



Photo by Rodger Slott

Summer 2012

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

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A Legacy of Giving

By Diana Saathoff, Executive Director

It has been said that the creation of national parks was “America’s Best Idea.” The preservation of special places—be they wilderness, historic or culturally significant—were set aside for preservation. Other sites, like Mount Rushmore and the Jefferson National Expansion Memorial, are man-made tributes to American ideals and were created to commemorate our rich and diverse story.

Another great American tradition is that of philanthropy. Mount Rushmore has been the recipient over the years of the love and support of thousands of donors, large and small contributions.

One of the programs we are bringing back this summer is “Pennies for the Park.” The Society’s earliest campaign called out to schoolchildren to donate pennies for the carving of Mount Rushmore in the 1930s. During the Preservation Campaign of the early 90s, a penny campaign was once again used to support a grass-roots fundraising effort for the park’s visitor

center, museum and trails which culminated in 1998.

This summer, we will bring it back through our Mount Rushmore Bookstores

and ask our visitors if they would like to donate their change, or round-up purchases to the next dollar as a donation. Proceeds will go toward programs at Mount Rushmore.

All contributions from pennies to portfolios will make a difference and move us toward our goals. Our supporters have always risen to the challenge of enhancing, protecting and preserving Mount Rushmore. Thank you!





Celebrate the Past

By Ruth Samuelsen, President

Get Ready: It's been a busy winter with an exciting outlook for spring at Mount Rushmore! Visitation has been high, due in part to our balmy weather. Mount Rushmore Bookstores' sales have been up, and inventory is now nestled in a newly purchased warehouse in Keystone, SD. (Finance Director Lynn Bauter is thankful that she has her garage back after storing books for so long!) Retail Manager Laura Jones has returned, and the bookstore is poised for a busy season, which will raise money for park projects. Other winter highlights detailed in this newsletter include an annual meeting held in January and attending the Association of Partners for Public Lands Conference in February, where we picked up a couple of awards. We also continued to work with the park service staff on planning for the Youth Exploration Area shelter.

Get Set: From April 11 to 13, Executive Director Diana Saathoff, Past President Gene Lebrun and I attended the National Park Friends' Alliance Spring Meeting held at Cavallo Point in the Golden Gate Recreation Area of San Francisco. We toured and learned about their many, many park projects

and stewardship efforts. We heard from Jon Jarvis, director of the National Park Service, who stressed the importance of collaboration with partner groups such as ours. We discussed fundraising, technology in the parks, budget cuts and future challenges, among other topics.

I continue to be amazed at the dedication of so many to our national parks. I was a part of a regional partnership training opportunity—Leading Partnerships for the 21st Century—held May 1 to 3 at the K Bar S Lodge in Keystone, which involved many of our board members and national, regional and local park service employees. Superintendent Cheryl Schreir and Executive Director Diana Saathoff gave a motivational presentation on partnerships.

Go! Upcoming dates for the summer and beyond are highlighted throughout the newsletter. Please pay attention to the Naturalization Ceremony to be held June 14 at Mount Rushmore, as this is one of the most patriotic ceremonies to attend and be a part. Mark your calendars for all the events listed in this newsletter and have a great summer!

“The peak he had selected stood in the center of the Harney Range, the pinnacle of the entire area, in the sacred land of the Lakota Nation and part of the Louisiana Purchase . . . ”

—Lincoln Borglum

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

Parking Division Manager: Bob Dominick

Retail Manager: Laura Jones

Development Director: Gary Keller

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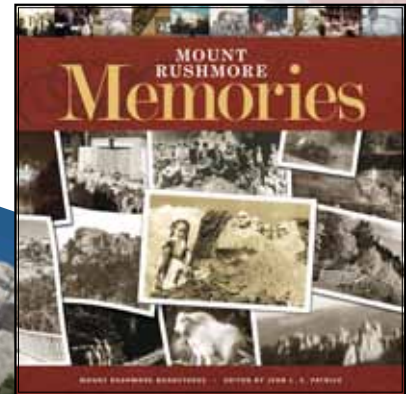
Society Recognized with Two National Awards

By Debbie Ketel, Communications Director

The Mount Rushmore Society team was recognized during the Association of Partners for Public Lands Media and Partnership Awards held March 7, 2012, in Las Vegas, NV, for our Mount Rushmore Society Membership Program branding and our newest publication, *Mount Rushmore Memories*.

The APPL Media & Partnership Awards program recognizes the outstanding contributions made by not-for-profit partners through essential materials that interpret our nation's parks, refuges, monuments, forests, lakes, open spaces and historic places.

