



The Star-Spangled Banner

The Mount Rushmore National Memorial Society is dedicated to the preservation, promotion and enhancement of Mount Rushmore National Memorial and the values it represents through a partnership with the National Park Service.

The Mount Rushmore History Association supports the educational, historical and interpretive activities at the park.

The Mount Rushmore Institute provides an environment of learning and dialogue, inspired by Mount Rushmore, to advance the cause of freedom and the principles of democracy.

“John Adams” Appears at Area Middle Schools

Winter
2009

Nancy Gowen, Committee Chair

Interpreter Joe Doyle of Pennsylvania portrayed President John Adams to four Rapid City middle schools October 1 and 2. Sponsored by the Mount Rushmore National Memorial Society, this free event engaged area eighth grade students from South Middle School, North Middle School, Southwest Middle School and Dakota Middle School in the life, personality and role President Adams played in American history.

At each school, Doyle spent about 45 minutes giving highlights of Adams’ life, including his law career, his passion for America’s independence, his serving as vice president and his struggles with Thomas Jefferson. Students brought their own questions which Doyle answered enthusiastically and with humor. One student even asked if he was truly a zombie, having died a long time ago!

Joe Doyle has been portraying the first vice president and second president since appearing as Adams in a June, 2000,



John Adams interpreter Joe Doyle answers questions at South Middle School during presentations sponsored by the Society.

production of 1776. Due to intense character and period research, he can speak extemporaneously as Adams on virtually any subject. He has appeared as Adams for official ceremonies for the National Archives and the Library of Congress.

This school outreach served as a kick-off to the Society’s annual presidential dinner, a fund raiser to support Mount Rushmore. (See p. 3).

79 years of Partnership

Mount
Rushmore
National
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Society

