

Photo by Rodger Slott

Summer 2013

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

[www.facebook.com/MountRushmoreSociety](https://www.facebook.com/MountRushmoreSociety)

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## Mount Rushmore Memories Store to Open in Hill City Summer 2013

By Debbie Ketel, Communications Director

The Mount Rushmore Society has been involved in many ventures over the years, and this one is equally exciting. In an effort to reach out to our surrounding communities and provide even more unique items to the visiting public, we will open Mount Rushmore Memories this summer.

“Since 1930, the Society has been supporting Mount Rushmore National Memorial in a variety of ways, including fund raising, serving as a concessionaire and operating the Mount Rushmore Bookstores at the park. We are now expanding our retail footprint to Hill City and are excited to engage the greater community as we prepare for the 75th anniversary of Mount Rushmore in 2016,” explains Executive Director Diana Saathoff.

The store will carry books, gifts, art and visitor information about Mount Rushmore and the Black Hills area. As an enterprise of the Society, a portion of

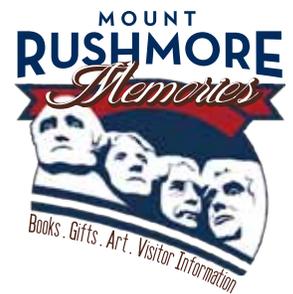
proceeds from the store will go to support programs at Mount Rushmore.

It will be located at 263 Main St. in Hill

City next to Black Hills Harley Davidson (BHHD). Retail Manager Amy Klein-Greba will manage the store. (See p. 7).

The staff has been busy working with retail consultants, selecting fixtures (with a “historic chic” look), attending gift shows and customizing products for a June grand opening.

“We intend to capitalize on our partnership with BHHD by working together on events and promotions to bring locals and tourists to the Hill City area . . . and learn about our unique history in the Black Hills,” says Society President Andy Knight.





(l-r) Society President Andy Knight and Executive Director Diana Saathoff hand Superintendent Cheryl Schreier and Assistant Chief of Interpretation & Education Blaine Kortemeyer a \$100,000 donation for sculpture preservation on April 24.

## President's Letter

By Andy Knight, President

It's been a privilege to work with Past President Ruth Samuelsen these past two years. Thanks, Ruth, for your leadership. You have set the bar high! Also, kudos to Superintendent Cheryl Schreier, who has provided a great cohesive working relationship with the Society. Your pride in Mount Rushmore and what it stands for is outstanding.

We all know that government agencies across our country are cutting their budgets via a process called "sequestration." The National Park Service (NPS) has experienced an 8% budget cut for FY 2013 as a result. It is my belief that this gives the Society a unique opportunity to visibly show the support we have always provided Mount Rushmore.

We are moving forward with our specific goals for 2013:

- Open the Mount Rushmore Memories store in Hill City in June. This will provide an additional source of funding in the event the parking facility reverts to NPS ownership in the fall of 2016.
- Donate \$100,000 to the park for continued sculpture maintenance. This is the first

of five \$100,000 gifts that the Society will give to the park over the next five years to be used specifically for sculpture preservation. The funds are a result of an initial \$214,000 bequest from the Betty Nelson, Yankton, SD, estate. The Society contributed an additional \$200,000 and has managed the fund for its ultimate donation.

- Sponsor the Evening Lighting Ceremony for \$35,000 so that it continues to inspire visitors throughout the summer season.
- Complete all fundraising efforts for the Youth Exploration Area.
- Continue funding for the hiring of seasonal rangers for the summer.

These projects emphasize the very heart of our mission . . . to preserve, protect and enhance Mount Rushmore. We need to always remember that the accomplishments of today are really investments in tomorrow.

## Who We Are:

Mount Rushmore Society President:  
Andy Knight

Mount Rushmore Bookstores Chair:  
Nancy Gowen

Mount Rushmore Institute President:  
Jim Nelson

Parking Committee Chair: Phil Lampert

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 Dominicak

Communications Director/Newsletter:  
Debbie Ketel

Development Director: Gary Keller

Executive Administrative Assistant:  
Anna Raue

Administrative & Accounting Assistant:  
Kim Taylor

Mount Rushmore Memories Retail  
Manager:  
Amy Klein-Greba

### Contact Information

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Location:  
711 North Creek Dr | Rapid City, SD 57703  
(605) 341-8883  
Fax: (605) 341-0433  
info@mtrushmore.org

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 Memories  
PO Box 90  
263 Main St.  
Hill City, SD 57745  
amy@mtrushmore.org

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

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# Youth Exploration Area Fundraising Past Halfway Point

By Gary Keller, Development Director

Spring seems to have taken a long time to arrive for most of us, but with it comes a renewed sense of optimism and enthusiasm. We're gearing up for the activities which will once again occur during the warm summer and fall months at Mount Rushmore. That optimism can also be felt in our fundraising efforts for the Youth Exploration Area. We sailed past the halfway point in raising \$396,000 this winter and recently announced the campaign publicly to the media.