Published by the Mount Rushmore Bookstores, *Mount Rushmore Memories* was the winner in the General Interest Publications book category. The branding efforts for the Mount Rushmore Society Membership Program won an Honorable Mention in the Membership/Fundraising Program or Project category. The organization's new logos, brochures, website, signage, video,



communications and sales direction were all a part of the branding effort that was recognized.

Mount Rushmore Memories

is a collection of 120 memories about Mount Rushmore National Memorial edited by Jean L.S. Patrick of Mitchell, SD, and Society Communications Director Debbie M. Ketel and designed by Amanda Summers Design of Arizona.

One of the judges commented: "This is an excellent commemorative product that is not just a souvenir. It really does inform and provoke. Good job of editing visitor letters. Personal memories are interesting, different from usual approach."

The book retails for \$14.99 and is available at the Mount Rushmore Bookstores at the park, online at www.mountrushmoresociety.com, by calling 1-605-574-3142 or at other bookstores in the area.

To find out more about the Mount Rushmore Society membership program, go to www.mountrushmoresociety.com and view our video by clicking on the link on the homepage.

Take Note of the Following Dates:

National Travel and Tourism Week May 5- May 13

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 Congress passed a joint resolution in 1983 designating the week to be celebrated in May.

Mother's Day | May 13

Evening Lighting Ceremony program begins.

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's Studio opens

Memorial Day | May 28

Memorial Day observed

Save the Dates:

CyArk Unveiling of Mount Rushmore 3D scanning | June 13

Details on p. 4

Naturalization Ceremony | June 14

Details on p. 7

Independence Day Celebration July 3-4

Updates on events at www.nps.gov/moru

Mount Rushmore Society Picnic Aug 26

An Evening with President Ulysses S. Grant | Oct. 6

The *Summer 2012 Granite Journal*, the park's official newspaper, is now available online at www.mountrushmoresociety.com under Your Visit and at www.nps.gov/moru in the Plan Your Visit section.

Out and About >>>

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

- Attending the **South Dakota Tourism** Conference.
- Attending **BankTravel** in Memphis to promote the Mount Rushmore Audio Tour to bank tour groups.

- Sharing a **Black Hills Home Show** booth with Xanterra Parks & Resorts and selling over 500 parking packages at a discount of \$8. Each package also included two breakfasts at the Carvers Cafe at Mount Rushmore.

Digital Preservation of an Icon

By Amy Bracewell, Education Specialist

When Gutzon Borglum began carving Mount Rushmore National Memorial in 1927, he was aware of the lasting legacy of his vision. The National Park Service takes the highest measures in preservation and security to ensure no natural or human-caused damage happens to the Memorial. Documentation, preservation and protection of the sculpture are integral in keeping Borglum's dream alive.

One of the newest preservation projects at the Memorial involves ground-breaking technology. In May of 2010, staff from Mount Rushmore worked closely with highly skilled digital preservation specialists from Historic Scotland and the Kacyra Family Foundation based out of California. Using the latest digital laser-scanning equipment, the preservation team captured sub-centimeter details of every perspective of the sculpture, including the top of the heads, the canyon behind the sculpture and the inaccessible Hall of Records.

Where the NPS once relied upon hand-drawn blueprints and photographs to document heritage resources, parks are now able to use technology to create digital records of

our nation's treasures. The park uses the laser-scanning data to document the historic sculpture, to track any movement of the rock and to develop new multimedia programming for the public.

One of the first public uses of the data was launched earlier this year in the form of an online portal highlighting the digital-scanning project. The website features an array of rich multimedia material including an interactive virtual tour of the Memorial, navigable and measurable 3D "point cloud" models comprised of the billions of points collected by the laser scanners and a large collection of videos and photographs. The website is available free to the public at www.cyark.org.

A new exhibit for the Lincoln Borglum Visitor Center is also another exciting project to come from the digital-scanning data. The exhibit will be installed for this summer and showcases the virtual tour and digital models from the website, along with a 3D-interactive holographic image of the sculpture. Other projects in the works for the



future include educational curriculum guides that will be available on the CyArk website for grades K through 12 and a smartphone and iPad app. The free mobile app will feature the interactive, 360-degree virtual tour of the mountain, as well as videos of the point-cloud data.

These exciting programs will be featured during a presentation of the new technology on Wednesday, June 13 at 7 p.m. at the Elk's Theater in Rapid City for invited guests and media.

Mount Rushmore is proud to be a part of this new preservation technology. Nothing compares to experiencing the sculpture in person, but through technology, visitors will be able to see areas of the faces only seen by the original workers themselves.

