



Photo by Rodger Slott

Summer 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

The Mount Rushmore Society Delegation Travels to D.C. For Annual Networking

By Diana Saathoff, Executive Director

President Ruth Samuelsen, Past President Gene Lebrun and myself recently travelled to Washington, D.C., to attend the Friends Alliance meeting, hosted by the National Park Foundation (NPF). Issues discussed included future strategies of the NPF, changes to the National Park Service (NPS) Office of Partnerships, the America's Great Outdoors initiative and the activities of the 2016 NPS Centennial steering committee.

The Friends Alliance is a gathering of friends-group executives, volunteers and NPS partnership staff. The Friends Alliance has met biannually since the late 1980s and focuses on best practices for increasing philanthropy for our national park system. The work of this group, in partnership with the NPF and the NPS, resulted most recently in the successful resolution of terms for new friends agreements for organizations like ours throughout the national parks.

This Friends Alliance meeting was held in Washington, D.C., specifically to allocate time and coordinate efforts of park-advocacy groups to meet with our respective congressional representatives to discuss issues common to the Department of Interior and to create an awareness of the strong network of philanthropic support for America's special places.

We met with Senator John Thune and his staff member Dan English, attended a committee hearing chaired by Senator Tim Johnson and met with Representative Kristi Noem and staff member Renee Lattrell. This annual outreach effort keeps communication open between the Mount Rushmore Society and South Dakota's delegation.

The timing of our visit was just prior to the April 8 federal budget deadline. In light of the pending budget deadline, it was apparent that it was a difficult

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Photo by Rodger Slott

Celebrate the Past and Build Future Bridges

By Ruth Samuelsen, President

As you may notice from the photo below, Mount Rushmore and I go 'WAY back! It's great to have the opportunity to continue my relationship with the park as the Mount Rushmore Society board president, as we move into the Society's 81st year and Mount Rushmore's 71st.

I need to first thank Society Past President Gene Lebrun for his leadership and his tireless efforts to make sure all the Society's government contracts and agreements were in place by the end of 2010. Under his leadership and the board's, we have a strong strategic plan in place, a solid membership base,



active committees, a solid partnership with Presidential Parking and Xanterra Parks & Resorts, an incredible executive director and hard-working staff. Last but not least, I need to thank Superintendent Cheryl Schreier and her management team; Cheryl's contagious enthusiasm for future projects the Society can be involved in indicates a bright future!

And, thanks to all the Society members. You are the foundation for our future efforts. My challenge to you all is to get involved! There are countless opportunities, and I am giving you a "to-do" List :

- Visit your park and hug a ranger, say "hi" to a visitor, shop at the Mount Rushmore Bookstores, enjoy an ice cream cone and take the Mount Rushmore Audio Tour.
- Volunteer, join a committee and sign up a new member.
- Visit www.mountrushmoresociety.com to shop for Mount Rushmore products.
- Attend Society events.
- Visit the Society office.
- Have a great summer!

Thanks for your continued support!

Rushmore Trivia: How many National Park Superintendents have led Mount Rushmore since its creation?

Fourteen superintendents have served at the park since 1941, including Gutzon Borglum's son, Lincoln Borglum. Cheryl Schreier is the first woman to hold the post.

Who We Are:

Mount Rushmore Society President:
Ruth Samuelsen

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

Executive Director: Diana Saathoff

Finance Director: Lynn Bauter

Retail Manager: Laura Jones

Parking Division Manager: Bob Dominick

Communications Director/Newsletter:
Debbie Ketel

Administrative Assistant: Pam Wright

Administrative Assistant: Jana Young

Contact Information

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www.mountrushmoresociety.com
www.mountrushmoreinstitute.com
[www.twitter.com/RushmrFireworks](https://twitter.com/RushmrFireworks)

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 Society Gets New Look

By Debbie Ketel, Communications Director

The Mount Rushmore Society has undergone several changes this year in order to stay relevant in an ever-changing world. Last year we updated our point-of-sale and membership program with Counterpoint and Blackbaud Raisers Edge, respectfully, to improve communication and efficiency with our constituents.

This year, in an effort to strengthen the organization's identity, the Society adopted a new logo and shortened its name (as well as the names



of its divisions) to Mount Rushmore Society, Mount Rushmore Bookstores, Mount Rushmore Institute and Mount Rushmore Audio Tour.

With that, the Society also embarked on developing new designs for many communication pieces, like this newsletter.

