



Photo by Rodger Slott

Fall 2011

The Star-Spangled Banner

Mount Rushmore National Memorial

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, the Mount Rushmore Institute and other activities—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.

www.mountrushmoresociety.com
www.facebook.com/MountRushmoreSociety
www.twitter.com/MtRushmSociety

Society Embraces NPS 2016 Call to Action

By Diana Saathoff, Executive Director

During our recent Mount Rushmore Society board of directors' retreat with Mount Rushmore National Park Service (NPS) representatives and staff, we spent a majority of our time discussing the 2016 Call to Action plan. This plan was developed by the NPS in recognition of the upcoming 100th anniversary of the agency.

The plan recommits a second-century NPS to the exemplary stewardship and public enjoyment of our special places. America has changed dramatically since the birth of the NPS in 1916. Its roots lie in the parks' majestic, often isolated natural wonders and in places that exemplify our cultural heritage in urban centers, across rural landscapes, deep within oceans and across night skies. Through a total of 36 action steps, the plan will accomplish four goals. It will **connect people to parks** by helping communities protect what is special to them, highlight their history, and retain or rebuild the

economic and environmental sustainability. It will **advance the education mission** by positioning the NPS as an educational force based on



core American values, historical and scientific scholarship, and unbiased translation of the complexities of the American experience. It will **preserve America's special places** by being a leader in extending the benefits of conservation across physical, social, political and international boundaries in partnership with others. It will **enhance professional and organizational excellence** by adapting to the changing needs of visitors, communities and partners, by encouraging organizational innovation and by giving employees the chance to reach their full potential.

continued on p. 5



Mount Rushmore Society board members, staff, National Park Service representatives, spouses and guests pose in Yellowstone National Park during a day-long tour, directed by Mount Rushmore Superintendent Cheryl Schreier and husband, Bill Schreier.

Looking Forward

By Ruth Samuelson, President

The photo above is from our annual planning retreat, held this year in snowy Yellowstone National Park. Our sessions included meeting with the Yellowstone Association, the Yellowstone Park Foundation and Yellowstone Superintendent Dan Wenk, who once was the superintendent at Mount Rushmore. We also had an interactive teleconference on fundraising with a representative from the Compass Group. From this, evolved a highly productive planning session with Superintendent Cheryl Schreier and her staff on how to integrate the National Park Service's (NPS) 2016 Call to Action, the Mount Rushmore NPS's Annual Work Plan and the Society's strategic plan together. (See p. 1 for details.) We had a special tour of the park on our final day led by former Yellowstone residents—Cheryl and Bill Schreier and Michelle Kerns. The day concluded with a get-together at Dan and Barbara Wenk's lovely home in Mammoth Hot Springs, surrounded by their numerous live elk lawn ornaments.

More Updates:

- The Mount Rushmore Society video is finished! You should be able to view it on the website, and we encourage you to share it with

community organizations you are a part of. Contact Debbie Ketel for assistance in making presentations to area groups.

- We distributed 25,000 visitor comment cards through the parking facility August 1- October 1, receiving feedback on the Parking Facility, the Mount Rushmore Audio Tour and the Mount Rushmore Bookstores. Overall, comments were highly favorable, with some innovative and constructive suggestions. (See p. 3.)
- The Kids' Exploration Area project is well underway with a projected opening next summer season. See the insert for more details on this fundraising opportunity. Thanks to all of you who supported this effort by attending *An Evening with Harry S. Truman*.
- Mark your calendars for the Mount Rushmore Society's Annual Meeting on Saturday, January 14, 2012.

I can't remember the title of the song, but I like this lyric: "The future's so bright, I have to wear shades!"

Happy Holidays to you all!

Rushmore FAQ:

How can I get involved as a member of the Mount Rushmore Society?

Join one of the following committees: Mount Rushmore Bookstores Committee, Membership & Marketing Committee, Presidential Dinner Committee or the Membership Picnic Committee. Contact the Society office if you are interested.