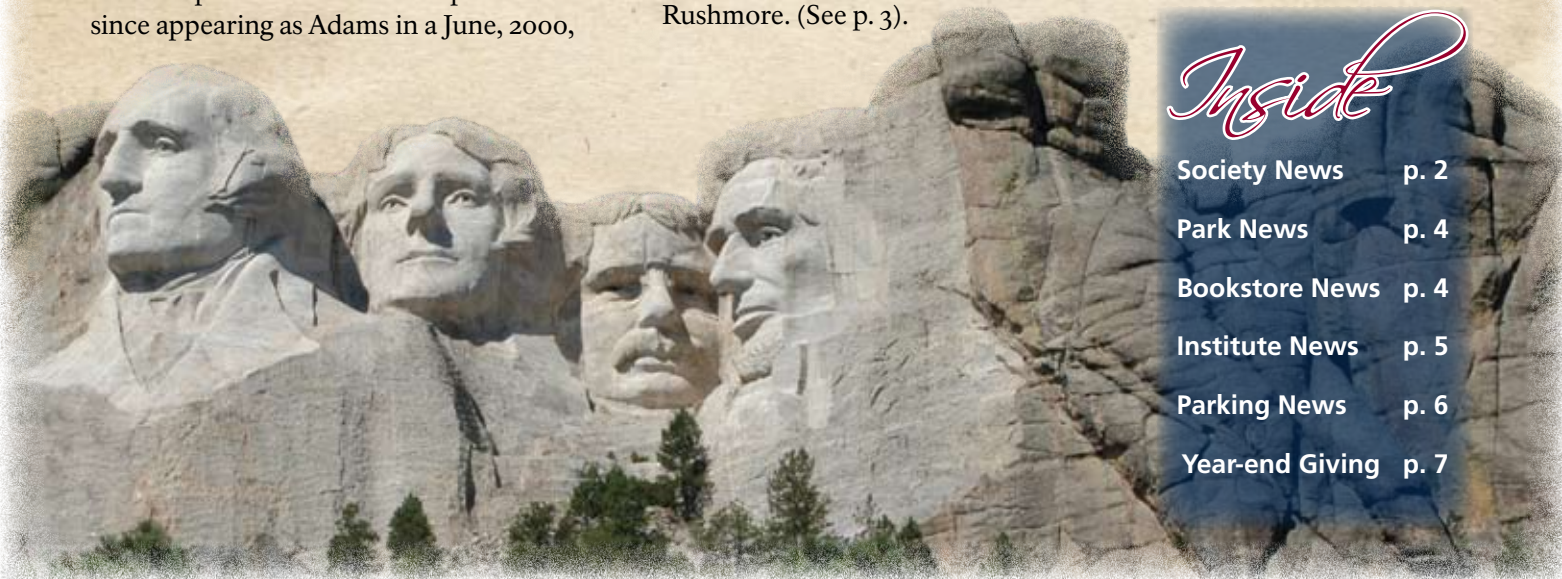
Mount
Rushmore
History
Association

Mount
Rushmore
Institute

Parking
Division

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MOUNT RUSHMORE
NATIONAL MEMORIAL SOCIETY
Contributing To Mount Rushmore's Success Since 1930

Strategic Planning for Rushmore's Future

Diana Saathoff, Executive Director

A significant amount of planning has been undertaken by the board of directors as the Society approaches its 80th anniversary. The leadership is focused on building upon a legacy of stewardship on behalf of the park by supporting programs and projects through private philanthropy, volunteer leadership, creation and sale of educational products and public outreach in partnership with the National Park Service (NPS).

The strategic plan adopted by the board and forwarded to NPS for acceptance reflects a strong program of work with emphasis on visitor education and outdoor experiences at Mount Rushmore. The goals and objectives include:



Saathoff

Goal 1) Consistent with NPS Mount Rushmore General Management Plan and with appropriate approvals and commitment of the NPS, the Society will facilitate public support and funding for major projects for Mount Rushmore.

Objectives include:

1. completing the Mount Rushmore

Back Country Trail

2. completing the Connector Trail from the Mickelson Trail to Mount Rushmore
3. sponsoring the annual Independence Day and Fireworks event
4. completing the Mount Rushmore land acquisition
5. planning for preservation of the Sculptor's Studio
6. planning for an Education and Cultural Center

Goal 2) Create and deploy an organization brand strategy.

Objectives include:

1. realigning membership to create diversity and youth involvement

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The Star-Spangled Banner
a combined newsletter for the
Mount Rushmore National Memorial
Society, the Mount Rushmore History
Association and the Mount Rushmore
Institute

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Mount Rushmore History Association
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Mount Rushmore Institute President: Jim
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Retreat



During the Mount Rushmore Society Board Retreat, representatives from the South Dakota tourism industry met with board members to discuss the present and future outlook of tourism in the state. They also answered questions on how the Society could assist in bringing visitors to our state and Mount Rushmore. Those on the panel included from l to r: Mount Rushmore Superintendent Gerard Baker; Xanterra Parks & Resorts General Manager Russ Jobman; Northern Hills Regional Supervisor Harley Noem of SD Game Fish & Parks; Black Hills Badlands and Lakes CEO Bill Honerkamp; Mammoth Site Manager Joe Muller; and Johnny Brockelsby of Reptile Gardens.

Membership Steady

Ruth Samuelsen, Vice Chair

Membership is holding steady with more than 4000, thanks to the new membership levels recently unveiled by the Society. You can still submit names for all levels of membership by emailing pam@mtrushmore.org. She can send them an informative brochure, or you can refer prospects to our website where they can purchase right away.

On a sad note, we said farewell to lifetime members Dan Landguth, Charles Mateer, O. Dale Sayler and June Culp Zietner who passed away this fall. Our condolences go out to their families.

Presidential Stuffed Sweet Potatoes

by Ruth Samuelsen

6 medium sweet potatoes or yams, scrubbed and rubbed well with oil. Pierce with fork and bake @ 400 until soft (1 hour). Let cool slightly. Slice 1/2 and scoop out the potato. Mash the potato until smooth.

Blend in:

One 8 1/2 oz can crushed pineapple, drained.