Although the "buzz" in the national press has focused around shrinking government budgets and sequestration, rest assure that the Society is here to help the park in any way we can. This summer, the Youth Exploration Area and popular programs, like the Evening Lighting ceremony, will go on as scheduled.

Society Executive Director Diana Saathoff was recently quoted in a *Rapid City Journal* opinion piece saying, ". . . that's part of the beauty of this organization. We typically don't wait for federal funding, and we're in a time when parks need their nonprofit partners (like the Mount Rushmore Society) more than ever."

Why should you consider a donation? For one, May is our fundraising goal deadline, and to be

honest, this project is very special to us, as we hope it will be to you. Your contribution will give kids something very special to do under a permanent structure.

Now in its seventh year, the Youth Exploration Area program has proven itself as a high-touch, hands-on learning program for kids, using only a temporary tent and table. National Park Service (NPS) interpretive rangers and volunteer educators develop and present topics on nature, art, history and civics, among others, to children. This visitor segment is what Saathoff describes as "perhaps the most under-represented segment of the nearly three million annual visitors to Mount Rushmore from around the world. Although a multi-use facility, this project is really designed with children in mind."

As of this writing, fundraising efforts for the \$396,000 project have reached approximately \$240,000 in cash and grant commitments, leaving \$155,000 yet to be raised. The project was kicked off with a wonderful



A child takes part in a program in the Youth Exploration Area temporary shelter. The Society is raising funds to construct a permanent one.

\$25,000 grant from Black Hills Corp Foundation in 2011, and last fall, we were the grateful recipients of a gift from the Adams-Mastrovich Family Foundation-Mary Adams Balmat in the amount of \$10,000. Thank you!

If you have considered having a hand in building the Youth Exploration Area, now would be the perfect time to make a donation, large or small. As your generosity continues to pour in, trust that the Society staff and the NPS continue planning for a late summer 2013 ground-breaking ceremony. Donations are tax deductible.

For more information and to make a pledge, visit the Mount Rushmore Society website at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com) or call us at 605-341-8883.

## Take Note:

### Mother's Day | May 12

Evening Lighting Ceremony program begins. Sponsored by the Mount Rushmore Society. Park service visitor facilities open 8 am - 10 pm; Sculptor's Studio opens

### Lewis & Clark | May 14

Beginning of Lewis and Clark Expedition in 1804.

### Memorial Day | May 27

Memorial Day observed

## Save the Dates:

### Dedication of the Gutzon Borglum Highway (Hwy 244 from Keystone to Mount Rushmore) | June 1

Originally dedicated in 1973, we are rededicating the highway in Borglum's name and will erect the historic sign that was taken down during past construction.

### Naturalization Ceremony | June 27

The Society sponsors the naturalization ceremony for those becoming American citizens at this 2 pm event.

## Independence Day Celebration

July 3-4

Updates on events at [www.nps.gov/moru](http://www.nps.gov/moru)

### Mount Rushmore Society Picnic Aug 25

### An Evening with President William Taft | Oct. 5

The Summer 2013 Granite Journal, the park's official newspaper, is now available online at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com) under Your Visit and at [www.nps.gov/moru](http://www.nps.gov/moru) in the Plan Your Visit section.

# Sequestration and Mount Rushmore

By Cheryl Schreier, Mount Rushmore National Memorial Superintendent

Spring has sprung at Mount Rushmore National Memorial, and everyone is preparing for the summer season ahead. The staff at Mount Rushmore endured the ramifications of the fiscal cliff, called "sequestration," which involved potential hiring freezes of seasonal positions, permanent positions and a government shutdown on March 27. The fiscal cliff was averted, as well as the government shutdown, however the impacts of sequestration are a reality. For the remainder of FY2013, we are faced with a 5% budget reduction. We anticipated the 5% reduction over a three-year period, rather than seven months.