—Ruth Samuelson

Who We Are:

Mount Rushmore Society President:
Ruth Samuelson

Mount Rushmore Bookstores Chair:
Nancy Gowen

Mount Rushmore Institute President:
Jim Nelson

Parking Committee Chair: Andy Knight

Marketing & Membership Chair:
Judy Allen

Compliance & Governance Committee:
Gene Lebrun

Investment Committee Chair: Leroy Ketel

Executive Director: Diana Saathoff

Finance Director: Lynn Bauter

Retail Manager: Laura Jones

Parking Division Manager: Bob Dominicak

Communications Director/Newsletter:
Debbie Ketel

Administrative Assistant: Pam Wright

Administrative Assistant: Jana Young

Contact Information

Society Office Mailing Address:
PO Box 1524 | Rapid City, SD 57709
Location:

711 North Creek Dr | Rapid City, SD 57703
(605) 341-8883

Fax: (605) 341-0433
info@mtrushmore.org

www.mountrushmoresociety.com

Bookstores and Audio Tour Office:
Mount Rushmore National Memorial
13036 Hwy 244
Keystone, SD 57751
605-574-3142/1-800-699-3142
bookstores@mtrushmore.org

Mount Rushmore Memories On Sale Now!

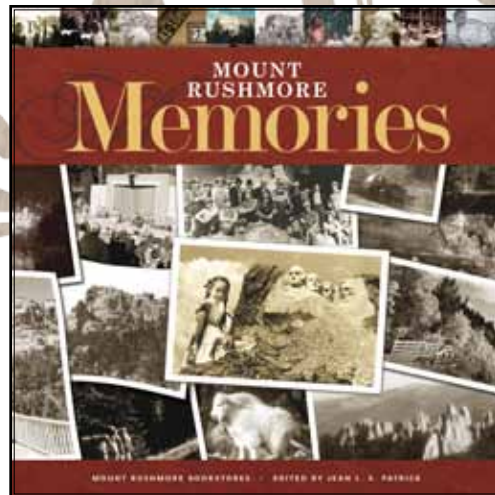
By Debbie Ketel, Communications Director

The Mount Rushmore Memories project began in December 2010 when an appeal was sent across the nation, requesting people to submit a memory that encapsulated what Mount Rushmore meant to them. Approximately 100 people offered memories, including visitors, employees, local residents, National Park Service employees, civil servants, the South Dakota governor, the South Dakota senators and representative, a former Rushmore carver and the grandchildren

of Doane Robinson, Charles Buell and Gutzon Borglum.

The result is a visually stunning book, full of personal pictures, historic photos and memories throughout the decades that connect readers to the Mount Rushmore story.

The hardcover book is 10" x 10" and retails for \$14.99. They are available now for Christmas. Please go to our website to order yours today or call 1-800-699-3142.



Take Note:

See our new Mount Rushmore Society video

Go to www.mountrushmoresociety.com to view our new organizational video, which explains why the Society's history, legacy and partnership with Mount Rushmore National Memorial has improved the visitor experience at the park for more than 70 years!

Parking Stats

Total vehicles into Mount Rushmore for FY 2011 were down 11.92%, which is indicative of other tourist attractions in our area. However, tour buses were up 7.37%. On a sticky note, parking staff spent hours powerwashing gum—yes, gum!—off of the parking facility floors. Here's to 2012 for bringing more travelers to the area . . . and less gum.

Find us on Twitter

The Mount Rushmore Society is on Twitter at #MtRushmrSociety.

December 25

Christmas Day. The park is closed.

January 14, 5:30 pm

Mount Rushmore Society's 82nd Annual Meeting at the Ramkota in Rapid City.

January 16

Martin Luther King's Birthday.

Comment Cards

From August 1 to October 1, we passed out more than 25,000 visitor comment cards on alternating days when people came through the parking booths and/or rented a Mount Rushmore Audio Tour. The cards requested feedback on the parking facility, Mount Rushmore Audio Tour and the Mount Rushmore Bookstores. To date, more than 300 have been returned.

Overall, comments in all areas were very favorable. The audio tour section received the highest ratings, with many comments about friendliness of staff. Parking facility ratings were highest in "Facility Appearance" and "Cleanliness," and lowest in "Directions to Parking Facility." We found that there is still a misconception about the parking fee. Therefore, we will continue to communicate that private funds were used in the construction of the parking facility and that fees are assessed to repay the construction debt. Bookstore ratings were uniformly high, with few specific comments.

By far, the majority of the comments were high praise for park rangers and audio tour staff, as well as rave reviews for the Mount Rushmore experience overall. There were a number of constructive suggestions made for all areas, which will be addressed in the coming year.

