



*The Mount Rushmore National Memorial Society 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.*

*The Mount Rushmore History Association supports the educational, historical and interpretive activities at the park.*

*The Mount Rushmore Institute provides an environment of learning and dialogue, inspired by Mount Rushmore, to advance the cause of freedom and the principles of democracy.*

# The Star-Spangled Banner

## July 3rd Goes Off With a Bang!

*Diana Saathoff, Executive Director*

It may not have been the “bang” that we are used to without the annual fireworks display, but July 3rd offered a variety of educational and cultural opportunities for many visitors during the holiday weekend.

Since 1998, millions of visitors to Mount Rushmore (and nationwide via satellite broadcast) have been mesmerized by a fabulous fireworks display produced by reknown “fireworks extrodinaires” Zambelli International. This year, however, fireworks were suspended due to fire danger created by the destructive Pine Beetle.

Thanks to the generous support of our loyal sponsors listed on page 6, the Mount Rushmore Society was able to sponsor the entertainment for July 3 and 4. Some of the entertainment that performed throughout the park were presidential re-enactors, hoop dancer Jasmine Pickner, Germans from Russia, children’s entertainer Phil Baker and musician Sequoia Crosswhite.

The evening showcased the Porcupine



*The Black Hills Symphony performs patriotic and familiar tunes on July 3 in the Amphitheater.*

Singers, a B1-B Lancer Bomber fly-over, a military recruitment ceremony and a special flag-folding ceremony honoring Ola Mildred Rexroat.

Rexroat, an Oglala Sioux from Pine Ridge Reservation in South Dakota, joined the Women’s Air Service Pilots (WASP) directly out of high school in 1944. She

