



*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

## Great Success Takes Great Partners

Fall 2009

*Diana Saathoff, Executive Director*

**I**ndependence Day at Mount Rushmore is a destination and a dream for thousands of people.

Many have waited years to spend their Independence Day here. Their stories are heartwarming.

Although this year's foggy fireworks display was a disappointment to all,

I heard again and again that our guests will come back another year. Even with Mother Nature's wicked sense of timing, the patriotic display is here to stay. The public loves the event, our sponsors give generously and our partners put great effort and resources into hosting it.

Special events like this cannot take place without the cooperation and full integration of partners—all working to make big things happen. Partnerships are the core of this



Saathoff

great event and other signature South Dakota events like the Sturgis Rally, the Deadwood Days of 76 and the Custer Buffalo Roundup, to name some of the biggies. Each is a unique event with great participation by federal, state, and county law enforcement and emergency services. Each has a host agency to take the lead, a private enterprise to help fund the event and each has the powerful promotional arm of the South Dakota Department of Tourism.

The patriotic fireworks display broadcasts internationally, positively impacting Mount Rushmore and the National Park Service. For the visitor industry, the impact is felt each year as hotels are filled, meals are consumed, souvenirs are purchased and new ambassadors for South Dakota go home and recount their fantastic vacation

*continued on p. 7*

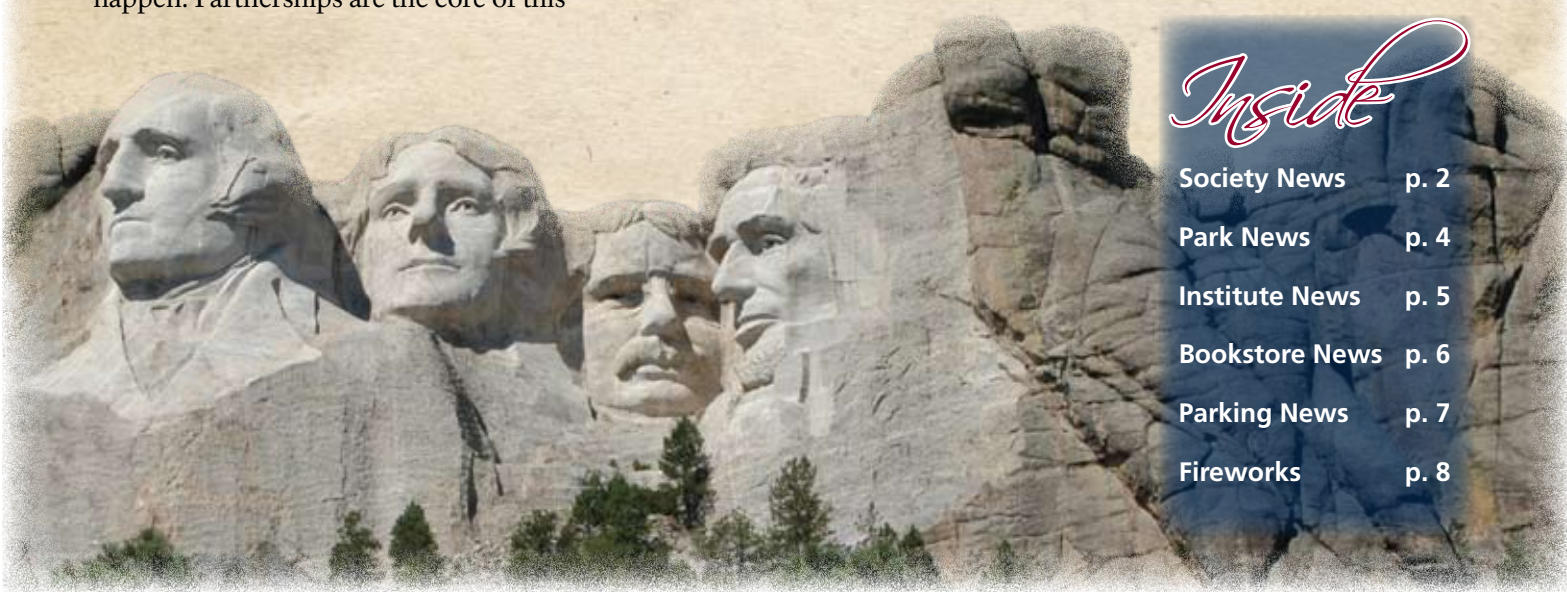
### 79 years of Partnership

**Mount  
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National  
Memorial  
Society**

**Mount  
Rushmore  
History  
Association**

**Mount  
Rushmore  
Institute**

**Parking  
Division**



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## Rushmore Avoids Economic Woes

