



**Mount Rushmore Society
Mount Rushmore Institute**

Mailing Address:

PO Box 1524
Rapid City, SD 57709

Location:

711 North Creek Dr.
Rapid City, SD 57703
1-605-341-8883
FAX 1-605-341-0433
info@mtrushmore.org

**Mount Rushmore Bookstores
Mount Rushmore Audio Tour**

Mount Rushmore
National Memorial
13036 Hwy 244
Keystone, SD 57751
1-605-574-1333
1-800-699-3142
FAX 1-605-574-3144
bookstores@mtrushmore.org

**Mount Rushmore Memories
Airport Store**

Rapid City Regional Airport
4550 Terminal Road #206
Rapid City, SD 57703
1-605-791-6868
anna@mtrushmore.org

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories 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.



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Contact: Diana Saathoff at 341-8883 | diana@mtrushmore.org

**Mount Rushmore Society's Annual Meeting Showcases
Accomplishments for Year and Honors Key Volunteers**

The Mount Rushmore Society (Society), the official friends group for Mount Rushmore National Memorial, celebrated 86 years of supporting Mount Rushmore at its annual meeting held January 13, 2017, in Rapid City. Society President Judy Allen and Executive Director Diana Nielsen Saathoff reported that the Society had contributed approximately \$650,000 to Mount Rushmore in FY 2015-2016. They also reported on key highlights of the year and presented Friend of the Faces Awards to Carolyn Mollers, Ruth Samuelson, as well as Bob & Sheila Mudlin and Brad Anderson of Presidential Parking, Inc.

CONTRIBUTIONS

The Society contributed almost \$650,000 to Mount Rushmore National Memorial in FY 2016. Some of the ways the Society contributed to the park included:

- Donating \$200,000 for the rehabilitation of the Blackberry Trail.
- Donating \$245,864 in educational and interpretive funding for the park through the Mount Rushmore Bookstores and Mount Rushmore Audio Tour.
- Promoting the 75th Anniversary of the completion of Mount Rushmore and the Centennial of the National Park Service via products, events, public relations and partnerships, resulting in more than 350+ million impressions worldwide.

OTHER HIGHLIGHTS

Among the Society's major highlights of the year include:

- The completion of the 20-year concession's contract for operating, financing and maintaining the parking facility at Mount Rushmore National Memorial.
- Receiving the Black Hills and Badlands Tourism Association's 2016 Special Achievement Award for providing awareness for the 75th anniversary of the completion of Mount Rushmore.

- The organization was also the recipient of the 2016 Governor's Award for History and a 2016 Centennial Award for assistance in promoting the National Park Service's 100th birthday.

FRIEND OF THE FACES AWARDS

Carolyn Mollers and Ruth Samuelson were both honored with a 2016 Individual Friend of the Faces Award for their individual efforts in promoting and supporting Mount Rushmore. Bob & Sheila Mudlin and Brad Anderson of Presidential Parking Inc. were awarded the 2016 Corporate Friend of the Faces Award for their leadership in operating the Mount Rushmore parking facility over the past two decades.

Mollers has served as a Society board member and president. She was recognized for her dedication and leadership to the Memorial in leading the Preservation Campaign that ultimately raised \$56 million in improvements for the park during the 1990s. She also was the first chair of the Mount Rushmore Bookstores (previously Mount Rushmore History Association) at the park. The bookstores now have three locations at Mount Rushmore with sales exceeding \$1.5 million annually.

Samuelson has also served as a Society board member, president and leader of several Society committees. She was recognized for her efforts in chairing the Society's 75th Anniversary Committee, which launched a public relations campaign and various events to make the public aware of this momentous anniversary.

On behalf of Presidential Parking, Inc., owners Bob & Sheila Mudlin and manager Brad Anderson were recognized for 20 years of service in maintaining and operating the parking facility at Mount Rushmore. They employed hundreds of front-line employees who were the first to greet people visiting the Shrine of Democracy.

2017 BOARD MEMBERS

During the annual meeting, **Tim Raben** was elected president. Other officers include Vice-President **Kay Jorgensen**, Secretary **Toni Logar**, Treasurer **Tony Cleberg** and Past President **Andy Knight**.

Marnie Herrmann with Security First Bank and **Judge Jeffrey Connolly** were elected as new board members. They join current board members **Mike Diedrich, Roxann Basham, Gary Brown, Joe Bruch, Bill Honerkamp, Aaron Galloway, and Michelle Lintz**. Emeritus directors include **Phil Lampert, Judy Olson Duhamel, Gene Lebrun, Ruth Samuelson, Tom Griffith, Sid Goss** and **Nancy Gowen**.

More information on the Society's contributions and activities during FY 2015-2016 are detailed in the 2015/2016 Annual Report found at www.mountrushmoresociety.com or may be requested by calling 605-341-8883.

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