "I was fascinated with things I explored with my dad," she says. "I would read the Popular Mechanics magazines he'd leave around the house...We'd spend hours looking up at the black sky, trying to challenge each other with what the stars could be." Her father was not surprised when young Jenny Gecsy gravitated toward a STEM curriculum and career—decades before STEM was part of the national conversation. Her mother, on the other hand, needed time to get used to the idea.

"Women's careers, then, were most often in nursing, teaching or administrative work," Dr. Grasselli Brown allows. "My mother thought I would go the usual route of being a mother and homemaker—which was highly respected and wonderful, and I aspired to that as well—but I certainly never thought there would be a conflict between being a scientist and having a home and being close to family and friends." The only daughter of Hungarian Catholic immigrants, Dr. Grasselli Brown grew up in Cleveland's Hungarian neighborhood near Buckeye Road and Harvey Rice, the public elementary school she attended. "Cleveland had one of the best educational systems in the nation," she asserts. "I had advanced classes in elementary and middle school...including homemaking and woodworking...and I took French from the 4th grade on. By the time I got to high school (John Adams), I was taking chemistry and meteorology, and actually got to go up in an airplane and take over the controls for a minute."

While Dr. Grasselli Brown is proud of her Central European heritage, she places even greater emphasis on her family's American patriotism. "My mother insisted we stop speaking Hungarian in the house. I remember her saying to me, 'Remember, you are American first and foremost, but never forget your Hungarian roots.' I thought that was very good advice."

Dr. Grasselli Brown credits her parents for providing "a set of values and support system," but says, "The person who really cemented my interest in science was my high school chemistry teacher." It was Mr. Shaal, she

says, who helped her win a scholarship to attend Ohio University and secure a job in the university's chemistry department. Dr. Grasselli Brown graduated summa cum laude and Phi Beta Kappa from OU in 1950 and went on to earn her master's degree from what is now Case Western Reserve University. Since then, she has been awarded 13 honorary doctorate degrees and an executive management certification from the University of California at Berkeley.

Education, science and community have been recurring themes for Dr. Grasselli Brown throughout her life. She adores learning and mentoring and "pointing out the fun of science...It truly is magical to start to understand the world around you, and then to create new projects and programs to help advance the world of science and to make our communities and world better."

#### Blazing Trails in the Executive Ranks of BP

Dr. Grasselli Brown's career with BP and predecessor The Standard Oil Company (Ohio) spanned nearly 40 years. She worked first in various research positions and then, with some reluctance, moved into management. She retired as director of corporate research, analytical and environmental sciences in 1989.

"I loved my research career, but I realized by moving into management I could help other women and other people around me," she says. During her tenure, she was able to affect salaries, work schedules, childcare and professional development for women and minorities, particularly those just starting families.

"I remember being very demanding to higher management," she says. "These women were highly professional, and we couldn't stop their professional development, their conference attendance and publishing opportunities, just because they worked part time." Dr. Grasselli Brown often was the only woman in management meetings, which were composed of 80 of the global company's top executives.

"What I think helped me was that I did work hard, and I earned the respect of my colleagues," she says. "I was never defensive about being the only woman. I was clear about what the expectations were for any job and I made sure it was known that I was motivated by achievement." She also tried to be collaborative and find ways to help others. "I had fun at what I did, and I think that might have been contagious."

Dr. Grasselli Brown notes that there are "some great things happening with women in science programs," such as Women Living STEM, Women in STEM and Entrepreneurship (WISE), Women Inventors Committee (WIC), and the Girls Who Code clubs. "We see a continuing interest in the Northeastern Ohio Science and Engineering fair, where women are participating at the same ratio as young men. Conferences, such as Living STEM, serve to stimulate interest and eliminate stereotypes.

"Many of our high schools in Northeast Ohio also are developing STEM programs," she adds, recalling a report published by the board of the National Academy of Sciences National Research Council when she was a member in the mid-1980s. "It served as a real wake-up call because it was full of facts documenting the discrepancy that existed between the population and women's participation in science courses and careers. We still are not seeing equal participation by women in STEM fields, but it's vastly improved over what it was. I'm feeling encouraged about that."

