

Fall 2013

Photo by Rodger Slott

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

www.facebook.com/MountRushmoreSociety

www.twitter.com/MtRushmSociety

Society Commits \$70,000 For Park Visitor Services to Continue During Sequestration

By Debbie Ketel, Communications Director

The topic of sequestration has been in the news for the last two years, and its effects have had a major impact on national parks all over the country. According to the Congressional Research Service, “sequestration” is the “permanent cancellation of budgetary resources by a uniform percentage.” At Mount Rushmore, the budget for the park was reduced by 5% in FY 2012/2013. As a result, the National Park Service considered reducing the season for the popular Evening Lighting Ceremony by four weeks last summer. The Mount Rushmore Society donated \$35,000 in May 2013 to continue the program as usual.

On September 12, 2013, the Society board of directors was informed that the budget for Mount Rushmore would be reduced by an additional 2% for FY 2013/2014, beginning October 1. The acting superintendent



A photo inside the Lincoln Borglum Museum, which describes Borglum’s carving process, the presidents’ impact on our nation and more. Sequestration budget cuts threaten to close it during the winter, but the Society has committed funds to keep it operating.

at the time indicated that this would cause the Lincoln Borglum Visitor Center to be closed from November 2013 until March 2014. It would also cause the season for the Evening Lighting Ceremony to be reduced by four weeks for the 2014 summer season. Both of these measures would greatly affect the visitor experience since approximately 200,000 people

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New American citizens walk across the Amphitheater stage to accept their certificate of citizenship during the Naturalization Ceremony sponsored by the Mount Rushmore Society at Mount Rushmore June 27.

We Are America

By Andy Knight, President

There could not be a more appropriate setting for a naturalization ceremony than Mount Rushmore National Memorial since this icon of democracy represents, above all, the freedom, rights and responsibilities that come with being a citizen of this great country. On June

27, new citizens from 58 foreign countries took the oath of allegiance and then expressed how proud they were to be an

American with such phrases as "I'm so happy to be an American" and "What an honor to become an American!" and "I'll always remember today because now I am part of the American dream." The United States is a nation of immigrants, which makes us strong. However, sometimes as 3rd, 4th or 5th generation Americans, we forget the dreams and aspirations of our predecessors. We need to remember that individual citizens can make a difference in our communities and that we have an obligation that accompanies the honor of being called an American.

Another inspiring ceremony that the Society sponsored was the rededication of the Gutzon Borglum Memorial Highway detailed on

p. 7. Many thanks to Nick Clifford, Jim Borglum and Todd Seaman of the South Dakota DOT for their participation.

In August, 80 members and potential members attended the annual 2013 Society Membership Picnic at Mount Rushmore. As a result,

Robert and Sharon Strickland became Lifetime Members. Thanks to our main speaker Tom Griffith for providing an

interesting perspective on the history of the Mount Rushmore Society. More on the event on p. 5.

An Evening with William Howard Taft was held October 5. Your attendance and participation in the silent auction was important in raising support.

We plan to take the successes of our past and the many challenges of the future (like sequestration) into consideration during our next Society Board Retreat in October when we will update our five-year strategic plan. If you have any feedback to pass on, feel free to contact the Society office.

We need to remember that individual citizens can make a difference in our communities and that we have an obligation that accompanies the honor of being called an American.

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

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Mount Rushmore Memories Opens in Hill City!

By Amy Klein-Greba, Mount Rushmore Memories Retail Manager



Mount Rushmore Memories Grand Opening. Holding the ribbon are Society staff Debbie Ketel, Amy Greba and Diana Saathoff, as well as Society board members Andy Knight, Phil Lampert and Joe Bruch.



Board Member Kay Jorgensen poses with the presidential mascots. Can you spot another board member underneath that George Washington costume? It's Roxann Basham!



These foot-tall recycled metal letters are just some of the unique items the store carries.

After months of planning, designing, construction and selecting merchandise, Mount Rushmore Memories opened its doors on June 1. An enterprise of the Mount Rushmore Society, the new store is located at 263 Main Street in Hill City, SD, next to Black Hills Harley Davidson. A portion of proceeds support programs and projects at Mount Rushmore.

"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 have now expanded 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 Presidential mascots were on hand June 15 to welcome visitors to the store and create a little excitement up and down Main Street. Sculptor Dale Lamphere was also on hand, explaining the intricate process he used in creating his own Mount Rushmore model.

The store carries the same educational books and products on Mount Rushmore as the Mount Rushmore Bookstores located at the Memorial, but customers will also find additional items unique to the area on the shelves.

