

Protect . Preserve . Inspire



Photo by Chad Coppess

Summer 2017

# The Partner Update

## Mount Rushmore National Memorial

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories, 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](http://www.mountrushmoresociety.com)

## Father of Mount Rushmore Doane Robinson Honored with Historical Marker

By Diana Nielsen Saathoff, Executive Director

Jonah Leroy "Doane" Robinson, first secretary of the South Dakota's State Historical Society from 1901 to 1926, was officially recognized May 11 as "The Father of Mount Rushmore." An official proclamation by South Dakota Governor Dennis Daugaard was read by Jay D. Vogt, current director of the South Dakota State Historical Society (SDSHS), at a dedication ceremony sponsored by the Mount Rushmore Society at the Doane Robinson Tunnel, in full view of Mount Rushmore National Memorial.

With members of the Robinson family in attendance, an official SDSHS roadside marker honoring Robinson was

dedicated on South Dakota Highway 16A (aka Iron Mountain Road) at the Doane Robinson Tunnel pullout where visitors may stop and read an inscription detailing Robinson's importance in

the creation and evolution of his original idea into the work of art and worldwide tourism attraction directly visible through the tunnel to the West—Mount Rushmore National Memorial.

Jerry Klinger of Derwood, Maryland, was in attendance and provided the funds for the marker. Klinger is president of the nonprofit Jewish American Society for Historic Preservation, an organization with a mission to recognize historical contributions nationwide.



Donor Jerry Klinger

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## Meet New Society Board President: Tim Raben

**D**uring the 2017 Society Annual Meeting held in January, Tim Raben was elected as the Mount Rushmore Society board president to succeed Judy Allen, who served the Society board for nine years.

A long-time Society contributor and board member, Tim grew up in Rapid City, SD. He attended the University of South Dakota and graduated with a BA in history. He also has a MA degree in liberal arts from North Central College in Illinois. Tim's career in insurance with The Hartford Insurance Company took him and his wife, Karen, to Illinois, Nebraska, Indiana, New York and Connecticut. Following his insurance career, Tim and Karen were business consultants in the Chicago area until 2004 when they retired back to Rapid City.

Tim has always enjoyed culture, history, travel and people. That is one reason he got involved with the Society. His goal as president has been spearheading the development of a strategic plan between the Society board and National Park Service staff so that the Society's mission of preserving, promoting and enhancing the Memorial is continued for the next generation.

In addition to his dedication to the Society, Tim has been involved with the Rapid City Downtown Lions Club, the Road Scholar programs, Rapid City Starting Strong initiative, The Journey Museum, Rushmore Plaza Civic Center Task Force and the Black Hills Runner's Club.

Tim and Karen's daughter, Susan, and family live in Naperville, Illinois.

### 2017 BOARD MEMBERS

At the annual meeting, officers and board members were elected for this year. Officers include Vice-President **Kay Jorgensen**, Secretary **Toni Logar**, Treasurer **Tony Cleberg** and Past President **Andy Knight**.

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

*Thank you to our current board members for volunteering their time and expertise!*

## Who We Are:

Mount Rushmore Society President:  
Tim Raben

Executive Director: Diana Nielsen Saathoff

Finance Director: Lynn Bauter

Communications Director:  
Debbie Ketel Speas

Development Director: Gary Keller

Administrative Assistant: Patty Neumiller

Special Projects Coordinator: Cindy Mayes

Mount Rushmore Bookstores  
Retail Manager: Laura Jones

Mount Rushmore Memories Airport Store  
Retail Manager: Anna Raue

Mount Rushmore Society  
PO Box 1524 | Rapid City, SD 57709  
711 North Creek Dr | Rapid City, SD 57703  
(605) 341-8883  
Fax: (605) 341-0433  
info@mtrushmore.org

Mount Rushmore Bookstores and Mount  
Rushmore Audio Tour Office:  
Mount Rushmore National Memorial  
13036 Hwy 244  
Keystone, SD 57751  
605-574-1333/1-800-699-3142  
bookstores@mtrushmore.org

Mount Rushmore Memories Airport Store  
Rapid City Regional Airport  
4550 Terminal Rd  
Rapid City, SD 57701  
605-791-6868  
anna@mtrushmore.org

[www.mountrushmoresociety.com](http://www.mountrushmoresociety.com)







**Dr. Donald W. and Mrs. Bonnie Jean Tarun on top of Mount Rushmore (1940). Photo used by permission.**

## Donor Spotlight

Robert Tarun of San Francisco, CA, honored his parents by contributing \$10,000 to the Society and having their names engraved on the Grand View Terrace Donor Wall at Mount Rushmore National Memorial. We thank him for his generous gift to help preserve, support and enhance Mount Rushmore!