#### **Storied Accomplishments in Science**

Within her field, Dr. Grasselli Brown is known as one of the foremost contributors to infrared and Raman spectroscopy—techniques used to identify molecular structure and ultimately solve a variety of complex problems. On many of the more than 600 occasions she was asked to speak about her research and career, she titled her presentation, "Operation Super Sleuth."

"We were applying forensic techniques way before people started seeing it on 'CSI,'" she notes, referring to the popular television show that made its debut in 2000. Dr. Grasselli Brown applied her work to help industry, academia, the Cuyahoga County Medical Examiner's Office, the Cleveland Police Department, and the Federal Bureau of Investigation. "I also was lucky to be able to form the Federation of Analytical Chemistry and Spectroscopy Societies, which brought together six different societies to jointly hold one annual conference," she mentions. But anyone who knows Dr. Grasselli Brown knows luck had little to do with it. Her transcendent efforts have led to her authoring 80 articles for scientific journals; writing, editing or co-editing nine books; launching a professional journal; becoming the national president of the Society for Applied Spectroscopy; and routinely participating in scientific discussions across the country and the globe. These efforts have brought her innumerable awards, honors and distinctions.

"I hope I've always led by example," she said in describing her leadership style. "I've tried to always be inclusive, collaborative and supportive."

Due to her expertise in analytical and environmental science, Dr. Grasselli Brown was frequently recruited to serve on government committees. In 1987, President Ronald Reagan appointed her to the Science and Technology Advisory Committee of the White House Initiative on Historically Black Colleges and Universities. She also was called to sit on a high-level science and technology advisory panel with U.S. and Japanese peers under President Bill Clinton. And she served on the Ohio Board of Regents for 13 years, serving as its chair for two years.

Post-retirement, Dr. Grasselli Brown served on the boards of directors of six corporations.

#### **Relishing the Rewards of Community Volunteerism**

Over the past few decades, Dr. Grasselli Brown has devoted her time and energy to the Cleveland community, and has been actively involved in more than 25 nonprofit organizations.

"The first board I was invited to join was Holden Arboretum," says Dr. Grasselli Brown. "A year later, I became founding chair of its research committee and I chaired that committee for 15 years." She is a founding board member of the Great Lakes Science Center. She has chaired the boards of Cleveland Scholarship Programs (now College Now Greater Cleveland), Friends of EPrep (now Breakthrough Schools), ideastream, and One Community (now Digital C). She co-chaired the 2003 International Intel Science and Engineering Fair and chaired the education committee of the Musical Arts Association/Cleveland Orchestra for 13 years. Dr. Grasselli Brown still is active on the boards of the Musical Arts Association, Cleveland Clinic Foundation, Cleveland Hungarian Development Panel, and Phi Beta Kappa Society (Cleveland Association).

One of Dr. Grasselli Brown's priorities today is the Cleveland Water Alliance. She founded the organization in 2013 and heads its board. "Here we are in Cleveland, sitting on one of biggest freshwater systems on the planet. Clean water is one of the world's biggest problems, and we have the opportunity here to collaborate with academia, industry and government and to take a leadership role in innovations and applications of clean water technology."

Dr. Grasselli Brown lives in Chagrin Falls with her husband, Dr. Glenn R. Brown, retired senior vice president of Standard Oil, and former science advisor to Governors George Voinovich and Robert (Bob) Taft. She has two stepchildren, Robyn and Eric, and three grandchildren.

2020 Cleveland Heritage Medal Honoree

## Bracy E. Lewis

I really do want my legacy to be one of caring. I hope I've done as much as I possibly could do for those who are less fortunate than I am.