Parking Update *By Bob Dominicak, Parking Division Manager*

This year has gotten off to a great start. Visitation (total vehicles) for FY 2012 to date is at 44,368, up 11.8% over FY 2011 for the same time period. For FY 2012 to date, revenues are up 21.3% over FY 2011 for the same time period. In addition, April 2012 has started out approximately 31% ahead of April 2011. We are all looking forward to a great summer if this trend continues.

This spring, we are in process of making concrete repairs, replacing the concrete pavement in front of the entrance booths, reconstructing curb and gutter near the booths/office, repairing pavers and the drain at the top of the stairs on the Lincoln side, and more to make Mount Rushmore accessible to all. These projects are scheduled to be completed in May.

Each visit reminds me what's so great about Mount Rushmore—the

fact that no matter how many times you visit, you will come away with something new. Each visit brings an opportunity to see something completely different—viewing it at sunrise, mid-day or sunset puts the faces in a different perspective. Seeing all the different people with awe on their faces or in tears or speechless is very special.



President Ruth Samuelsen presents Bill Groethe of First Photo the 2012 Corporate Friend of the Faces Award for his contributions in the preservation of Mount Rushmore in film.

Society Holds Annual Meeting

By Debbie Ketel, Communications Director

The Mount Rushmore Society celebrated 82 years of supporting Mount Rushmore National Memorial at its annual meeting held January 14, 2012, at the Ramkota in Rapid City. Society President Ruth Samuelsen opened the meeting with approximately 80 members and guests in attendance. As part of the agenda, Mount Rushmore carver **Nick Clifford** was honored with the 2012 Individual Friend of the Faces Award, and **Bill and Alice Groethe** of First Photo were awarded the 2012 Corporate Friend of the Faces Award.

Clifford began working on the mountain at age 17 and played on the Memorial Baseball Team. He was recognized for his consistent promotion of Mount Rushmore and education of visitors through personal interactions at the park and his book, *Mount Rushmore Q & A*.

Groethe bought his first camera at the age of seven. At 12 years old, he became an apprentice to well-known photographer Burt Bell of Bell Studio. He began building a photography collection that documents the carving of Mount Rushmore, as well as the first blasts at Crazy Horse and the last

nine survivors of the Battle of the Little Bighorn in 1948.

As part of the business meeting, Samuelsen announced that the Society contributed more than \$310,844 to Mount Rushmore National Memorial in FY 2011.

Society contributions in 2011 included the following:

- Event support for the Independence Day Celebration and other events;
- Promotion of park events and services;
- More than \$201,018 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.

Superintendent Cheryl Schreier reported on the 2010-2011 National Park Service projects at Mount

Rushmore. One of the highlights was the unveiling of the digital scanning of the Memorial, which was completed by CyArk based out of California. The park can now use the laser-scanning data to document the historic sculpture, to track any movement of the rock and to develop new multimedia programming for the public. See p. 4 for more information on the use of this technology.

For 2012, **Ruth Samuelsen** of Rapid City will continue to lead the organization as president. Other officers include Past President **Gene Lebrun** of Lynn Jackson Shultz & Lebrun, Vice President **Andy Knight** of Kahler Prudential Realtors; Secretary **Judy Allen** of Rapid City; and Treasurer **Leroy Ketel** of Ketel Thorstenson, LLP.

Lee Groskopf of Rapid City was elected as a new board member. He joins current board members **Roxann Basham, Joe Bruch, Justin Cutler, Judy Olson Duhamel, Dr. Sidney Goss, Tom Griffith, Bill Honerkamp, Kay Jorgensen, Phil Lampert** and **Tim Raben**. Emeritus directors include **Glenn Barber, Johnny Brockelsby, Mike Derby, Al Johnson, Royal McCracken, Jim Nelson** and **Nancy**



Nick Clifford (bottom row right) played on the Memorial Baseball Team while working on the mountain.

Gowen. Outgoing emeritus director **Jim Bell** was recognized for more than 18 years of service to the board.

The annual report may be downloaded at www.mountrushmoresociety.com.

Team Attends APPL Conference

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, Debbie Ketel** and **Laura Jones** joined board members **Ruth**

Samuelsen and **Andy Knight** as well as Superintendent **Cheryl Schreier** and Director of Interpretation & Education **Maureen McGee-Ballinger** for a week of education and celebration with other national park representatives and nonprofits.



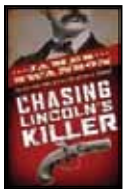
The Mount Rushmore team accepts the APPL Award for the self-published *Mount Rushmore Memories* book in March. Pictured (l-r) are Maureen McGee-Ballinger, Cheryl Schreier, Laura Jones, Diana Saathoff, Debbie Ketel, Ruth Samuelsen and "Theodore Roosevelt."