One 6 oz can frozen orange juice concentrate, thawed.

1/4 tsp salt.

1/2 cup chopped walnuts.

Stuff potato shells with the mixture.

Refrigerate, covered several hours or overnight.

Heat oven to 400. Bake uncovered 30 minutes.

Sprinkle with 1 cup miniature marshmallows. Continue baking until melted.

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of the Mount
Rushmore
Society!

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Adams Fund Raiser: A Sell Out!

Nancy Gowen, Committee Chair

More than 185 people attended the seventh annual presidential dinner: *An Evening with John Adams* on October 3.

The evening consisted of a wine raffle, silent auction and live auction, totaling around \$28,000 in donations before expenses.

The period meal prepared by Xanterra Parks & Resorts chef Tom Dusing consisted of a harlequin salad, corn chowder, ham with orange sauce, salmon in hollandaise sauce, stuffed sweet potatoes (see recipe at left) and gingerbread cake topped with custard pudding and whipped cream.

Wine was sponsored by Canyon Lake Liquors, LTD and Xanterra.

President Adams interpreter Joe Doyle spoke in between courses, giving insight into the second president's career, personality and humor. His spectacular performance provided a special evening for sponsors, donors, volunteers and staff who are a part of the Society team.

Quote for the day:

"I MARVEL AT YOUR SOCIETY—THE MANNER IN WHICH YOU CONDUCT BUSINESS AND THE OBVIOUS WAY YOU WORK TOGETHER NOT JUST AS CO-WORKERS, BUT AS FRIENDS," WROTE PRESIDENT ADAMS INTERPRETER JOE DOYLE AFTER RETURNING HOME.

"I CONGRATULATE AND ADMIRE YOU ALL. YOUR CAMARADERIE SHINES THROUGH, BRIGHTER THAN THE NIGHT LIGHT THAT ILLUMINATES THE ILLUSTRIOUS GENTLEMEN ON MOUNT RUSHMORE ITSELF."



A sell-out crowd listens intently to President Adams.



Rush Hockey Team mascot, Nugget, poses with Adams.



Linda Rabe bids on a silent auction during the social hour.



Park Honors Ben Black Elk

Navnit Singh, Director of Interpretation and Education

Out of his own volition, Benjamin Black Elk dedicated 27 years of his life to meeting and educating national and international visitors at Mount Rushmore National Memorial. He was an advocate of tourism for the Black Hills and created a livelihood for his family in being an Oglala Lakota ambassador to visitors. His invaluable

knowledge of the traditions of his people has surpassed his lifetime by the continued dedication of his daughter, Olivia Black Elk Pourier and the rest of the Black Elk family and their commitment to sharing their family's history.

Because of this, Superintendent Gerard Baker and the Mount Rushmore National Park Service

hosted a celebration of the life of Benjamin Black Elk and his daughter on October 11. During the event, the park service also showed a film created by the South Dakota Department of Transportation in the 1960s, highlighting American Indian history in the Black Hills and included Black Elk as one of the film's participants.

History Association News



MOUNT RUSHMORE
HISTORY ASSOCIATION
Supporting Education at Mount Rushmore Since 1993

Aid-to-the Park Totals \$145,000

Lynn Bauter, Financial Director

Every year, the Mount Rushmore History Association Bookstore gives a significant part of profits to Mount Rushmore in "Aid-to-the-Park" funds. Since 1993, over \$1.7 million has been donated back to the park for educational projects and publications. Last year alone, the association gave over \$150,000 toward these causes. Every time members renew their membership or make a purchase in the bookstore, over the phone or on the website, they are helping the association fund much-needed projects. Here is a list of some of the projects that were funded this year, thanks to the History Association!