Gene Lebrun, President

What a wonderful summer for western South Dakota, the Black Hills and Mount Rushmore. Here it is August, and the prairie, the valleys and the Hills are all still green and lush! My family was out in early August and we toured the Hills and spent a few days in Custer State Park. It was obvious that the wildlife is also enjoying Mother Nature's generous array of healthy plants and grasses interwoven with running

creeks and streams.

Mount Rushmore's Independence Day Celebration began with crowds gathering early on July 3rd to enjoy a variety of cultural and entertainment activities. The day culminated with a once-in-a-lifetime "northern lights" show over the Memorial that evening. (For those of you who were not there, "northern lights" is what fireworks look like when set off during intense fog!) Having grown up in northern North Dakota, where I saw a lot of northern lights shows, I thought that our man-made display of colored skies was unique and awesome! The great teamwork among the various entities thanked in this newsletter made the event successful, in spite of the glitch in the weather. (And, sponsors, we promise to fix the reserved parking problem for next year's event).

As the tourism season started this year, there were predictions and fears of a slow year and season for Mount Rushmore. As it turns out, at least through the end of August, Mount Rushmore has been having a great season. The History Association's bookstore operations for the first 10 months had a gross profit of \$12,000 over the same period in 2008 and \$24,000 over what was budgeted. A part of that has been the great job Lynn Bauter, Megan Matzen and crew have done in keeping down the expenses. The cost of goods sold is down 2% from 2008. Retail sales are



President Lebrun, addressing the Independence Day Celebration crowd in the park's Amphitheater on July 3rd.

up an average of 4.1 % over 2008, and 6.6% over budget. June and July saw the best sales ever for those two months, and by mid-August the sales were \$29,000 over August of 2008.

It also has been an amazing year for the parking concession. Through the end of July, total revenue (and visitation) has been up 11% from 2008. That amounts to an increase of \$250,000 in revenue! July was our first "million-dollar month" with gross revenue of \$1,025,125. As of this writing, August is up 12% from last year.

Interestingly, although the motorcycle count during the Sturgis Rally was down about 4.5% from 2008, the car count during the same period was up 28.6% from 2008 for an overall traffic count increase of almost 8% during the Rally. Thanks to Bob Mudlin and his crew at Presidential Parking and to Mason Short, parking division manager, for their fine work at handling the many visitors as they arrive and depart the park.

Please mark your calendars for the events coming up at Mount Rushmore yet this fall, like *An Evening with John Adams* (see p. 3) and the Mount Rushmore Institute's *Achieving America's Energy Independence* forum (see p. 5).

Also, Society board members, don't forget to make your reservations for the Annual Board Retreat on October 9-11, which will be held in Custer State Park at the new Creekside Lodge next to the Game Lodge.

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

Mount Rushmore National Memorial  
Society President: Gene Lebrun

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Chair: Nancy Gowen

Mount Rushmore Institute President: Jim  
Nelson

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Executive Director: Diana Saathoff

Parking Division Manager: Mason Short

History Association Division Operations  
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The Society sponsored the three remaining World War II Navajo Code Talkers in their visit to the park and receipt of an American flag during the July 3rd flag-folding ceremony.

## Good Luck Mary!

*Diana Saathoff, Executive Director*

Society Development Director Mary Larkin is heading west after two years of great service to the Mount Rushmore Society. She is a very talented individual who has done an outstanding job raising money, awareness and friends for projects at Mount Rushmore.



