Mural in the first permanent JHSUM exhibit space chronicling St. Paul JCC history.
Dear Friends

In 2019, we celebrate the 35th anniversary of the Jewish Historical Society of the Upper Midwest.

Throughout our years, we have collected and documented the history of Jewish life in this region, through oral history, artifacts, photos, scrapbooks, official documents and personal papers. This work enables us to see how similar we are to Jews in other parts of the country and the world, as well as identify how we in this region are unique.

We preserve our rich history through programming, research and exhibits as well as through our archives, now held at the University of Minnesota at the Nathan and Theresa Berman Upper Midwest Jewish Archives. Knowing of our past enables us to better understand our lives today, as well as where we are going in the future. What’s more, our Jewish immigrant history connects us in common experience with the many ethnic and religious groups who have sought refuge and a better life in this country, continuing to this very day.

Looking ahead, our 36th year is Double-Chai, and we will continue to celebrate the life – past, present and future – of the Upper Midwest Jewish community.

Your support of JHSUM ensures that we continue this important work, and we thank you. Here’s to many more years – many more Chai anniversaries, preserving the stories and experiences of the Jews of the Upper Midwest.

All the best,

Jamie Heilicher,
Board President

Robin J. Doroshow,
Executive Director

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That’s certainly the case for Harry Lerner, founder of Lerner Publishing, charter member of the Jewish Historical Society of the Upper Midwest, and a product of our Minneapolis Jewish community.

History, books and Jewish identity were well represented when, in November 2018, Lerner had the honor of presenting a Minneapolis child with the 100,000th free book through the PJ Library program.

PJ Library is a national non-profit providing free books with Jewish content to Jewish and interfaith children. One of the publishers of its titles is KAR-BEN, an imprint of Lerner Publishing, the company Lerner founded in the late 1950s, after returning to his hometown following a stint overseas in the army.

Born in North Minneapolis in 1932, Lerner grew up with three older siblings in a strongly Jewish but not religious household. His parents, Morris and Lena, were deeply involved with socialist, labor and Zionist groups, and a Jewish-centered social life was a foundation of their lives.
Lerner’s discovery of publishing came about when, while stationed in Germany, he had the idea to produce a guidebook for all the GIs purchasing cars, taking advantage of cheap gas, and seeing a bit of the world. The book, published through the military’s news organization, was a success.

Lerner took on his next publishing project with his brother and sister-in-law — both doctors who wanted to publish books on childhood diseases. More medical books followed.

The National Defense Education Act, signed into law by Lyndon Johnson, created a new market for children’s books: With the funding from the NDEA, school libraries mushroomed. When Johnson came into office, fewer than half of elementary schools had libraries; by the end of his term, nearly all did.

Today, Lerner Publications is helmed by Adam Lerner, Harry’s son, who joined the company in 1998. Although Harry is still active in the business, Adam’s leadership enables him to deepen other interests. He is a regular at JHSUM events and recently trained as a volunteer leader for the JHSUM’s Northside Minneapolis tours.

He is also active in the Ampersand Club, an organization that fosters appreciation for the historic and artistic importance of the printed book and related crafts such as typography, fine printing, binding, papermaking and book design.

Jews, books and history — a natural convergence that have made Harry Lerner and his family an important part of JHSUM and our whole community.

Harry Lerner: North Side Native, International Publisher
Roots in Eastern Europe and the Upper Midwest
Morris Lerner and Lena Leiderschneider, both from the Kishinev region of Bessarabia (currently Moldova), met and married in the early 1900s in the Dakotas. Their first child, Miriam, was born there.

In 1922, the Lerners moved to North Minneapolis, where Morris opened a grocery story on Nicollet Island. Two more sons — Aaron and David — were born, and in 1932, their fourth and final child Harry was born.

