

Heritage Highlights

A Publication of THE JEWISH HERITAGE MUSEUM OF MONMOUTH COUNTY

Vol. X Issue III Spring-Summer 2017

Iyar, Sivan, Tammuz, Av, Elul 5777

Your Story is Here! Come Visit!

Announcing the Installation of our Permanent Exhibit

Three Centuries of Growth & Change *A History of the Jews of Monmouth County*

Monmouth County during the Century of Jewish Migration, 1820-1920

During the hundred years between the 18th and 19th centuries, waves of Jews, mostly from central and eastern Europe, migrated to new lands. Perhaps one third of these Jews resided in the county. Many moved across the Atlantic Ocean. They brought with them their own customs, languages, and religious practices. Many Jews were merchants, and others found their way to the land of Israel.

These migrants were part of the social, political, and economic changes that accompanied Europe's gradual modernization, including the Industrial Revolution. They brought with them the spirit of entrepreneurship and a desire to build a better life for themselves and their families.

German-Speaking Central Europeans

The Jews from central and eastern Europe came to Monmouth County from the 18th to the 19th century. A number of wealthy individuals came to Monmouth County to invest in the county's early Jewish community. They were responsible for the construction of the first Jewish synagogue in the county, the first Jewish cemetery, and the first Jewish school. They were also responsible for the construction of the first Jewish synagogue in the county, the first Jewish cemetery, and the first Jewish school.

The Jews of eighteenth century Monmouth County left few enduring footprints. But it is well to remember that they were here when the nation was forged.

Sephardic Forerunners

In the 16th and 17th centuries, Jews from Spain and Portugal fled to North America, the Bahama, and the British Isles. Many eventually found their way to the county. They brought with them their own customs, languages, and religious practices. Many Jews were merchants, and others found their way to the land of Israel.

Following the English conquest of New Netherland in 1664, these Sephardic Jews from New York City, with the Jewish community grew to include approximately 100 people in 1700.

During the century that followed, hundreds of Sephardic Jews immigrated to the county, many from the Netherlands, the British Isles, and the Caribbean. They were followed by the late sixteenth and early seventeenth centuries by Yiddish-speaking Jews from Eastern Europe, from whom the majority of the Jewish residents of Monmouth County now descend.

In 2016, Monmouth County's roughly 70,000 Jews made up approximately eleven percent of its population. They make it one of the ten or twelve most densely Jewish counties in the United States.

This is the story of the Jews of Monmouth County.

**The Jewish Heritage Museum
of Monmouth County**

ELEVENTH ANNUAL MEETING

Sunday June 11, 2017 11 AM

See page 2 for more information.

**Proposed budget and biographies of nominees
for Trustee positions starts on page 6.**

In this Issue

Opening of our Permanent Exhibit.....Page 3

**Find your Personal Story in the
Permanent Exhibit.....Page 4**

Exhibit Collage of Many Stories.....Pages 8,9

**Look on pages 11, 12, 13, 15 for all
our upcoming programs.**

Co-Presidents' Message

As we approach the Museum's Annual Meeting of Members on Sunday, June 11 at 11AM, we note that two Board members are reaching the end of their term limits (four two-year terms) allowed by the bylaws. Co-President Jeff Wolf has served as Co-President with both Michael Berman, and Alice Berman (not related...), for a total of 5 years of his 8 on the Board. In addition to gracefully fulfilling this extensive executive responsibility, Jeff also served as Treasurer, and is the typesetter for Heritage Highlights. He creates flyers and email publicity for programs, maintains the website, participates on a variety of committees, and has served as an IT consultant making sure that the Museum's computers and electronics function correctly. There is much more, his knowledge and understanding of the Museum cannot be overstated, and I cannot thank him enough for his generosity of spirit and effort in working with me for these last 3 years. Vice President Marc Diament has served for three years as VP, and as Secretary prior to that. He held the position of Exhibits Committee Chair, overseeing many of the Museum's past exhibits including *Jersey Homesteads: Experiments in Cooperative Living*; *This Land Was Theirs: The Story of Jewish Farmers of Monmouth County*; *Fun Can be Work: The Art of Clara Gee Stamaty*; *Jewish Experience in Pictures*; and others. An expert in technology, Marc has installed and programmed two important interactive exhibits - *Second Life*, an exploration of early Jewish Sephardic immigration through an onscreen avatar, and a *Genealogy* program where all community members can store their family trees. Marc is a popular Speaker's Bureau presenter with the program *Journey to Monmouth: From the Iberian Peninsula to the New World*. His focus on this early Sephardic immigration serves as the basis for the introduction to the Museum's new Permanent Exhibit, and he chaired that Timeline Committee for several years in its early stages. We are grateful for Marc's dedication and commitment to the Museum, and hope that both he and Jeff will continue to offer their strengths in the years to come.

We also want to extend a huge thank you to every member of the Board of Trustees for their dedication and very hard work during the past year! They have freely given their time, energy and resources to benefit the Museum.

An active and diverse Board is critical for the success of any organization. The mission of the Museum, to preserve the heritage of the Jewish community in Monmouth County, is not only interesting, it is unique! There is no other place anywhere which preserves the history and tells the story of Jewish presence in this county. We encourage YOU to seriously consider becoming a member of the JHMOMC team - join the Board, or at least become a volunteer or join a committee.

We urge every member to renew their membership annually, to encourage others to become members, and to consider contributing to the work of the Museum through additional annual donations or through a bequest, or by becoming a volunteer. The only way the Museum's distinct mission can be accomplished is with full community support in both engaged volunteers and donor support, ensuring the Museum's stability well into the future. Thank YOU for your support and involvement - we look forward to seeing you at the Annual Meeting.

- Alice Berman
Co-President

The Jewish Heritage Museum of Monmouth County

ELEVENTH ANNUAL MEETING
Sunday June 11, 2017 11 AM

- **Enjoy Bagels and Smears**
- **Call meeting to order and determine a Quorum**
- **Read and Approve minutes of 2016**
- **Read Annual Report**
- **Adoption of Budget**
- **Election of Trustees**

Proposed budget and biographies of nominees for Trustee positions starts on page 6.

