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Young Rembrandts ~ Drawing Out a World of Potential



When **Ali Tannenbaum** graduated from Beachwood high school in 1995,

she knew she wanted to create a business that would incorporate her marketing and artistic skills, while providing flexibility to be a stay-at-home mom. While narrowing down her options, she broke down her likes from dislikes, checked out franchise businesses, found Young Rembrandts, and learned that its Cleveland eastside territory was open. That was six years ago. Today, Tannenbaum oversees more than 300 students per week, in more than 50 schools.

Founded in 1988 by **Bette Fetter**, Young Rembrandts has become a recognized leader in art education. What began as one person, working with children in her home, has developed into an international franchise business that teaches drawing to thousands of students every week.

Fetter applied her fine arts education and background in child development to create an original, step-by-step method to teach children drawing, the fundamental skill of all visual arts. The success of this program is tied to research that proves a significant correlation between involvement in the arts and achievement in the classroom, because students develop spatial reasoning and fine motor skills, order and sequencing abilities, visualization, and self-discipline as well as fundamental art skills. The Young Rembrandts curriculum introduces concrete ideas and techniques that expand students' visual vocabularies, and enrich their imaginations and minds.

When monitoring a class at the Beachwood Recreation Center, taught by **Corry Ogan** (Beachwood High School graduate, class of 1975), I was impressed with her students' talent, interest and cooperation as they focused on their daily project of drawing a



fire truck and coloring it in with colored pencils. Looking at the sample image and trying to reproduce it would have been difficult. However, Ogan broke the truck into shapes, having students focus on individual parts instead of the project as a whole.

"Young Rembrandts has a solid reputation for offering well-organized classes and teaching original, high-quality curriculum in a positive environment," Tannenbaum confidently told us. "We are passionate about helping children develop the skills they need to be successful."

Tannenbaum also told us that she was recently awarded a grant through the YMCA to provide enrichment to children who may otherwise not have the opportunity to benefit from this program.

Young Rembrandts offers 6-week, back-to-back sessions. Beachwood classes include: an after-school preschool class at Fairmount; cartooning at the Beachwood Community Center; an elementary class at the Beachwood Community Center; and an after-school drawing class at Hilltop.

"Young Rembrandts has been the perfect career choice. It allows me to be creative, utilize marketing skills, and balance my home and work lives," Tannenbaum said with a smile. "Art is

educational and fun. Anybody can do it."

Tannenbaum, married to **Rick Tannenbaum** (Beachwood High School class of '98), have two children, **Noah** and **Jacob**, and their goal is to move back to Beachwood by the time their children are in high school.

For more information, visit www.youngrembrandts.com, or call **Pete Conces** at the Beachwood Recreation Department, 216.292.1970, to register for Beachwood programs.

Pictured clockwise from top right: Klea Narku, Corry Ogan and Rena Feng.

