

# 2021 ANNUAL REPORT



Julie Tarshish at the 2007 JHSUM annual meeting which featured the release of *Prairie Perspectives: Our Jewish Veterans Remember World War II* journal and exhibit.

## Dear Friends

A heartfelt thank you to each of you for your support of the Jewish Historical Society of the Upper Midwest. *We cannot do it without you.*

Your generous gifts have enabled JHSUM to not only survive but thrive through a challenging period. Your donations enabled us to hire our first ever Development Director, Juliana Sellers, whose efforts will strengthen our financial base for continuing and expanding our important work in the future.

Our relationship with Dale Bluestein of PartnershipMEDIA to produce high-quality video storytelling about the Jewish Upper Midwest is also made possible through donor contributions. Dale's talent and passion for this work uncovers fascinating history and tells these stories beautifully.

We close 2021 continuing to operate under COVID-related restrictions. As a result, all our events, meetings, and programming are currently delivered online. We've learned two important things through this necessary pivot:

- **Multiple routes to engagement:** With online programming, we can reach an audience who otherwise would not be part of JHSUM due to geography, mobility or personal preferences.
- **You will adapt with us:** Your willingness to engage with JHSUM in new ways sparks our creativity, funds our efforts and points us to an exciting future.

We'll take these lessons with us into whatever comes next. While we eagerly look forward to the day when we can again gather in person, we will also continue to deliver diverse, interactive and engaging content online.

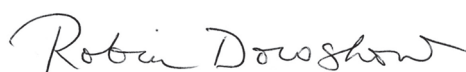
The future is exciting, and there are more ways than ever for you to be involved. In addition recently expanding the Board of Directors, we are now reviving specialist committees to focus on areas like marketing, programming, and advancement. Other volunteers have become remote oral historians, capturing history from their home computers.

If you have an interest in any of these areas, please consider these opportunities to volunteer (board membership not required). You can learn about volunteer opportunities at [history@jhsุม.org](mailto:history@jhsุม.org), or contact us at 952-381-3360 — we would love to help you find your place with JHSUM.

Again, our thanks to you for your support of the Jewish Historical Society of the Upper Midwest — in the past, in the present, and going forward.



Jamie Heilicher,  
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Robin J. Doroshov,  
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## 2021 Highlights

# A look back at the highlights of JHSUM's work in 2021

### JANUARY 2021

#### Community education class: "Being Jewish in Minnesota"

In partnership with Jewish Community Action, JHSUM taught a class entitled "Being Jewish in Minnesota" about Jewish experiences past and present, through the community education program of the Robbinsdale Area School district outside of Minneapolis.

### APRIL 2021

#### Video premiere: *It Happened Right Here – St. Paul*

This video examines the very early days and history of Jews arriving and creating community in the City of St. Paul.

### MAY 2021

**Donor Event** *A Pickle*, presented at Raspberry Island by Minnesota Jewish Theatre Company.

### MAY, AUGUST, NOVEMBER 2021

#### Online panel discussions: "Shared Experiences: Jewish Women and Small Communities"



Moderator Elisa Korenne hosted a three-part series of panels of Jewish women who grew up in small communities to explore their experiences. Elisa,

a Yale graduate, author and award-winning songwriter, from Brooklyn, New York moved to New York Mills, Minnesota. Panelists included: Jennifer Badzin, Amy Herbst, Rhoda Mains, Stacey Bush, Beryl Radin, Bonnie Dickel Hoffman, Sally Platkin Koslow, Annette Jean Lerew-Zimanski, Barbara Camm, Amanda Kosior, Vicki Long, and Rabbi Julie Gordon.

### SEPTEMBER 2021

#### Video premiere: *It Happened Right Here – Minneapolis*

This video explores the rich history of Jews in Minneapolis.

### JHSUM DIGITAL IMPACT

- 3,270 video views on Vimeo and YouTube
- 3,113 visits to JHSUM by 2,216 unique visitors
- Visits are up 227% compared to the previous year
- 1,330 people follow us on Facebook
- 413 people attended our events (in person & Zoom)

### OCTOBER 2021

#### Annual Meeting "Making History"

Our annual meeting featured a talk by Dale Bluestein, the talented videographer behind our video series, *It Happened Right Here*, sharing his experiences researching and developing the videos. Participants viewed a sneak peak at his latest video: *It Happened Right Here – Duluth and The Iron Range*.



### NOVEMBER 2021

#### Video premiere: *It Happened Right Here – Duluth & The Iron Range*

This video tells the unlikely stories of Jews who landed on the Iron Range and Northern Minnesota, and the lives they made there.