– Bracy E. Lewis

Hailed as a stalwart of Cleveland's financial industry and an unyielding advocate for African Americans and the elderly, Bracy Lewis epitomizes servant leadership. His tireless volunteer efforts and under-the-radar philanthropy have raised people up in countless ways and forever changed the fabric of the city.

Born in Meridian, Mississippi, Mr. Lewis moved to Cleveland with his parents when he was 10 years old. "The good life" as an only child ended five years later when the first of his four brothers was born, he often teased his family. Mr. Lewis says he takes after his good-humored mom, personality-wise. "My dad was polite, but you couldn't carry on a conversation with him. He didn't have any reason for chitchat."

When asked about his allegiant work ethic, Mr. Lewis credits both parents, noting that his father worked during the day at J&L Steel, then would come home from work, change clothes and head to a gas station he owned on East 71st Street and Carnegie Avenue. A few times Mr. Lewis helped his father out at the station. "It was all right, but that was back in the day before they had the automatic cutoff for pumping gas, and one time I wasn't paying attention—typical little boy—and, pretty soon, all his money was going down the sidewalk," he remembers.

Mr. Lewis has early memories of working other odd jobs and of volunteering at churches and other organizations while attending Glenville High School. But his father wasn't enthusiastic about the time spent on those pursuits. "I remember my daddy saying, 'Get you a job and quit getting these nonpaying jobs.'" But young Bracy Lewis would pave his own way and "help people who needed help" when he could, because it's what came most naturally to him.

#### Excelling at Community Banking Decades Before It Came into Fashion

Mr. Lewis graduated from Fenn College (now Cleveland State University) in 1963, the first in his family to earn a degree. "In that sense, I followed in my grandpa's footsteps," he says. A teacher and business owner, his grandfather was an important role model. In fact, the name "Bracy" belonged to his grandfather's best friend. "My grandfather gave me that name and I've been very pleased with it. I haven't run into another Bracy yet."

After college, Mr. Lewis began working part-time for a friend at his CPA firm. That friend encouraged him to apply for a teller position at Quincy Savings & Loan. At a time when other banks weren't hiring minorities and discriminatory lending practices, or "redlining," was understood by many to be common practice, Quincy Savings was the precursor to what would become the largest blackowned savings and loan in the country.

"The work I did at Quincy was very satisfying because most banks weren't making loans to African Americans or to minority churches," says Mr. Lewis, who quickly rose from teller to loan officer to assistant vice president. "The fact that I could help African Americans get houses and make loans to churches, and also go out into the community and give talks to various groups of people and educate them about financial matters...yes, that was very, very, very satisfying." He especially delighted in helping the senior population and was gratified to know so many in the community by their first names. "I wouldn't say it was difficult work, but it was challenging," he says. "The hours were long because I couldn't help the small businesspeople except in the evening, because they were working during the day. And I would have to help the churches in the evening, too, because most of the officers of the churches couldn't leave their jobs during the day to come hear what I had to say."

Mr. Lewis moved from Quincy Bank to Euclid National Bank, where he started as an assistant cashier but again quickly advanced into leadership positions, thriving through two acquisitions. He remembers with fondness two counterparts at competitive banks who, together with him, focused on developing minority communities. "People called us the three musketeers. When they saw one of us, there would be the other two. We helped each other all the time." Often the three would divvy up the financing for housing, commercial and infrastructure projects. Mr. Lewis feels good about all they accomplished together, but acknowledges, "There's still work to be done...plenty." Bracy Lewis retired from his financial services career "three times before it would finally stick"—which speaks resonantly to the value he brought to the bank every day.

"When I tried to retire from Bank One the first time," Mr. Lewis recalls, "I thought I would go home and have a good time and travel—and I did. I went to Aruba for a month and had a lovely time there. But then when I came back, they were looking for me." Mr. Lewis agreed to return to work at Bank One three days per week, until he announced his retirement a second time several years later. He managed to stay away from the bank a full year before he was persuaded to return to run its foundation. His final retirement was from JPMorgan Chase in 2006, after clocking in almost 40 years.

