



Photo by Rodger Slott

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

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

## Mount Rushmore Society Sponsors Naturalization Ceremony at Rushmore

By Diana Saathoff, Executive Director

On June 14, more than 100 individuals from 37 different countries became citizens of the U.S. at a memorable naturalization ceremony held at Mount Rushmore and sponsored by the Mount Rushmore Society.

Representatives of the U.S. District Court presided by Honorable Jeffrey Viken, U.S. Citizenship & Immigration Services, the U.S. Marshals Service and the Department of Homeland Security participated in the event. During the ceremony, keynote speaker Qusi Al-Haj, west river regional director for Senator John Thune's Office, presented *An Immigrant Journey*. Born in Jordan to Palestinian parents, Qusi came to America in 1979 and has lived here ever since (except for three years in which he served in the Jordanian military). He attributes his success in life in having the opportunity to live and give back to this country.

More than 80 members of the Dakota Choral Union performed. Mount Rushmore National Memorial's Superintendent Cheryl Schreier, Society



President Ruth Samuelsen and students from West Middle School made special presentations to the new citizens.

As a memento of the special occasion, the Society presented each new citizen with an American flag and a copy of the national award-winning book, *Mount Rushmore Memories*.

The ceremony was attended by more than 300 family members and friends of the new citizens, as well as hundreds of visitors who happened to be visiting the Memorial during the festivities.

The Society is honored to be part of this ceremony, which is symbolic of the values of the four presidents on Mount Rushmore.



Society board member Judy Allen (far right) and Maureen McGee-Ballinger, with the National Park Service, cheer on one of the trick riders hosted by Black Hills Parks & Forest Association board member John Sheltens who organized the event for area partner organizations.

## Why I Love Partnerships

By Ruth Samuelsen, President

Over the past two years as Society board president, I've learned a lot about partnerships.

According to *Webster's Dictionary*, a "partnership" can be defined as "an association with another in a common undertaking." For the Mount Rushmore Society, this can be as simple as partnering with Xanterra Parks & Resorts to sell Mount Rushmore parking passes and free breakfast coupons at the Black Hills Home Show, or it can be as complex as our ongoing partnership agreements with the National Park Service. A core competency in partnerships is the ability to network and build relationships. Looking back on my two-year term as president, I'm really proud of what the board, the Society staff and the Society volunteers have accomplished. Some partnership successes are covered in more detail in this newsletter and on our website, but I'd like to list a few here:

In 2010, we formed a group of Black Hills Partners, comprised of the Society, Devils Tower Natural History Association, Badlands Natural History Association and Black Hills Parks & Forest Association (which covers Wind Cave National Park, Custer State Park, Jewel Cave National Monument and Black Hills National Forest). Our main

purpose at this time is networking and sharing information and ideas for mutual projects. (See the photo above).

We also partnered with Black Hills Badlands & Lakes for the Great American Road Trip Road Show and the Minnesota Twins Memorial Day fireworks display at Target Field, which featured Mount Rushmore. The Rapid City presidential mascots were also there. The fireworks were viewed by 37,800 people and will hopefully spur more visitors to come to the Black Hills!

In addition, we partner with South Dakota Tourism as a sponsor for *Mount Rushmore's American Pride* float, which will appear for a third time during the 2012 Macy's Thanksgiving Day Parade. (In fact, our partner just received a 2012 Bronze Anvil Award of Commendation from the Public Relations Society of America for their efforts, such as the float, in promoting South Dakota.)

We also host groups with the Rapid City Convention and Visitors Bureau, and we work with the U.S. Forest Service, Game Fish & Parks and the National Park Service on developing the Mount Rushmore Connector Trail with the Mickelson Trail. Please visit the website for more information and to see how you can become involved in our many partnering opportunities.

## Rushmore FAQ:

**How many motorcycles passed through Mount Rushmore's parking entrance during the Sturgis Motorcycle Rally held in August?**

More than 25,000! We thank all the visitors who made Mount Rushmore their destination during summer 2012.