*"Donald W. Tarun from White Owl, SD, and Bonnie Jean Cruickshank of Sturgis, SD, started going together in sixth grade and married in 1941 in Sturgis. She followed him to Chicago where he went to medical school (and she to nursing school) and then onto Mayo Clinic for his medical internship and residency. A Mayo Fellow, Dr. Tarun served as a Captain in World War II. While they lived for 60 years in Chicago where he became a leading internist, they always maintained her childhood home in Sturgis. Dr. and Mrs. Tarun cherished Mount Rushmore and the Black Hills and are now buried together in Black Hills National Cemetery." — Robert Tarun*

See p. 7 for how you can honor a loved one in the same way.

## Friends of the Faces Honored at Annual Meeting

**D**uring the Mount Rushmore Society Annual Meeting in January, Friend of the Faces Awards were presented to long-time supporters of Mount Rushmore.

**Carolyn Mollers** and **Ruth Samuelsen** 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.

Samuelsen 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.



**Brad Anderson and Bob Mudlin receive the Corporate Friend of the Faces Award for Presidential Parking, Inc.**



**Retail Manager Anna Raue and Board Member Dr. Toni Logar display the Mount Rushmore Memories mountain goats that will go to 1,400 participants of the ACM International Collegiate Programming Contest (ICPC) World Finals held in Rapid City in May. Logar and Society members Dr. Richard and Nancy Gowen have been influential in bringing this event to the Black Hills area.**

# Renew Your Annual Membership at a New Level

By Debbie Ketel Speas, Communications Director

As an annual supporter of Mount Rushmore, we thank you for joining the Mount Rushmore Society with your membership gift.

What makes you so special is that you understand you have a critical role to play in protecting and preserving Mount Rushmore, as well as providing inspiration to present and future visitors to the park.

We are excited to announce that our annual membership levels have changed to offer a variety of levels (listed in the shaded box).

One of the most exciting changes is the addition of the \$25 Veteran level membership to honor those who have served or currently serving in the military. Veterans will receive a special commemorative gold pin.



Our sales associates will begin promoting the membership program in the Mount Rushmore Bookstores this summer. All annual memberships are good one year from purchase. Members at the \$35 level and higher will receive a special commemorative silver pin.



You can even become a \$1,000 Granite Member and join a select group of annual supporters who enjoy in-park experiences, such as a guided hike on the Presidential Trail or Blackberry Trail.

**Please see the enclosed Annual Membership Application. Although your current membership level still applies until your renewal date, you can start our new annual membership program today and begin**

## Annual Membership Levels

\$25 Veteran | \$35 | \$50 | \$100 | \$250 | \$500 | \$1,000

## Membership Benefits

- The **satisfaction** and joy of preserving, promoting and enhancing the Memorial
- **Staying in touch** with eblasts and newsletters
- **Invitation** to events
- **Membership Pin**
- **15% discount** at the Mount Rushmore Bookstores located at Mount Rushmore, online purchases and at the Mount Rushmore Memories Airport Store (for profit)
- Discounts at participating bookstores on public lands (See [www.publiclandsalliance.org](http://www.publiclandsalliance.org))
- **10% discount** at the Mount Rushmore Gift Shop on limited items

### receiving the benefits listed in the shaded box above.

At Mount Rushmore, history is all around you. And it's up to those of us who love Mount Rushmore the most to do all we can to ensure that future generations can experience the story of the park.

We are grateful for your lasting friendship and continuing commitment.

**To make a membership gift, fill out the enclosed form or go online at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com).**

## Mount Rushmore Memories Airport Store

By Anna Raue, Retail Manager

We are gearing up for another fun summer at Mount Rushmore Memories. Winter seemed quiet, but business was not. In our third year of operation, we continue to see growth in sales each year. Our experienced and knowledgeable staff are always eager to help you find just what you are looking for.