#### **Rising to Higher and Nobler Things**

When Mr. Lewis gets involved with an organization, he digs in with both feet and stays a good while—often serving as a board officer, sometimes serving



more than a couple of decades. "I'm busier in retirement than I was when I was working," the 82-year-old Mr. Lewis muses.

The organizations he's served include the Cleveland Restoration Society, Cleveland State University Foundation, Cuyahoga Metropolitan Housing Authority, the Jane Hunter Foundation, Karamu House, the Phillis Wheatley Association, the Music School Settlement, Music and Art at Trinity Cathedral, the former Huron Road Hospital, and the Greater Cleveland Growth Association (now part of the Greater Cleveland Partnership).

His approach is almost always hands-on. For example, rather than mail an annual fund check to Eliza Bryant Village, he decided to walk it in personally. Once there, he found other ways to contribute to the African American-founded long-term care facility. He built a library, provided print and audio books, and then "looking out the library window one day," decided to recruit a landscaper friend to overhaul the grounds. He planted trees, donated benches, and then suggested offering other donors the opportunity to attach their names to bench plaques for making gifts of a certain level. Mr. Lewis also has done some "roll up the sleeves" work with Lake View Cemetery Association, of which he is a board member, and the East Cleveland Township Cemetery. "I've always been interested in the funeral business...maybe because my grandfather down in Mississippi had a funeral home," he says. "Maybe that's somewhere in the back of my head or the back of my heart since he gave me this name."

While his board and committee involvement brought Mr. Lewis great satisfaction, he probably got the most enjoyment from the more informal mentoring he's done throughout his life, whether it was sharing his financial expertise with people in drug recovery programs or spending time in a classroom. For many Wednesdays, he would take off work for an hour or two to tutor middle school students in Tremont. On Tuesdays, Mr. Lewis enjoyed visiting with younger school children on Cleveland's east side. He would play classical music for the children and talk about music appreciation and African American history.

Mr. Lewis has received numerous honors and accolades for his good works most notably, the President's Volunteer Action Award from then President Bill Clinton, the "Lifetime Achiever" award from the Black Professionals Association Charitable Foundation, the Ohio Humanitarian Award for Leadership from then Governor George Voinovich, and a key to the city and a park named in his honor from then Mayor Mike White. It's not uncommon to find Mr. Lewis at the park, located just off East Boulevard near Cleveland's Cultural Gardens, with a trash picker in hand. "I like to make sure it looks nice and neat," he acknowledges. Not coincidentally, Mr. Lewis also was appointed chairman of a task force organized by Mayor Frank G. Jackson to oversee the development and implementation of a plan for the African American Cultural Garden. Mr. Lewis held that position from 2007 to 2012. The first of the garden's three pavilions was dedicated in 2016.

In addition to music, nature and his faith, Mr. Lewis is inspired by Rev. Dr. Benjamin Elijah Mays' book, "Disturbed About Man," which is displayed on his coffee table. Its message is that man can "rise above the currently accepted practices and point the way to higher and nobler things."



2020 Cleveland Heritage Medal Honoree

### A. Malachi Mixon III

When you volunteer, you meet a lot of interesting people and you learn new things. You can get into the tentacles of the city and feel like you're contributing to society, giving people a hand up. I was blessed to be able to do these things.

- A. Malachi Mixon III

Mal Mixon was raised in a rural town in Oklahoma with a population of 1,100. "My dad taught me to shoot when I was 10 years old," he says. "Hunting quail is my favorite thing." A painting above his fireplace shows Mixon on his ranch in Texas during a hunt. "My dad taught me if I ever missed a quail, I had to cut off a finger," he says, holding up both hands, all 10 digits intact. "I'm a real country boy. The only reason I'm in Cleveland is because I married a girl from Shaker Heights, and I didn't think she would much like punching cows."