Larkin

Mary and her husband, Dan, have decided to move back to California to pursue their respective careers. She will be greatly missed as she has done a terrific job for the Society. Mary immersed herself in the mission of promoting, preserving and supporting Mount Rushmore through her very successful fund raising and sponsorship efforts. She has been an integral team member in all aspects of sponsorship recruitment, grant writing, project planning and event execution, including the presidential dinners, naturalization ceremonies, Independence Day fireworks, and membership activities.

In addition, Larkin was instrumental in working with Black Hills Harley Davidson, resulting in the donation of a 2009 Harley Davidson patrol motorcycle to Mount Rushmore.

Most recently, Mary took on the role of curriculum coordinator for the Mount Rushmore Institute and has made great strides toward advancing the organization and elevating the promotion and content of future Institute forums. On behalf of the board of directors, we thank Mary and wish her all the best in her future endeavors.

## Membership Gathers for Picnic

*Ruth Samuelsen, Vice President*

More than 80 Mount Rushmore Society members, staff and National Park Service staff gathered for the annual membership picnic held at the park on August 30. This was the first event planned after the new membership levels were promoted. The event included a scrumptious meal by Xanterra Parks & Resorts, a dramatic presentation by "Abigail Adams" portrayed by Carol Saunders and a Mount Rushmore quiz which tested the knowledge of those in attendance. Congratulations to Mary Kay Baker who came in first and Elf Swan who was the runner-up in the quiz!

So far the new membership program has been well received. To date, we have more than 3,000 members, including all membership levels. We are excited about the possibilities for expanding membership opportunities, benefits and activities through ongoing development of the Society's electronic communication.



Society member Judy Allen enjoys the meal during the Society Membership Picnic on Aug. 30 at the Memorial.

Membership brochures are available at the Mount Rushmore Society office by calling 605-341-8883 or online at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com).

Check out our Online Auction at [www.mountrushmoresociety.com](http://www.mountrushmoresociety.com) from Sept 21 to Oct 2 for your opportunity to purchase unique items and support Mount Rushmore! This way, you can be a part of the event even if you can't attend on Oct 3rd.

### *An Evening With John Adams*

RSVP  
341-8883

The Mount Rushmore Society invites you to spend the evening with a true patriot!

Plan to attend our annual Presidential Dinner at Mount Rushmore National Memorial's Carvers Cafe.

October 3, 2009  
5 pm Social . 6 pm Dinner/Program

This annual fund-raising event helps support projects and events at Mount Rushmore.

605-341-8883



MOUNT RUSHMORE  
NATIONAL MEMORIAL SOCIETY

*Save the Date!*



## Summer at Mount Rushmore

Navnit Singh, Director of Interpretation and Education

As the Memorial winds down from another very busy summer season, I would like to take this opportunity to share the many successes.

As of this writing, the park and our partners benefited from the increased visitation this summer compared to the same period in 2008. The visitors, in turn, benefited from one of the most robust interpretation and education programs in several seasons. Thanks to our ability to hire more seasonal park rangers (21 total) than previous years, we were able to offer visitors a greater variety of programs.

Our talented group of rangers applied two weeks of formal training to develop a variety of themes for our interpretive programs. We were pleased to include History Association Bookstore staff as part of that formal training.

Ranger Rhonda Schier concluded the Mountains of History semester-long study of Presidents Washington and Lincoln. The educational institute hosted 45 teachers of history to a three-day summer seminar in Rapid City. She also taught study methods of primary source historic documents, utilizing a strategy developed by the Gilder Lehrman Institute of American History.

Ranger Blaine Kortemeyer continued to provide top-notch support as part of the Memorial's Industrial Rope Access Team, the only certified one of its kind in the park service. In addition, Blaine increased the number of special programs offered at the park's popular Heritage Village. Native American performers, artists and speakers, representing

several tribal councils, brought in programs which proved to be tremendously popular and attended by capacity crowds.

Ranger Ed Menard assisted numerous scout troops nationwide and coordinated their participation in the park's evening retreat flag ceremony. Ed also skillfully created and managed duty assignments and schedules for the largest seasonal staff in years. He and his team of rangers kept the Lincoln Borglum Visitor Center programs operating during the summer.

