

Protect . Preserve . Inspire

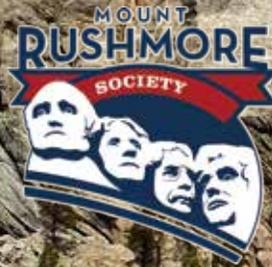


Photo by Chad Coppess

Summer 2018

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

Experience the Park This Summer With Mount Rushmore Self-Guided Tours

By Debbie Ketel Speas, Communications Director

The Mount Rushmore Bookstores committee and National Park Service interpretive staff embarked on a new and exciting project this year: upgrading the Mount Rushmore Audio Tours to Mount Rushmore Self-Guided Tours.

By this June, visitors can rent a multimedia tour unit for \$8. Not only will you be able to hear the inspiring story about how and why Mount Rushmore was carved, but you will also be able to SEE photos and video



that complement the information being heard and read on the screen.

Using a new device that works just like your iPhone or Android, you can easily select the information you want to learn more about. There is a GPS-enabled map that will alert you as you are nearing each tour stop. But just like before, you can go to each tour stop around the park or you can sit in an enclosed area and experience the tour.

There are a total of 29 tour stops.

The tour is translated in Spanish, German, French and Lakota. An audio-

Continued on p. 6



Executive Director Diana Saathoff poses with 2017 Friend of the Faces Award winner Eric Gardner.

Annual Meeting

By Tim Raben, Society President

During our annual meeting, the Society recognized Eric Gardner for his contributions to the Mount Rushmore Society and welcomed three new members to our board.

Friend of the Faces Individual Award

Eric Gardner, meteorologist with KOTA, was honored with a 2017 Individual Friend of the Faces Award for his volunteer contributions to the Society. His participation in improving and streamlining Society events, including the annual Presidential Dinners at Mount Rushmore, has been invaluable to the organization. A wine expert, he has given of his time and talents in donating his popular wine-tasting dinners to our live auctions. He has also emceed and was a major part of the success of the new Monumental Movie Night event held last fall and the South Dakota Symphony event held to celebrate the 75th anniversary of the completion of Mount Rushmore in 2016.

John Rozell

A native of Rapid City, Rozell and his wife, Kay, reside in Sioux Falls where he owns Tri-State Wholesale Flooring,



Inc. John is active on both sides of the state as a board member for the Childrens' Home Society and LifeScape of South Dakota.

Brian Hagg

Hagg is an attorney with Whiting Hagg Hagg Dorsey & Hagg, LLP, in Rapid City, a firm he helped found in 1977. He has served as Deputy States Attorney and Assistant U.S. Attorney and has been involved in various organizations in the Black Hills area.



Lloyd Sohl

Sohl lives in Rapid City and formerly served as group president of Great Western Bank in Rapid City and Spearfish and retired as senior vice president of Risk Asset Review in Sioux Falls. He and his wife, Jan, have been involved with the Mount Rushmore Society in a committee capacity for a number of years.



2018 BOARD MEMBERS

At the annual meeting, officers and board members were elected for this year. Officers include President **Tim Raben**, Vice-President **Kay Jorgensen**, Secretary **Honorable**

Who We Are:

Mount Rushmore Society President:
Tim Raben

Executive Director: Diana Nielsen Saathoff

Finance Director: Lynn Bauter

Communications Director:
Debbie Ketel Speas

Membership Coordinator: Patty Neumiller

Special Projects Coordinator: Cindy Mayes

Mount Rushmore Bookstores
Retail Manager: Laura Jones

Mount Rushmore Bookstores
Administrative Assistant: Chris Redden

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 Self-Guided Tours Office:
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

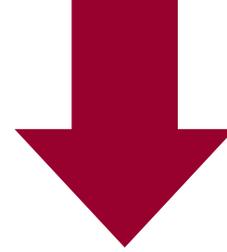
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Judge Jeff Connolly, Treasurer **Tony Cleberg** and Past President **Andy Knight**.