Even more exciting is that the Society now has official Mount Rushmore Society membership cards. All lifetime members will be receiving these new cards in the near future. All other

current members will receive the new plastic card once



their membership is renewed. Thank you for your continued support and look for more changes in the future!

Take Note of the Following Dates:

May Day | May 1

Cinco De Mayo | May 5

National Travel and Tourism Week

May 7- May 15

The first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May.



Mother's Day | May 8

Lewis & Clark | May 14

Beginning of Lewis and Clark Expedition in 1804.

Park Summer Hours Begin mid-May

Park Service Visitor Facilities open 8 am - 10 pm; Sculptor Studio opens

Memorial Day | May 30

Memorial Day observed

Save the Dates:

Independence Day Celebration July 3-4

Naturalization Ceremony | July 14

Mount Rushmore Society Picnic Aug 28

An Evening with President Harry Truman Oct. 1



Our entire team proved that we were "tough enough to wear pink" when we posed for this picture in single digit weather at Mount Rushmore.

Out and About >>>

Mount Rushmore Society staff and members have been seen around the state helping with the following:

- Selling books at our **South Dakota Tourism** booth.
- Sponsoring the **Rocky Mountain International** dinner at Mount Rushmore which promoted the

Mount Rushmore Audio Tour to international tour operators.

- Sharing a **Black Hills Home Show** booth with Xanterra Parks & Resorts and selling 559 parking packages at a discount of \$8. Each package also included two breakfasts at the Carvers Cafe at Mount Rushmore.

Pictured top row (l-r): Presidential Parking (PPI) President Bob Mudlin, Administrative Assistant Pam Wright, Parking Division Manager, Bob Dominicak, PPI staff member Jan Snyder, Finance Director Lynn Bauter, Administrative Assistant Jana Young.

Bottom row (l-r): Communications Director Debbie Ketel and Executive Director Diana Saathoff.

Mount Rushmore Curator Wins National Award

By Ace Crawford, Mount Rushmore National Memorial Public Information Officer

Mount Rushmore National Memorial's Acting Director of Natural Resources and Curator Bruce Weisman received national recognition at the recent George Wright Society Conference on Parks, Protected Areas, and Cultural Sites in New Orleans, LA. Weisman was presented the prestigious Trish Patterson Student Conservation Association Award for Natural Resource Management in a Small Park. The award was presented at the George Wright Society meeting on March 17. In addition to Weisman, six other National Park Service (NPS) employees were recognized. Each award recipient received a limited-edition bronze bison sculpture.

The award was presented by Jon Jarvis, director of the National Park Service. The award recipients were nominated by other employees from across the NPS, who have worked with them and witnessed their efforts and commitment to preserve the landscapes for enjoyment by current and future generations

Weisman has worked at Mount Rushmore since 1997 and for the NPS for 22 years. He has spearheaded several different natural resource projects at the park and has become a respected leader in his field. Most recently, he led all efforts to plan,

organize and implement the successful completion of the 2010 forest health and fire management projects at Mount Rushmore. These efforts were designed to mitigate the devastating impacts associated with the rampant mountain pine beetle (MPB) epidemic in the Black Hills.

Working with various federal and state agencies and area specialists, Weisman was instrumental in helping develop an aggressive plan to slow and mitigate the movement of the MPB into the park boundaries.

Additionally, as a senior curator in the NPS, Weisman is a highly respected and recognized expert in the care and preservation of natural history specimens and is involved in a digitization project that will serve as a model for other park service units to follow with natural history collections.

Weisman's accomplishments

and management strategies have established a standard of excellence in resource management practices.

"We are fortunate to have someone of Bruce's caliber at Mount



Bruce Weisman, acting director of natural resources, and Superintendent Cheryl Schreier display the bronze buffalo Weisman was recently awarded for his natural resource efforts.

Rushmore National Memorial," says Superintendent Cheryl Schreier. "His dedication and innovative practices in managing the memorial's resources are a reflection of his commitment to the National Park Service. Bruce has a genuine respect for our national parks and is committed to preserving these areas for generations to come."

Ask for the new 2011 park newspaper the next time you go to Mount Rushmore. It gives valuable information about your visit!

D.C. Trip continued from p. 1



The Mount Rushmore delegation poses with Senator John Thune.

time to be a lawmaker. I, personally, found it ironic that the closure of all national parks, including the Shrine of Democracy, was eminent because Congress was locked in disagreement. Ultimately, compromise was reached, and Mount Rushmore remained open, as did all federal agencies.