Ranger Jason Ginder assembled and coordinated another outstanding training program for the seasonal staff. His expertise as a Midwest Region interpretive coach proved valuable when he was selected to perform as a key instructor in the Interpretive Coaching Workshop in Hot Springs. Jason has also seized the initiative with the creative design and content of park newspapers and brochures.

Our sculptor-in-residence, Kim Henkel, conducted six highly successful and popular hands-on sculpting workshops at the Borglum View Terrace and taught fundamentals in the art of clay portraiture and stone carving.

Although the weather was less than desirable, the park's Independence Day Celebration on July 3rd was a success as evidenced



Sculptor-in-Residence Ranger Kim Henkel (left) chats with Society member Helen Magnussen and past History Association staff member Megan McFarland (foreground) during a Sculpting Workshop made possible by the History Association.

by the non-stop activities in the Amphitheater, the crowds of visitors and the overwhelming approval of the Amphitheater crowd during the fireworks display despite the limited visibility.

Overall, Sturgis Motorcycle Rally attendance at the park increased significantly (compared to last year) even though the number of visitors on motorcycles increased only slightly. The Sturgis Mayor's Ride hosted 300 riders during a short visit to the Memorial.

Finally, the park initiated planning for a historic partnership with CyArk, a California-based nonprofit group, to laser scan and digitally record the Memorial carving and grounds utilizing state-of-the-art technology.

I am proud of the performance of our staff and deeply grateful for the support from the History Association which helped to make this a truly remarkable summer season.

Catch the Ken Burns' six-part documentary—*The National Parks: America's Best Idea*—on South Dakota Public Broadcasting beginning Sept. 27. See [www.sdpb.org](http://www.sdpb.org) for TV schedule. The Society is a proud underwriter of this event.

# July 3, 2009: Rich in Family Entertainment

Debbie Ketel, Publications Manager

Every year on July 3rd, visitors look forward to the wonderful fireworks over Mount Rushmore, but those who spend the day at the park also enjoy great family entertainment.

Retro Bill, the DARE Safety Buddy, brought his drug-free message to kids several times during the day. Gib Young portrayed President Theodore Roosevelt in the Lincoln Borglum Visitor Center. Hoop dancer Jasmine Pickner enthralled the crowd with her talent, and the audience was treated to F-16 and B-1 flyovers during the day. Musical acts included Brass in Blue (the U.S. Air Force Heartland Band Brass Ensemble) and The Mitguards. Rosebud Sioux tribal member Robert Moore sang the *National Anthem*, *Battle Hymn of the Republic* and the *Lakota Flag Song*.

The highlight of the evening was the flag-folding ceremony featuring the Tokala



Pictured left: Retro Bill inspires young people to live a life free of drugs during the July 3rd Amphitheater entertainment. Pictured middle: The Tokala Color Guard honors the Navajo Code Talkers during a special flag-folding ceremony. Pictured right: Coca-Cola sponsor and representative Tura Synhorst and her daughter take advantage of watching the Amphitheater entertainment from the sponsorship area via the big screen.

Color Guard and flag presentation to Navajo Code Talkers Arthur Hubbard, Joe Morris and George Willie for their service during WWII. They were part of specially trained Navajo boys selected to use their

native language to send coded messages in the battle fields. The Society is proud to have sponsored this group of honored individuals during the Independence Day Celebration.