Jewish Heritage Museum of Monmouth County

310 Mounts Corner Drive
P.O. Box 7078
Freehold, N.J. 07728

Museum Phone:

732-252-6990

Website: www.jhmomc.org

Email: info@jhmomc.org

Co-Presidents - Alice Berman
Jeffrey Wolf

Vice President - Marc Diament

Corresponding Secretary -
Heather Markson

Recording Secretary - Carol Fox

Treasurer - Ken Portnoy

Board of Trustees

Gloria Berman
Helene Cohen
Susan Helfand
Michele Klausner
Richard Mellin
Hilda Mesnick
Dean Ross
Vic Schioppo
Barbara Silvers
Evelt Shulman
Phyllis Solomon
Ira Stein
Michael Ticktin
Bella S. Zelingher

Publications Committee

Co-chairs

Carol Fox
Jean Klerman

Copy Editor

Carol Fox

Heritage Highlights Design Editors

Michael Berman
Jeffrey Wolf

Editorial Board

Alice Berman
Gloria Berman
Michael Berman
Carol Fox
Jean Klerman
Jeffrey Wolf

Web Development & Design

Tia Ziagos

The Opening of the Permanent Core Exhibit Three Centuries of Growth & Change: *A History of the Jews of Monmouth County*

This May, the Museum will unveil its Permanent "core" Exhibit entitled, "Three Centuries of Growth & Change: A History of the Jews of Monmouth County." This pictorial multi-media exhibit tells a compelling story: how the Jewish community developed from one Sephardi Jew traveling and peddling his wares in the county in the early 1700s, to a multi-faceted diverse community of Jews, both Sephardi and Ashkenazi, with over forty impressive and active reform, conservative and orthodox synagogues, and a variety of institutions, organizations, businesses and services throughout the county.

People often ask what makes the Jewish history of Monmouth County so special. I tell them about the "Jewish Newport" at the Jersey Shore where the super-wealthy, "crème de la crème" of German Jews from New York City vacationed between 1870 and 1920; about the nationally acclaimed Jewish-owned factories of clothing and uniforms that once existed in the county; about the very first ordained female rabbi in the nation who practiced for 25 years in Monmouth County; and about the predominately Jewish experimental industrial-agricultural cooperative established in the county in the 1930s that later became an artist colony.

I tell friends about the Jewish chicken farmers in the county, some of whom sold their land to developers to build the houses many of us live in. I tell them about the



quickly-expanding and dynamic Syrian community in the shore towns; about the arrival and growth of Chabad in the county; about the wonderful Hebrew Day Schools in the county; about the many award-winning Jewish scientists and engineers employed at county research facilities; and about the acclaimed Jewish artists and musicians who live and work here; as well as notable "sons and daughters" who were born or grew up here.

This exhibit tells the "Story of Us," - fascinating tales of immigration to America and subsequent settlement in this county: every synagogue, many organizations, businesses and activities, many fascinating tales of immigration to America and subsequent settlement in this county, appear in the exhibit in some form.

A multi-year effort reaches completion!

A permanent Timeline exhibit was a dream of the founders of the Jewish Heritage Museum at its establishment ten years ago. Many teams worked on this enormous initiative over the years, creating



Picnic, Red Bank, 1895
A group of prominent Jewish families including the Eisners, Salzes, Weises and others

a vision, making plans, and collecting information, photographs and artifacts. Now the project has finally come to fruition, and is a masterpiece of curatorial and exhibit design work, executed by professionals, and also reflecting the efforts of many dedicated volunteers.

The volunteer team that implemented the Permanent Exhibit is comprised of Michael Berman and Simon Zelingher, Core Exhibit Committee Co-Chairs, as well as Rabbi Robert Fierstien and Jean Klerman, Co-Chairs of the History Committee and Bella Scharf Zelingher, Exhibits Committee Chair. Professionals on the team have been curator Howard Green of Public History Partners of Highland Park, NJ, and exhibit designer Keith Ragone of Keith Ragone Studio of Newfield, NJ. Most importantly, this exhibit would not have been possible had it not been for the generosity of Allen Shanosky of Applied Image Inc in Freehold, fabricator of the exhibit, and Bernard "Nardie" Hochberg of Millhurst Mills, Freehold. The exhibit has been made possible in part by previous funding from the Jewish Federation in the Heart of New Jersey. The Museum is also grateful to Rabbi Sally J. Priesand who in 2010 generously shared the historical memorabilia of her career in an exhibit, in order to provide seed funding for this project, and to many individual donors.

"The "16th-18th Century Journey To America" exhibit which has graced the Museum's south wall and display cases for several years, was originally created and installed by Marc Diamant, Past Exhibits and Timeline Committee Chair, and Michael Berman, Jeffrey Wolf and Jean Klerman. This forerunner exhibit, which serves as a prologue to the Permanent Exhibit, will be moved and includes an interactive computer activity to help visitors explore this early history. Others involved in the project in its infancy include Rabbi Brooks Susman, Bob Silverman, and Gloria Berman.

It is gratifying to see all of this effort come to fruition in this exciting new exhibit. Your story is here! Come visit!

- Bella Scharf Zelingher
Exhibits Committee Chair

Find your personal story in the Permanent Exhibit

My husband and I have a strong connection to the new Permanent Exhibit. In addition to working on developing and implementing the Exhibit in our roles



Frances and Joel Opatut on their chicken farm in Freehold, Circa: Early 1950's

as Co-Chair of the Permanent Exhibit Committee and Exhibits Chair at the Museum, respectively, we also have a much more personal association with several people and groups within the Exhibit itself.

Let me tell you about one of these relationships: We live on a street called Opatut Court. Our street bears the name of people whose photograph appears in the "Farming Section" of the Exhibit: Joel and Frances Opatut (Of Blessed Memory). The photograph shows them inspecting and packing eggs. Mr. and Mrs. Opatut had been Holocaust survivors who moved to this area after arriving in the United States. They became successful chicken farmers in Freehold, establishing a company called "Colonial Foods." Their children's construction enterprise built our development in the 1980s.



When we moved into our house on Opatut Court we were simultaneously searching for a Hebrew Day School for our children to attend. By coincidence my father saw an article in The Jewish Press in New York about Mr. Joel Opatut being honored for his support of Bezael Hebrew Day School in Lakewood. We checked out the school and our kids enrolled, attending Bezael throughout elementary school. Some of their classmates were the Opatut and Hammer children, grandchildren of Joel and Frances Opatut. Our families continue to be friends.