As citizens and advocates of our

beloved Mount Rushmore National Memorial, it is important to stay tuned to the issues that impact our public lands. Mount Rushmore represents our country's commitment to American ideals of citizen involvement, civic leadership and our inalienable rights as represented by the four presidents on Mount Rushmore.



Past President Gene Lebrun is recognized for years of leadership in the Society at the annual meeting. Pictured with him are Pat Lebrun, Ruth Samuelsen and Diana Saathoff.

Society Holds Annual Meeting

By Debbie Ketel, Communications Director

The Mount Rushmore Society celebrated 81 years of supporting Mount Rushmore at its annual meeting held January 28, 2011, at the Alex Johnson Hotel in Rapid City. Society President Gene Lebrun opened the meeting with approximately 100 members and guests in attendance. As part of the agenda, **Marilyn Owen** was honored posthumously with the first 2011 Individual Friend of the Faces Award, and **Xanterra Parks & Resorts** was awarded the first 2011 Corporate Friend of the Faces Award.

Past President Al Johnson accepted the individual award for the Marilyn Owen family. Owen was recognized for her significant volunteer time given to the Society, as she served on the Society board since 1995 and the Mount Rushmore Bookstores committee since 2001. She was also the chair of the Mount Rushmore Bookstores committee for three years.

Xanterra Parks & Resorts General Manager **Russ Jobman** and Food Services Manager **Lloyd Shelton** accepted the corporate award for the organization, honoring them for a significant amount of time, money and in-kind services given to Society

functions. The award recognized the organization for partnering with the Society in planning and executing the organization's popular presidential fund-raising dinners for the last eight years and their continued sponsorship of the Independence Day Celebration.

As part of the meeting, Lebrun discussed three new agreements that the Society signed with the National Park Service (NPS) in 2010: (1) the Parking Concession Contract which will be effective through 2016; (2) A new five-year Cooperating Association Agreement to continue operation of the Mount Rushmore Bookstores and Mount Rushmore Audio Tour at the park; (3) And, a new five-year Friends Group Agreement, which is the fund-raising agreement between a nonprofit and the NPS.

Lebrun also announced that the Society contributed more than \$291,503 to Mount Rushmore in FY 2010. Society contributions in 2010 included the following:

- Event support for the Independence Day Celebration;
- Park visitor center staffing;
- Promotion of park events and services;
- In-kind donations; and
- More than \$176,329 in educational and interpretive funding for the park through the Mount Rushmore Bookstores and Mount Rushmore Audio Tour.

The source of funding for these contributions included revenue from the Mount Rushmore Bookstores, Mount Rushmore Audio Tour, sponsors, parking revenue, in-kind donations and unrestricted contributions.

New officers for 2011 were elected during the meeting. **Ruth Samuelsen** of Rapid City was elected to lead the organization as president. Other officers elected were Past President Gene Lebrun of Lynn Jackson Shultz & Lebrun, Vice President **Andy Knight** of Rossum & Neal Realtors; Secretary **Judy Allen** of Rapid City; and Treasurer **Leroy Ketel** of Ketel Thorstenson, LLP. **Roxann Basham** of Black Hills

Corporation and former Black Hills Badlands & Lakes CEO **Bill Honerkamp** were elected as new board members.

They are joining current board members **Judy Olson Duhamel, Dr. Sidney Goss, Nancy Gowen, Tom Griffith, Kay Jorgensen, Phil**

Lampert, Tim Raben, Joe Bruch and **Justin Cutler**. Emeritus directors include **Glenn Barber, Jim Bell, Johnny Brockelsby, Mike Derby, Al Johnson, Royal McCracken** and **Jim Nelson**. Outgoing emeritus directors were recognized and included **Eddie Clay, Jim Kuehn** and **Fred Whiting**.

The Society's 2010 Annual Report can be downloaded at www.mountrushmoresociety.com.



Lloyd Shelton and Russ Jobman accept the 2011 Corporate Friend of the Faces Award for Xanterra.

Five APPL Conference Highlights

By Nancy Gowen, Mount Rushmore Bookstores Chair

The Association of Partners for Public Lands (APPL) conference was held in Dallas, TX, in February, and Mount Rushmore was represented well. Staff members **Diana Saathoff**, **Pam Wright**, **Debbie Ketel**, **Laura Jones** and **Jana Young** joined board

members **Ruth Samuelsen** and **Nancy Gowen** as well as Superintendent **Cheryl Schreier** and Acting Director of Interpretation **Blaine Kortemeyer** for a week of education and celebration with other national park representatives and nonprofits.