—Ruth Samuelsen

## 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

Retail Manager: Laura Jones

Parking Division Manager: Bob Dominick

Communications Director/Newsletter:  
Debbie Ketel

Development Director: Gary Keller

Executive Administrative Assistant:  
Jodi Neiffer

Administrative & Accounting Assistant:  
Pam Wright

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

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 Society Picnic

By Judy Allen, Membership & Marketing Chair

More than 90 Mount Rushmore Society members, potential members and staff gathered for the annual membership picnic held at the park on August 26. The event included a scrumptious meal by Xanterra Parks & Resorts, networking and a question and answer period with Mount Rushmore carver Nick Clifford, who is the author of *Mount Rushmore Q&A*.

Clifford signs his book almost daily in the Gift Shop throughout the summer and is able to visit with hundreds of visitors who want the real story about how the mountain was carved. He also tells stories about

the Memorial Baseball Team he was a member of while employed at the mountain. For his individual efforts in promoting the Mount Rushmore story, Nick was the recipient of the Society's 2012 Friend of the Faces Award at the last annual meeting.

Attendees to the event took a Mount Rushmore quiz based on Clifford's book to get the questions started. Congratulations to Tom Griffith who came in first and Irma Beukelman who was the runner-up!

Current Society members were encouraged to bring potential members to the outing. Approximately 10 potential members attended and heard



Mount Rushmore carver Nick Clifford answers questions during the 2012 Society Membership Picnic.

about the many programs the Society supports at Mount Rushmore. Two couples joined our membership as a result.

If you travel to Mount Rushmore in September, you may be given a comment card. If so, please let us know how we are doing in the parking garage, the Mount Rushmore Bookstores and the Mount Rushmore Audio Tour. We will share results in the future.

## Take Note of the Following Dates:

**September 3** | Labor Day

**September 11** | Patriot Day

**Winter Hours Begin mid-September**

Check [www.nps.gov/moru](http://www.nps.gov/moru) for daily times. The seasonal bookstore in the Sculptor's Studio will close by October 15 until May.

**September 17-23** | Constitution Week

**September 29** | National Public Lands Day

**October 5**

Grant re-enactor Larry Clowers will give presentations on the life of President Grant to area students, West Hills Village and to Rapid City Mayor Sam Kooiker.

**October 6**

An Evening with Ulysses S. Grant will be held at Mount Rushmore. This is the Society's annual fundraising gala dinner. See ad on p. 4.

**October 8** | Native American Day

**October 31**

Carving ended on the mountain 71 years ago today.

**November 9-11** | Society Board Retreat

**November 11** | Veteran's Day

**November 22** | Thanksgiving Day



## Donate to the Youth Exploration Area on the Web

Partner with the Mount Rushmore Society in raising funds to build the Youth Exploration Area at Mount Rushmore National Memorial. Find out more and donate to this project on our website, [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com).



Every year, the Mount Rushmore Society staff throws a picnic for those who work for the Mount Rushmore National Park Service, Presidential Parking and Mount Rushmore Bookstores during the Sturgis Motorcycle Rally Week. The top picture shows Executive Director Diana Saathoff hard at work at the grill. The bottom picture is just a glimpse of those who enjoyed our efforts!

# Efforts Continue to Raise Funds for Youth Exploration Area

By Gary Keller, Development Director

Hello everyone, from one of the two “new faces” at the Mount Rushmore Society! I’m happy to report that after three months on the job, I’m enjoying the fastest “break-in” period of my career, thanks in part to the hospitality of my coworkers, board members, partners and community members—many of whom I have known in my previous career with the South Dakota Department of Tourism. So, thank you, everyone, for your kind and generous welcoming spirit.

In brief, all of my efforts have been geared to writing grants, building and renewing relationships and developing ways to raise funds for our number one priority—a permanent shelter for the Youth Exploration Area. I have been fortunate to witness firsthand the enthusiasm and genuine interest children experience while taking part in programs at the temporary facility.