The school in Lakewood gave our children a strong grounding in Modern Orthodox tradition. Though we wanted a day school education for the kids, perhaps Conservative, we never actively pursued an Orthodox school. The way things worked out was apparently "Bashert," meant to be. Now, both our kids have children of their own and are raising them in the same Modern Orthodox tradition. Not only that, my husband and I, through our children's attendance at this school, moved further to the right and became more observant. Perhaps our lives would have taken a different turn had we not moved into our house on Opatut Court!

What is your own personal connection to the new Exhibit? Be sure to visit the Museum soon, then write and tell us about the familiar stories you found, the people in the exhibit who you know, and the anecdotes that resonate with you personally. Send your emails to the Museum at jhmomc@optonline.net. We'll collect stories and find a way to share them, so that this exhibit will continue to grow, as it uncovers the past and makes it accessible for today and the future!

**- Bella Scharf Zelinger
Exhibits Committee Chair**

THANK YOU TO OUR FIRST LEGACY DONORS!



We extend our deepest appreciation to these donors and invite the rest of the community to join them in the year to come, as we *Preserve the Past and Present for the Future.*

The Museum is proud to announce that the following group of donors has made a commitment to leave a legacy gift to the Museum in their wills or estate plans, as participants in the *Life & Legacy* campaign. By establishing a legacy gift, these dedicated donors ensure that the Museum will continue to be a place where community members can come to connect with their heritage, and experience the stories of past, present and future Jewish residents of Monmouth County for years to come. Their gift will secure a connection to the threads of history which brought families to Monmouth County and established a strong and vibrant Jewish community here.

Alice Berman
Marc Diamant
Bernard Hochberg
Marjorie Kalman-Kutz
Michele Klausner
Jean Klerman
Sid Marshall
Kenneth Portnoy
Rabbi Sally J. Priesand
Cindy Quitt
Dean Ross
Paul Rovinsky
Paula Rovinsky
Robert Rovinsky
Eleanor Rubin
Vic Schioppo
Evet Shulman
Jeff Wolf
Maurice Zagha



**The Jewish Heritage Museum of Monmouth County
Permanent Exhibit
Support Opportunities**

There are several ways to support the Jewish Heritage Museum's newly installed permanent exhibit, **Three Centuries of Growth & Change: A History of the Jews of Monmouth County**. All of our donors will be acknowledged on the Museum website and upcoming issues of the Museum's newsletter, *Heritage Highlights*, during 2017.

Exhibit Underwriting Opportunities

Secure your company or family's place in history! Underwriters will have their name prominently displayed in the selected exhibit area, and will receive a complimentary one-year Museum membership.

UNDERWRITING OPPORTUNITIES

Digital Frames - \$750 each (six available)
Synagogues of Monmouth County; Artists & Craftsmen; Famous Residents;
Contemporary Snapshots; Institutions & Businesses;
German Jews on New Jersey Shore (1870-1920)

Display Pedestals - \$1500 each (four available)
Immigration; Trades; Farming; Contemporary Life

Exhibit Display panels - \$5000 each (four available)

Entire Exhibit - \$25,000

Exhibit Fund

This permanent exhibit will be a dynamic and evolving project, with future multi-media additions, which will enhance and expand the exhibit and its reach into the community.

The Exhibit Fund will also be used to develop related meaningful programs and services.

LEVELS OF SUPPORT

Pine Donors - up to \$180
Oak Donors - \$181 - \$500
Cedar Donors - \$500 and above

Thank you in advance for your support of this significant project.

Your Story is Here! Come Visit!

For information on becoming a sponsor, please call the Museum at 732-252-6990 or visit our website at www.jhmomc.org/permanent-exhibit

Jewish Heritage Museum of Monmouth County Proposed Budget

Budget Analysis	Budget to June 30, 2017	Proposed Budget to June 30, 2018	Budget to June 30, 2017	Proposed Budget to June 30, 2018
OPERATIONS				
Revenue				
4005 Admissions	800	800		
4007 Exhibits Income	1,000	1,000		
4010 Donations - Door	500	200		
4015 Donations - Membership	6,000	6,000		
4025 Donations - Other	4,000	4,000		
4050 Membership Income	12,000	12,000		
4100 Tribute Cards	200	200		
4215 Fund Raising - Bricks	1,000	680		
4220 Fundraising-Leaves	1,000	320		
4225 Fund Raising - Events	2,000	7,500		
4245 Fund Raising - General	5,000	7,500		
4250 Annual Appeal	7,500	5,000		
4305 Grants	2,500	2,500		
4310 Genealogy	1,400	0		
4320 Gaming Income		500		
4500 Program Income	15,500	16,700		
Sponsorship	1,100			
Total Revenue	61,500	64,900		
Expenditures				
5001 Program Expenses	6,500	6,500		
5005 Exhibit Expenses	4,000	2,500		
5215 Fund Raising Expenses - Bricks	350	150		
5216 Fund Raising Expenses - leaves	350	100		
5225 Fund Raising Expenses - Events	600	4,000		
5245 Fund Raising Expenses - General	1,000	1,000		
5250 Annual Appeal Expense	600	600		
5305 Genealogy Expense	1,000	1,200		
5325 History Expense	1,000	1,000		
6000 Office Salaries	12,600	12,600		
6001 Payroll tax expense	1,400	1,400		
6005 Office Supplies and Expenses	3,500	4,500		
6010 Building Maintenance	4,000	4,000		
6020 Insurance Expense	5,000	5,000		
6025 Membership Expense	800	800		
6030 Technology Expense	1,500	1,500		
6035 Publicity Expenses	2,500	2,500		
6040 Heritage Highlights Expenses	4,000	5,000		
6050 Board Expenses		200		
6065 Professional Affiliations	500	700		
6070 Professional Fees	700	700		
Accounting Software	500			
6075 Credit Card and Bank Fees	250	550		
6077 Paypal Fees	200			
6080 Bank Charges	50			
Rent or Lease - Storage Facility	1,100	1,100		
Taxes & Licenses	300	300		
Utilities	7,000	7,000		
Total Expenditures	61,300	64,900		
Net Operating Revenue	200	0		
OTHER ACTIVITY				
L'DOR VA'DOR				
4020 Donations - L'dor Va 'Dor				
5320 L'dor Va'dor Expenses			5,000	
Net L'Dor Va'Dor Revenue			0.00	(5,000.00)
TIMELINE				
4315 Timeline Income			10,000	10,000
5315 Timeline Expenses			10,000	4,500
Net Timeline Revenue			0.00	5,500.00
CHILDRENS EDUCATION				
4300 Children's Education Income	500	500		
5300 Children's Education Expenses	700	1,000		
Net Children's Education Revenue			(200.00)	(500.00)
Net Other Activity Revenue			(200.00)	0.00
OTHER REVENUE AND EXPENSE				
4405 Interest Income				
Investment income				
Depreciation				
Total Other Revenue and Expense			0	0
Net Revenue			0	0