With so much uncertainty, our staff has remained positive, flexible and incredibly resilient. We can all agree that if we know what the future may hold, we are able to move forward and perform our work. The uncertainty has created angst and stress for our employees, since we were facing the potential for furloughs. Our employees are just like anyone else. We have mortgages, auto loans, student loans, childcare needs, eldercare needs, health issues, etc.



How are we managing the 5% budget reduction? We must ensure that since we are an "icon" park that we provide 24/7 coverage for security, safety and emergency services. With that being said, we are not hiring key positions and only filling those vacancies in the next six months that meet the criteria of security, safety and emergency services. The lapse in hiring of those positions is being used to keep visitor facilities open, such as the Lincoln Borglum Visitor Center, museum and Information Center through this entire fiscal year. The first of April was the beginning of the 9.9% increase in electricity costs.

We are also reducing training and travel, as well as overtime expenses, unless there are emergency situations. We may not be able to repair and maintain facilities to the high standards our visitors have come to expect. This is

a very difficult reality for our employees who genuinely care deeply for this Memorial and are proud to be National Park Service (NPS) employees and care for the resources they have been entrusted with to preserve and protect. We are now doing "less with less" and will only focus on the park's highest priorities. With no longer having the capacity or resources to do more, we are scaling back on plans, programs and projects. Special events larger than our current and very popular Naturalization Ceremony and Independence Day activities on July 3 and 4 will not be manageable with our current staffing.

We are very appreciative of our many partners, including the Mount Rushmore Society, in assisting us with funding for the first two weeks and the last two weeks of the Evening Lighting Ceremony to ensure our visitors have the opportunity to enjoy our most popular program. We appreciate the Mount Rushmore Society's efforts with friend-raising and fundraising. The Youth Exploration Area planning and design is moving forward, and this is one of the high priority projects for the park. There will be more to come in the very near future on the planning, design and the location of the Youth Exploration Area.

Next time you are visiting Mount Rushmore National Memorial, please take a moment to thank and acknowledge our hard-working, dedicated and passionate NPS employees! I know they will appreciate hearing that from all of you. These are very challenging times for the NPS, and we can use all of the "friends" we can get! Our seasonal employees will be here shortly, and we will be ready for the summer of 2013. Let's make it safe and enjoyable one for everyone.

## Partners in Action.....



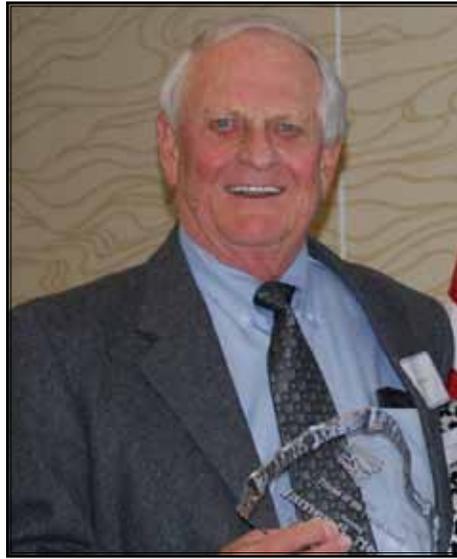
**Left: Executive Director Diana Saathoff poses with National Park Foundation President Neil Muholland during the Friends Alliance Conference held in Washington, D.C. February 25-27. The NPF is donating \$100,000 in matching funds to the Youth Exploration Area.**



**Right: Past President Ruth Samuelsen, Development Director Gary Keller and Saathoff pose with Senator Tim Johnson during the same trip to promote and advocate for Mount Rushmore National Memorial.**



Gene Lebrun (l) accepts Individual Friend of the Faces Award.



Jim Nelson accepts Individual Friend of the Faces Award.



Monte Lucas (r) of First Interstate Bank accepts the Corporate Friend of the Faces Award.

## Society Holds Annual Meeting

By Debbie Ketel, Communications Director

The Mount Rushmore Society held its annual meeting on January 19, 2013, at the Hilton Garden Inn in Rapid City. Society President Ruth Samuelsen opened the meeting with approximately 80 members and guests in attendance.

The highlight of the evening was honoring those who have partnered with the Society over the years. Two Individual Friend of the Faces Awards were given to Society past presidents James S. Nelson of Gunderson, Palmer, Nelson & Ashmore Law Firm and Gene Lebrun of Lynn, Jackson, Schultz & Lebrun Law Firm. Both of Rapid City, they were each honored for their many years of dedication, leadership and outstanding service to the organization.