Check out Mount Rushmore's webcam at www.sdpb.org/webcams/mtrushmore.aspx.



You are Invited to the 82nd Annual Meeting
of
the Mount Rushmore Society
on
Saturday, January 14, 2012
5:30 pm Social | 6 pm Meeting | 7 pm Dinner
at the Best Western Ramkota
\$45 per person

Name(s): _____
Address: _____
Email: _____
I would like to purchase ___ tickets @ \$45 each.
Special meal needs: _____
Payment: ___ Check ___ Credit Card
Credit Card #: _____ Exp. Date: _____
Name as appears on card: _____

Registration must accompany payment before Jan 7, 2012:
PO Box 1524 | Rapid City, SD 57709 OR FAX: 605-341-0433.

You may also register online at www.mountrushmoresociety.com and click on events.

**Reminder: All are invited.
Only Lifetime Members have voting privileges.**

WWW.MOUNTRUSHMORESOCIETY.COM

Call to Action Message from the Superintendent

By Cheryl Schreier Mount Rushmore National Memorial Superintendent

The late fall weather at Mount Rushmore has been delightful, and for a number of us, the first snowfall of the year was seen while traveling to Yellowstone National Park for a retreat with key members of the Mount Rushmore National Park Service (NPS) leadership team, Mount Rushmore Society staff and Mount Rushmore Society board members. It was a true adventure traveling to Old Faithful Snowlodge in Yellowstone National Park, as gates were closing behind us at each major junction of the figure-eight road through the park. Alas, we arrived safe and sound at the lodge, thanks to Ray, our phenomenal bus driver.

The opportunity to meet, share stories, meals and experiences together allowed for a perfect setting to build and nurture relationships and plan for exciting partnership opportunities for now and into the future.

We had the perfect platform for success as we discussed the 2016 *Call to Action* goals, as the park moves forward to 2016 and the 100th anniversary of the NPS.

Many of the Call to Action goals are easily integrated with the work that the park, the Mount Rushmore Society and the Mount Rushmore Bookstores will be working on. The Kids' Exploration Area project is a wonderful example of a project that embodies the *Call to Action* goals such as, "Live and Learn" and "Posterity Partners." The excitement and collaboration surrounding this project is an example of what we, as individuals and partners, can accomplish to meet the needs of our park visitors and enhance educational opportunities and stewardship of Mount Rushmore National Memorial.

The possibilities are endless, and we will continue to build upon our successes together as partners. The



Superintendent Cheryl Schreier (fifth from the right) shares a moment with Mount Rushmore Society board members and staff, as well as Yellowstone National Park Superintendent Dan Wenk, in Mammoth Hot Springs during a working retreat in October.

working retreat offered the opportunity to recognize common ground and be able to work together as a TEAM—Together Everyone Achieves More!

As each day and month goes by, I

believe that we are all moving forward to create positive and sustainable memories for our visitors, while preserving and protecting the cultural and natural resources of this icon park.

Download your own copy of the 2016 *Call to Action* plan at www.nps.gov/calltoaction.

Mount Rushmore Volunteer Opportunities:

Maureen McGee-Ballinger is the new director of interpretation & education at Mount Rushmore, and she has passed on these volunteer opportunities:

- Educators can help develop program kits to be used in the Kids' Exploration Area.
- Volunteers can work at the Lincoln Borglum Visitor Center and the Information Center desks during the year. Of course, there is a greater need between the summer and winter seasons with the change in staffing levels.
- Join the Ambassadors of Mount Rushmore program.
- Rove the trails, answering questions, particularly during the summer season.
- Assist with staffing in the Kids' Exploration Area.
- Let us know about any special talents you have.

For all volunteer opportunities and questions, contact Blaine Kortemeyer at 605-574-3170.



Ranger Ed Menard is one of several visiting rangers who bring education to the classrooms in the Black Hills area. National Park Service photo.

Education in and Around the Park

By Maureen McGee-Ballinger, Director of Education & Interpretation

This fall saw many exciting programs get off the ground. Designing a Kids' Exploration Area (see insert) called upon our creativity to develop an educational and challenging learning zone to be built by next summer. While staff members have developed hands-on programming for this area already, new topics are being developed to bring expanded educational opportunities once the area is built. When children are immersed, families connect to the park.