One of the ways we will raise funds for this project is through point-of-purchase displays at the mountain. We have designed four original bookmarks in-house and will offer them for sale at the three Mount Rushmore Bookstores with all proceeds going to the Youth Exploration Area. In addition, we are providing signage onsite to direct donations to our website. The banner will have a QR code for use by those with Smart phones, which will direct interested individuals straight to our website. (See p. 3.) Our website explains the project and offers an easy way for people to donate online. It’s a very exciting use of new technology!

Prior to my arrival, the Black Hills Corp Foundation became our first donor with a gift of \$25,000, from which we are building our fundraising plan around. We also have grants under review with a number of other foundations and continue to research philanthropic organizations that share

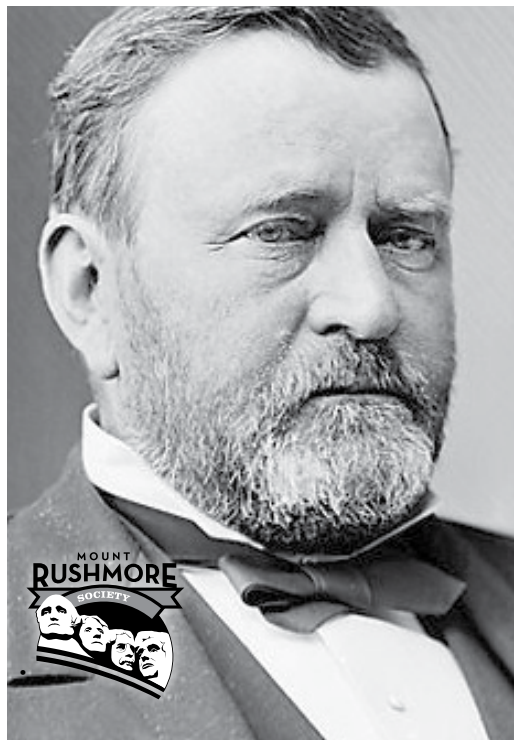


Kids explore animal pelts in the current Youth Exploration Area which will soon have a shelter covering it, thanks to the Mount Rushmore Society, which is dedicated to raising funds for this project.

our vision for the project. Let me know if you have knowledge of an organization that may want to partner with us.

Finally, we look forward to the presidential dinner on October 6th and have set a goal of raising \$25,000 for the evening. Look online for a list of

our unique auction items, including an autographed basketball from Mitchell native and 2012 NBA Champion Mike Miller of the Miami Heat, a Holiday Train package from the Black Hills Central Railroad, a Zion National Park Lodge package and a Safari Buffalo Jeep Ride in Custer State Park!



## *An Evening with Ulysses S. Grant*

**DON'T BE DEFEATED** by missing out on a ticket to the Mount Rushmore Society's 2012 Presidential Dinner:  
**An Evening with Ulysses S. Grant.**

**We are almost sold out.  
Purchase your tickets soon!**

**October 6, 2012**

**5 pm Social . 6 pm Dinner/Program  
Mount Rushmore National Memorial's  
Carvers Cafe**

**TICKETS  
\$85 each.**

**RSVP early at**

**[www.mountrushmoresociety.com](http://www.mountrushmoresociety.com)  
and click on events.**

**Partial list of auction items listed online.**

**[www.mountrushmoresociety.com](http://www.mountrushmoresociety.com)  
605-341-8883 | [info@mtrushmore.org](mailto:info@mtrushmore.org)**



This is a rendition of a Cyark laser scan. Cyark photo.

## Digital Preservation of an Icon

By Maureen McGee-Ballinger, Director of Interpretation & Education

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 understands the importance of this legacy as well and 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 National Park Service 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 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.

One of the first public uses of the data was launched in January of 2012 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](http://www.cyark.org).

At a press conference partially sponsored by the Mount Rushmore Society in June, the NPS announced that the data has also been used to create a free mobile app now available on iTunes for iPhones and iPads. The app features a 360-degree virtual tour of the mountain, videos and photographs pulled from the digital data.

Through the app, visitors can get close-up views of the faces and venture into the Hall of Records behind the

mountain, which is closed to the public.