Board of Trustees Nominees for a Two Year Term Alice Berman

Alice Berman is a retired music teacher and choral director, and is a graduate of Ithaca College and Rutgers University. In Monmouth County, she taught in the Red Bank Regional and Freehold Regional High School districts. Following her teaching career, she served as Executive Director of the Monmouth Conservatory of Music in Red Bank for ten years. Alice was a key figure in the reorganization of the Monmouth County Arts Council in 1999, where she served for nine years on the Board, six of which she served as President. She has served on the Board of Monmouth Reform Temple where she is also the choir director, and chaired the Monmouth Festival of the Arts for several years. Alice joined the Board of the Jewish Heritage Museum in January 2014, and served on the Bylaw, Nominating, and Fundraising Committees until she was elected Co-President in July 2014, a position she continues to hold. Standing for re-election to a new two year term, Alice will accept whatever position the Board deems necessary. Alice is committed to the future of the Museum, and is serving as team leader for the Museum's *Life and Legacy* program. She is one of the Museum's first Legacy donors, recognizing the Museum in her estate planning, and encourages other to do the same!

Helene Cohen

Helene has lived in NJ since 1969, and lives in Manalapan with her husband of fifty years, Gary. For over twenty-three years, she worked in the insurance industry as a Claims Supervisor. She has served on the Board of the Sisterhood of Temple Beth Am in

Continued on Page 7

Aberdeen, on the Board of the Associate for Children with Learning Disabilities, and on the Board of National Council of Jewish Women. She has chaired major fundraisers and has joined the Board of Pink Ribbons, an offshoot of the Susan B. Komen Foundation. Helene is a Founding member of the Jewish Heritage Museum and initially served on the Board for seven years, serving on the Executive Committee, and as the Chair of the Membership Committee. She was instrumental in getting the Genesis Garden Tree placed in the lobby of the Museum and worked with Freeholder Amy Mallet to have signs installed on roads near the Museum to make it easier to find the Museum. After a one-year hiatus, she returned to the Board in 2015, continuing as Membership chair and co-chair of special events.

Carol Fox

Carol has been a resident of Monmouth County, along with her husband, Stan, and son, Jason for twenty years, and is an elected county committee member in Monmouth County. Carol has volunteered for local school systems, kindergarten through twelfth grade, as president of many PTAs and as a selected member of superintendents committees that researched various aspects for the educational needs of our children. Carol is a college English instructor and private tutor for the SAT exam, in particular Composition, Research, and Literature, and is a licensed teacher for all grades. As a member of Marlboro Jewish Center, Carol has served on the Board as Vice-President of education. Elected to the Board of JHMOMC at the end of 2013, she is the official editor of all published material the Museum presents, and is currently serving as Recording Secretary.

Michele Klausner

Born in Newark, Michele moved to Monmouth County 12 years ago, and now lives in Cliffwood with her husband, Jonathan, and they have a daughter, two "great" grandchildren and two "grand" dogs. A NJ Certified Art Teacher, Michele was advertising director of The Cranford Chronicle, The Millburn Short-Hills Item, and New Jersey Lawyer before starting a second career as a Program Coordinator of both The Women's Project and The Healthy Aging Program at Christ Hospital in Jersey City, NJ. Michele has a BA in art and a Master's degree in Psychoanalysis, and has worked with substance abuse prevention and victims of domestic violence. A Certified Journal Facilitator she has her own business, The Journal Center, and has she taught art and journaling at The Newark Museum, The Center for Visual Arts, and The Open Center, and has presented other journal programs. She now freelances as a Creativity Coach, Program Facilitator, and Corporate Trainer. Michele was on the Board of Trustees of Temple Beth-El, Cranford, NJ and is a lifelong member of Hadassah. After semi-retirement, she joined the Museum and for the past two years she has served on the Board, and has created a weekly program called Jewish Journaling. She has been a docent, presented programs, worked on several committees and helped in the office when needed. On behalf of the Museum she has attended several trainings on safety and security.

Ken Portnoy

Ken is a Certified Public Accountant, (CPA), with over thirty years experience in both Public & Private accounting. His Public Accounting duties included Planning, Compliance and Research for various clients. In his Private Accounting career, he was a Corporate Tax Professional with the ability to prepare and/or review complicated corporate income tax returns, as well as the knowledge needed to research various tax questions pertaining to the Internal Revenue Code. His last position was Tax Manager of a computer software company with sales of approximately \$250 Million. Ken believes in public service and was an elected member of the Manalapan-Englishtown Regional Board of Education for 12 years. He served as President of the Board for two years and was Finance committee chairman every year he was on the Board. He was also Chairman of the Negotiating Committee for all 12 years. Prior to moving to Manalapan, Ken was elected to the Fort Lee Board of Education for three years and served one year as Board Vice-President. He also was a crew chief of the Fort Lee Volunteer Ambulance Corp. At the Museum, Ken serves as Treasurer of the Board of Trustees, as a Life & Legacy team member, and as a docent. Ken believes in the mission of the Museum and is eager to help continue its growth. Ken enjoys working with the other Museum volunteers and is truly amazed at their work ethic and abilities.