Last year, bookstore and audio tour sales funded the following:

- The sculptor-in-residence program and workshop
- Cultural demonstrator for the Lakota, Dakota & Nakota Village
- Reprinting brochures
- Transportation costs for low-income schools
- Archeological report for the future backcountry trail around the park
- Interpretive program supplies
- Parking fees for school programs
- Printing of park newspaper
- Junior Ranger booklets and badges
- Cultural events
- Media Center supplies
- The pre-publication development costs (i.e. author, illustration, design, photography, etc.) of promotional material and books/products created in conjunction with the park service for sale in our bookstore



Photo above taken by Rodger Slott. This photo is one of many which are featured in the book *Carved High* promoted on p. 8.



Achieving America's Energy Independence

Mary Larkin, Development Director

On September 18 and 19, more than 75 energy policy-makers, energy professionals and alternative-energy advocates participated in the Mount Rushmore Institute's fifth Institute forum called *Achieving America's Energy Independence* held at Mount Rushmore National Memorial's Carver's Café.

Throughout the two-day forum, attendees had the opportunity to interact with expert panelists to examine options for achieving America's energy independence.

First-day session discussions ranged from changing global energy politics; the increased impact on the environment from growing energy use; development of domestic sources of oil; gas usage; and the development of nuclear, wind, bio-fuels, solar, hydro, hydrogen, clean transportation and clean coal.

The next day focused specifically on the challenges to full participation of Native American reservations in the development of wind energy.

Keynote presenter was Greg Wortham, president of New Amsterdam Wind Source and executive director of Great Plains Energy Alliance in Sweetwater, Texas, the Southwest Energy Coalition, the Texas Wind Energy Clearinghouse, and the West Texas Wind Energy Consortium. The Sweetwater region is known as the *Wind Energy Capitol* of the United States. Wortham painted a picture of the profound, positive economic development that the region is currently

experiencing as a result of its decision to capitalize on wind energy technology.

Panelists included **Dustin Johnson**, commissioner, South Dakota Public Utilities Commission; **Matt McGovern**, state director, Repower South Dakota— The Alliance for Climate Protection; **Allen Grosboll**, legislative officer, Environmental Law & Policy Center; **Matthew McLarty**, policy advocate, South Dakota office of the Environmental Law & Policy Center; **Steve Tomac**, vice president of External Relations & Communications, Basin Electric Power Cooperative; **Katherine Hamilton**, president, GridWise Alliance; Professor **Patrick Garry**, The University of South Dakota School of Law; **Robert Gough**, Intertribal Council on Utility Policy; **Michael Connolly**, Campo

Kumeyaay Nation; **Braden Houston**, Citizens Energy; and Professor **Elizabeth Burleson**, The University of South Dakota School of Law.

The energy forum was the Mount Rushmore Institute's fifth event. Past Institute forum event topics have included the following—

Assuring Freedom and Democracy through the First Amendment



Michael Connolly of Campo Kumeyaay Nation (at podium) participates in the discussion on wind energy on Indian lands during the Saturday session of the Mount Rushmore Institute's energy forum.


Understanding the Middle East Conflicts: Why Should We Care?

Preserving Civil Liberties in a Time of Global Terrorism


Tribal Courts: Accomplishments, Issues and Challenges

All forums are selected and planned in accordance with the Mount Rushmore Institute's mission: To provide an environment of learning and dialogue, inspired by the world-renowned sculpture, to advance the cause of freedom and the principles of democracy. The Mount Rushmore Institute is a subsidiary of the Society. The website is www.mountrushmoreinstitute.com.

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A View From the Ramp

Mason Short, Parking Manager

The tremendously busy summer we experienced at the parking facility continued well into the September, only to be slowed by our early October snows. Our September vehicle traffic ended up 28.1% ahead of last year. This was aided by a very strong Labor Day weekend which ended up being our busiest on record.

September also brought an end to the fiscal year for the parking facility. I am happy to report that we exceeded our expectations of a 5% decrease in revenue over 2008, with a 12% increase in gross sales over 2008. Adjusted for traffic, this year exceeded our previous record for total vehicles in 2007 by 14.1%.

Needless to say, we were very glad that the economic turndown that has been effecting the country avoided Mount Rushmore, and people literally came in droves to see our national treasure.