Other board members include **Mike Diedrich**, **Marnie Herrmann**, **Roxann Basham**, **Gary Brown**, **Aaron Galloway** and **Dr. Antonette Logar**. Emeritus directors include **Leroy Ketel**, **Phil Lampert**, **Judy Olson Duhamel**, **Gene Lebrun**, **Ruth Samuelsen**, **Tom Griffith** and **Dr. Sid Goss**.

Nancy Gowen was also thanked for completion of 15 years of board service to the Society.

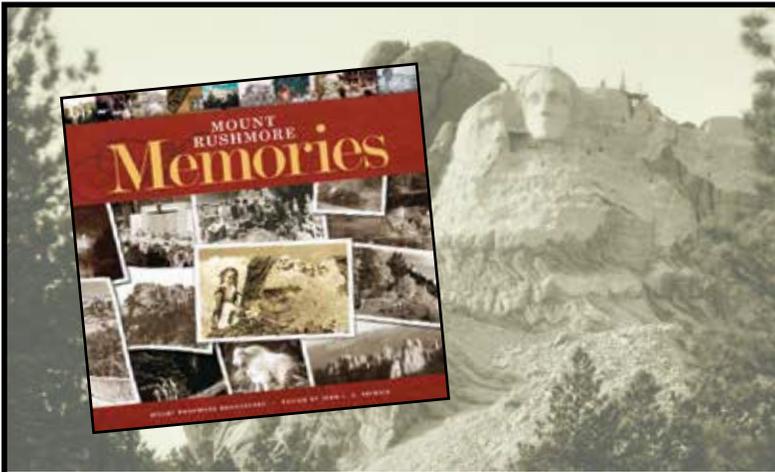


WE ARE ON THE MOVE!

THE MOUNT RUSHMORE SOCIETY OFFICES
WILL BE MOVING TO OUR
NEW HOME AT 830 MAIN
STREET, RAPID CITY IN
AUGUST OF 2018.

Good Investment.

In 2017, 2.4 million visitors to Mount Rushmore spent an estimated \$139 million in local communities. Spending that supported 2,140 jobs in the area and had a cumulative benefit of \$177 million to the local economy.



SHARE YOUR MOUNT RUSHMORE MEMORIES

The Mount Rushmore Society is updating the popular Mount Rushmore Memories book (first published in 2011). We are looking for additional memories to include in the next edition.

Think of a time that you spent at Mount Rushmore that encapsulates what Mount Rushmore means to you. Then, share it!

Email your Mount Rushmore memory (and accompanying photo) to debbie@mtrushmore.org now.

Your story might be edited and shared in our next Mount Rushmore Memories book to be reprinted in 2019.

Thank You to Our Recent Donors

The supporters listed here have given restricted and/or unrestricted cash gifts and sponsorships of \$100 or more from October 1, 2017 to April 30, 2018. This list does not include registration fees, membership fees or gifts in kind.

Independence Society

Gloria Borglum Charitable Trust

Patriot's Society

Victor Yaoeng Chu and Evelyn I-Ching Ma Chu
Dr. Mark L. and Michele Harlow and Family
Steven & Marianne Hersted
Tim & Karen Raben*

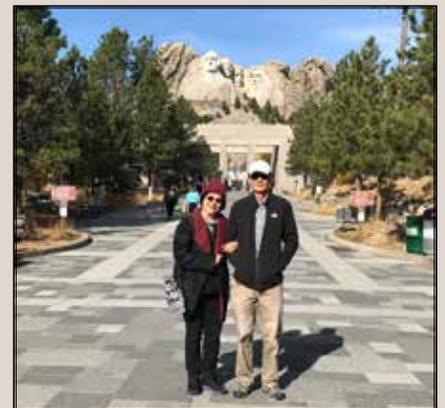
\$1,000-\$4,999

Anthony & Brenda Cleberg*
Charles & Vicki McLain

\$100-\$999

Black Hills Community Bank
Bruce & Roxann Basham*
Bearizona*
Black Hills & Badlands Tourism Assc*
Johnny Brockelsby*
Gary Brown*
Roger Cedarblade
Laura & Rick Cioppa
Antonette Logar & Edward Corwin*
Judy & Bill Duhamel*
Dr. Sid & Diane Goss*
Richard & Nancy Gowen*
Paula Honerkamp*
Michael & Connie Diedrich
Jingting Li
Jack & Betty Marsh
Herschel Plowman
Reptile Gardens*
Diana Nielsen Saathoff*
Cheryl & Bill Schreier
Jeff & Heather Thuringer