Growing up Jewish
Family life included synagogue membership at Tifereth B’nai Jacob (aka the Elwood Shul), but Morris and Lena’s deeper interests were with the social groups: Arbiter Ring (Workmen’s Circle) and Labor Zionist groups such as Poale Tzion and the Farband.

Harry attended Talmud Torah four days a week through his Bar
Mitzvah, and spent summers at the Habonim camp in Waupaca, Wisconsin.

**Encountering the world**
Harry’s first job was as a canopy setter at the Homewood Theater, for compensation of $1 per week and all the movies you and a friend wanted to see.

He graduated from North High School and moved on to the University of Minnesota, where he studied International Relations. He included a year of study at Hebrew University in Jerusalem during his undergraduate years.

From 1954 through 1956, Harry served in the army in Germany. During this period he conceived and produced his first publication: C-Plate Car and Travel Guide, a travel guidebook for GIs published by the military’s news source, Stars and Stripes.

Family, and family business
After returning to civilian life, Harry continued to publish books on a variety of topics. Meanwhile, in 1961, he married Sharon Goldman. During the 1960s and 1970s, they raised their four children — Adam, Mia, Danny and Leah. While raising their family, the business grew, with Harry as publisher and Sharon as an author and illustrator.

The 1980s brought challenges and new beginnings: In 1982, Sharon passed away following a battle with breast cancer. And in 1985, Harry met Sandra Karon Davis, formerly of Duluth. She worked as an editor and proofreader at Lerner Publications. Their relationship developed over many years, and they married in 1996.

Meanwhile, the four Lerner children began to marry and start their own families in Minnesota, New York and Israel. Today Harry has nine grandchildren.

In 1998, son Adam and daughter Mia began to work with the family business. Mia works as an illustrator and author, and Adam worked his way up to publisher and CEO. Harry remains active, as does Sandra in some editorial duties.

In 2018, Harry had the honor of presenting a Minneapolis child with the 100,000th free book through the PJ Library program, published by KAR-BEN, an imprint of Lerner Publishing (see full article for more details).
EXHIBITS AND EVENTS

Grand opening of the Steinfeldt Family History Center
St. Paul JCC: October 14, 2018, ongoing

Through the generosity of the Oren and Sharron Steinfeldt Foundation, a permanent gallery has been established at the St. Paul JCC. JHSUM is the curator for the gallery — our first permanent space to date. The JHSUM annual meeting was held on October 14, 2018, featuring an exhibit “A Kehillah Comes Together,” displaying highlights from the nine-decade history of the St. Paul JCC.

“Jewish Scrap Stories from the Upper Midwest”
Sabes JCC: April–May 2016
St. Paul JCC: May 2018

JHSUM developed a powerful multimedia exhibit highlighting the stories of Upper Midwest Jewish families covering more than a century of history. As part of this project, we published a journal to capture and preserve the insights and experience of the exhibit.

“Shvitzing it Out on the Prairie”
Bonanzaville, West Fargo, North Dakota: August 2017, ongoing

JHSUM is a co-sponsor of this ongoing exhibit about Jews in North Dakota. The exhibit highlights Jewish homesteading history.

Leon Sorkin Exhibition
Sabes JCC: August 5, 2018
Homewood Studios: July 23–29, 2018

Leon Sorkin, known as Mar Sorkin to a generation of B’nai Mitzvah students, was a prolific artist in addition to a dedicated tutor. We produced an exhibit of his work featuring portraits of his students and views of North Minneapolis.

Dakotas — oral histories and artifact preservation

Several Jewish elders from both South and North Dakota recorded oral histories. South Dakota and North Dakota congregational artifacts were collected and will be housed at the UMJA. Executive Director Robin Doroshow visited all three South Dakota congregations.

North Side Minneapolis through a Jewish lens — volunteer tour guide training

Minneapolis North Side: sessions in October 2017 and May 2018

Community members received training to lead tours of the Jewish North Side of Minneapolis.