In addition to hunting and country living, Mr. Mixon enjoyed competing in piano and playing trumpet in the Oklahoma All-State Band as a youth. He also was one of two high school students to play with the Fort Smith Symphony in Arkansas. His athletic pursuits earned him 11 varsity letters in high school. "I had an offer to go into minor league baseball as a left-handed pitcher," he says. Music and sports have remained buoyant companions throughout his life. Mr. Mixon met his wife, Barbara, while attending Harvard College; she was a student at nearby Wellesley College. The two were married in 1962, immediately after graduation and just before he would begin his four-year commission in the U.S. Marine Corps, an obligation the Navy ROTC-trained second lieutenant embraced. Mr. Mixon was deployed to Vietnam, where he endured the disquietude of combat. As an aerial observer, he read maps, determined coordinates and directed air strikes and artillery. In 1966, Mr. Mixon was honorably discharged and returned to Cambridge—this time to Harvard Business School—to earn his MBA.

"My first rule of leadership is to lead from the front," Mr. Mixon says. "You have to be willing to do the tough things." Second is teamwork. "As chairman and CEO of Invacare, I didn't sit at the head of the table. I sat in the middle." Harvard didn't teach him teamwork, Mr. Mixon says, the Marine Corps did.

"A lot of people think they're the smartest guy in the room, so they've got to make every decision. It doesn't work that way," he says. "I always tried to hire people who were smarter than me; it made my job easier. You have to trust other people. When you give somebody a job to do, let them do it."

Mr. Mixon does credit his Ivy League education for providing him with knowledge, tools, skills and connections to be successful in business. Harvard also taught him he could compete at a high level. "It takes a while for a country boy to learn that he's as smart as any city boy." He praises his parents, neither of whom went to college, for making sure he got the best education possible.

#### An Unapologetic Resolve to Lead and Win

"I never did anything in my life where I didn't want to be the best," Mr. Mixon asserts. "I remember when my son was in Little League, I heard the coach telling the kids, 'It isn't important who wins or loses—just have fun.' I held up my arm and I said, 'I don't want you teaching my son it's OK to lose. I want you to teach my kid how to win.'" Mr. Mixon had the opportunity to hear those words played back to him during his son's senior speech at University School.



The desire to succeed on his own terms is what drove Mr. Mixon to pursue a leveraged buyout of Invacare in 1979 at the age of 39—with a mere \$10,000 in the bank. Then the vice president of marketing at Technicare, the Cleveland-based division of Johnson & Johnson that operated the subsidiary, Mr. Mixon raised \$1.5 million and borrowed another \$4.3 million to begin what would become his life's work. At that time, Invacare employed 350 people in three Ohio plants and posted annual sales of \$19 million. When Mr. Mixon retired in 2015, the company had more than 4,000 employees in 80 countries, with \$1.7 billion in sales. Invacare had become a world leader not only in wheelchairs, but in the distribution of home health care products.

Cleveland played an important role in that success, according to Mr. Mixon. "When you develop any medical product, you need to have a clinical understanding of the product," he says. "There's not a better city for testing medical ideas than Cleveland. We have the greatest doctors and hospitals in the world." One of Mr. Mixon's fondest memories during his tenure as CEO came when Invacare went public in 1984. After he rang the opening bell at the New York Stock Exchange, the company treated Wall Street to a star-studded game of basketball featuring top wheelchair athletes.

"I became very emotionally involved in my customers' problems," Mr. Mixon says. "They wanted color and styling and they wanted to be independent." Being able to lift and maneuver the chair easily is important, he says. "We made a chair for tennis with one front wheel and a chair for racing that won the Boston Marathon wheelchair division many times. The disabled person wants to do everything the able-bodied person wants to do...everything." As he learned more about his customers, Mr. Mixon got involved in their causes—personally working on, for example, the Americans with Disabilities Act of 1990.

Beyond Invacare, Mr. Mixon bought or significantly invested in dozens of companies. Among his better-known ventures was his investment in Royal

Appliance Manufacturing Co., creator of the Dirt Devil vacuum cleaner. "I put \$20,000 in Royal and I got \$30 million out," he says. "I don't really consider myself a risk taker. I do my homework. And to me, if you've got a good jockey and you have a product that people want...that's what's important. Projections don't mean a thing."