Monte Lucas, president of First Interstate Bank's east-side branch, accepted the Corporate Friends of the Faces Award for the bank's longstanding support of the Society's mission.

As part of the business meeting, President Ruth Samuelsen announced a 60% increase in Society memberships for the year, record Mount Rushmore Bookstore sales, an 8.4% increase in parking revenues and contributions of

\$313,148 to Mount Rushmore National Memorial in FY 2012.

Society contributions in FY2012 included the following:

- Event support totaling \$31,371 for the Independence Day Celebration and other events;
- Promotion of park events and services;
- More than \$211,912 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 2011-2012 National Park Service projects at Mount Rushmore.

For 2013, **Andy Knight** of Prudential Kahler Realtors will lead the organization as president. Other officers from the Black Hills area include Past President **Ruth Samuelsen**, Vice President **Judy Allen** of Rapid City; Secretary **Tim Raben** of Rapid City;

and Treasurer **Leroy Ketel** of Ketel Thorstenson, LLP.

Board members for the new year include **Roxann Basham, Joe Bruch, Justin Cutler, Judy Olson Duhamel, Dr. Sidney Goss, Tom Griffith, Bill Honerkamp, Kay Jorgensen, Phil Lampert** and **Gene Lebrun**. Emeritus directors include **Glenn Barber, Johnny Brockelsby, Mike Derby, Al Johnson** and **Nancy Gowen**. **Gary Brown** of Rapid City was elected to the board, and former board director **Lee Groskopf** was honored for his service to the Society.

The annual report may be downloaded at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com).

## South Dakota Community Foundation Donates \$10,000

This just in! The South Dakota Community Foundation is donating \$10,000 toward our \$396,000 goal for the Youth Exploration Area. We are honored and thankful about receiving this grant. Thank you!

# Mount Rushmore Bookstores Celebrates 20 Years!

By Lynn Bauter, Finance Director

June, 2013, marks the 20th anniversary of opening bookstores at Mount Rushmore National Memorial. In 1993, the Society entered into a Memorandum of Agreement with the National Park Service (NPS) to create the Mount Rushmore History Association, now re-named the Mount Rushmore Bookstores, to operate in the park as a cooperating association.

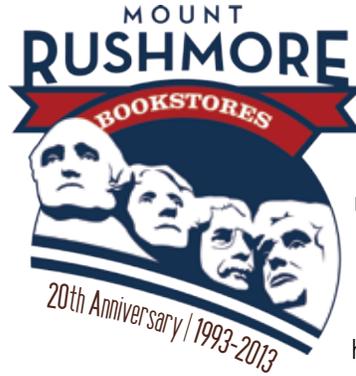
Guiding the development of this new committee of the Society were then Chief of Interpretation Jim Popovich, Carolyn Mollers, Dr. Charles Thielen, John Brewer, Sharon Lee, Mike Derby, Geraldine Evans, Al Johnson, Jim Kuehn, Ellie Potts and Joe Rovere. The committee even showed up to help unpack books and set up the store!

In 1999, the committee began a membership program, expanding the membership in the Society to annual,

two-year and three-year memberships. A website was developed, and the organization embarked into publishing its own books with the development of *Joy at Mount Rushmore*, a children's book which is still in print and popular with visitors.

The organization originally opened one store in the Information Center, which then moved to the Lincoln Borglum Visitor Center. In 2003, a second store was again opened in the Information Center, and in 2005 a seasonal store opened in the Sculptor's Studio.

Past managers of the stores include Sharon Nilson and Brenda Hill. Finance



Director Lynn Bauter and Retail Manager Laura Jones currently manage the bookstores.

Over the years, more than 15 original books/products have been published by the organization. Some have achieved national recognition, like the Mount Rushmore Audio Tour.

Since its inception, the Mount Rushmore Bookstores has donated more than \$2.3 million back to the park in aid-to-the-park funds. This money has been used to fund seasonal NPS staff, flags for the Avenue of Flags, cultural demonstrations, the Junior Ranger program, school bus scholarships and the Lakota, Nakota and Dakota Heritage Village, among other projects.

## One Baby Mountain Goat ebook Package

With this package, you will receive the hard copy book as described below. PLUS, you will receive an ebook file emailed to you that is viewable on your ipad and/or iphone. This board book with flaps introduces young children to the baby mountain goats at Mount

Rushmore. It includes fun counting rhymes and factual "guess what" information along with engaging illustrations. 12 pages. **\$8.99**. Order this and more on our website.