Educational workshops are being developed for the Memorial in partnership with the Kacyra Family Foundation through CyArk—a U.S.-based non-profit organization that has pioneered the digital preservation of world heritage sites and monuments. Development of curriculum-based programs while utilizing the data acquired during the CyArk scanning process is a focus of the workshops. Curricula can be applied for students studying everything from art to calculus, including the potential for a holographic examination of the sculpture.

We are installing additional distance-learning equipment to broaden the scholastic horizon for students

across the country. Students will be able to attend a live program at the park without leaving their classroom. Distance-learning equipment allows students to ask questions, respond to the ranger and to view artifacts up-close with minimal equipment required by the school.

Local schools will experience a ranger in their classroom as staff present school programs this winter. Last year, 141 curriculum-based programs were presented, 99 of which were provided in the classroom. In addition, an education newsletter is being developed to inform schools what will be offered this winter.

Lastly, those with audio or visual challenges are now able to experience our park movies in a deeper way. New equipment installed in both Lincoln Borglum Museum Theaters and in the Amphitheater provide audio and descriptive-listening opportunities for the hearing impaired. With a small headset, users of assistive audio can hear the text while viewing the film. Those tuned into descriptive listening can hear the text while a description of the accompanying picture appears on the screen.

Call to Action continued from p. 1

As a result of this plan, the Society board and NPS agreed to work on the following fundraising projects: Creation of a Kids' Exploration Area (estimated cost of \$200,000+); Historic Asset Preservation (estimated cost of \$100,000); Construction design documents for the Back Country Trail (estimated cost of \$250,000); Contract for production of a new interpretive movie (estimated cost of \$750,000). Design of the Kids' Exploration Area is currently underway.

These projects support the 2016 Call to Action. For example, the **Kids' Exploration Area will accomplish Call to Action step #16** (among others) "by providing multiple ways for children to learn about the national parks and what they reveal about nature, the nation's history and issues central to our civic life." **The Back Country Trail will accomplish Call to Action #4** (among others) "by ensuring every national park . . . has a well-promoted physical connection to . . . a pedestrian/ bicycle path."

Historic asset preservation investment will accomplish Call to Action #25 by "showing how historic structures can be made sustainable." This will support protection of the sculpture, the Hall of Records, Sculptor's Studio, Borglum View Terrace and Civilian Conservation Corp's stone walls. **Producing a new interpretive movie for the Lincoln Borglum Museum Theater will accomplish #19** "to replace . . . outdated . . . films, and other media with innovative . . . learner-centered experiences."

These projects will need the financial support of all our donors and members. Please contact the Society office for more information.

Aid to the Park

By Lynn Bauter, Finance Director

Every year, the Mount Rushmore Society gives a significant part of profits generated through the Mount Rushmore Bookstores back to the Memorial in "aid-to-the-park" funds. Since 1993, more than \$2 million has been donated back to the park for educational projects and publications. Last year alone, the organization gave more than \$200,000 toward these causes. Every time someone makes a purchase in a bookstore, over the phone or on the website, they are

helping fund much-needed projects.

Funding by the organization in the last fiscal year included:

- Tipi replacement for the Lakota, Dakota & Nakota Heritage Village.
- Purchase of camcorder and equipment for video production.
- News reel for pine beetle exhibit.
- Laser scanning of the sculpture.
- Avenue of Flags replacement.
- Promotional rack cards for the park.
- Designing and editing for new publications.
- Funding seasonal employees.
- 20,000 badges and booklets for the Junior Ranger program.
- Sign-language interpreter.
- Cultural performers and re-enactors.



Mount Rushmore
Gifts for the Holidays



A popular children's book. \$16.99



A keepsake book. \$9.99



A great book with a new cover. \$19.99



Wildflower seeds for the hard-to-buy-for person. \$14.99



Ranger Doll \$16



A copy of the Constitution is included on the inside of the book jacket. \$19.95

All members enjoy a 15% discount!
Discover more deals and find out more detail about these products at:
www.mountrushmoresociety.com
1-800-699-3142

Fiscal 2010/2011 in the Bookstores

The bookstores ended FY 2010-2011 in a very positive position.

Revenue was up 3% over budget and 2% over the previous year.

Gross profit was over projections by 4.1%. Even though this year saw fewer visitors to the mountain, our sales increased to

\$1,262,515,23—our second best year ever!