PUBLICATIONS AND SCHOLARSHIP

We Spoke Jewish — book publication

Supported by a State of Minnesota Legacy Grant

In Fall of 2017, JHSUM published We Spoke Jewish, created by historian, genealogist, artist and JHSUM...
The Steinfeldt Family History Center is important because it is the JHSUM’s first permanent exhibit space. But it is so much more than that.

“It’s a whole area where people can sit and talk about history in their own way,” says Sharron Steinfeldt. “They can share stories and exchange ideas. It’s a gathering place.” And, noting that the JCC’s coffee station is strategically located, she adds, “There’s nothing like sitting down and having a cup of coffee.”

Steinfeldt said that working with the JHSUM and the JCC to support the space was “an easy decision” for many reasons, but two important ones came immediately to mind: her family’s deep roots in St. Paul and her steadfast belief in the importance of telling the story of the Jewish people publicly—not just for Jews, but for non-Jewish people to see and understand, as well.

The original JCC at Holly and Grotto was a social hub for Steinfeldt and her friends, as active St. Paul teenagers in the 1940s and 50s. Her interest in history grew later: As an adult, she was drawn into a friend’s oral history project on the Iron Range.

Steinfeldt has been an avid supporter of the JHSUM, “since before it existed,” she says, going back the full length of the organization’s 35-year history. She has poured hours and hours into launching and sustaining the society through its first decades.

Steinfeldt hopes the exhibit space inspires the young people who pass by it every day to take an interest in preserving history. And not just the history that’s displayed on the walls and the screens, but in preserving their own stories, which are happening now. (For more details on the exhibit and future plans, see Generations, Fall 2018.)

**THE STEINFELDT FAMILY HISTORY CENTER**

The Story — and the Family — Behind the Space

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Join the flow of history with JHSUM

Your generosity and commitment to JHSUM allow us to fulfill our mission: to promote the vitality and continuity of Jewish culture in the Upper Midwest through preservation, interpretation and education.

Deepen your connection with the flow of history by making a contribution. Consider these options:

**Become a member.** Memberships supplement other donations, grants and endowment earnings, to support our annual operating and programming budget.

**Make a donation.** Any amount supports valuable programs in our community.

**Extend your legacy with planned giving.** Include a gift to JHSUM in your estate to express your passion for history as part of your legacy. You’ll also be leading by example, for others to give back.

Visit our site at jhsum.org/donate to make an online donation, or contact our office to discuss your contribution.

To learn more, contact JHSUM via email, phone or the web.

history@jhsum.org
952-381-3360
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JHSUM makes every effort to properly acknowledge each of our donors. If we have misspelled or omitted your name, please let us know, by calling 952-381-3360. We will correct it in future publications.

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Philip and Ranae Goldman
Neal Gosman and Sandy Pappas
Arlis and Erv Grossman
In memory of Stuart Kaufman
In memory of Al Malmon
Harriet Guthertz
Morris Hartman
Robert Hartman
Jamie Heilicher
Phyllis Heilicher
Morris and Geraldine Hoffman
Alan Ingber
Joe Ingber
In memory of Harry Ingber
Jerry and Judith Brin Ingber
Jay Isenberg
Debby and Dr. Ted Jewett
JHSUM Staff and Board
In honor of Joyce Nauen
In honor of Marvin Pertzik receiving the Frank Weil Award
In honor of Freda Hosen
In honor of Toni Hegna
In honor of Rod Brown
In honor of Sue Gates
In honor of Gail Pickus
In honor of Bea and Herschel Premack
In honor of Congregation B’nai Isaac
In honor of Harold Smith’s 100 Birthday
In honor of Marcy Kronfeld
In honor of Linda and Len Schloff’s 60th anniversary
In honor of Marshall Tanick being named the Citizen of the Year by Rotary International Club of Golden Valley
In honor of Rabbi Morris Allen’s retirement
In honor of Rabbi Kassel Abelson’s Birthday
In honor of Charlie Nauen being named one of the top 100 Minnesota Super Lawyers
In honor of Marvin Roger Anderson and the opening of the Rondo Commemorative Plaza