***It Happened Right Here* video series is made possible thanks to the funding of Elliot and Eloise Kaplan.**

### ONGOING

#### Research: Collection of oral histories during COVID

JHSUM continues to document the experiences of clergy members, Jewish organizational leaders and community members during COVID. We'd love to include your story — to learn more and schedule an interview, please contact us at [history@jhsun.org](mailto:history@jhsun.org).

\*Events can be viewed on our YouTube channel at [youtube.com/JHSUMchannel](https://youtube.com/JHSUMchannel)

## JULIE TARSHISH

# A short history of JHSUM's longest-serving employee

Julie Tarshish has a vivid memory of the first event she helped to manage for JHSUM back in 2006: "It was a small event in the senior lounge at the Sabes JCC in Minneapolis," she recalls. "Right in the middle of the artist's talk, the projector stopped working. I had to go crawling up the aisle to try to get the technology to work without interrupting things too much. And yes, eventually, I got it to work again."



**Julie Tarshish**

Fast-forward to 2021, when we remember with longing the days of in-person artist talks — and perhaps even touchy projectors. Julie has advanced from summer intern during her senior year in college to communications and marketing manager — and the longest-serving of the organization's three employees.

Along the way, she has:

- Managed three different organizational websites
- Initiated and maintained JHSUM's presence on social media
- Provided behind the scenes support on many JHSUM journals
- Assisted with many exhibits
- Shepherded a major overhaul of the newsletter
- Transitioned from brick-and-mortar location to fully remote working
- Pivoted to increasing capabilities with Zoom-based events in the age of COVID-19.



**In the exhibit hall at the Andersen Library at JHSUM's 35th anniversary event: Immigrants... "Making a Difference" A Discussion with Ari Shapiro, September 2019.**

Of that last one, Julie is particularly proud: "The best part of this experience [of running events during the pandemic] is how it expands our reach."

For example, she adds, "One of my favorite Zoom events we've run recently was a series on Jewish women in small communities. It started as a one-off, but people really wanted to share more of these stories. So now we've done three, and a lot of people are watching the replays on YouTube, tuning in from all over the U.S. I just love how much more accessible we now are."

**"JHSUM is in a phoenix stage," says Julie. "It's lovely to see that and exciting to be part of it."**



**Julie Tarshish and Robin Doroshow at the construction site of the Steinfeldt Family Gallery at the Minnesota JCC Capp Center.**

During one period of her tenure with JHSUM, Julie was the sole employee: "That was pretty lonely," she admits.

Since then, Robin Doroshow came onboard as the full-time executive director, and more recently, Julianna Sellers was hired as the first development director.

But that's it — just three people who work energetically and creatively to make a wide range of programs, events, research projects, partnerships and knowledge-building happen. "I think people would be surprised to know just how small but mighty our team is," Julie says. "We get a lot done and operate many different 'departments,' but it's just three of us."

"I think people would be inspired to know that," she continues. "It means we can move very quickly and



**Juliana Sellers with her bird and Julie Tarshish in a Zoom work meeting.**

turn on a dime when we need to. We don't get stuck in a huge process. It means donors' financial support really goes quite far."

As inspired as she is by the past, Julie is looking forward to the future: "For a couple of years, we were just kind of continuing, and then more recently there's been a lot of growth," she explains.

"The organization and the board are figuring out the next phase — there's a bigger push to have a physical location again, a place for people to visit."

"JHSUM is in a phoenix stage," she concludes. "It's lovely to see that and exciting to be part of it."



# Thank you to our contributors and members for making these achievements possible!

**Your ongoing membership and support provides general operating dollars that allow us to share excellent content with you and the broader community as well as preserve our region's rich Jewish History for future generations.**

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*Sharron Steinfeldt*

**In Memory of Robert Lane**

*Sharron Steinfeldt*

**In Memory of Robert Marx**

*Terry Nolan and Carl Markus*

**In Memory of Ruth Doyne Kahn**

*Sharron Steinfeldt*

*In Memory of Sally Orren*

*Robin Doroshow and Rich Kronfeld*

## SAVE THE DATE



### Join JHSUM for a fun-filled weekend in Aberdeen, South Dakota

**June 16-19, 2022**

**We will celebrate 105 years of the B'nai Isaac synagogue and the Aberdeen Jewish community — and the release of our latest journal. We will have a Shabbat service in the synagogue, tour the historic downtown, and much more. Details to come. Contact us if you're thinking of joining us on our SD Jewish regional history adventure!**

**In Memory of Samuel Charles Baldinger**

*Stanley and Judith Baldinger*

**In Memory of Shirley Mae Lane**

*Janet Frisch*

*Connie Orenstein*

*Sharron Steinfeldt*

**In Memory of Slima Lazar**

*Michael and Vicki Siskin*

**In Memory of Suzanne Franklin**

*Steve and Marcia Franklin*

**In Memory of Toni Rosen**

*Ellen Ziskin*

**In Memory of Warren Eisenstadt**

*Robin Doroshow and Rich Kronfeld*

**Wishing a speedy recovery to Judy Halper**

*JHSUM Board and Staff*



## LIFE MEMBERS

Life Memberships are endowed in our L'Dor V'Dor Fund and provide membership support to JHSUM annually during and after the life of the member.

