A MESSAGE FROM MUSEUM CHAIRMAN HOWARD M. LORBER

Pivoting to the Future

Dear friends, everyone comes to this history with a different story. When my sons and I visited Salonika last year, we found the old train station where the Jews had been loaded onto railroad cars and sent to their deaths at Auschwitz-Birkenau. Standing there, I struggled to comprehend the incomprehensible.

The Holocaust was a total assault on Europe’s Jews. It was also a total affront to our values and our common humanity, at every level. The world cannot afford to forget. Things that people forget tend to happen again—never exactly the same, and certainly not at the same scale as the Holocaust. But there are always going to be haters. Atrocities—like what is happening in Syria while the world literally watches—are still incomprehensible.

Assuming my new role as we begin to celebrate our 25th anniversary is humbling and inspiring. The boldness of the idea to put a Holocaust Museum on the National Mall and its transformation into a global institution are astounding. We all owe a huge debt of gratitude to our founders. Now the task to steward this sacred memory is ours.

At a time of rising antisemitism, hate, and extremism, the Museum’s mission is more relevant than ever. It exists as a bulwark to make sure the world does not forget. It exists to educate young people about the truth this history teaches—that the choices they make matter.

We hope you will join us in Washington, DC on April 8-10 to mark the 25th anniversary. Together, we will honor the survivors and reaffirm our commitment to teaching their lessons to all new generations.

Howard M. Lorber
Michel Adler
Lexington, Massachusetts

Michel’s father, Camillo Adler, was born in Austria, grew up in Poland and Vienna, and immigrated to France in 1930 to escape antisemitism. It would eventually catch up with him there. At the start of World War II, after two months in internment camps, Camillo joined the French Foreign Legion to fight the Nazis, only to find himself back in France after its surrender to Germany in 1940. To escape the Holocaust two years later, when his son Michel was 8 months old, the family fled again, this time to Switzerland. They would live there until 1951, when they resettled in New York. Even then, Camillo remained fearful and wary. By the time the Museum opened in 1993, Camillo Adler had passed away, but for his son Michel the story alive intensified. Michel made his first of what would become an annual membership gift to the Museum that year.

By the time the Museum opened in 1993, Camillo Adler had passed away, but for his son Michel the story lived on. Michel made his first of what would become an annual membership gift to the Museum that year. Michel recently made a Founders Society leadership gift directed to the William Levine Family Institute for Holocaust Education Impact Fund, which allows Museum leadership to apply the funds where most needed. “By itself, the Museum can’t reeducate the world, but it’s a strong arm in that endeavor,” he said. “It’s needed. “By itself, the Museum can’t reeducate the world, but it’s a strong arm in that endeavor,” he said. “It’s needed.

Education Outreach, Adler is on the frontlines in the battle to secure truth and advance understanding. Through his gift to the Museum collection. Michel recently made a Founders Society leadership gift directed to the William Levine Family Institute for Holocaust Education Impact Fund, which allows Museum leadership to apply the funds where most needed. “By itself, the Museum can’t reeducate the world, but it’s a strong arm in that endeavor,” he said. “It’s needed. “By itself, the Museum can’t reeducate the world, but it’s a strong arm in that endeavor,” he said. “It’s needed.

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My parents talked frequently about the Holocaust, wondering what had happened to my mother’s parents,” explained Adler. “To this day, I regret that I didn’t ask them more questions.” Going through his father’s papers, Michel discovered three book manuscripts written in German, which he painstakingly translated and edited for publication. Among them was Camillo’s memoir “I Am a Refugee.” It recounts the family’s harrowing escape to Switzerland and life in Swiss refugee and labor camps. In 2011, Michel donated his father’s papers, including the manuscripts, to the Museum collection.

Michel recently made a Founders Society Leadership gift directed to the William Levine Family Institute for Holocaust Education Impact Fund, which allows Museum leadership to apply the funds where most needed. “By itself, the Museum can’t reeducate the world, but it’s a strong arm in that endeavor,” he said. “There are still people all over the world who believe it didn’t happen, or that it wasn’t as bad as it was. And that’s the role of education.”