Dean Ross

Dean has been a local businessman in the Monmouth County area for over 30 years. He is the owner of the Bagel Oven bagel store, the Doc Shoppe shoe store, and the new Shapiro's Deli, all in Red Bank. Dean and his wife, Sharyn, have 3 children, Sean, Melanie, and Dee, and one granddaughter. He is a member of Monmouth Reform Temple where he has served as a Board Member for over a decade. He is also involved with many charities in the Monmouth County area and has served as President of the Learning Disability Association for Monmouth/Ocean County. Dean serves as a member and past chair of the Red Bank Rent Leveling Board. As member of the Board of Trustees, Dean chairs the Building and Facilities committee. He is also on the Children's Education committee, and presented a Bagel-making event for children this winter. Dean spearheads participation by the Museum in the Red Bank Street Fair.

Evet Shulman

Evet Shulman is a fundraising professional, skilled in the planning and implementation of a comprehensive philanthropic program, bringing new avenues for collaboration between the nonprofit organization and community businesses. She has a successful track record of private, nonprofit experience and brings enjoyment to the community responsibility and partner engagement process. Evett has held numerous volunteer leadership roles including Marlboro Jewish Center Board of Trustees; Sisterhood President, and Fundraising Chair; IAdómen's American ORT, Chapter President; Young Leadership Council; Habitat for Humanity Fundraising Event Chair; United Synagogue Event Chair; and Jewish Federation of Monmouth County, volunteer. In August 2016, Evett became a member of the Jewish Heritage Museum of Monmouth County, and has been actively consulting on a variety of Museum fundraising endeavors.

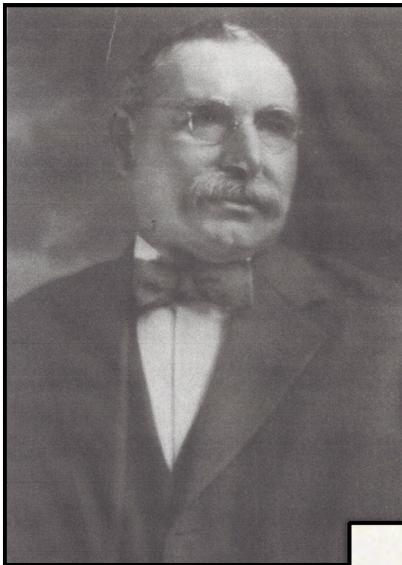


The first Jew to arrive in Monmouth County was a Sephardic peddler in 1716.



Wealthy German Jews "summered" in Long Branch from the 1870s through the 1920s, establishing "The Jewish Newport on the Jersey Shore."

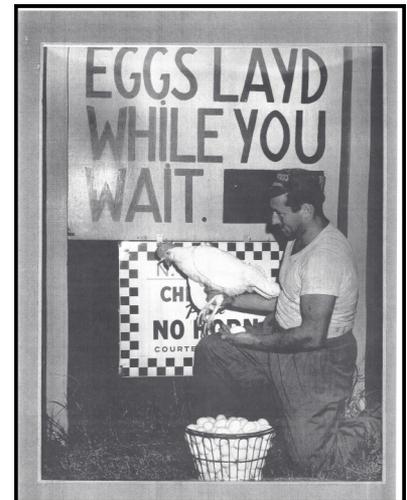
The OLDEST congregation in Monmouth County was formed in 1888.



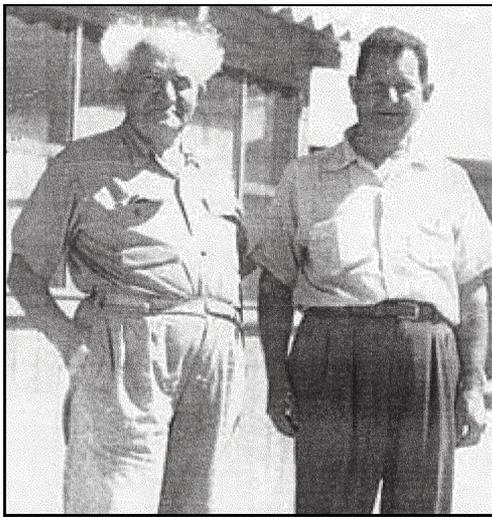
A Jewish immigrant established the largest military uniform company in the United States, and his factories were located in Monmouth County.

Some Highlights of A Collage of

In the late 1800s several department stores were built in shore towns by German Jewish entrepreneurs.



Many Jewish families living in Monmouth made their livelihood as farmers, working the land or raising chickens and cattle.



A staunch Zionist from Asbury Park accumulated and sent ammunition illegally to Palestine in the 1940's to help the fledging state.



An experimental all-Jewish town was created in Monmouth County in the 1930s. It became a haven for many famous artists .



There was a frenzy of synagogue building and expansion in Monmouth County between 1950 and 1978.



The very first female Reform Rabbi practiced in Monmouth County for 25 years.

Sephardim are a major presence in Monmouth County now, 300 years after the first Sephardic Jew set foot in the county.



the Permanent Exhibit Interesting Stories

Charlotte Kruman, (1925–2016) Co-founder and first co-president of the Jewish Heritage Museum, Community Activist, and Lover of the Arts



A passion for music and art was part of Charlotte Perl Kruman's life from birth. Her parents, both immigrants from Hungary, were drawn together in America by their common love of the violin, and this inborn love of the arts would bring her joy throughout her lifetime.

The older of two children, Charlotte was born in Jersey City on April 25, 1925. After graduating from Clifton High School in 1942, she attended NYU, where she studied theater and music. Upon her college graduation, Charlotte

embarked upon a professional modeling career after being "discovered" by a photographer while working at a defense plant during World War II. She acted in film both in Hollywood and television and was a model in one of the first TV commercials at Wanamaker Studios. She was most proud of starring in a "GI Bill of Rights" movie which was shown to almost all members of the armed forces to ensure they were aware of their opportunity to pursue higher education. Both her husband and brother completed their college educations on the GI Bill after their service in WWII.

Before moving to Rumson, Charlotte lived in Deal for many years where her husband Daniel Kruman, along with running the Seaboard Service Fuel Oil Company (which also manufactured ice), served on the Borough's Board of Commissioners and for 12 years as its mayor. Charlotte was very active in community service herself, and as co-founder, played a large role in the establishment of the Children's Psychiatric Center among other groundbreaking organizations in Monmouth County. She served on the boards of Planned Parenthood and the Mental Health Association, as well as being president of Deal Hadassah. She and her late husband of 40 years were co-founders of the Monmouth Museum at Brookdale Community College. She also shared her love of the arts with her community by volunteering as co-producer for the Deal Summer Musicals.