## Partners at APPL .....



The Mount Rushmore Society team attended the Association of Partners for Public Lands Conference in Portland, OR, in March to attend educational workshops, buy product for our bookstores and network with colleagues from across the nation. Pictured here are (l-r): Retail Manager Laura Jones, President Andy Knight, Barb Knight, Executive Director Diana Saathoff, Communications Director Debbie Ketel, Dave Bolton, Administrative & Accounting Assistant Kim Taylor and Past President Ruth Samuelson.

## Kim Taylor Joins Mount Rushmore Bookstores

Kim Taylor joins the staff of the Mount Rushmore Bookstores as the accounting & administrative assistant.



She was born and raised in Keystone. She and her husband, Todd, live in Keystone and have always been very involved in the community.

Taylor says, "Working for the bookstores and the Society is a dream job—to be part of something so big is a great honor."

## Governor Pledges \$500,000 to Mickelson Connector Trail to Mount Rushmore

This year, South Dakota Governor Dennis Daugaard asked the legislature to invest in three projects that will strengthen the state's outdoor heritage. One of those projects is an extension to the 110-mile-long Mickelson Trail, which runs from Deadwood to Edgemont through the Black Hills. Happily, the legislature agreed to appropriate funds to begin the process of creating these three "Legacy" Projects if initial funding is matched by foundations such as the South Dakota Parks and Wildlife Foundation and the Mount Rushmore Society.

After meeting with State Parks and Recreation Division Director Doug Hofer, the Society board agreed in principle to take up the challenge of matching Daugaard's \$500,000

appropriation for an 18-mile, proposed trail extension from the Mickelson Trail near Hill City to Mount Rushmore. This extension will allow hikers and bikers to approach our Shrine of Democracy on a winding trail through a wilderness area of the Black Hills. A parallel track will also accommodate horseback riders.

The Mickelson Trail is already one of our nation's finest hiking and biking trails and linking it with Mount Rushmore will make it even more outstanding. Raising funds for this project is clearly aligned with the Society's mission to "preserve, protect and promote" Mount Rushmore National Memorial, and we look forward to going forward with this project upon the Society's board formal approval in the near future.

## Amy Klein-Greba to Manage Mount Rushmore Memories

We welcome Amy Klein-Greba to the Society team as the retail manager of our new store, Mount Rushmore Memories, which is opening in June 2013.

She graduated from the University of South Dakota with degrees in elementary education and communication disorders. She worked in banking in Omaha and Pierre before moving to the Black Hills in 2000. There, she met her husband, Brad, and relocated to Devils Tower, WY, in 2003 where Brad went into the outfitter

business.

Most recently, Amy served as the executive director for the Devils Tower Natural History Association. She is happy to "return to her roots" in South Dakota and embark on the exciting challenge of making Mount Rushmore Memories successful!



## HOME SHOW UPDATE:

We sold 600 parking passes, which came with two coupons for a Mount Rushmore breakfast in the Carvers Café, during the Black Hills Home Show. We partnered with Xanterra Parks & Resorts to offer a discounted deal to attendees of the home show. Thanks for your support!

## Parking News

*By Bob Dominicak, Parking Division Manager*

There is good news at Mount Rushmore. Visitation (total vehicles) for FY 2013 through February is up 4.1% over FY 2012 for this same time period.

This spring, as always, we worked on managed several construction projects in the parking garage. This included making concrete repairs to reconstruct curb and gutter at the west emergency exit, joint sealing in sidewalks, sealing the joint at the curb line and sidewalks and sealing some joints of the pavers on the flag plaza. We also sprayed trees for Mountain Pine Beetles.

On a technology note, we also replaced all the computers in the fee booths and our server. This upgrade in hardware and software will make the fee transaction smoother and more efficient for the visitors.

The park service created a logo to highlight authorized concessioners, which we have been since the parking garage began operations in 1998. We are proud to be an official NPS Authorized Concessioner.

As always, we are looking forward to a busy season! Bob Mudlin and Presidential Parking, Inc., staff are gearing up for the influx of visitor traffic. Hope to see you there!



**Authorized  
Concessioner**

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

Address Service Requested

NONPROFIT  
US POSTAGE PAID  
Rapid City, SD  
Permit No. 618

## 2014 Mount Rushmore Calendar Hot Off the Press!

Order this new historical calendar, featuring photos of the carving in process. The full shipment of calendars will be delivered by the end of May. Pre-order yours online or by calling 1-800-699-3142 now.

**\$9.99**