TIDBITS

- The Mount Rushmore Society and Bookstores have received memberships from 68 people since the beginning of the fiscal year. Of note are the invitations that were sent by Society board members, inviting colleagues and friends to join. To date, 28 people have accepted the invitation to become lifetime members from those invitations. The bookstore employees continue to promote the organization and have added 36 new individuals, 3 family and 1 supporting memberships.
- The Society is partnering with Black Hills Badlands & Lakes to sponsor the fireworks display at the end of the Twins baseball game in Minneapolis on May 25 to promote Mount Rushmore to our regional neighbors.
- Coming to the area? The itinerary trip builder through www.VisitRapidCity.com via the Rapid City Convention & Visitors Bureau is another great resource.

New Products for Summer 2012

By Laura Jones, Retail Manager



Chasing Lincoln's Killer

This book gives the historical account of the plot and assassination of Abraham Lincoln and the hunt for his killer, John Wilkes Booth. For the young reader. by James L. Swanson.

\$16.99



George Washington's Spy

This children's book portrays what it was like to be a loyalist and a patriot in the American Revolution. A sequel to *George Washington's Socks*, which we carry as well.

\$16.99



XTRM Double Puzzle of the American Flag

The two-sided puzzle is in a 3-sided box with 500 pieces.

\$15.99

George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt Puzzle

Two-sided puzzles of 50 pieces each in a 3-sided box like this sample at right. **\$9.99 each**



Audio Tour Now Available in French

Since 2007, the Mount Rushmore Audio Tour has been available in English, Spanish, German and Lakota. Now the tour is available for French-speaking visitors!

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.

Order the products online or by calling 1-800-699-3142.



Naturalization Ceremony to be Held June 14

The public is invited to attend the Naturalization Ceremony for approximately 80 new American citizens on Thursday, June 14 in the Mount Rushmore National Memorial Amphitheater. It is sponsored by the Mount Rushmore Society.

"The Society is honored to be part of this ceremony, which is symbolic of the values of the four presidents on Mount Rushmore," explains Executive Director Diana Saathoff.

Representatives of the U.S. District Court, U.S. Citizenship & Immigration Services, the U.S. Marshals Service and the Department of Homeland Security

will participate in the event. Qusi Al-Haj, the West River regional director for Senator John Thune's Office, will be the keynote speaker.

Dakota Choral Union will perform. Mount Rushmore National Memorial's Superintendent Cheryl Schreier, Mount Rushmore Society President Ruth Samuelsen and students from West Middle School will make special presentations to the new citizens.

Plan on attending this year's Naturalization Ceremony to experience the joy that new citizens express in making the U.S. their home!

Pam Wright Joins Mount Rushmore Bookstores Office

Pam Wright has now joined the administrative team at the Mount Rushmore Bookstores as the new administrative & accounting assistant. She will support the three bookstores at Mount Rushmore, the Mount Rushmore Audio Tour and the online store.



Wright had previously served as the administrative assistant in the Society office in Rapid City for six years. Prior to that she worked for Nash Finch for 32 years and ended her career with that organization as a regional trade trainer.

"We just love having Pam in our office," says Finance Director Lynn Bauter. "Her retail and training experience adds a measure of professionalism and attention to detail that someone in this position needs."

Gary Keller Joins Society as Development Director

By Diana Saathoff, Executive Director

The Society is pleased to announce that Gary Keller is joining the organization as the new development director who will oversee a robust development and fundraising plan in support of projects at Mount Rushmore National Memorial. Keller describes his "new" gig as one which simply can't be topped, and, he says, "It's like coming home."

Keller became South Dakota's first official film office director in the South Dakota Department of Tourism in 1987.



During his career with Tourism, he worked with Mount Rushmore staff to recruit a variety of national and international photography, film and television projects, including the live network television special of *Live with Regis & Kathie Lee at Mount Rushmore*. He was also the state's key liaison with Kevin

Costner for the filming of *Dances with Wolves*.

Before deciding to move back to South Dakota, Keller was a nonprofit executive director in the Greater Cincinnati/Northern Kentucky region.

He re-organized and revitalized two interrelated nonprofit business/charitable-giving foundations where he honed his friend-raising, fundraising and major donor development skills.

We are pleased to have selected Keller who will help prepare Mount Rushmore for its 75th anniversary in 2016 and beyond.

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

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2013 Mount Rushmore Calendar Hot Off the Press!

Our last calendar that we published was so popular that we decided to print one again for 2013. It includes beautiful pictures of the Memorial and insights into the many central characters who are part of the park's legacy. It also includes examples of the park's natural resources. The full shipment of calendars will be delivered by the end of May. Pre-order yours online or by calling 1-800-699-3142.

\$10.99