"Some items that we carry that you won't find anywhere else are our trendy

Mount Rushmore apparel, collectible authentic models, wooden games for the family,

humorous cards, line of Votivo candles, Wild Carrot lotions, squishable stuffed animals for kids and beautiful silver jewelry made from REAL coins," states Retail Manager Amy Klein-Greba.

The store is open 9 am - 7 pm Monday through Friday, 9 am - 6 pm on Saturday and 10 am - 4 pm on Sundays.

Like us now at

www.facebook.com/MountRushmoreMemories.



Take Note:

Park Facility Winter Hours Began mid-September

At the time of printing this newsletter, the government has shut down Mount Rushmore National Memorial. Please check www.nps.gov/moru for daily facility and park openings.

September 17-23 | Constitution Week

September 28 | National Public Lands Day

October 3-4

Taft re-enactor Dale Liikala gave presentations on the life of President Taft to Rapid City Christian, North Middle School, St. Thomas More and West Hills Village.

October 5

An Evening with William H. Taft held at Mount Rushmore. This is the Society's annual gala dinner.

October 25-27 | Society Board Retreat

October 31

Carving ended on the mountain 72 years ago today.

November 11 | Veteran's Day

November 28 | Thanksgiving Day

Friend-Raising Update

By Gary Keller, Development Director

Friends, despite the frustration of the government shutdown on October 1, raising dollars to pursue our mission to enhance the visitor experience for the nearly 3 million people from around the world who visit Mount Rushmore each year never takes a day off.

I am writing to you today to ask if you would consider a gift to the Mount Rushmore Society's general fund. These types of contributions can and will be re-directed to specific projects by our board of directors at a later date and not used to pay for salaries or operation expense.

Make a Difference!

If you are reading this, it means you support your "home team" as a Society member. If you've already donated, then thank you! If not, you can be a first-time donor.

Please consider another year-end, tax-deductible donation as an unrestricted gift to the Society's general fund.

It's easy.
Just use the form at the right.

Want more info?
Go to www.mountrushmoresociety.com.

Walk to talk about it? So does Gary! Call 605-341-8883 or email gary@mtrushmore.org.

No gift is too small.

Rushmore's Donor Wall Thanks Supporters



We know you may not give to charitable organizations for the public recognition, but rather for how good it makes you feel to support a worthy cause. BUT, you may not be aware that if you support the Mount Rushmore Society's general fund at the Patriot Level (\$5,000-\$9999) or above, you are entitled to have your family name or company name inscribed on the new donor wall. Anonymous giving is also a choice. The new wall is on the left side of the Grand View Terrace as you view the Memorial, and millions of visitors will see that inscription over the next several decades.

Three families have already taken advantage of this opportunity in the last few months. Here is one family's quote on why it was important.

"As a Korean War veteran, my family and I were so moved during our visit to Mt. Rushmore that I felt it was very important to help maintain this jewel of American pride. I am honored to have my name on the wall." - Dr. Merle S. Glick, Los Angeles, CA

Mount Rushmore Donor Wall Giving Levels

- Founding Sponsors
\$1,000,000+
- Sculptor's Circle
\$500,000-\$999,000
- President's Circle
\$250,000-\$499,000
- Borglum Circle
\$100,000-\$249,000
- 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



Mount Rushmore Society Pledge Form

This is your opportunity to step up and make a difference at one of America's best ideas—Mount Rushmore. Contributions to the Mount Rushmore Society are deposited as unencumbered funds. Your donations are tax deductible, and you will receive a receipt and required 501(c)(3) information.

Yes, I want to give to the Mount Rushmore Society.

Pledge \$_____ per month for _____ years or a one-time gift of \$_____

Invoice me for my gift.

Please accept my check made out to the Mount Rushmore Society for my gift.

Charge my credit card for my pledge and/or one-time gift.

American Express VISA Mastercard Discover

Card Number: _____

Exp. Date: _____

Cardholder's signature: _____

Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Daytime Phone: _____

E-mail: _____

In honor/memory of: _____

Mail to:

Mount Rushmore Society
PO Box 1524 | Rapid City, SD 57709

Online donations accepted on our secure server at

www.mountrushmoresociety.com

2013 Society Membership Picnic



Attendees to the 2013 Society Membership Picnic held August 25 at Mount Rushmore got a real treat. Our main speaker was Tom Griffith (pictured left showing a rare Gutzon Borglum illustration to the crowd). He was the Society's first paid executive director and spearheaded the fund-raising efforts in the late 1980s that funded the park's redevelopment.

He summarized the role that the Mount Rushmore Society has played in the last eight decades during the carving, the redevelopment of the facilities in the 1990s and today. Specifically, he spoke about serving as executive director and how he, alongside the Society board and National Park Service, successfully raised \$56 million for constructing the new facilities at the park, including the \$17 million parking facility that the Society operates.