With several like-minded friends, Charlotte formed a group named "Power Pens." They met on a monthly basis and wrote letters to politicians and newspaper editors expressing their views on topics they felt passionately about, such as ensuring continued government funding of Planned Parenthood.

And, of course, Charlotte was co-founder and first co-president of our Jewish Heritage Museum of Monmouth County. At the Museum's 5th anniversary, she would proudly say that she considered securing the Jewish Federation's initial support for the founding of the JHMOMC one of the highlights of her community life. But Charlotte's enthusiasm for local

Jewish history did not begin with the Museum's birth in 2006. As far back as 1974, in anticipation of the nation's upcoming 200th anniversary, the Monmouth Jewish Community Council established the Jewish Bicentennial Committee with Charlotte Kruman as its Chair. Within a year the Committee presented an all-day Monmouth Jewish history symposium at Brookdale Community College, and in 1981, published "*Peddler to Suburbanite: The History of the Jews of Monmouth County, New Jersey*" authored by Dr. Alan Pine and Jean Hershenov.

When the Monmouth County Jewish Federation secured the approval of both the developers of Mount's Corner Shopping Center and the Freehold Township Commission for the creation of a museum of Monmouth County Jewish history, Charlotte and Jean were named co-chairs of the Museum planning committee.

On February 19, 2006, The Jewish Heritage Museum of Monmouth County was incorporated as a New Jersey nonprofit corporation (Charlotte's son-in-law, Jerry Zaro, handled the legal filing). Charlotte Kruman, Jean Klerman and Michael Steinhorn were listed as the three incorporators.

Second floor to house Jewish Heritage Museum of Monmouth County



From left to right, Charlotte Kruman of Rumson, Michael Berman of Freehold, Jean Klerman of Fair Haven, and Michael Steinhorn of Rumson, stand in front of the Levi Solomon barn that is going to be used as a Jewish heritage museum. The barn is shown in the picture below.

Barn offers 'chance of a lifetime'

From Left to right, Charlotte Kruman of Rumson, Michael Berman of Freehold, Jean Kerman of Fair Haven, and Michael Steinhorn of Rumson, stand in front of the Levi Solomon barn that is going to be the Jewish Heritage Museum.

The 2006-2007 Founding Board of the Museum was headed by Co-Presidents Charlotte and Jean with Michael Berman serving as Vice-President and Michael Steinhorn as Treasurer (In addition, Charlotte's son Glen Kruman was a member of the board). The Museum website was developed as a bar-mitzvah project by Daniel Newman (Charlotte's grandson) with the help of his father, Gil Newman, who stayed on as Website Director for many years.

Continued on Page 11

Continued from Page 10

The handsome hand-crafted wooden mezuzah that graces the Museum's front doorpost was a donation from Charlotte and is an apt reminder of her devotion to her Jewish heritage and her eye for beauty.

Charlotte died this past December. We all felt so sad that she was not well enough to attend the Museum's 10th Anniversary Gala the previous spring although she expressed her pride and appreciation of the Museum's new leadership to co-presidents Alice Berman and Jeff Wolf.

All her friends and admirers at the Jewish Heritage Museum extend their condolences to Charlotte's family, and appreciation for her presence in the life of the Museum.

- Jean Klerman
Co-Founder Jewish Heritage Museum
of Monmouth County



Charlotte at her beautiful modern art-filled home in Rumson, New Jersey c. 2011

In Memoriam

The Jewish Heritage Museum is terribly sad to announce the recent deaths of three of our most active volunteers: Maxine Bussell, who served on the Museum's 2010-2011 Board of Trustees; Patricia Seligman whose English accent added a special luster to our programs; and Phyllis Schnall, whose photo with her fellow archivists just appeared in the Winter 2017 issue of Heritage Highlights. Our sense of loss is matched by our appreciation for all they contributed to the Museum.

On the Road with the Museum's Speakers Bureau and Traveling Exhibits

The Jewish Heritage Museum's outreach programs have a busy schedule in the months ahead. The Speakers Bureau will be presenting its slide show of "The History of the Jews of Monmouth County: In Town, At the Shore, On the Farm" at Seabrook, Tinton Falls on April 21st and Marc Diamant's "Journey to America: From the Iberian Peninsula to the New World" at the Monmouth County Library Headquarters, Manalapan on May 1st. The Museum's traveling exhibit, "From Peddler to Philanthropist: The Story of the German Jews of Monmouth County" was on display at the Red Bank Public Library in April, and will be at the Eastern Branch Library, Shrewsbury, in May, and at the

Monmouth County Clerk's Office, Freehold in July and August. "The Monmouth County Jewish Farmers" exhibit is also scheduled for the Long Branch Public Library this May. Check out these programs and exhibits for your own pleasure. and contact the Museum office if you would like to book a Speakers Bureau's presentation or traveling exhibit for one of your own organizations or institutions.

- Barbara Michaels
Chair, Speakers Bureau



"From Peddler to Philanthropist" exhibit at the Red Bank Public Library flanked by library personnel Sue Goldberg (left) and Linda Hewitt (right). March 27, 2017

A Diverse and Entertaining Early Thursday Evening Summer Series Of Programs

Once again, the Museum has scheduled a series of five early Thursday evening programs for the summer. The Museum will be open from 6 pm to 9 pm with programs beginning at 6:30 pm leaving ample time to view the JHMOMC's new permanent exhibit. Light refreshments will also be served. *Please note programs may be subject to change by summer. Call Museum at 732-252-6990 or check website at www.jhmomc.org to confirm titles and dates.*

July 13 - *Back to the Land: The Story of the Jewish farmers of Greater Monmouth*

A slide show on the Jewish agricultural industry (poultry, cattle, grain and vegetable) in central Jersey from 1920- 1970.

July 20 - *Theodor Herzl (1860-1904) and Sun Yat-sen (1866-1925): Parallel Nationalisms*

Presented by Dr. Andrew Meyer of Brooklyn College. Theodor Herzl (honored in Israel as a founding father of Zionism) and Sun Yat-sen (first provisional president of the Republic of China, honored in both mainland China and Taiwan as "the father of the nation") were contemporaries. Though they never met, both men pursued revolutionary visions of nationhood that were remarkably parallel.