*denotes a portion or all of the gift went towards the Bill Honerkamp Memorial Fund



Donor Spotlight

"We are very honored to become one of the patriotic members of Mount Rushmore Society. Through our joint efforts, we like to see this great Country is united with diversified cultures and harmony. God Bless the United States."

Victor and Evelyn Chu
Saratoga, CA

Monumental Movie Campaign Underway

By Diana Nielsen Saathoff, Executive Director

When was the last time you attended Mount Rushmore's Evening Lighting Ceremony and watched the film? Have you watched the film in the Lincoln Borglum Museum? Like the faces on the mountain, these movies have not changed in decades, but unlike the faces on the mountain, they should. They must. And, the Mount Rushmore Society needs your help.

The Need

Presently, two films are being shown at Mount Rushmore. Both of the films and the technology used to project them are very out of date.

Mount Rushmore: The Shrine

(Shrine) is shown four times per hour every day, year round in the Lincoln Borglum Museum theatres. More than 700,000 visitors see this movie every year. It was produced for the Mount Rushmore Society over 30 years ago and reflects the now dated cinematography and interpretation of the time.

Freedom: America's Lasting Legacy

(Freedom) is shown nightly during the Evening Lighting Ceremony from May to September in the Amphitheater which seats 2,500 people. More than 172,000 visitors view this film every year. It was produced by Discovery Channel for the Mount Rushmore Society in 2001 right before 9/11. Although well done, the movie does not interpret Mount Rushmore for a post-9/11 era, as the World Trade Towers are shown in the first minute of the film.

The Opportunity

New films will be created with a broader audience in mind. They will be utilized far more extensively than our present methods and in ways

not even conceivable in the pre-social media days of 20 years ago. Facebook, YouTube and other delivery methods and applications are now available to us, with new media delivery technology and devices being created almost weekly.

With this fundraising effort, visitors on-site could be afforded the opportunity to visually experience the rich and inspiring story behind the carving and its place in America's history and contemporary culture. In addition, the new mobile technologies of today in 2018 will allow us to take the story of Mount Rushmore and America to all corners of the world via streaming video, helping us share the story by "taking the park to the people." This new opportunity will enhance and maximize our initial investment many times over.

We also should not overlook that new films would give state and local tourism associations another promotional tool to celebrate our world-renowned Memorial.

You are the Key to Our Success

To complete a project so important in telling the story of Mount Rushmore, this effort will include film production, post production and updating of all equipment in the Lincoln Borglum Museum and Amphitheater to show the movies in ultra-high definition digital quality.

Nuts and bolts aside, the opportunity to impact and enhance the visitor experience with this project will provide young and old, American and International visitors alike with an



exceptionally high quality educational experience. Whether on-site or on-line, it will enable the Society to fulfill its mission of enhancing the visitor experience while equally advancing the goals of the National Park Service in providing the best possible experience in the entire national park system.

HOW YOU CAN HELP THE MONUMENTAL MOVIE CAMPAIGN:

Our goal is for new films and equipment to be in place by 2019/2020. The National Park Service can begin the process upon firm assurance from the Mount Rushmore Society that we have the funds committed or in hand. The total project implementation, from concept to completion, including new projection equipment, will be approximately \$2 million. Gifts can take the form of a multi-year pledge, and specific in-kind gifts will be included in that total. Please consider supporting this project by indicating your gift on p. 5.