APPL highlights of the week included the following:

1. Walking the tradeshow to discover new educational products to sell in the bookstores.
2. Receiving an Honorable Mention in the Theme Category of the 2011 APPL Awards for our 2011 70th Anniversary Calendar.
3. Attending educational seminars on fund raising, customer service and emerging technologies.
4. Networking with colleagues from other national parks.
5. Spending time together in the "Big D" as the Mount Rushmore team!



The Mount Rushmore team accepts the APPL Honorable Mention Award for the self-published 2011 Mount Rushmore Anniversary Calendar in February. Pictured (l-r) are Nancy Gowen, Diana Saathoff, Ruth Samuelsen, Debbie Ketel, Blaine Kortemeyer and Cheryl Schreier.

New Products for Summer 2011

By Laura Jones, Retail Manager



Kids' Passport to the National Parks Companion

Developed to use with the National Parks Passport for adults, this booklet is a place to gather ranger autographs, keep track of Junior Ranger programs and write about discoveries in a field journal.

\$5.95

America's National Parks, Monuments & Memorials

Learn about your favorite national parks, monuments and memorials with this packet of 48 flash cards. Great for all ages.

\$5.99



Park Ranger Doll

This is for your Junior Ranger in the house. The 10-inch stuffed doll is a great addition to creative play.

\$16



Order the products above at www.mtrushmorebookstore.com or by calling 1-800-699-3142.

New Family Audio Tour Fees Available

Mount Rushmore Audio Tour wands rent for \$5. New this year will be the addition of family rates. For 2 adults/2 children the charge will be \$15. For 2 adults/3 children or more the rate will be \$20.

Black Hills Pin Collection Program



The Mount Rushmore Cloisonne Hat Tac is part of the Black Hills Badlands & Lakes Black Hills Pin Collectibles Program. Purchase a lanyard (with map of participating attractions) at the Black Hills Visitor Center off I-90 at Exit 61 in Rapid City. Then purchase the Mount Rushmore hat tac to add to your collection for \$5.99.



Parking Update

By Bob Dominicak, Parking Division Manager

Mount Rushmore seems to be the barometer for state tourism, and so far, everything is looking great. Although March visitation was down from last year, overall, we are up year-to-date 13.1% over last year.

You might be surprised to know that a concrete parking garage demands continual maintenance in order to stay safe and functional. To gear up for this summer, we are in the process of finishing some projects

in the parking garage. For instance, we've contracted with Wyss Association to develop recommendations for improving the appearance of the planters in the parking area. Also, we are in the process of replacing concrete, re-striping the pavement, adding new signs and replacing old signs before season gets started. There are also numerous small maintenance tasks, like painting stairwells, concrete patching and deck coating, that will be completed by Memorial Day weekend.



Diana Saathoff recognizes outgoing emeritus board member Jim Kuehn with an engraved clock (see corresponding column) for his support of the Mount Rushmore board of directors and projects at Mount Rushmore for more than 20 years.

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

Because They Cared: A Spotlight on Volunteers

This month we celebrate past board member Jim Kuehn.

A long-time Rapid City resident, Jim Kuehn was a journalist with the Rapid City Journal for 37 years, rising through the ranks to vice president and editor. A Society member for 22 years, he served on the Society board for 12 years, of which he was secretary for five years. During this time, he has been an asset to the Mount Rushmore team.

He co-chaired the committee that managed the purchase of Mount Rushmore commemorative postage stamps and first-day covers as a fund raiser for the Preservation Campaign. That undertaking was initiated to raise money for facility redevelopment in the 1990s. These stamps are still sold in the Mount Rushmore Bookstores today and collected by avid stamp collectors around the world.

Jim aided in the planning and initial startup of the Mount Rushmore History Association (MRHA) bookstores in 1993. Since that time, the bookstores have donated more than \$1.9 million back to the park from product sales. He also chaired the products subcommittee of the MRHA which developed books and other items to sell at Mount Rushmore. In that role, he served as editorial consultant for Robin Borglum Carter's book *Gutzon Borglum: His Life and Work* which is still sold in the bookstores today.

In addition, Jim is an original member of the Mount Rushmore Institute board which now plans forums on democracy and freedom. Thank you, Jim, for more than 20 years of volunteerism in areas that are still making a difference today!

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

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The Mount Rushmore Society is one of the sponsors for the Black Hills Badlands & Lakes Road Trip Road Show. BHBL&L staff will drive the Jeep and trailer above, which advertises popular South Dakota destinations, to anywhere where there may be potential visitors to the state.