JHSUM Staff and Board, cont.
In honor of Bobbie Goldfarb’s retirement
In honor of Elliot Kaplan receiving the Regents Award from the University of Minnesota
In honor of Judith Brin Ingber being honored a groundbreaking Jewish and Israeli dance scholar
In honor of Jennifer Kaplan
In honor of Tricia Cornell
In honor of Kate Dietrick
In honor of Erica Schultz
In memory of Lisa Heilicher

Bob and Jennifer Kaplan
Eloise and Elliot Kaplan
Harold Kaplan and Eileen Strauss
Miriam Karasov
Miriam and Erwin Kelen
Jane Kerr
Gary Kohler
Deborah Koval
Suzy Kronfeld
In honor of Robin Doroshow’s new position as Executive Director of JHSUM
In honor of Robin Doroshow

Anita Kunin
Laura Kerban LaBoda
In honor of Susan Weinberg
Betsy and Andy Landherr
In memory of Marcy Kronfeld
Mark and Susan Leder
Jules Levin
James Levine
Dr. John and Rachel Levitt

Lee Litman
Rhoda and Don Mains
Roxanne Markoff
Beatrice and P.T. Magee
Linda Passon McNally
Joel and Danna McNally
Lindsay Naun and Richard Weil
Richard Newmark
Lisa Nicholls
Allen and Marcia Oleisky
Etta Fay Orkin
In memory of Barbara Moss Silver
Charles and Margie Ostrov
Dorothy and Norman Pink
Dr. Beryl Radin
Rabbi Debra Rappaport and Bobby Zelle
In honor of Linda Schloff
Gary and Susan Rappaport
Dory Rose
In Memory of Jerry Bratter
Layne and Dave Rosen
In honor of Evelyn Weiss 90th birthday
Thomas and Gwynn Rosen
Jacqueline Royce
In memory of Jerold Alch
Doris Rubenstein
Karen Rubin
In honor of Norma Shpayher
Jay and Daphnah Sage
In appreciation of Robin Doroshow
Joy Sandler
Laurence and Susanne Savett
Linda and Leonard Schloff
In memory of Artice Silverman
Linda and Leonard Schloff, cont.
  In memory of Ronald Glassman
  In memory of Binne Weinstein
  In memory of Cindy Lobel
  In memory of Claire Fink
  In Memory of Sid Applebaum

Tyler Schmidt
  In memory of Terri Grodsky

Deborah and Sandy Selnick

Berta Shapiro
  In honor of Fred Nathanson’s 85th Birthday

Betty Sher
  In honor of Idele Weinberg
  In appreciation of Frank and Debbie Sher

Dianne Siegel

Joanne and Michael Silverman

Neil and Jill Singer

David Smith

Sandy and Jason Sondell

Elaine Steinman
  In honor of Gracia Kuller’s Milestone Birthday

Sandy and Mike Swirnoff
  In honor of Linda and Leonard Schloff’s 60th wedding anniversary

Katherine and Jeffrey Tane
  In honor of Linda Schloff’s milestone birthday and Linda Schloff and Len and Linda’s 60th wedding anniversary
  In memory of Marcy Kronfeld
  In memory of Elissa Heilicher

Heidi and Sully Tarshish
  In honor of Julie Tarshish and the great work of JHSUM

Julie and Ethan Tarshish
  In memory of Marcy Kronfeld

William and Ryvelle Tilsner

Sharon and Bill Torodor
  In memory of Evelyn and Sherman Marrinson
  In memory of Sol and Eleanor Torodor