New inventory is arriving daily. We have added items from some new local Native American artisans, as well as buffalo products from the Intertribal Buffalo Council. We are proud to be able to feature these items for our travelers. We



**Mount Rushmore Memories now carries products by the Intertribal Buffalo Council.**

still carry many items from our other local artists, including pottery, jewelry and artwork, as well as our original Mount Rushmore publications. Stop in and see us next time you fly out of Rapid City. **Remember, your 15% membership discount applies here too!**



# Mark Your Calendars

May .....

## Opening of the Blackberry Trail

May 15

A ribbon-cutting for this \$200,000 project will be announced soon

June .....

## Naturalization Ceremony

June 15 | 11 am

Mount Rushmore National Memorial Amphitheater

Email [pneumiller@mtrushmore.org](mailto:pneumiller@mtrushmore.org) to volunteer

August .....

## FIND YOUR PARK Festival

August 19 | 10 am - 2 pm

Main Street Square

Email [debbie@mtrushmore.org](mailto:debbie@mtrushmore.org) to be a vendor or volunteer

## Mount Rushmore Society Event

August 27 | TBD

Mount Rushmore National Memorial Carvers Marketplace

October .....

## An Evening with Thomas Jefferson

October 7 | 5 pm

Mount Rushmore National Memorial Carvers Marketplace



# FIND YOUR PARK Festival

Saturday August 19, 2016 | 10 am - 2 pm  
Main Street Square Rapid City

Learn about the parks in the Black Hills. Visit booths spotlighting national parks, state parks, local parks and outdoor organizations. Activities, ranger talks, park educational information, park products and entertainment will be provided.

**Partners:** Mount Rushmore National Memorial | Badlands National Park | Wind Cave National Park | Jewel Cave National Monument | Custer State Park | Minuteman Missile National Historic Site | Outdoor Campus AND MORE!!

Email [debbie@mtrushmore.org](mailto:debbie@mtrushmore.org) if you would like to be a vendor.



## MONUMENTAL MOVIE NIGHT Coming this Fall

SHHHHH!

Don't tell anyone, but the Mount Rushmore Society will be holding a very special red carpet evening this Fall.

I don't want to leave you **HANGING**, but it will be an annual event with classic movies made in, or about South Dakota. They are calling it "**MONUMENTAL MOVIE NIGHT.**"

I can't **KISS and TELL** which movie has been chosen for 2017, but it will be a **CLIFF HANGER** for sure!

It's all hush-hush so far. I hate to keep you on the **EDGE**...but **HOLD TIGHT**. More details are coming soon.

But I can let you in on this: Mount Rushmore Society members will have first **SHOT** at of VIP seating and Hollywood-Style reception!

Don't take it for **GRANITE!**

# Support Mount Rushmore with a Gift Today

**YES! I want to Support Mount Rushmore with a gift →**

Name

Address

City, State, Zip

Email

Phone Number

**I would like to make the following Gift**

- \$100   
  \$500   
  \$1,000   
  \$2,500  
 \$5,000   
  \$10,000   
  \$ \_\_\_\_\_

**Payment**

Check Enclosed

Invoice me

Charge my credit card

Call me about a stock transfer

**Credit Card (Circle One) MasterCard Visa Discover AmerExp**

**Acct#** \_\_\_\_\_

**Expiration** \_\_\_\_\_

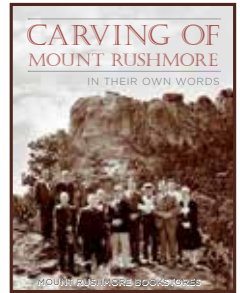
**Signature** \_\_\_\_\_

We are a 501(c)(3) nonprofit. Donations are subject to appropriate tax deductions, ask your accountant for details. Please keep a copy of this form for your files.

**Mount Rushmore Society | PO Box 1524 | Rapid City, SD 57709  
gary@mtrushmore.org | 605-341-8883**

2017 summer news

For your donation of \$500 or more, you will receive a copy of *In Their Own Words*, our latest publication featuring articles written by Mount Rushmore's earliest visionaries.