Her support of the Museum’s William Levine Family Institute for Holocaust Education reflects her belief in the power of education—the right kind of education. “As tragic as it is, the Holocaust is full of important learning experiences,” she continued. “I believe strongly that teachers are an incredible resource if they are prepared to teach this history effectively and are passionate. I also believe that we must empower students to research history on their own. Experiential teaching is a proven way for kids to learn and retain what they learn far better than if lectured. Many inputs combine to make us empathetic human beings, and the Holocaust Museum is a really good input for our children and the world. If you can teach one more child or one more teacher the antifascism of standing against a group because of color, belief, religion, or ideals, it makes an enormous difference.”

EDUCATING NEW GENERATIONS
Deborah Simon
Carmel, Indiana

I remember watching documentaries in the 1960s about the Holocaust. As a young girl, I could not understand how people could do this to other people. I still can’t understand it.”

Deborah Simon shared something else that she remembers from that initial confrontation with the inhumanity of the Holocaust: a feeling of pride that the Jewish people survived with their faith intact and an immense sense of belonging. “The Holocaust was a formative part of my Jewish identity,” explained Simon. “I remember watching documentaries in the 1960s about the Holocaust. As a young girl, I could not understand how people could do this to other people. I still can’t understand it.”

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The danger of xenophobia and the rising hatred we’re seeing around the world and in this country is very troubling to me,” she continued. “I believe strongly that teachers are an incredible resource if they are prepared to teach this history effectively and are passionate. I also believe that we must empower students to research history on their own. Experiential teaching is a proven way for kids to learn and retain what they learn far better than if lectured. Many inputs combine to make us empathetic human beings, and the Holocaust Museum is a really good input for our children and the world. If you can teach one more child or one more teacher the antifascism of standing against a group because of color, belief, religion, or ideals, it makes an enormous difference.”

Through her recent generous gift to the Levine Institute, Deborah Simon has joined the ranks of the Museum’s prestigious Founders Society as a Pillar of Memory.
What did Americans know about the unfolding Nazi threat, when, and what did they do about it? As the latest example of the Museum's 25-year legacy of bringing forward the important questions this history raises, Americans and the Holocaust examines this era in a way that's never been done before. Grounded in our founding charter that calls for a special emphasis on the American responses, this exhibit examines American society in the 1920s, '30s, and '40s, including government, media, popular culture, civil society, and individual actions.

The exhibit is part of a multi-year thematic initiative designed to reach a broad public audience, with a special emphasis on encouraging students to think critically about their own role and responsibilities in society. “This history teaches us a lot about the power of individuals,” explained Exhibition Curator Daniel Greene. Over the course of the initiative, we expect to reach millions of people including the 1.7 million who visit the Museum annually—as well as the millions more who will see the traveling exhibition and access the content through digital outreach, educational publications, a documentary for broadcast and classroom use, and public programming.

BEHIND THE SCENES

Public archives, universities, and other research facilities visited or accessed in seven countries and 27 states, including Washington, DC, during more than two years of primary research.

12,910 AND COUNTING
Newspaper articles published in the 1930s and ’40s submitted by citizen historians in all 50 states through History Unfolded, a digital research project to crowdsourced what Americans knew and when. One of the myths the exhibition challenges is that Americans did not know— they did.

What are the best ways of visualizing in three dimensions what we have captured in two? What stories are best told through an object? Or through multimedia? The design process takes at least 18 months.”
—— Ted Phillips, Director of Exhibitions

ABOVE FROM LEFT: Plan view of the 5,400-square-foot exhibition. Daniel Greene reviewing storyboards with a colleague. "Exhibitions tell stories with objects and visuals as people are moving through space. Part of the daunting challenge is the reality of a fixed amount of space,” he explains. "We refine and refine, and then we refine again.”

This is the biggest research project on this topic that’s ever been undertaken.”
—— Daniel Greene, Exhibition Curator

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4,500
Assets that have been considered for the exhibition. Fewer than 20% of them will make it into the exhibition, but many of the stories they tell will be accessible to a global public through digital and other media.
**Why I Support the Museum**

**A Conversation with Dan Och**

New York, New York

What was the catalyst for your involvement with the Museum?