Left Photo: Volunteers Sid Goss and Sharon Dominicak, NPS Education Specialist Amy Bracewell and Society Administrative Assistant Pam Wright man the Kids' Exploration Area table that gave background on the construction of a new area dedicated to hands-on education. Middle Photo: President Truman gives a presentation at St. Thomas More. Right Photo: Rapid City Mayor Sam Kooiker (r) meets his favorite president.

Mount Rushmore Society Hosts Harry S. Truman to Benefit the Kids' Exploration Area

By Nancy Gowen, Committee Chair

Re-enactor Raymond Starzmann of Kansas City brought history to life as President Harry S. Truman during visits to two Rapid City schools on September 30. Sponsored by the Society, this free presentation engaged middle school students from St. Thomas More and Rapid City Christian School about the life, personality and influence that President Truman had on the country. One of the main questions students asked was how President Truman felt about dropping the atomic bomb that ended World War II. "Truman" defended the decision by explaining it was actually a moral decision, in that he foresaw more lives being lost had the U.S. continued war as usual in the Pacific.

In addition, Starzmann visited Westhills Village, a retirement community in Rapid City and discussed war strategy with many of the WWII veterans who reside there. He even stopped by and visited with Rapid City Mayor Sam Kooiker, since Truman is the mayor's favorite president.

This community outreach served as a kick-off to the Society's annual presidential dinner, *An Evening with Harry S. Truman*, on October 1 at Mount Rushmore National Memorial. The dinner was a fundraiser for the

design and construction of a shelter for the Kids' Exploration Area at Mount Rushmore National Memorial (see insert.)

The evening featured President Truman and a gourmet meal that consisted of a menu that Truman would have served at the White House. It was a successful evening, with a silent auction, live auction, wine raffle and registrations raising approximately \$17,000.

Many thanks go to **Xanterra Parks & Resorts** who created and catered the meal for 200 people and donated the wine during the social hour. In addition, they donated a prime rib dinner, a fudge mold of Mount Rushmore and a trip to Grand Canyon National Park to the live auction.

Canyon Lake Liquors supplied a bottle of red wine and white wine for each table during the dinner. Owner Andy Schneider also created a unique whisky-tasting event which raised

hundreds of dollars during the silent auction.

Below is a list of additional businesses and individuals who donated toward the evening. The Society board of directors and staff thank them for their generosity and partnership.

- Angostura Lodge
- Arrowhead Country Club
- Black Hills Community Theatre
- Black Hills Playhouse
- Buffalo Rock Lodge
- Dakotah Steakhouse
- Dark Canyon Coffee Company
- Duhamel Broadcasting
- Eileen's Colossal Cookies
- KBarS Lodge
- Modrick's Travel
- National Park Service
- Palmer Gulch KOA
- Peregrine Point Bed & Breakfast
- Rapid City Rush Professional Hockey
- Reptile Gardens
- Laurie Root
- Shade Winery
- Cheryl Schreier
- Spearfish Canyon Lodge
- West River Monument
- Fred Whiting
- Zambelli Fireworks
- Zoom Soda and Candy



CANYON LAKE LIQUORS LTD

Event committee: Nancy Gowen (chair), Judy Allen, Judy Olson Duhamel, Eileen Fleishacker, Russ Jobman, Debbie Ketel, Kay Martin, Tim and Karen Raben, Diana Saathoff, Ruth Samuelsen, Lloyd Shelton, Terry Whiting and Pam Wright.

Mount Rushmore Society
Mount Rushmore Bookstores
Mount Rushmore Institute
PO Box 1524
Rapid City, SD 57709

Address Service Requested

NONPROFIT
US POSTAGE PAID
Rapid City, SD
Permit No. 618

Annual Meeting Invitation Enclosed!



Mount Rushmore Macy's Day Parade Float Features Neil Diamond

Grammy-winning artist Neil Diamond performed on *Mount Rushmore's American Pride float* in the 85th annual Macy's Thanksgiving Day Parade on Thursday, November 24. The Mount Rushmore Society is in its second year (of a three-year campaign) partnering with the South Dakota Department of Tourism and others to provide this added exposure to Mount Rushmore and South Dakota. The goal of the campaign is to drive new and repeat visitors to the state in addition to creating brand awareness. It is estimated that more than 3.5 million spectators on the streets of New York and more than 50 million viewers nationwide watch the parade.