"Looking back, I know we did well by doing good," he said. "We doubled the visitor length of stay at Rushmore. We moved benchmark visitation from 1.5 million to 2.5 million annually. And, as the Society still does today, we told America's story, inspired millions around the world with a message of freedom and democracy and we preserved, protected and interpreted this fantastic human accomplishment."

Congratulations to Society Members:

**Pat Lebrun
Jerry Shoener**

for being inducted in the 2013 South Dakota Hall of Fame

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Congratulations to Society Development Director Gary Keller

for being selected to the Rapid City Chamber of Commerce's 2013 Leadership Rapid City Class.

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The final Evening Lighting Ceremony of the season, sponsored by the Mount Rushmore Society, was September 30. Until the season begins again in 2014, the sculpture will be illuminated from dusk to 11 pm nightly, unless a government shutdown is in effect.

National Park Service News

Summer at Mount Rushmore has consisted of maintaining current ranger programs, like the Evening Lighting Ceremony, and adding programs that have a cultural significance.

For instance, the NPS partnered with the Sioux Indian Museum located in The Journey Museum in Rapid City, SD, and the Department of the Interior to establish a program for visiting American Indian artists and artisans. This program allows artists and artisans who are enrolled members of federally recognized tribes to demonstrate their skills at both Mount Rushmore and the Sioux Indian Museum. The goal of this program is to raise the visibility of and appreciation for the art and

craftwork of American Indian tribes. Participation in the program involves a two-day commitment. During day one, artists work at Mount Rushmore, demonstrating art and craftwork for visitors. During day two of the program, artists continue to demonstrate the creation of art and craftwork at the Sioux Indian Museum.

In addition, a national remembrance of Dr. Martin Luther King Jr.'s *I Have a Dream* speech was held August 28 at the Memorial. A movie of Dr. King's speech on the steps of the Lincoln Memorial, as well as news reels of 1963 events leading up to the March on Washington, were shown in the Lincoln Borglum Visitor Center. Malcom Chapman, president of the Chapman

Group in Rapid City, shared, "What the Dream Means to Me," followed by a historic audio presentation of Dr. King's speech. Visitors to the park during this 50th anniversary celebration were also invited to share what the dream meant to them.

Lastly, to improve how the story at Mount Rushmore is told through all interpretive programs and the Mount Rushmore Bookstores, five scholars from around the country, specializing in the West, American Indian studies, political history and public history, visited the Memorial the end of August. We look forward to the report to see where we can improve in the telling of the Mount Rushmore carving and the history surrounding it.

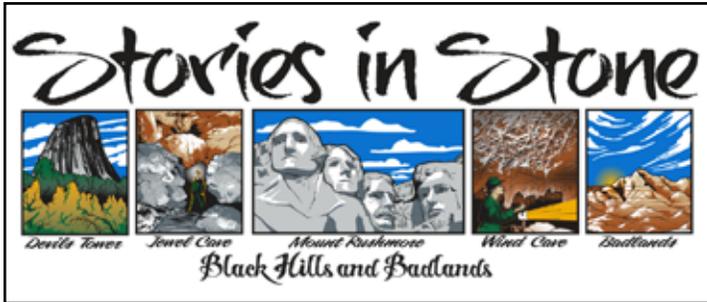
Stories in Stone Highlight Park Partnerships

By Amy Klein-Greba, Mount Rushmore Memories Retail Manager

Last year, representatives from Badlands Natural History Association, Devils Tower Natural

and an illustrated children's books titled, *Four Famous Faces*. The children's book is written by Jean L.S. Patrick

design of a logo—Stories in Stone—that represents the national park sites in the region. The products are currently being



History Association, Black Hills Parks & Forests Association and the Mount Rushmore Society met to discuss partnering on the development of products and books.

As a result, we are collaborating on *Cooks in Parks*, a regional cookbook,

and will be illustrated by Renee Graef. This team created *Who Carved the Mountain: The Story of Mount Rushmore* for the Mount Rushmore Bookstores in 2005. Both books will be published for the summer 2014 season. Another collaboration was the

sold at our neighboring park bookstores and at Mount Rushmore Memories. They include a water bottle for \$18, short-sleeve T-shirt for \$19.95, long-sleeve T-shirt for \$25.95 and sticker for \$2.95.

The U.S. Mint launch of this quarter is scheduled for November 6 at 10 am in the Custer High School Gym with a special program.

Only \$5.95

Mount Rushmore Quarters

Pre-order your package of two uncirculated limited collector's edition Mount Rushmore National Memorial quarters. Part of the U.S. Mint's America the Beautiful series. The package includes one quarter minted in Denver and one minted in Philadelphia.