	<h2>REGISTER TODAY!</h2> <h1>ACHIEVING AMERICA'S ENERGY INDEPENDENCE</h1>	<p><b>With Scheduled Topics Such as:</b></p> <ul style="list-style-type: none"> <li>Global Demand for Energy</li> <li>America's Energy Plan</li> <li>Current Energy Legislation</li> <li>Wind Energy Development on American Indian Lands</li> </ul>
<p>FRIDAY/SATURDAY, SEPTEMBER 18-19, 2009 MOUNT RUSHMORE NATIONAL MEMORIAL</p> <p>WWW.MOUNTRUSHMOREINSTITUTE.COM</p>		
<p><b>Sponsored by</b></p> <p>Basin Electric Power Cooperative South Dakota Rural Electric Association East River Electric Power Cooperative Rushmore Electric Power Cooperative</p>	<p>A two-day institute featuring nationally renowned energy experts to examine the challenges to developing economically feasible global energy sources.</p> <p><b>\$100 for entire conference . \$50 student fee for entire conference \$40 for 1 day . \$40 for keynote only</b></p> <p>Visit <a href="http://www.mountrushmoreinstitute.com">www.mountrushmoreinstitute.com</a> for more information or call 605-341-8883.</p> <p>WITH EVENING KEYNOTE SPEAKER GREG WORTHAM, EXECUTIVE DIRECTOR OF THE GREAT PLAINS ENERGY ALLIANCE OF SWEETWATER TEXAS</p> <p><b>MOUNT RUSHMORE INSTITUTE</b> <i>Inspiration on a Monumental Scale</i></p>	<p><b>With Confirmed Speakers:</b></p> <ul style="list-style-type: none"> <li>Dustin Johnson of South Dakota Public Utilities Commission</li> <li>Matt McGovern of Repower South Dakota</li> <li>Michael Connolly of Campo Kumeyaay Nation</li> <li>Mike Egg, Senior Vice President of Basin Electric Power Cooperative</li> <li>Professor Patrick Garry of The University of South Dakota School of Law</li> <li>Robert Gough of Intertribal Council on Utility Policy</li> <li>Al Grosboll, Legislative Officer of the Midwest Environmental Law &amp; Policy Center</li> <li>President Katherine Hamilton of GridWise Alliance</li> <li>Braden Houston of Citizens Energy</li> <li>Matthew McLarty of Midwest Environmental Law and Policy Center</li> </ul> <p><b>and more!</b></p>



## New Publication 'Carved High'

Debbie Ketel, Publications Manager

**W**e are pleased to announce our newest self-published book, *Carved High*, with South Dakota photographer Rodger Slott.

With a combination of Slott's photography, historic photos and historic quotations, this book captures the different angles and moods of Mount Rushmore National Memorial's architecture and landscape. *Carved High* is a keepsake of the spirit and vision that have made Mount Rushmore an American icon.

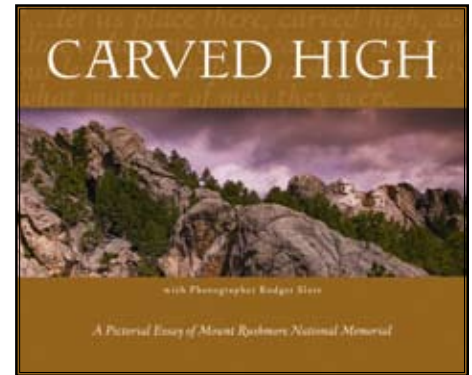
Born overseas, raised in the Midwest and trained in Dallas, TX, Rodger Slott of Flashbox Photo Studio was mentored by some of the best photographers in the U.S. from various disciplines. He sold his first image to a publication more than 25 years ago.

Today, Rodger is happily married, has two kids and a thriving photography business located in Rapid City.

A people person from the inside out, Rodger loves to compose a shot to tell a story or evoke a mood. Rodger embraces complex lighting challenges and is inspired by all kinds of design, including graphic, architecture, interior, product and fashion.

In fact, Mount Rushmore presented a new challenge for Rodger—to capture angles of the Memorial not normally seen in print and portray this national park to the world in a unique way.

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



Beginning mid-September, books and enlarged prints from *Carved High* will be part of the silent auction and the online auction to benefit An Evening with John Adams (see p. 3) which will be held October 3.

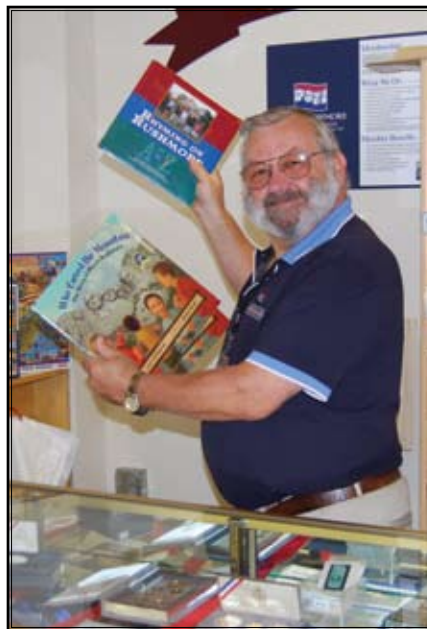
## Bookstore Sales

Megan Matzen, Operations Manager

**T**he Mount Rushmore History Association Bookstores are faring well with some of the best sales ever, thanks to the tremendous summer staff that we had this year.