Mr. Mixon also sat on the boards of Lamson & Sessions, The Sherwin-Williams Co. and Park-Ohio Holdings Corp.

#### An Impassioned Champion of Civil Rights, Entrepreneurship, Health Care and the Arts

Mr. Mixon moved to Cleveland in 1968, the same year the city was experiencing unprecedented racial violence and protests precipitated by the assassination of Martin Luther King Jr. Mayor Carl Stokes called upon the Harvard Business Club to help ease some of the tension and provide support to minority-run businesses. "The buildings were still smoking when we went into the inner city," Mr. Mixon remembers. "I volunteered as an advisor to the owner of a fruit and vegetable market who lived in the back of his store. I found out he was hiding his money in his mattress because he didn't trust banks.

"I have tried in every way I know to advance the minority community in Cleveland," Mixon says. "I probably made every mistake in the book learning how to help, but I had this idea that something needed to be done. African Americans did not have the availability of capital that whites had. There weren't as many angels (investors) that would help them, so I decided to create a minority fund and raised \$30 million from banks and some other good Cleveland companies. There were no government strings attached."

Mr. Mixon also devoted appreciable time, energy and capital to spawning entrepreneurship. "The advice I'd give to young people is make your mistakes on somebody else's money," he says. "I've backed a number of minority-owned businesses," Mr. Mixon says. "I'm always available to help. I love a young person with fire in their belly and no money." Mr. Mixon endowed a chair in entrepreneurial studies at the Weatherhead School of Management at Case Western Reserve University and guestlectured there. He made a significant gift to Case Western Reserve's "Sears think[box]," a building that houses inventors and entrepreneurs. While on the board of Cleveland Tomorrow, he helped start its venture capital firm Primus Venture Capital Inc. He also helped create BioEnterprise Corp. and launch MCM Capital Partners.

Mr. Mixon is gratified to be chairman emeritus of Cleveland Clinic, having served as board chair for 13 years. He also was board chair at the Cleveland Institute of Music (CIM). Its world-class "jewel box" performing space for soloists and small ensembles bears his name. "CIM is the farm team for the greatest orchestras in the world," he notes. In addition, the Mixons provide first prize for the triennial Cleveland International Piano Competition.

Mr. Mixon and his wife, Barbara Mixon live in Hunting Valley. They have two children and six grandchildren.



### 2019 Cleveland Heritage Medal Honorees



2019 Honoree Thomas W. Adler "What happened to me is what I think most young people need: I was mentored. I had the best of the best mentors and it's made all the difference." 2019 Honoree Art J. Falco "It's all about learning as much as you can and continuing to grow. Complacency is not an option. We have to continually improve."





2019 Honoree Robert P. Madison, FAIA "Positive changes have come about in Cleveland because of the ability of Clevelanders to accept the fact that America is a place for immigrants of all colors. Racial integration in a society is important, and Cleveland has done that very well."
2019 Honoree Barbara S. Robinson "The arts enrich life. They contribute to the enhancement of education, to job development, to community building, to growth in tourism. But they also develop personal values. They encourage your participation in civic discourse. They widen your circle of thought and activity. They turn what you think of as yourself into 'us.'"





## 2018 Cleveland Heritage Medal Honorees



2018 Honoree Toby Cosgrove, M.D. "I never really thought of myself as a leader in Cleveland when I started as CEO. I concentrated hard on the institution and how the institution could benefit the community."



2018 Honoree Robert D. Gries "The ancient Jewish prophet, Hillel, said it all in two sentences: 'If I am not for myself, who will be for me? If I am only for myself, what am I?'" 2018 Honoree Steven A. Minter "You have to think about what it is you're interested in doing and where you want to try to make a difference, where you want to have some impact in the long run. And you have to step forward to figure out what more you can do to really make a difference."