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Melanie Barry	Dr. Stanley and Luella Goldberg
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Arnold and Deanne Kaplan

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**JHSUM GAINED**

**13**

**NEW LIFE**

**MEMBERS IN 2021.**

Harold Kaplan and Eileen Strauss

Bob and Jennifer Kaplan

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Robert and Tasya Kelen

Audra Keller

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**"We were previously annual members, but as we experienced more of the outstanding programs at JHSUM we decided to expand our support by becoming life members."**

**– Jim & Nancy Proman**

Myrna Orensten and Adam Han-Gorski  
Etta Fay Orkin  
Dr. Charles and Marjorie Ostrov  
Mark and Francie Paper  
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## JHSUM Endowment Funds

*We are grateful to our endowment contributors, which include Life Members, L'Dor Members, endowment donors and legacy donors.*

Endowment gifts ensure that JHSUM can continue our important work into the future and provides stability to our annual operating budget. Our current endowed funds are as follows:

Founders' Fund

Dedicated Fund

Collections Access Fund

Bernice Cowl Gordon Fund  
for the History Journal

Dr. Linda Mack Schloff Research Award Fund

Frank and Freda Schochet Fund for  
JHSUM Publications

Sharron and Oren Steinfeldt Face the  
Future with your Past Fund

L'Dor V'Dor Fund

Steinfeldt Executive Director Fund

## L'DOR V'DOR

**We preserve the name of our Life Members by moving them to the L'Dor V'Dor list when they pass on, thereby linking our generations together and honoring them well into the future.**

A L'Dor membership gift is a beautiful way to permanently honor or memorialize family members or friends. Your minimum gift of \$1,000 will create a legacy to ensure you and your family members will be a light for future generations.

Bessie and Jack Abrams	Lionel and Edith Davis
Ruth R. Abry	Ruth Davis
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Irving and Beverly Brooks	Bernice Fiterman
Marty and Esther Capp	Dolly Fiterman
Yetta and Carl Chalfen	Jean Firestone
	Willis (Bill) Forman

## Planned Giving

**A Planned Gift is a meaningful way to connect the past, present and future together. By including JHSUM in your estate plan, you make a gift that ensures our region's Jewish stories get preserved and told for generations to come.**

If you would like to discuss the benefits of establishing your own endowed fund or legacy giving in general, please contact our Development Director, Juliana Sellers at 612-810-1820 or [jsellers@jhsun.org](mailto:jsellers@jhsun.org).

Ruth and Allen Freidson	Audrey and Herbert Hillman
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Grace Goldman  
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## When you give, it matters

Your generosity brings the JHSUM mission to life. With each gift, you preserve, interpret and educate our community about the Jewish history in the Upper Midwest.

### WAYS TO GIVE

- Become an annual or life member—or make a donation of any amount
- Send a tribute card
- Gift an annual or life membership
- Honor a deceased loved one with a L'Dor V'Dor membership
- Contribute to or create an endowment
- Sponsor a program
- Include JHSUM in your trust, will, retirement account or life insurance
- Make an in-kind donation—or share your talent
- Invite your employer to match your gift

Donate online at [jhsun.org/donate](https://jhsun.org/donate) or contact our Development Director, Juliana Sellers at 612-810-1820 or [jsellers@jhsun.org](mailto:jsellers@jhsun.org), to discuss a gift opportunity.

### IN-KIND GIFTS

*Thank you to the following donors who provided JHSUM with non-cash gifts.*

Advance Realty, Inc.,  
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Books

Crossroads Deli,  
Desserts for Pickle  
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Dale Bluestein, Video  
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Jamie Heilicher,  
Volunteer CFO & office  
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Richard Proman,  
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Freddie Weisberg, We  
Knew Who We Were  
items

The Zavie Lear Family,  
WWII artifacts

Ellen Ziskin, Database  
expertise

### CONTRIBUTING ARTICLE AUTHORS

*We are grateful to the volunteers who write articles included in our publications.*

Katy Berg

Dr. Kirsten Delegard

Kate Dietrick

Rabbi David Locketz

Susan Weinberg

Jay Weiner

JHSUM makes every effort to properly acknowledge each of our donors. For corrections or questions, please contact our Development Director, Juliana Sellers at 612-810-1820 or [jsellers@jhsun.org](mailto:jsellers@jhsun.org).