We had our best July ever in bookstore sales and our second-best June. That is taking into account over 15 years in this business! We are pleased that sales continue to grow instead of decline so that we can support Mount Rushmore even more every year.

As always, we are always trying to add to our product mix. The Mount Rushmore Scrapbook Accents (seen right) are a new member to our stores. They go great with our Mount Rushmore Scrapbook Kit which has been updated. Please remember to look for new merchandise on our website, [www.mtrushmorebookstore.com](http://www.mtrushmorebookstore.com). Your membership entitles you to a 15% discount on your purchase.



Bookstore Sales Associate Richard Brook (above) is an example of the enthusiastic Work Campers that manned our stores this summer. He and his wife, Linda, stayed with us this summer and plan to work for the Grand Canyon Association this winter.



**Mount Rushmore Scrapbook Kit**  
\$12.95



**Commemorative Collector's Coin**  
\$9.95



**Mount Rushmore Scrapbook Accents**  
\$4.99

Become a Fan of the Mount Rushmore Society!

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Author Jean L.S. Patrick was part of a book signing in the Mount Rushmore History Association Bookstore on July 3rd to promote her books, *Face to Face with Mount Rushmore* and *Who Carved the Mountain? The Story of Mount Rushmore*. She was able to meet with visitors and answer questions about these two important books that were published by the History Association. They can be purchased at [www.mtrushmorebookstore.com](http://www.mtrushmorebookstore.com).



*continued from p.1*

fantastic vacation experience to others.

South Dakota Tourism estimates that even our foggy fireworks reached 9.5 million households via broadcast and was featured in 250 news segments. This results in more than \$300,000 in advertising value and \$970,000 in publicity value. In years past (with better weather), the broadcast reached over 62 million viewers, making this event one of South Dakota’s strongest promotional vehicles.

Through these unique visitor events, people from all over the world come to experience cultural and diverse programs they can only find here. As we have since 1930, the Society will continue as a proud National Park Service partner and will continue to look for innovative ways to incorporate new park partnerships in the future.

## Parking News

### Parking Shows Interesting Trends

Our summer in the parking facility has been extremely busy with record numbers of visitors and revenue. Our traffic is tracking very closely with the reports from the rest of the tourism industry throughout the Black Hills. Through the end of July, FYTD, we were up 11% over 2008.

From an operational standpoint, Bob Mudlin and Presidential Parking, Inc. staff are doing a stellar job at keeping up with the traffic. For instance, in July they parked a record of 100,628 cars, buses and motorcycles—averaging just a little over 30 seconds per transaction at the busiest times.

We saw some interesting traffic during the Sturgis Rally this year—not just interesting bikers—I’m

talking about the mix of traffic. We saw strong growth in car traffic, which has led us to believe that we saw more “non-Rally”

visitors to the Black Hills this year, which tracks well with the strong visitation numbers that we’ve seen since May.

Additionally, we assisted the Sturgis Rally Department and the South Dakota Department of Tourism in tracking the visitation statistics of bikers for a study on the impact of motorcycle tourism in the Black Hills. It was a unique mix and significant change from our normal summer



Parking Manager  
Mason Short

numbers. Usually, South Dakota is the number one state of origin for visitation with around 10% of the total visitors. During the Rally, South Dakota came in 36th with just 0.9% of total bikes. The following states were the winners: California 7.3%; Colorado 6.4%; Canada 6.3%; Texas 5.5%; and Illinois 4.7%.

We are looking forward to a great fall to complete some maintenance projects that the crush of summer traffic hasn’t allowed us to address. It will be nice to have these completed and keep our facility in tip-top shape to greet our visitors.

I would like to thank Diana Saathoff, Leroy Ketel, Gene Lebrun and the Society board of directors for the opportunity to serve in this position.

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