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 \$ _____

YES I would like my Gift to go towards the Monumental Movie Campaign

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 _____

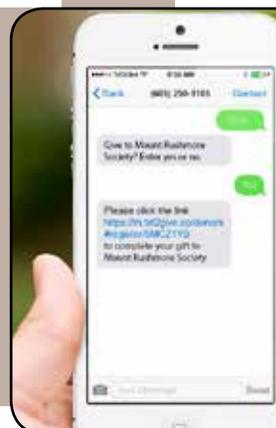
Signature _____

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
diana@mtrushmore.org | 605-341-8883

SKIP FILLING OUT THE FORM and support Mount Rushmore today by giving by text! It's easy. Just follow the directions below and get your donation sent in seconds.

For a gift of \$5,000 or more, you can join our list of supporters engraved on the Grand View Terrace Donor Wall. Call the Society office at 605-341-8883 for more information.



GIVE VIA TEXT MESSAGE

- 1 Text Give to: (605) 250-3105
- 2 Follow the prompts
- 3 Register your credit or debit card (first time only)

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

Mark Your Calendars

The Sculptor's Studio and the Presidential Trail from the Talus Terrace to the Sculptor's Studio will not be open during the summer of 2018.

May 25: First Evening Lighting Ceremony of the season starts at 9 pm daily.

June – September: Interpretive programs offered throughout the day. Check at the Information Center for specific program times and topics.

June – August: Junior Ranger programs to be held at the Youth Exploration Area 9 am-11 am.

June 13 – August 22: Hoop Dancing every Wednesday at 9:30 am with Starr Chief Eagle on the Grand View Terrace.

June 14: Naturalization Ceremony at 11 am in the Amphitheater.

Witness 200 people from around the world become citizens of the United States.

July 3: Independence Day activities held throughout the park all day.

August 12: Evening Lighting Ceremony Program moves to 8 pm daily.

September 30: Last Evening Lighting Ceremony of the season.

Continued from p. 1

described tour is also available in English for the sight-impaired. This is a new feature that will allow visitors of different abilities to experience the park.

Also included in the tour is the Junior Ranger Quest game, a new adventure that allows kids to participate in up to 16 challenges at different tour stops around the park. Once they complete challenges, they receive a Junior Ranger badge from a ranger desk, just like the written



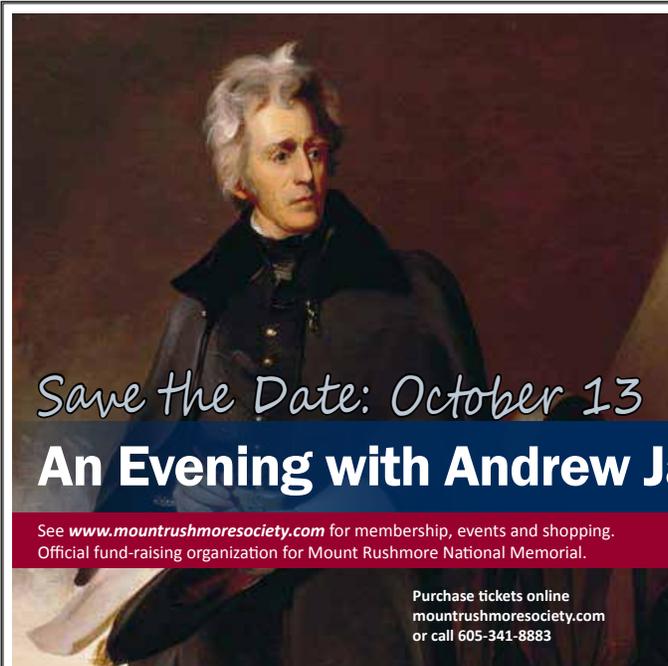
FIND YOUR

PARK Festival

**Saturday June 9, 2018 | 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!!



Join President Andrew Jackson and the Mount Rushmore Society to celebrate and support Mount Rushmore!