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Fall 2010

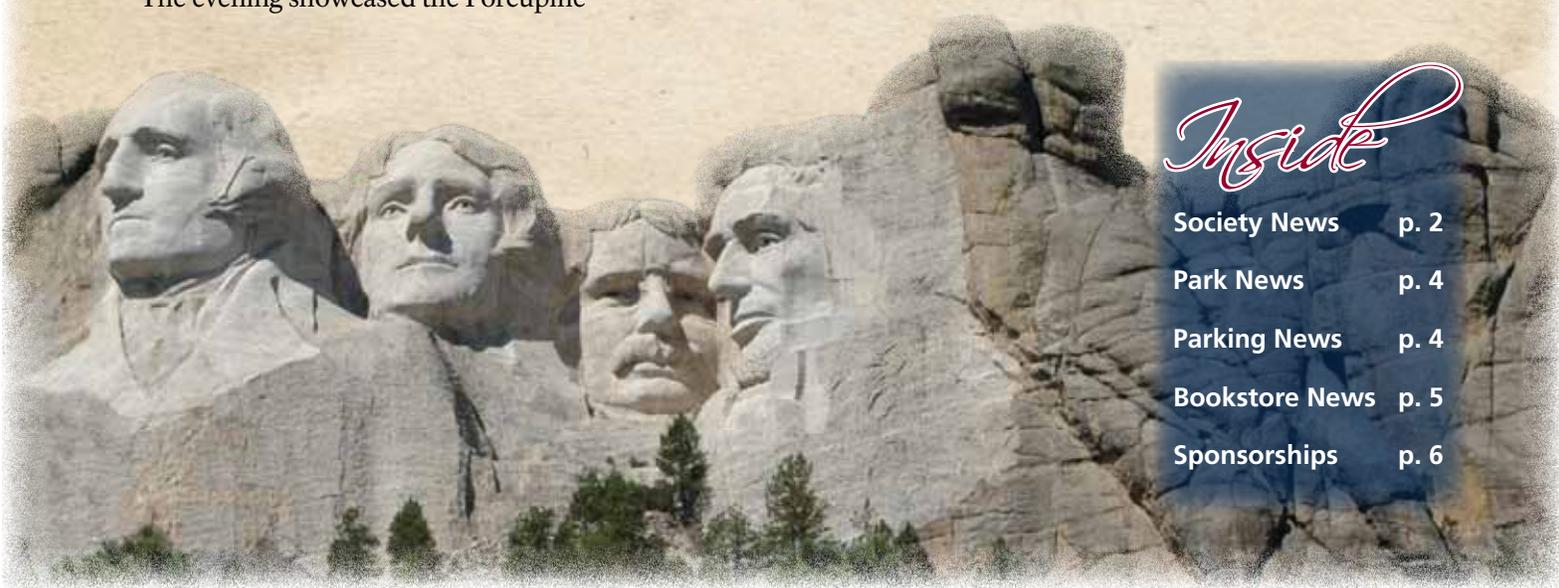
**80 years of Partnership**

**Mount Rushmore National Memorial Society**

**Mount Rushmore History Association**

**Mount Rushmore Institute**

**Parking Division**



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## Rushmore Hosts Naturalization Ceremony

Gene Lebrun, Society President

One of the roles of the Mount Rushmore Society (Society) is to be an advocate for Mount Rushmore National Memorial. For many years, the Society has maintained an excellent relationship with South Dakota's congressional deleg



Past Society President Al Johnson and President Gene Lebrun at the White House.

*The Star-Spangled Banner*  
a combined newsletter for the  
Mount Rushmore National Memorial  
Society, the Mount Rushmore History  
Association and the Mount Rushmore  
Institute

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Mount Rushmore Institute President: Jim  
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## APPL Conference

Ruth Samuelsen, Vice President

I had the opportunity to join President Gene Lebrun, Executive Director Diana Saathoff and staff members Mary Larkin, Megan Matzen, Pam Wright and Debbie Ketel at the Association of Partners for Public Lands Conference held in San Diego in February.

The conference gives insights and examples of how other cooperating associations/ friends groups (like ours) work with governmental agencies. We attended seminars and keynotes on board management, fund raising, product development, membership and financial management.

In addition, Debbie assisted in a Social Media Workshop meant to give other parks ideas of how they can use Facebook, Twitter, YouTube and other social media sites to promote their parks. If you haven't already, become a fan of the Mount Rushmore Society on Facebook or follow us at [www.twitter.com/RushmrFireworks](http://www.twitter.com/RushmrFireworks). You can also view highlights from our latest Mount Rushmore Institute forum: *Achieving Energy Independence* at [www.youtube.com/TheMRInstitute](http://www.youtube.com/TheMRInstitute).

Become a Fan  
of the Mount  
Rushmore  
Society!

facebook

## Mark Your Calendars

**May**  
National Bike Month  
Clean Air Month

**May 8-16**  
National Tourism Week

**May 15**  
Black Hills Film Festival and the Mount Rushmore Society are sponsoring the viewing of the famous 1959 movie filmed at Mount Rushmore, *North by Northwest*. The movie will be shown in the Lincoln Borglum Visitor Center Theater at 10 a.m. and 2 p.m. The public is invited.

**May 31**  
Memorial Day

**June**  
Great Outdoors Month

**June 5**  
World Environment Day

**June 14**  
Flag Day

**July**  
National Recreation & Parks Month

**July 3-4**  
Independence Day Celebration at Mount Rushmore



A sell-out crowd attended last year's annual fund raiser, *An Evening with John Adams*. Who will it be this year?

**August**  
National Parks Month

**August 29**  
The Annual Society Member Picnic will be held at Mount Rushmore.

**September 6**  
Labor Day

**September 11**  
Patriot Day

**September 17-23**  
Constitution Week

**October 2**  
*An Evening With a President* will be held at Mount Rushmore. This is the Society's annual fund-raising gala dinner.

## Did You Know?

President Obama recently established the America's Great Outdoors Initiative "to promote and support community-level efforts to conserve outdoor spaces and to reconnect Americans to the outdoors." As always, the Society is involved in projects that do just that by sponsoring trail projects, providing educational publications to the public and promoting the park when appropriate.

## Society's Celebrates 80 years

We hope that you all received our 2009 Annual Report in January which detailed our successes for last year. The publication also celebrated 2010 as being the 80th anniversary of the establishment of the Mount Rushmore National Memorial Society. It included a time line of the partnership between the Society and the park service. Please let us know if you need one mailed to you.