Katharine Tyler

Shirley Ungar

Jeffrey and Stacie Usem

James Vculek

David and Mary Ann Wark
  In honor of Etta Faye Orkin’s special birthday

Robert Warshawsky

Susan Watchman

Beverly Weinberg

Susan Weinberg

Freddie Weisberg

Irwin Weisman
  In memory of Margery P. Weisman

Ardis and Tom Wexler

Dolores Wine
  In honor of ShirleyMae Lane

Howard and Alaine Wilsensky
  In honor of Sybil Wilensky’s 80th birthday

Roberta Wilensky

William and Raleigh Wolpert
  In memory of Lisa Heilicher

Danny and Dawn Zouber

Neal Gendler
  In memory of Bernice Cowl Gordon

Michael and Judy Gordon
  In memory of Bernice Cowl Gordon

Berta and Nahum Kipnis
  In memory of Bernice Cowl Gordons

Linda and Leonard Schloff
  In memory of Bernice Cowl Gordon

Sharron Steinfeldt
  In memory of Bernice Cowl Gordon
  In memory of Rivoli Golden

Ellen Zyroff
  In memory of Bernice Cowl Gordon

FOUNDATIONS AND SUPPORTING ORGANIZATION CONTRIBUTIONS

Sept 2016–Dec 2018

Andree Aelion Brooks Donor Advised Fund:
Allyson Brooks

Martin and Esther Capp Family Fund

Linda and Mike Fiterman Family Foundation

The Heilicher Foundation

Micah Fund of The Columbus Foundation:

Minneapolis Jewish Federation

Minnesota Historical Society

S. Paul Jewish Federation

Shir Tikvah Congregation

Herb and Judy Weisberg Fund of The Columbus Foundation

Barry Wolfish and Randi Winston Family Charitable Fund

Oren and Sharron Steinfeldt Foundation
  In honor of Etta Faye Orkin’s special birthday

In memory of Judy Lebedoff

In memory of Marcy Hinitz

In memory of Bette Goldfarb

In memory of Elissa Heilicher

In memory of Joyce Perlman

In memory of Sara Younger

In memory of Scott Bell

St. Paul Jewish Federation

Shir Tikvah Congregation

Herb and Judy Weisberg Fund of The Columbus Foundation

Barry Wolfish and Randi Winston Family Charitable Fund
REVENUES AND EXPENDITURES | 2018

REVENUES
Community Allocations $9,814.00
General Contributions $23,436.25
Operating Grants $25,000.00
Membership $12,341.38
Earned Income $3,139.42
Restricted Grants $123,625.00
Endowment Income $47,502.54

TOTAL REVENUE $244,858.59

EXPENDITURES
Administrative $92,804.40
Fundraising $4,097.43
Programming:
  Preservation $14,335.22
  Interpretation $37,050.47
  Cost of Goods $2,109.45

TOTAL EXPENSES $150,396.97

NET INCOME $94,461.62

BALANCE SHEET | 2018

ASSETS
Cash and Equivalent $89,259.94
Endowments $625,588.34
Equipment $1,628.66
Inventories $28,578.35

TOTAL ASSETS $745,055.29

LIABILITIES
Payables $250.00

EQUITY
Endowment Contributions $373,014.83
Retained Earnings $277,328.84
Net Income $94,461.62

TOTAL EQUITY $744,805.29

LIABILITIES AND EQUITY $745,055.29

REVENUES
- Endowment Income 19.4%
- Community Allocations 4.0%
- General Contributions 9.6%
- Operating Grants 10.2%
- Membership 5.0%
- Earned Income 1.3%
- Restricted Grants 50.5%

EXPENDITURES
- Administrative 61.8%
- Cost of Goods 1.4%
- Interpretation 24.6%
- Preservation 9.5%
- Fundraising 2.7%

JEWISH HISTORICAL SOCIETY
of the Upper Midwest

Eloise and Elliot Kaplan Family Jewish History Center
Jay and Rose Phillips Building | Barry Family Campus
4330 S. Cedar Lake Road | Minneapolis, MN 55416

www.jhsum.org