2018 Honoree Jerry Sue Thornton, Ph.D. "In Cleveland, if you raise your hand, you've just volunteered. You can be a part of this wonderful community without having to have lived here your entire life. You're rewarded for wanting to be involved and wanting to use your talents by being allowed to use them. There's a place at the table."





## 2017 Cleveland Heritage Medal Honorees



2017 Honoree Carole F. Hoover "God has blessed me to open some doors that I never thought I'd open, meet people who I never thought I'd meet. I owe whatever I can give to other people, opening any doors of opportunity for others that I can open."



2017 Honoree Samuel H. Miller "In order to be a leader, you have to be a servant first. Learning to be a good servant gives you a foundation for great leadership." 2017 Honoree Albert B. Ratner "There's a Jewish tradition that you stand on the shoulders of giants. It's what comes before you that allows you to take the next step. Part of life is learning the lessons of the people who came before you and adding what you can."



2017 Honoree Michael R. White "What creates a heritage is neighborhood commitment, respect for people, being willing to challenge the status quo, being willing to risk what you've developed and an abiding belief in the people of Cleveland."





## 2016 Cleveland Heritage Medal Honorees



2016 Honoree Morton L. "Mort" Mandel "Think of the world as a million candles. If God made a million candles since the beginning of time, and there have been about 200,000 candles lit, there's still an awful lot of darkness. I've lit a few candles myself, and I'm going to go on and light as many candles as I can."



2016 Honoree Rev. Dr. Otis Moss Jr. "Some of the greatest assignments we receive in life as a servant are the leadership responsibilities thrust upon us that we were not seeking. If you do what you have to do and you do it well, you will be given more than you can handle. Service is what is greatness. You can get fame from other means." 2016 Honoree Sandra Pianalto "I didn't take on any assignment or agree to be a part of an organization or cause where they just wanted to use my name and my position. I'm a person who if I commit to doing something, I am all in. I'm not an 'in name only' type of individual. The only way you can be all in is if you are passionate about the cause and about the impact the organization can make."



2016 Honoree Richard W. "Dick" Pogue "The key to getting things done in this community is number one, know the facts. If you know the facts and are willing to work hard and are collaborative, you're going to get things done."



2016 Honoree The Honorable George V. Voinovich "My parents were first-generation Americans who struggled hard. They underscored that as citizens of the United States, we had an obligation to give back to our community." It is a privilege to join this community in paying tribute to Jeanette Grasselli Brown, Bracy E. Lewis and A. Malachi Mixon III. Their contribution to the business, civic and philanthropic community will have an impact on Northeast Ohio for generations to come. My very best wishes to three cherished friends.

#### Carole F. Hoover

Congratulations to Mal, whom we've known for decades; Bracy, with whom Bob worked on civil rights issues; and especially to our dear friend Jenny, one of Cleveland's most amazing and accomplished persons.

Sally and Bob

### JENNY, BRACY AND MAL...

You represent the very best of Cleveland. Congratulations on a well-deserved honor.

### Joanie and Tom Adler

JEANETTE GRASSELLI BROWN BRACY E. LEWIS A. MALACHI MIXON III

My very best wishes to these three very deserving community leaders

Barbara S. Robinson

### JENNY, BRACY, AND MAL

Hearty congratulations on receiving this year's Cleveland Heritage Medal

### Dick Pogue

JEANETTE GRASSELLI BROWN BRACY E. LEWIS A. MALACHI MIXON III

Congratulations for your outstanding contribution to our Greater Cleveland community

Enid Rosenberg

"The greatness of a community is most accurately measured by the compassionate actions of its members." —Coretta Scott King

Congratulations to the 2020 Cleveland Heritage Medal honorees.

Thank you for the compassionate actions you have carried out in support of our community.



Congratulations to all three 2020 Cleveland Heritage Medal recipients!