"This has been a very exciting project for Mount Rushmore National Memorial, the National Park Service, CyArk and our national and international audiences," says Superintendent Cheryl Schreier. "One of the areas the project specifically addresses is the National Park Service's *A Call to Action*, advancing our education mission into the next century, which includes the goal to *Go Digital*—transforming the National Park Service experience to offer rich, interactive, up-to-date content for our park."

Other projects in the works for the future include a new interactive exhibit for the Lincoln Borglum Visitor Center, featuring 3D holographic imagery of the mountain and educational curriculum guides that will be on the CyArk website for grades K-12.

Mount Rushmore is proud to be a part of this next generation of preservation technology that will offer unlimited opportunities for visitor programming. 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.

**Download the  
Mount Rushmore App!**

**Features a 360-degree  
virtual tour of the  
mountain, videos and  
photographs.**

**Through the  
app, you can  
get close-up  
views of the**

**faces and even venture  
into the Hall of Records  
behind the mountain!**



[archive/cyark.org/rushmore-app](http://archive/cyark.org/rushmore-app)

# Mount Rushmore Memories Earns National Recognition

By Debbie Ketel, Communications Director

**M**ount Rushmore Memories, published by the Mount Rushmore Bookstores, tied for a Silver Medal in the 2012 Independent Book Awards (IPPY Awards) in the Mid-West Best Regional Nonfiction category. The IPPY Awards is an awards program open to all members of the independent publishing industry. The awards are intended to bring increased recognition to the thousands of exemplary independent, university and self-published titles produced each year and reward those who exhibit innovation and creativity in the world of publishing. There were 1072 entries in the regional categories.



The book was also a finalist in the 2011 *ForeWord's* Book of the Year Awards program in the Regional category. Although it did not win in that category, it still was an honor to be recognized on a national level. As mentioned in the last newsletter, *Mount Rushmore Memories* did win an Association of Partners for Public Lands Media and Partnership Award in the General Interest Publications book category.

The book is a collection of 120 memories about Mount Rushmore National Memorial. The Mount Rushmore Memories project began in December 2010 when an appeal was sent across the nation, requesting people to submit a memory that encapsulated what Mount Rushmore meant to them. Approximately 100

people offered memories, including visitors, employees, local residents, National Park Service employees, politicians and a former Rushmore carver, to name a few. The result is a visually stunning book, full of personal pictures, historic photos and memories that connect readers to the Mount Rushmore story. It was edited by Jean L.S. Patrick of Mitchell, SD, and Debbie M. Ketel of Rapid City, SD, and designed by Amanda Summers Design of Arizona. The book retails for \$14.99 and is available at the Mount Rushmore Bookstores at the park or online.



## Products for Fall 2012

By Laura Jones, Retail Manager



### 2013 Mount Rushmore Calendar

This calendar 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.

**ONLY \$8.49!**



### Retired State Flags from the Avenue of Flags

The Avenue of Flags consists of 56 flags of the states, districts, territories and commonwealths of the U.S. provided by the Mount Rushmore Bookstores. Due to wear and tear, they are changed out at various times of the year. For the first time ever, the Mount Rushmore Bookstores are selling the 50 state flags as they are retired. Each flag

comes folded in a decorative box with a descriptive label on the back. If you are interested in purchasing a flag as they come available, please call Laura at 1-800-699-3142 or email [laurajones@mtrushmore.org](mailto:laurajones@mtrushmore.org).

**\$49.95 each plus \$14.95 priority shipping**

### Mount Rushmore Story Behind the Scenery e-Book

New this year from KC Publications. Get this Mount Rushmore book in the *Story Behind the Scenery* series as an e-Book. Call 1-800-699-3142 to have directions for activation mailed to you.