**Saturday, October 13, 2018
5 pm**

Mount Rushmore National Memorial's Carvers Marketplace

\$100 if purchased before 9/1/2018. \$110 if purchased after 9/1/2018.

Save the Date: October 13

An Evening with Andrew Jackson

See www.mountrushmoresociety.com for membership, events and shopping. Official fund-raising organization for Mount Rushmore National Memorial.

Purchase tickets online
mountrushmoresociety.com
or call 605-341-8883



Sponsor This Event Contact Diana at 341-8883 for more information

Junior Ranger program. Although it's best if played at the park, the game will be available for free download on the Apple Store and Google Play.

Due to the success and popularity of the Mount Rushmore Audio Tour that was produced more than 10

years ago, we decided to give it a facelift and make it more relevant for today's visitor! The audio tour has won three national awards, including the 2008 National Park Service Director's Award.

Support Mount Rushmore with Your Annual Membership

By Patty Neumiller, Membership Coordinator

Thank you for supporting Mount Rushmore with your resources throughout the year by donations, sponsorships, partnerships and time. Another way to support the park is being an annual member of the Mount Rushmore Society.

Last year, we changed up our membership program. One of the most exciting changes to our program is the addition of the \$25 Veteran level membership to honor those who have served or currently serving in the military. Veterans receive a special commemorative



gold pin. Thanks to the efforts of our sales staff, more than 500 veterans were honored with a Veterans Pin.



All other members receive a special commemorative silver pin. All annual memberships are good one year from purchase.

You, too, can support the organization annually.

To make a membership gift or to renew your membership, fill out the enclosed form or go online at mountrushmoresociety.com.

New Products Online from the Mount Rushmore Bookstores

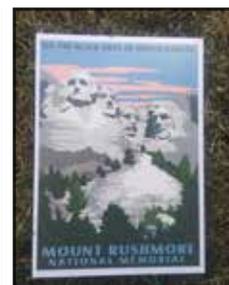
Order at mountrushmoresociety.com
1-800-699-3142



Legos of Big Horn Sheep and Buffalo | \$9.95 each



National Park Geek Hat Tac | \$6.95



Retro Postcard | .50¢



Rapid City Regional Airport
www.mountrushmoresociety.com
605-791-6868

Your 15% Society Membership Discount Works Here too!

THE MOUNT RUSHMORE MEMORIES AIRPORT STORE HAS REOPENED AFTER A REMODELING PROJECT THAT INCREASED THE SIZE OF OUR STORE.

WE HAVE TONS OF NEW PRODUCT SELECTIONS.

MAKE SURE TO CHECK IT OUT THE NEXT TIME YOU FLY OUT OF RAPID CITY!

Address Service Requested

Spotlight on National Park Service Team Member Maureen McGee-Ballinger

Maureen McGee-Ballinger has been the chief of interpretation and education at Mount Rushmore National Memorial since September 2011.

She holds a bachelor of science degree in political science from Southern Illinois University Edwardsville and a master of science in resource interpretation from Stephen F. Austin State University.

Maureen's National Park Service career began as a volunteer in Yellowstone National Park while working for the concession operation, TW Recreational Services. Her first paid park service position was at the Jefferson National Expansion Memorial in St. Louis, now known as

the Gateway Arch National Park. Her career continued at Independence National Historical Park in Philadelphia, Everglades National Park, Mount Rainier National Park and Knife River Indian Villages in Stanton, ND.

Over the course of her career, she has worked in multiple capacities serving as an interpretive park ranger, an administrative maintenance clerk, a park-wide volunteer coordinator and a fee collector. Today, in addition to serving as the chief of interpretation and education, she is also the park's public information officer and supervisor for the multi-park curatorial collection.

According to Maureen, "The towering granite sculpture of Mount



**Chief of Interpretation and Education
Maureen McGee-Ballinger**

Rushmore is not just faces of men, but the personification of ideals. A sculpture that has a global impact crossing linguistic and national boundaries," a site she is privileged to share.