For your donation of \$5,000 or more, you have the opportunity to have your name engraved on the Grand View Terrace Donor Wall.

## Mount Rushmore Donor Wall Giving Levels

Founding Sponsors

\$1,000,000+

Sculptor's Circle

\$500,000-\$999,999

President's Circle

\$250,000-\$499,999

Borglum Circle

\$100,000-\$249,999

Freedom Society

\$50,000-\$99,999

Heritage Society

\$25,000-\$49,999

Independence Society

\$10,000-\$24,999

Patriot's Society

\$5,000-\$9,999

# Black Hills Public Lands Represent You in D.C.

By Debbie Ketel Speas, Communications Director

Your Black Hills Public Lands representatives teamed up to participate in Capitol Hill Day during the Public Lands Alliance Conference in Washington, D.C. February 16.

Mount Rushmore Superintendent Cheryl Schreier, Jewel Cave Superintendent Bonnie Schwartz, Wind Cave Ranger Tom Farrell, Society Executive Director Diana Saathoff, Black Hills Parks & Forests Executive Director Patty Ressler and others met with Senator John Thune and Senator Mike Rounds. The group also visited Representative Kristi Noem's office.

Together, we reiterated how important public lands are to the economy of South Dakota and how important friends groups and cooperating associations (like the

Mount Rushmore Society, Black Hills Parks & Forests Association and Badlands Natural History Association) are in supplementing the budgets of our government agencies. As a



South Dakota representatives of Mount Rushmore, Jewel Cave, Wind Cave, Badlands, Black Hills National Forests and Devils Tower celebrate receiving a Public Lands Alliance 2017 Partnership Award for Public Engagement (Honorable Mention) for holding the first annual 2016 Find Your Park Festival last August.

collective voice, we, along with you, are dedicated to maintaining our South Dakota treasures.

## Presidential Dinner Sponsors: Step on Up!

By Gary Keller, Development Director

We value our sponsors. That's why your benefits will once again include a guaranteed "seat at the table," with advance-issued tickets to the 2017 An Evening with Thomas Jefferson. Contact Gary Keller today to discuss your sponsorship recognition package, including logo placement and seating arrangements. (605)-341-8883.

Registration for this popular event will open mid-June.

### \$1,000 Presidential Sponsor

- FOUR tickets to the event, valued at \$400.
- Logo or name displayed onscreen during dinner, the Society website, the Society's newsletter, promotional material and more.

### \$500 Friends Sponsor

- TWO tickets to the event, valued at \$200.
- Logo or name displayed on screen during dinner, the Society website, the Society's newsletter, promotional material and more.

## Remodeled Dining Room and Gift Shop Now Open

Xanterra Parks & Resorts, the concessionaire at Mount Rushmore, celebrated the remodeling of the Gift Shop and Carvers Marketplace on Sunday, May 14 with a ribbon cutting.

### Gift Shop

Improved signage and wayfinding are among the changes visitors will see in the store. New fixtures enhanced with pine beetle kill wood add to the ambiance, and a new process for check out will speed up transactions.



### Carvers Marketplace

Previously named Carvers Cafe, the new Carvers Marketplace reflects an emphasis on regional foods. The design includes a new central entrance and wayfinding to create a logical flow for guests. Four interactive digital displays allow customers to find menu items, nutritional info, sustainability info and the farm-to-table concept.





Address Service Requested

## Spotlight on Superintendent Cheryl A. Schreier

Cheryl Schreier has been the superintendent at Mount Rushmore National Memorial since September 2010.

She graduated with a BS degree in Natural Resource Management from the University of Wisconsin–Stevens Point and began working for the National Park Service in 1979.

Cheryl began her career as a seasonal employee at Jewel Cave National Monument as a park ranger interpreter and spelunking guide. She then went on to work at seven other National Park Service areas, including

Death Valley National Park, Yellowstone National Park, Bryce Canyon National Park and Cuyahoga Valley National Park.

She has also served as superintendent at the following parks: Herbert Hoover National Historic Site in West Branch, IA, and Knife River Indian Villages National Historic Site in Stanton, ND.

Cheryl says that “Mount Rushmore National Memorial is a wonderful icon park to work at, and I’m passionate about preserving and protecting all the resources of the park.”



Superintendent Cheryl Schreier