#### JENNY BROWN, BRACY LEWIS, AND MAL MIXON,

Cleveland is better because of you! We are so proud to call you friends and supporters of CSU!

With best wishes and warm regards, President Harlan Sands and Your Many Friends at Cleveland State University



The Cleveland Restoration Society Salutes

Bracy E. Lewis

Honorary Life Trustee

Lifetime Achievement in Historic Preservation Award Winner 2019

Past Chairman of the Board of Trustees

Founding Banker of the Heritage Home Program — 2,000 loans for \$75 million and still growing, since 1993

Chair, The African-American Experience in Cleveland project

Friend to All



CLEVELAND RESTORATION SOCIETY Jeanette Grasselli Brown, Bracy E. Lewis, and A. Malachi Mixon III are proof that you can make a difference when committing to change.

You've proved that when we work together toward a common goal progress is made.

PNC is proud to congratulate you as recipients of the Cleveland Heritage Medal.



# Congratulations on this well-deserved recognition, Mal!

Your leadership, vision and philanthropy have benefitted our community and will continue to do so for years to come. We're proud to call you founder, mentor and friend!

Your Friends at MCM Capital Partners



"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." —John Quincy Adams

#### JEANETTE GRASSELLI BROWN BRACY E. LEWIS A. MALACHI MIXON III

Your selfless and unparalleled leadership will forever enrich our community.

Congratulations to the 2020 Cleveland Heritage Medal recipients.

Akram Boutros, MD, FACHE President and Chief Executive Officer The MetroHealth System



Cleveland Clinic proudly salutes and thanks Cleveland Clinic Emeritus Trustee Jeanette Grasselli Brown and Cleveland Clinic Chair Emeritus A. Malachi Mixon III, as well as Bracy E. Lewis for their leadership, respect for others, and commitment to the Cleveland community.



Cleveland is a better place because of the life-long commitment of Jeanette Grasselli Brown, Bracy E. Lewis and A. Malachi Mixon III to our community.

In a year fraught with uncertainty, there is no doubting your generosity, your ability to inspire and your commitment to equity and diversity.

We congratulate you on this well-deserved honor!



Martha Holden Jennings Foundation Congratulates Jeanette Grasselli Brown

A well-deserved recipient of the Cleveland Heritage Medal, you continue to enrich the lives of many through your inspiring achievements.

We are ever grateful for your leadership and supportive work as an advocate for quality public education in our community.





We applaud alumna Jeanette Grasselli Brown, emeritus trustee A. Malachi Mixon III, and friend Bracy E. Lewis.

Sincere congratulations to the recipients of the Cleveland Heritage Medal for their many professional achievements and outstanding dedication to improve the greater Cleveland community and beyond. Mal Mixon's contributions to Northeast Ohio's healthcare industry go beyond Invacare. As an investor, Mal helped launch several entrepreneurial companies, including STERIS, now with 13,000 global Associates.

Mal's leadership and civic involvement have indelibly changed Cleveland and the region. Congratulations, Mal, on achieving this prestigious honor.

### STERIS

#### Holden Forests & Gardens congratulates

#### Jeannette Grasselli Brown

As a longtime member of the Holden Arboretum Board of Directors and an Emeritus Director of Holden Forests & Gardens, Jenny's contributions to science and conservation in Northeast Ohio will be appreciated for generations to come. We salute her groundbreaking career and dedicated service to the community.

> Best wishes to the other 2020 Honorees: Bracy E. Lewis and A. Malachi Mixon III



Writer:

#### Beth Hallisy

Photographer:

Gary Yasaki–Cleveland Heritage Medal Honoree Portraits

Congratulations to this year's Cleveland Heritage Medal recipients. Your incredible leadership, courage, and service to others is what makes our city great and we are thrilled to celebrate this wonderful achievement with you. Thank you for your inspiring dedication and commitment to the Cleveland community.

## JEANETTE GRASSELLI BROWN

BRACY E. LEWIS A. MALACHI MIXON III



2020 CLEVELAND HERITAGE MEDAL