## REVENUES AND EXPENDITURES | 2021

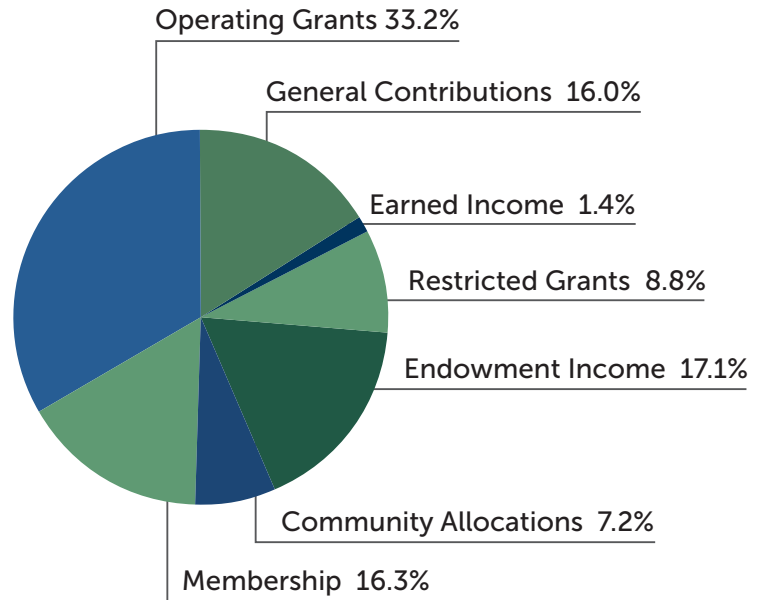
### REVENUES

Community Allocations	\$10,588
General Contributions	23,428
Operating Grants	48,643
Membership	23,866
Earned Income	2,084
Restricted Grants	12,830
Endowment Realized Gain	25,064
<b>TOTAL REVENUE</b>	<b>\$146,503</b>

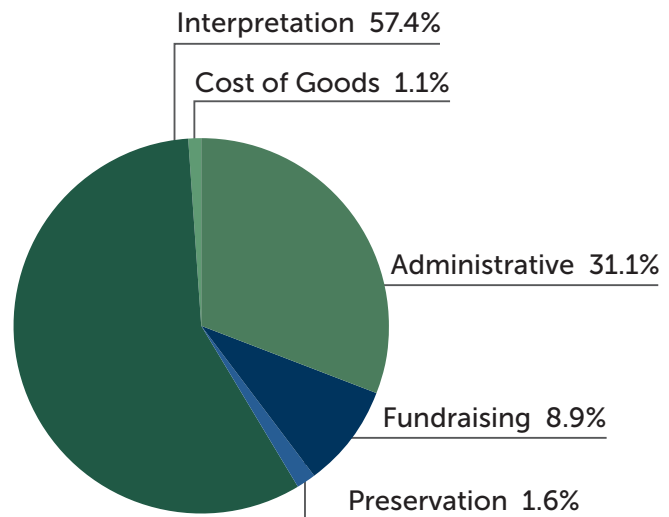
### EXPENDITURES

Administrative	\$55,210
Fundraising	15,771
Programming:	
Preservation	2,763
Interpretation	101,977
Cost of Goods	2,000
<b>TOTAL EXPENSES</b>	<b>\$177,721</b>
Net Income (Loss)	\$(31,218)
Endowment Unrealized Gain	92,074
<b>NET INCOME</b>	<b>\$60,855</b>

### REVENUES



### EXPENDITURES



## BALANCE SHEET | 2021

### ASSETS

Cash and Equivalent	\$88,616
Endowments	607,054
Equipment	1,629
Inventories	22,129
<b>TOTAL ASSETS</b>	<b>\$719,428</b>

### LIABILITIES

Payables	\$(251)
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### EQUITY

Endowment Contributions	\$373,015
Retained Earnings	285,809
Net Income	60,855
<b>TOTAL EQUITY</b>	<b>\$719,679</b>
<b>LIABILITIES AND EQUITY</b>	<b>\$719,428</b>

Eloise and Elliot Kaplan Family Jewish History Center  
Jay and Rose Phillips Building | Barry Family Campus  
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