OCH: From my first visit to the Museum, I was impressed with many things, but especially how they introduce the history. It wasn’t only about the Jews; it also showed how in a country like Germany—a civilized society—Nazis could systematically put in place the plan of genocide. The propaganda, the instrumentation of the stage. I think helping people see this is how you get people on board to understand that we’re all soldiers of Never Again.

Most recently you directed a major gift to the new downstairs on the Holocaust Initiative that explores a different part of the history. Why?

OCH: It’s not only a matter of what I believe in the Museum and its approach to helping people understand how the Holocaust was possible. It’s also an investment in this particular subject matter, and it’s an opportunity to state the tremendous confidence I have in the Museum’s leadership and planning.

They are looking at the long term starting with their most important audience—in this case, youth. The Museum presented this as a priority and I was extremely confident that they would put my dollars to good use for great outcomes.

What impact do you hope to achieve through your support of the United States Holocaust Memorial Museum?

OCH: I think the Museum has the potential to make every American, every globally-mining, a defender against hatred. Young people must understand that hatred and intolerance can allow bad people to walk otherwise good people down a path to genocide. You have to be vigilant against it all the time and you have to be vigilant against it early. Never Again doesn’t mean we’ve accomplished it; it means we all need to be committed to working towards preventing this from happening to any religious or demographic group. Until the Museum continues to become more and more effective at drawing wider and wider audiences, we have to be the soldiers of Never Again. It’s a central part of our family story.

With the Museum’s upcoming 25th Anniversary, Dan and I were ready to make our second gift. We liked the idea of doing an endowment match, so we have created the 25th Anniversary Mendelson Legacy Challenge. The Museum is now part of our family’s legacy, and we encourage you to consider it too.

Eliana, Dan, Jen, Claire, and Dora Mendelson

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**The Museum has had enduring impact on our family, and we wanted to make sure that we made an impact on the Museum.**

— Jen Mendelson

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**A Message from the Mellencamp Family**

By twenty, I knew I had to work there. I joined after college, when we heard on the news that a Holocaust museum was going to be built in Washington. I arrived to work there. I attended college, and for many years I was privileged to be surrounded by the people whose intellect and passion built this Museum. My father, William Loew, is one of five to survive from a large Jewish family from Lvov, Poland. In October, he turned 92. Our family is always inspired by his resilience and his ability to remember his past while always looking toward the future.

My husband, Danny, and I have participated in the Museum’s DC Next Generation Board, where our family is always inspired by his resilience and ability to remember his past while always looking toward the future.
FOR 25 YEARS WE’VE BEEN ASKING WHY FOR THEM AND FOR US, WE’LL NEVER STOP

MARK THE MUSEUM’S 25TH ANNIVERSARY at National Days of Remembrance as we honor Holocaust survivors for their resilience, courage, and for challenging us to never stop asking why.

Be the First to See Our New Exhibition AMERICANS AND THE HOLOCAUST April 8, 5:30 p.m. / April 10, 9:30 a.m. Presenting a holistic portrait of America in the 1920s, ’30s, and ’40s and the latest example of our 25-year legacy of examining how and why the Holocaust happened.

WATCH LIVE ushmm.org/watch NATIONAL DAYS OF REMEMBRANCE CEREMONY IN THE US CAPITOL April 9, 11 a.m. ET Remembering the victims of the Holocaust and honoring the survivors.

Never Stop Asking Why GLOBAL ISSUES FORUM: THE HOLOCAUST AND HUMAN NATURE April 9, 1 p.m. ET Engaging thought leaders in an exploration of the difficult questions Holocaust history raises about human nature, particularly our susceptibility to hatred and extremism.

NATIONAL TRIBUTE DINNER April 9, 7 p.m. ET Honoring all Holocaust survivors with the 2018 Elie Wiesel Award.

Learn more about ways to support the Campaign for the United States Holocaust Memorial Museum:
Visit ushmm.org/campaign Call 202.488.0435 E-mail campaign@ushmm.org

For information on the events above, contact Maureen Merluzzi at mmerluzzi@ushmm.org.