Reserve by phone or on our website. Quarters are due out in November. Your credit card will be charged once shipped.

Photo by South Dakota Tourism.

1-800-699-3142 • 605-574-3142 www.mountrushmoresociety.com

New Items at Mount Rushmore Bookstores

Every year, we bring in new items to our Mount Rushmore Bookstores. This year, our lenticular (hologram) postcard of Mount Rushmore, which shows the mountain before and after the carving, is one of our top sellers. You can get yours online!

Some other new items this year include:

- 2013 America the Beautiful National Park quarters
- State Quarter Puzzle
- *Tatanka & the Lakota People*, a children's book
- *The Needles of Rushmore Climbing Guide*
- *Inaugural Addresses* (Vol. 1 & 2)

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visit the park during the winter. The museum and interpretative movie is in the Visitor Center and would therefore be inaccessible. In addition, one of the Mount Rushmore Bookstores, which generates revenue for the park, is also located in the Visitor Center. It would not be able to operate. In regard to the Evening Lighting Ceremony, potentially 56,000 visitors would not experience this special program if the season was shortened. Surrounding communities, who also depend on the increased visitation generated by this traditional event, would suffer.

Due to these concerns, the Society board voted to supplement the budgetary shortfall: \$35,000 to keep the Visitor Center open through this winter and \$35,000 to continue the Evening Lighting Ceremony during the normal season.

"The Mount Rushmore Society is in a position to help, and help we can." states Executive Director Diana Saathoff. "The board quickly agreed to step in and fill the need. We are committed to offering \$70,000 to the park so that park visitors may get the full Mount Rushmore experience in 2014."

Gutzon Borglum Memorial Highway Re-Dedicated

By Debbie Ketel, Communications Director

The Mount Rushmore Society, in partnership with the South Dakota Department of Transportation (DOT) and the National Park Service, held a re-dedication of the Gutzon Borglum Memorial Highway on June 1. Gutzon Borglum's grandson, Jim Borglum, and Mount Rushmore carver, Nick Clifford, were in attendance, among others.

The DOT designated a 10-mile segment of Hwy 244 (between the U.S. 16A junction near Keystone and the intersection with U.S. 385 south of Hill City) as the Gutzon Borglum Highway on June 1, 1973. On the 40th anniversary of the first dedication, the original Gutzon Borglum Memorial Highway sign was erected and unveiled. It was taken down during construction decades ago.

Numerous dignitaries made remarks, including Society President Andy Knight, Superintendent Cheryl Schreier, DOT Regional Engineer Todd Seaman, Clifford and Borglum.

Knight explained that the Society



Gutzon Borglum's grandson, Jim Borglum, and Pam Borglum pose in front of the Gutzon Borglum Memorial Highway sign erected on Highway 244 between Keystone and the park.

was instrumental in making this event possible and the organization is committed to honoring the legacy of the Borglum family.

"This may seem like only a curved stretch of road to some, but to nearly three million visitors a year, this beautiful, wide highway is designed to give you teasing glimpses of that wonderful mountain carving. . . . The purpose of this highway rededication is to communicate the recognition of the artist and sculptor who brought this Memorial to life," Knight said.

Parking News

By Bob Dominicak, Parking Division Manager

Our summer in the parking facility has been extremely busy with a record number of visitors. Through the end of August FY 2013, we are up 3.3% over 2012.

From an operational standpoint, Bob Mudlin and the Presidential Parking, Inc. staff do an exceptional job at keeping up with the traffic even when vehicles are backed up from the parking facility down to the highway, which is a daily occurrence in July and August. We experienced a tremendously busy summer at the parking facility (and with the difficulty of hiring sufficient help), we learned how to do more with less.

We saw some interesting traffic during the Rally this year. And I'm not just talking about interesting bikers! I'm talking about the mix of traffic. There was growth in car traffic, which has led us to believe that there were more "non-rally" visitors to the Black Hills this year, which tracks with the strong visitation numbers that we've seen since May.

We are looking forward to a great fall. On the maintenance end of things, we hope to complete some projects that the crush of summer traffic didn't allow us to address. It will be nice to get these completed and keep our facility in tip-top shape.



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Concessioner

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Mount Rushmore Bookstores
Mount Rushmore Institute
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Rapid City, SD 57709

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Rapid City, SD
Permit No. 618



Shop Now! 2013 Mount Rushmore Ornament

This limited-edition 2013 collectible ornament is second in a series of five in anticipation of the 75th anniversary of the carving of Mount Rushmore National Memorial to be celebrated in 2016. The ornament features a historic photo of the profile of the second president carved on Mount Rushmore—Thomas Jefferson. **2012 Christmas Ornament featuring George Washington is also available online to add to your collection.**

\$25