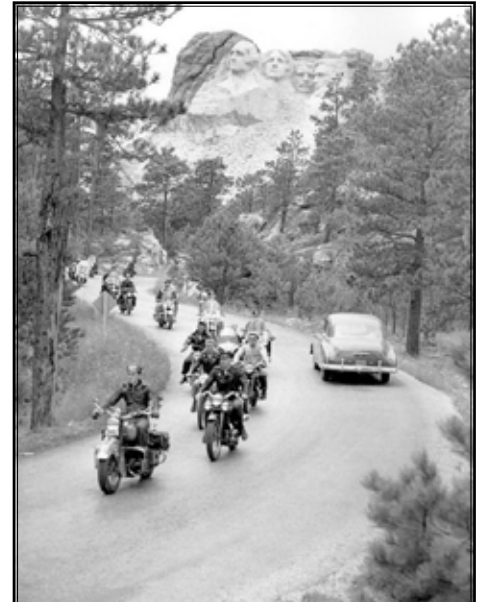
**\$6.95**



## Park Programs Supported by Bookstores

Every year, the Mount Rushmore Bookstores donate aid-to-the-park funds back to Mount Rushmore for needed educational programs. Thanks to your purchases online and in the park stores, this division sponsored the following programs:

- Renown Native American storyteller, cultural ambassador and hoop dancer Kevin Locke on June 16.
- Clay-sculpting workshops by sculptor-in-residence Dustin Baker.
- Entertainment for the July 3 and 4 Independence Day Celebration.



## Parking Update

By Bob Dominicak, Parking Division Manager

- Visitation (total vehicles) for FY 2012 to-date is 291,066, up 9.5% over FY 2011 for this same time period.
- 2012 Sturgis Motorcycle Rally was busy with total bikes at 25,673; 1,263 or 5.2% more than last year.

This spring and summer, we completed maintenance construction projects to make concrete repairs. We

are also experimenting, with the help of Wyss Associates, Inc., to see what types of plants will thrive and survive the elements and animals in our facility planters. Wyss prepared a plan, and a landscape contractor was hired to renovate one of the planters as a test for this summer and fall. This planter is on the second level right behind the facility office. Several types of plants

were installed. Half of the planter has been watered, and the other half has been left to the elements. This will give us a good idea as to what species of plants will work in that environment. Then we will decide what type of landscaping to use in all planters.

This will dress up the facility and hopefully not turn out to be food for the goats!

## Jodi Neiffer Joins Society Office



Jodi Neiffer joined the Society office in Rapid City as the new executive administrative assistant.

Her experience includes serving as coordinator of operations at National American University's (NAU) Distance Learning Campus, serving as Black Hills

State University's alumni director and working in the South Dakota School of Mines & Technology Foundation office. She graduated from Black Hills State University and is currently pursuing her master's in management from NAU.

"We are excited to have Jodi in our office," says Executive Director Diana Saathoff. "She has a great attitude and background to continue the level of customer service all our members and constituents desire."

## Do We Have Your Correct Email?

If you would like to receive our monthly updates and eblasts on a regular basis, please send your email to [jodi@mtrushmore.org](mailto:jodi@mtrushmore.org). Please note: If you haven't received an eblast from our office in a while, we may have your email incorrectly. Please send an update.

**Question:** Do you know what flags are on the Avenue of Flags besides our state flags?

**Answer:** District of Columbia; Commonwealths of Puerto Rico and Northern Mariana Islands; Territories of Guam, American Samoa and Virgin Islands

Mount Rushmore Society  
Mount Rushmore Bookstores  
Mount Rushmore Institute  
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Rapid City, SD 57709

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Check out Mount Rushmore's webcam at [www.sdpb.org/webcams/mtrushmore.aspx](http://www.sdpb.org/webcams/mtrushmore.aspx).



Presidential re-enactors pose in front of Mount Rushmore during a day of portraying the four famous presidents during the Independence Day Celebration. Courtesy photo.

## Independence Day Celebration Held at the Park

The Mount Rushmore Society and the Mount Rushmore Bookstores sponsored educational programs at the park during the Independence Day Celebration July 3 and 4.

Over 35,000 visitors were in the park during the two days to learn from presidential re-enactors and cultural demonstrators. Military salutes were also part of the celebration, including *Brass in Blue*, a symphonic brass ensemble of the U.S. Air Force Heartland of America Band, which played in the Amphitheater one night.

Thank you for your support of our organization to make programs like this possible!