As I write this, we have snow in the forecast once again – and it's only the end of October. This is great news for the ski hills and snowmobilers, and it is also the only time that we can put forth concerted effort on maintaining the parking structure. We hope to have the list complete and the facility in tip-top condition once again for next year's visitors.

So what are our projections for next year? Well, I'm hoping that we have as "bad" of a year as the previous with more double digit increases! The only question that I would have at that time, is where are we going park them all? It's a good problem to have, and we'll work through it.

continued from p. 2

2. adopting a brand statement
3. renaming the Society and History Association with appropriate name
4. providing public relations releases for all major projects and events
5. rebranding the fireworks
6. expanding the History Association as Education Committee with responsibility to interact with the NPS Interpretive Division
7. providing oversight to bookstore operations
8. establishing Memorandum of Understanding (MOU) with Institute
9. expanding member commitment through a volunteer program supported by park

Goal 3) Implement an agreed-upon, institutionalized process to identify projects for both short-term and long-term, multi-year funding.

Objectives include:

1. establishing a standing committee with NPS, Society board and Society staff to prioritize project funding requests
2. creating an NPS funding request process incorporating project definition, funding needs, and mutual agreements to fund and collaborate for short-term and multi-year planning

Goal 4) Board members and NPS will understand contractual obligations and mutually supportive roles.

Objectives include:

1. updating and renewing all appropriate agreements between Society and NPS including Friends Agreement, Cooperating Association, Concession Contract, Independence Day MOU and keeping current on any new agreements or permits that may be required
2. implementing a comprehensive board recruitment and orientation program

3. adding additional NPS info to board informational binder as well as ensuring NPS participation in board orientation, NPS liaisons to board planning/committee meetings, board liaisons with NPS planning meetings, Society liaisons to NPS planning, event and project coordination meetings and Society participation in NPS seasonal orientation

Goal 5) Financial Support.

Objectives include:

1. raising \$10 million over five years for Goal 1 improvements
2. earning \$250,000 annually for annual park requests, such as Aid-to-the-Park funds
3. raising \$350,000 annually for Independence Day event and fireworks
4. providing \$350,000 annually for Society operations
5. funding an endowment at approximate rate of \$1.5 million per year for Society operations at end of the concession contract
6. developing the Presidential Dinners into a premier fund raiser
7. cultivating members to become donors, raising \$250,000 in contributions by 2016
8. raising funding for Education and Cultural Center design
9. funding Institute programs and operation up to \$50,000 annually until self-sustaining
10. providing \$10,000 annually to NPS donation fund for discretionary use by park superintendent

Through this robust strategic plan, the Society will continue its role working on behalf of the National Park Service as lead partner for Mount Rushmore, supporting one of America's favorite places.

As 2009 comes to a close, you are probably contemplating your financial situation and might be considering how you can make charitable donations in order to see both a positive impact on your year-end financial statement and benefit your favorite charities.

Please consider making a year-end donation to the Mount Rushmore Society to support Mount Rushmore National Memorial.

For almost 80 years, the Society has provided funding to the park, creating one of the most patriotic visitor experiences to be found anywhere in the world.

Mount Rushmore Society members have contributed to the success of Mount Rushmore since its conception, and we will remain steadfast in shaping its future with your help.

For more information, call Mary Larkin at (605) 391-5477 or e-mail: mary@mtrushmore.org.

Mount Rushmore Funding Needs

These are just a few of the current funding requests for Mount Rushmore. Your support of the Mount Rushmore Society and the History Association will help provide the following:

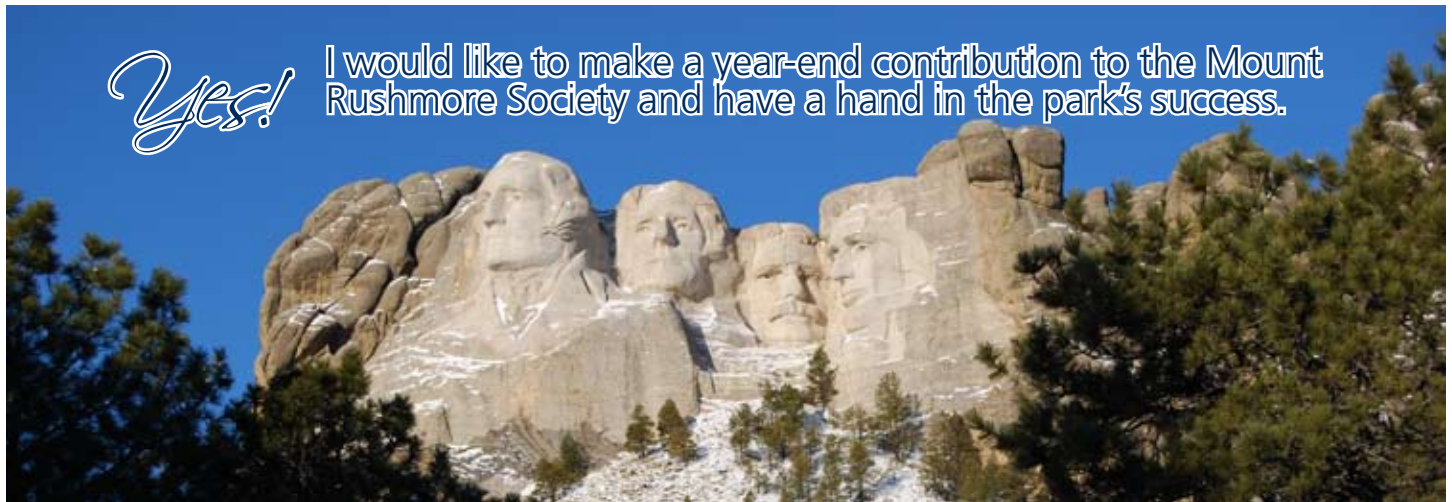
1. completing the Mount Rushmore Back Country Trail
2. completing the Connector Trail from the Mickelson Trail to Mount Rushmore
3. Sponsoring the annual Independence Day and Fireworks event
4. completing the Mount Rushmore land acquisition
5. providing preservation of the Sculptor's Studio
6. planning for an Education and Cultural Center onsite

Year-End Donation Ideas*

1. Give a cash donation to see an income tax deduction while making an immediate contribution to Mount Rushmore projects.
2. Contribute long-term appreciated stock or other securities to avoid tax on capital gains.
3. Create a charitable remainder annuity trust to provide tax benefits and possibly increase rates of return.
4. Create a charitable gift annuity to achieve possible income tax savings and estate tax savings.
5. Donate requested equipment or supplies for specific preservation projects.

*Be sure to work closely with your personal tax advisor to design a donation that best fits your financial situation.

Check to see if your place of employment offers a matching gift program to benefit Mount Rushmore even more!



I would like to donate \$_____ as a year-end contribution to the Mount Rushmore Society to complete needed projects and programs at Mount Rushmore National Memorial.

Name _____ Business _____
 Address _____
 City _____ State _____ Zip _____
 Daytime Phone _____
 Email Address _____

Charge my Credit Card (Circle One)
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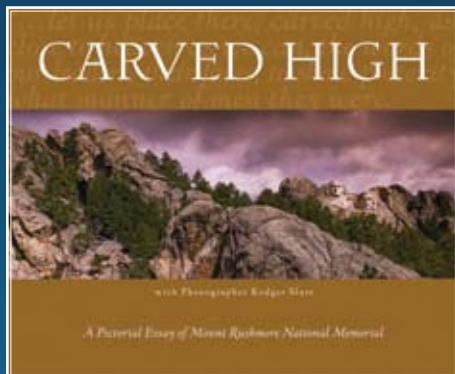
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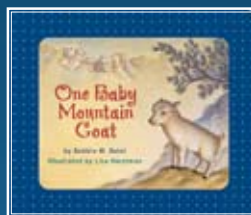


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