

From his early days at New Ulm High School it was apparent that Steven Reinhart had the character and charisma that would serve him well in life. During his time at NUHS, Steve participated in quite a few activities that included football, baseball, theater and student government, among others. He treated his fellow classmates with kindness, respect, and was always willing to help out wherever needed.

After graduating N.U.H.S. in 1965 Steve went on to college at MSU/Mankato where the allure of the social scene quickly became his favorite part of college and he dropped out. After deciding leave MSU, Steve found himself heading to Vietnam to serve with his National Guard Troop. While in Vietnam, Steve was in the supply chain management. This is where his natural ability to sell provided the opportunity to wheel and deal for food, beer, and other “goods” for his unit. Upon his return from Vietnam, Steve gave college another shot, again at MSU. Steve graduated with a degree in business.

In 1971, Steve married his wife, Marilyn and they soon welcomed three children to the family: Shannon, Kyle and Michael. Steve and Marilyn knew that they wanted to raise their children in New Ulm, and thus began Steve’s venture to be a business owner. He bought the New Ulm Shopper in 1978 and soon realized he needed to do more for the community. It was during this time that Steve began volunteering with the New Ulm Chamber, Business and Retail organization and Willkommen Committee. He enjoyed coming up with innovative ideas to draw customers into area businesses.

In 1980 after selling the New Ulm Shopper Steve joined the Multi-Community Group. This readied Steve for a new adventure and he started Wide Area Classifieds in 1989, and then a sister company Star Media a few years after that. The businesses were a success and quickly swelled from the small regional advertising firm to something on a national level.

Steve’s legacy is not merely in the businesses he created and owned, but goes much deeper. He freely gave of his time to better the community in so many ways. He served his church, was a member of Sertoma, New Ulm Rotary Club and the New Ulm Country Club to name a few. Steve believed strongly in the youth of our community and volunteered in many different ways. He was a youth baseball coach, CCD teacher and volunteered with Junior Achievement. His favorite however was working with the New Ulm Junior Babe Ruth Program, he truly enjoyed coaching and working with his sons, their friends, parents, coaches, and even the umpires. He worked tirelessly to get District 88 referendums passed, seeing their value and working tirelessly on each one of them; while some passed, some did not, his efforts through it all never wavered. Steve started the spaghetti suppers for the N.U.H.S. football team and brought back the homecoming parade in the early 90’s. He knew that the parade wasn’t just about the floats but also about the school spirit and pride that was shown on the faces of those that were a part of the important tradition. The list of all the ways that Steve has given back to the community of New Ulm is lengthy and impressive. He never did these things for recognition or accolades. He simply gave back because he believed in the community. An example many people are unaware of, is that Steve was a secret Santa for many years. Gifting families in need everything from a Christmas tree and ornaments to the presents and even dinner. It was Steve’s way to thank the community that cares deeply for each other, especially in difficult times and let everyone know that we are in this together. When his youngest son was diagnosed with Leukemia, the community showed their support his family as they took on the fight against cancer together.

Steve lived a life full of dedication to the causes and the community that he loved so dearly. He passed away on Oct. 13, 2002 as a result of brain cancer, leaving his family, his friends and this community to miss him tremendously. The memories that so many have of this wonderful, caring and compassionate man are the result of the beautiful and enduring legacy he left behind.