July 27 - *Axelrod Israel Jewish Film Festival*

(Week of July 23 – July 30) Films, Admission and Show times to be announced.

Aug 3 - *Menorah Makers*

Learn to make a menorah in a 3D virtual Interactive world. (Ages 10+) presented by Marc Diamant

Aug 10 – *George Segal and Prominent Jewish Artists of Greater Monmouth*

A slideshow presented by Jean Klerman and Bella Scharf Zelingher

**\$3 for members, \$5 for non-members, Students free
Admission for Film Festival to be announced.**



SOMETHING GREAT IS COMING!!

**REAL DIAMOND
The Premier Neil Diamond
Band**

JUNE 11, 2017 AT 7:00 PM
Doors open at 6:30 PM

Reserve Your Tickets Now!

to be held at the
MONROE TOWNSHIP SENIOR CENTER
12 Halsey Reed Rd, Monroe, NJ

THE REAL DIAMOND is a professional band dedicated to the faithful re-creation of a live Neil Diamond experience. They present the finest Neil Diamond show, short of having the man there himself.

Curt Di Domizio gives a realistic Neil Diamond performance, fronting the band with a chillingly true-to-life Neil Diamond interpretation. Audiences are amazed and dazzled by this exceptional entertainer! The Real Diamond has become the premier, world-class Neil Diamond tribute show, performing throughout the United States and abroad. This performance will appeal to all ages and all those who love an evening of great Classic pop music, nostalgia, and a time to sit back, relax, and enjoy the show.



performing locally in this area in 2017! Invite your friends and family to join in the fun! We look forward to greeting you personally on June 11th.

**- Phyllis Chancy Solomon
Helene Cohen
Events Co-Chairs**



The Real Diamond starring Curt DiDomizio

The Events Committee of the Jewish Heritage Museum is excited to be able to present and help underwrite this concert. If you are interested in assisting in underwriting this major event, we welcome all inquiries. Proceeds from this event will enable the Museum to expand the programming that so many have enjoyed over the years. This year, in addition to the installation of the new Permanent Exhibit telling the story of three hundred years of Jewish presence in Monmouth County, the Museum has expanded its educational programming for the youth of our community, and through generous donor support has been able to provide transportation for school groups that might otherwise not be able to participate.

Please visit our website to purchase tickets to this unique event. This is the only time that The Real Diamond will be

\$36 per person
underwriting opportunities available

**For more information or to
make a paid reservation
please call the Museum at
732-252-6990, or visit
www.jhmomc.org**

Paid reservations are non-refundable.

Upcoming Events at the JHMOMC



"Back To The Land: The Story of the Jewish Farmers of Greater Monmouth"

A slide/talk on the Jewish agricultural industry that flourished in Central Jersey from 1920 to 1970



Chickens



Cattle



Grain and Vegetables

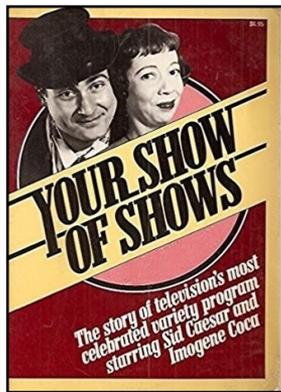
Monday, May 8, 2017
2:00 pm

Jewish Heritage Museum
of Monmouth County
310 Mounts Corner Drive
Freehold

Wednesday, May 10, 2017
2:00 pm

Jewish Community Center
Jersey Shore
100 Grant Avenue
Deal

\$3 for JHMOMC and/or JCC members
\$5 non-members, Students free



Your Show of Shows

**A Presentation
by Barry Jacobson**

In the mid 1970's, Barry Jacobson worked for the creator of *Your Show of Shows*, Max Liebman, who at the time was semi-retired. Although not born during the show's run, Jacobson became sort of a historical expert on the production and history of the show spending hours talking to Max and others about those times in the early

1950's. After Max died, Barry took it upon himself to organize and donate television artifacts that were in his office, many of which related to *Your Show of Shows*.

Jacobson will show some of those artifacts along with original kinescope clips the TV program.

Sunday, June 25, 2017
2 PM

\$8 members, \$10 non-members

Ben Shahn

**A talk and film led by
Professor Maurice Mahler**

Wednesday, May 17, 2017
1 PM

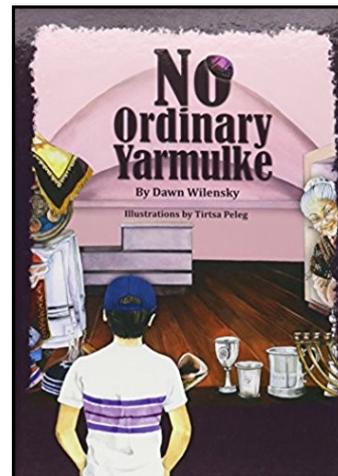


Part of Jersey Homestead Mural

Ben Shahn was born in Sept. 1898 to an orthodox family in Lithuania. He died in New York City in 1969. He is best known for works of Social Realism. Shahn believed in

the role of art to help serve the human condition, to point out injustices, and to draw alliances rather than create dissention.

\$10 members, \$12 non-members



Children's Program
**Story Time at the
Museum**

No Ordinary Yarmulke

Hear the story told by
the author,
Dawn Wilensky

Craft Project to follow

June 4, 2017
10:30 AM
\$5 per child

Appropriate for children 3 and Up

**For more information or to make a paid reservations to any of our events,
please call the Museum at 732-252-6990 or visit our website at www.jhmomc.org.**

Maximum capacity is 100.

Paid reservations are recommended.

Only paid reservations will be held at the Museum and are non-refundable.

Become a Member

The Jewish Heritage Museum has just celebrated its 10th anniversary and membership is growing! Becoming a member and renewing membership, ensures that we will be here to achieve our mission and goals. Membership to this "hidden jewel" in the community is essential to keeping our Jewish heritage alive.

Please support the Museum by completing this membership form and return it today! Volunteer, visit, and attend programs, but become a member first. Thank you.