1930-2010  
80TH Anniversary



## Superintendent Gerard Baker Takes New Position

In April, National Park Service Director Jon Jarvis announced that Mount Rushmore Superintendent Gerard Baker had accepted a new position as assistant director of American Indian affairs. His office will remain in the Black Hills.



“The National Park Service faces important cultural and natural resource issues with First Americans,” Jarvis said. “I’ve asked Gerard to represent me and the National Park Service with tribes across our country to work on issues I believe will further the goals of the National Park Service and goals of First Americans.”

Baker, a Mandan-Hidatsa from western North Dakota, has been the

park’s superintendent since 2004. In his six years at Mount Rushmore, he expanded the story of Mount Rushmore to include multiculturalism. Among Baker’s accomplishments, he reached out to Lakota elders and established the Lakota, Nakota and Dakota Village off the Presidential

Trail which educates visitors on American Indian culture. As a part of his vision, the Mount Rushmore Audio Tour (produced in 2007) was translated in Lakota and included the Lakota story and perspective of Mount Rushmore.

Also, under his leadership, other ethnic groups were encouraged to come to the park to share their culture, including the Germans from Russia

group and Sons of Norway.

Society President Gene Lebrun, in an op-ed piece for the *Rapid City Journal* wrote “Mount Rushmore is and should be a symbol of freedom, democracy and hope for people from all cultures and ethnic backgrounds. Superintendent Baker has successfully reached out to our Native American brothers and sisters who are such a huge part of South Dakota’s history and culture and made them feel welcome. Superintendent Baker’s vision of Mount Rushmore as a meaningful monument for all Americans who love freedom and democracy is something we all share—a place where all are welcome, not just to enjoy the magnificent carving and scenic wonders, but to renew their hopes of peace and understanding among all peoples of the world.”

## A View From the Ramp

*Mason Short, Parking Manager*

I can’t remember the specific day, but I can remember the specifics of my experience. It was a warm day in March, pushing 50 degrees in mid-morning, calm with not a cloud in the sky. What made this day different was that it was my first recognition that winter was beginning to fade and the tourists were beginning to return.

Having gotten through my first “winter doldrums” at the Memorial, it was nice to see vehicles parking on more than just Level 2 and the normal assortment of visitors from all over North America. Throughout the winter, it was interesting to see that truly a day did not go by (at least the days that the highway and Memorial were open) that we did not have people from around the country

stopping by to view our “Shrine of Democracy,” even through the snow.

When I would mention to my friends, acquaintances and coworkers that I had been at the Memorial on a particularly blustery, snowy day, they would inevitably ask, “Was there anyone up there?” And the answer was always “yes.” Even on the nastiest of days, people from around the world came to marvel at the sculpture and the ideals that it represents.

It wasn’t until that day in March that I knew that winter was soon to be a memory and Mount Rushmore would be filled with visitors from around the world. What I heard four different times as I passed through the pergola that day was a simple three letter word – “wow.”

This recognition of the end of winter made worthwhile all of those -20 degree, snowy mornings, lying on concrete, taking hundreds of pictures of concrete to relay to our structural engineer in Denver.

We spent the winter fixing several minor cracks and water infiltration issues throughout the facility to get ready for the rush of visitors who are sure to come. We still have a few warm weather projects that need to be completed, but by the end of May we should have them all wrapped up. The parking facility will be ready to go, and all of those people who are about to have their own “wow” moment will be oblivious to all the maintenance we have done – as it should be.

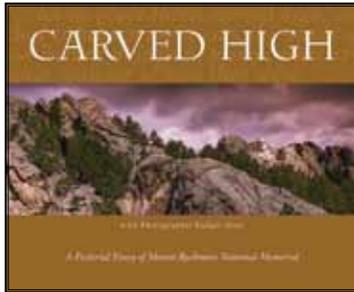


**MOUNT RUSHMORE**  
HISTORY ASSOCIATION  
*Supporting Education at Mount Rushmore Since 1993*

## Carved High Wins National Awards

Debbie Ketel, Publications Manager

We are pleased to announce our newest self-published book, *Carved High*, with South Dakota photographer Rodger Slott, has won two national awards.



bronze award in the Gift/Holiday/Specialty Book Category in the 2010 PubWest Design Awards. The national design awards are presented by Publishers Association of the West (PubWest) and recognize superior design and outstanding

production quality of books in 20 different categories. PubWest's membership ranges from small independent presses to publishers with worldwide operations.