-Helene Cohen
Chair, Membership Committee

Jewish Heritage Museum of Monmouth County
310 Mounts Corner Drive, Freehold, NJ 07728
732-252-6990



BECOME A MEMBER TODAY

BASIC Membership

- ___ Individual \$20.00
- ___ Family \$36.00
- ___ Institutional \$40.00
- ___ Senior (age 65)/Student \$18.00

ENHANCED Membership - includes the Basic Membership level of your choice (**select above**) with your enhanced level (**check below**) of the Museum. Thank you for your support!

- ___ Supporter \$50
- ___ Patron \$100
- ___ Benefactor \$250
- ___ Donor \$500
- ___ Founder \$1000+

I have already remembered The Jewish Heritage Museum in my estate plan.
 I would like information on remembering The Jewish Heritage Museum in my estate plan.

Preserving the Past and Present for the Future

Name _____

Address _____

City _____ State _____ Zip Code _____

Tel.# _____ E-mail _____

AMOUNT ENCLOSED: _____

PLEASE MAIL THIS MEMBERSHIP APPLICATION WITH YOUR PAYMENT TO:
JHMOMC, PO BOX 7078, FREEHOLD, NJ 07728
 Or, to register online, go to www.jhmomc.org/membership

The JHMOMC is a tax exempt organization under Section 501(c)(3) of the Internal Revenue Code and is handicapped accessible. Donations and Membership dues are tax deductible to the extent allowed by law. Consult with a tax professional.

For office use only: CC _____ Type _____

JHMOMC Calendar of Events, Spring/Summer 2017 Programs

- Mon. May 8** **2:00 PM** ***Back To The Land: The Story of the Jewish Farmers of Greater Monmouth***
(To be held at the Jewish Heritage Museum of Monmouth County)
\$3 for JHMOMC and/or JCC members, \$5 non-members, Students free
- Wed. May 10** **2:00 PM** ***Back To The Land: The Story of the Jewish Farmers of Greater Monmouth***
(To be held at the Jewish Community Center Jersey Shore)
\$3 for JHMOMC and/or JCC members, \$5 non-members, Students free
- Wed. May 17** **1:00 PM** ***Ben Shahn - A talk and film led by Professor Maurice Mahler***
\$10 members, \$12 non-members
- Sun. Jun. 4** **10:30 AM** ***Story Time at the Museum***
No Ordinary Yarmulke told by author Dawn Wilensky
Craft project to follow (Ages 3 and up)
\$5 per child
- Sun. Jun. 11** **11:00 AM** ***JHMOMC Annual Meeting***
All paid up Museum members are invited to attend
- Sun. Jun. 11** **7:00 PM** ***Real Diamond*** (to be held at the Monroe Township Senior Center)
\$36 per person underwriting opportunities available
- Sun. Jun. 25** **2:00 PM** ***The Show of Shows*** presented by Barry Jacobson
\$8 members, \$10 non-members
- Thurs. Jul. 13** **6:30 PM** ***Back To The Land: The Story of the Jewish Farmers of Greater Monmouth***
\$3 members, \$5 non-members, Students free
- Thurs. Jul. 20** **6:30 PM** ***Theodor Herzl and Sun Yat-sen Parallel Nationalisms***
presented by Dr. Andrew Meyer
\$3 members, \$5 non-members, Students free
- Thurs. Jul. 27** **6:30 PM** ***Axelrod Israel Jewish Film Festival (Week of July 23 – July 30)***
Films, Admission and Showtimes to be announced.
- Thurs. Aug. 3** **6:30 PM** ***Menorah Makers*** Learn to make a menorah in a 3D virtual Interactive world. (Ages 10+) presented by Marc Diamant
\$3 members, \$5 non-members, students free
- Thurs. Aug. 10** **6:30 PM** ***George Segal and Prominent Jewish Artists of Greater Monmouth*** A slideshow presented by Jean Klerman and Bella Scharf Zelingher
\$3 members, \$5 non-members, students free

For more information or to make a paid reservations to any of our events, please call the Museum at 732-252-6990 or visit our website at www.jhmomc.org.
Maximum capacity is 100. Paid reservations are recommended.
Only paid reservations will be held at the Museum and are non-refundable.

Exhibits

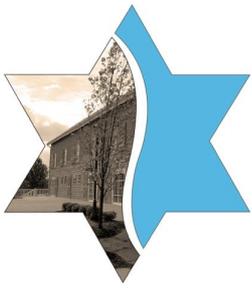
Sunday, May 7 11:00 AM - 5:00 PM Weekend in Old Monmouth

Admission Free

The Opening of Our Permanent Exhibit

Three Centuries of Growth & Change

A History of the Jews of Monmouth County



Jewish Heritage Museum Of
Monmouth County
P.O. Box 7078,
Freehold, NJ 07728

NONPROFIT ORG
U.S. POSTAGE PAID
RED BANK, NJ
PERMIT NO. 411

The JHMOMC is a registered 501 (c)(3)
not-for-profit organization
and is handicapped accessible.



AMAZING VOLUNTEERS NEEDED!

The installation of the new Permanent Exhibit opens up many opportunities for increased advertising and outreach to the community. There is also an ongoing need for fundraising to finance innovative programs that will enhance the new Exhibit, especially programs for children and teens. If you have skills in the following areas and are willing to donate a few hours of work a week, please contact us at 732-252-6990 or at jhmomc@optonline.net

SOCIAL MEDIA SPECIALIST:

Skilled individual who can build and execute social media strategy for the Museum on Facebook and Twitter; Set up and optimize Museum's pages within each platform to increase the visibility of Museum's social content; Maintain on an ongoing basis, which can be done from home.

FUNDRAISERS:

People skilled at approaching potential donors (individuals, corporations) and sensitizing them to the mission of the Museum, thereby securing donations; Skilled at converting new sponsors into committed annual supporters.

DESKTOP PUBLISHING GURUS:

Ongoing need at the Museum: People with proven skills in Desktop Publishing, specifically MS Publisher, combined with a flair for graphic design, to help out in designing layouts for brochures, posters, publications, and exhibits.

DOCENTS:

Enthusiastic, cheerful people interested in being trained on the Permanent Exhibit's content, the history of the barn, and new exhibits when installed; greet visitors; share information and guide the visitor experience. Minimum 2 1/2 hour shifts, Tuesdays, Thursdays and Sundays.