The book won a Silver ADDY Award for Book Design during the American Advertising Federation (AAF) of the Black Hills ADDY Awards on February 18. The awards recognize creative excellence in the art of advertising. Conducted annually by the AAF, the AAF-Black Hills ADDY Awards is the first of a three-tier, national competition.

In addition, *Carved High* won a

*High* is a keepsake of the spirit and vision that have made Mount Rushmore an American icon.

The 40-page book is 8 x 6.5 and retails for \$9.99. It can be purchased by calling 1-800-699-3142 or online at [www.mtrushmorebookstore.com](http://www.mtrushmorebookstore.com).



Executive Director Diana Saathoff, Publications Manager Debbie Ketel and Administrative Assistant Pam Wright accept *Carved High's* ADDY Award.

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towed targets for aerial gunnery students at Eagle Pass Army Air Base in Texas, which was considered a fairly dangerous assignment. As one of the 1074 women who served in the WASP program, "Rexy" was happy to contribute to the war effort in this way. There were only 800 American Indian women who served in World War II overall. She is believed to be the only American Indian woman who also served as a WASP.

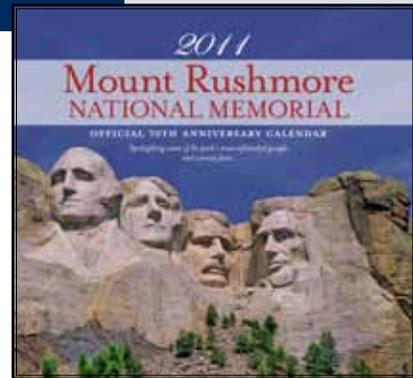
The highlight of July 3rd was a performance by the Black Hills Symphony with featured harpist \_\_\_\_\_. They endured the weather to perform familiar and patriotic pieces to a packed Amphitheater crowd.

## New Products

### 2011 Mount Rushmore Anniversary Calendar

This calendar commemorates the 70th anniversary of when carving ended on Mount Rushmore. It includes beautiful pictures of the Memorial, a time line, insights into the many central characters who are part of the park's legacy and examples of the park's natural resources.

**\$10.99**



### Mount Rushmore Bronze

This bronze replica of Mount Rushmore by South Dakota Sculptor John Lopez is set on a wooden base. Dimensions: 15" long x 9" wide x 10" tall, 14 lbs.

**\$1,099 plus \$10 shipping**



### Mount Rushmore Hydrostone

This hydrostone replica of Mount Rushmore by South Dakota Sculptor John Lopez is set on a wooden base. Dimensions: 15" long x 9" wide x 10" tall, 14 lbs.

**\$129 plus \$10 shipping**



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## July 3rd Sponsorships

Each year on July 3, Mount Rushmore National Memorial has the privilege of launching the nation into the Independence Day observance with a full weekend of patriotic entertainment.

This year, Mount Rushmore National Memorial announced that the use of

fireworks will be suspended for the 2010 Independence Day celebration due to the potential fire danger

resulting from an epidemic of mountain pine beetles. As a replacement, the National Park staff and the Mount Rushmore Society are developing a broad range of family entertainment for visitors on

July 3 and 4.

As in the past, the Society is raising money through sponsorships to support this important patriotic event. We encourage you and all our past sponsors to continue to support the activities at Mount Rushmore.

The final entertainment line-up is almost complete and a sponsor participation form will soon be available at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com). Past sponsors will receive information in the mail in the very near future.

If you have questions, please call (605) 341-8883.

Thank you for your support of Mount Rushmore National Memorial.



Historically, the Mount Rushmore Amphitheater has reached capacity during July 3rd Independence Day events.