

Photo by Chad Coppess

Summer 2015

The Star-Spangled Banner

Mount Rushmore National Memorial

The Mount Rushmore Society—through the Mount Rushmore Bookstores, the Mount Rushmore Audio Tour, Mount Rushmore Memories, 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

Mount Rushmore Society Goes to Washington

By Diana Saathoff, Executive Director

Mount Rushmore has always had strong ties to Washington, D.C. Did you know that in 1930 the Mount Rushmore National Memorial Society of the Black Hills was incorporated in the District of Columbia as a not-for-profit corporation? We still maintain our corporate charter in D.C., as well as the State of South Dakota.

Our congressional legacy of support for the Memorial goes back to the original creation and carving of the project. Senator Peter Norbeck was a champion for creating the sculpture in South Dakota and was able to obtain critical appropriations from Congress to keep the dream alive. Norbeck worked with Gutzon Borglum, who enthusiastically lobbied to obtain federal funding.

The communication today between Society leadership, our government leaders and the National Park Service remains a critical component for keeping Mount Rushmore a financially



stable, historically important national park and international destination. The sculpture, which began as a tourist attraction, has become so much greater than a carving. It is a symbol of American ideals, struggles and freedoms guaranteed by our democracy.

It is fitting that we, the Society, continue to inform and educate our government officials of the importance, the condition, the needs and opportunities for Mount Rushmore's future. We are grateful to Senator John Thune (pictured above with Society Development Director Gary Keller and myself) for taking time to meet with us during our recent D.C. visit. We thank Representative Kristi Noem and her

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Photo left: Author Tom Griffith accepts the Individual Friend of the Faces Award at the Society's 2015 Annual Meeting held in January. Photo right: John Brewer and President Jack Lynass of Black Hills Community Bank accept the Corporate Friend of the Faces Award.

2014 and Beyond

By Judy Allen, President

The Society's Annual Meeting in January was a festive affair, highlighting the many activities the Society has sponsored the past year in support of Mount Rushmore. Our organization contributed more than \$366,000 in FY 2014 to the National Park Service at Mount Rushmore National Memorial. Plus, we completed fundraising for the Youth Exploration Area (YEA), detailed on p. 3, with an additional \$330,000 going to the YEA.

Our dedicated board welcomed two new directors to the Society board: **Tony Cleberg**, recently retired Executive Vice President and Chief Financial Officer of Black Hills Corp and **Aaron Galloway**, attorney with Lynn, Jackson, Shultz & Lebrun.

Ruth Samuelson and **Gene Lebrun** were elected emeritus directors after many years of dedicated and distinguished service to the board. Their devotion to the preservation, promotion and enhancement of Mount Rushmore and the Society is exceptional.

A highlight of the evening was presenting the Individual Friend of the Faces Award to **Tom Griffith**. Tom, as the Society's first executive director, has devoted more than 25 years of service to Mount Rushmore and the

Society. He was the organization's first paid staff in 1988, helped plan Mount Rushmore's 50th anniversary events in 1991 and spearheaded the \$56 million fundraising campaign which resulted in the redevelopment at Mount Rushmore National Memorial in the 1990s.

Jack Lynass and John Brewer of **Black Hills Community Bank** accepted the Corporate Friend of the Faces Award for the bank's support in promoting Society events and efforts, including our Presidential dinners.

As we prepare for 2016, being the 75th anniversary of the completion of Mount Rushmore as well as the Centennial anniversary of the National Park Service, many planning and project opportunities are in the works for each group.

South Dakota Historian Doane Robinson's dream of faces being carved into the rocks of the Black Hills to drive tourists to our state and the ambitious Gutzon Borglum's dedication to carve such faces, inspires the Society board with the determination Robinson and Borglum brought to Mount Rushmore. The enthusiastic Society board continues to put forth every effort to keep Mount Rushmore, the national icon it is, inspiring the world.

Who We Are:

Mount Rushmore Society President:
Judy Allen

Executive Director: Diana Saathoff

Finance Director: Lynn Bauter

Parking Division Manager: Bob Dominick

Communications Director: Debbie Ketel

Development Director: Gary Keller

Administrative Assistant: Patty Neumiller

Special Projects Coordinator: Cindy Mayes

Assistant Finance Manager: Kim Canfield

Administrative & Accounting Assistant:
Kim Taylor

Mount Rushmore Bookstores
Retail Manager: Laura Jones

Mount Rushmore Memories Retail
Manager in Hill City: Debra Rudolph

Mount Rushmore Memories Airport Store
Retail Manager: Anna Raue

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bookstores@mtrushmore.org

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Hill City, SD 57745
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Mount Rushmore Memories Airport Store
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4550 Terminal Rd
Rapid City, SD 57701
605-791-6868
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Youth Exploration Area Shelter Ribbon Cutting Set for June

By Gary Keller, Development Director

You may not think of yourself as a hero. You may never know how much power your gifts have or the joy they will bring. You may not know the names of the thousands of children who will benefit from your generosity. But you can be sure of one thing . . . your membership, support, attendance at recent Presidential dinners and donations to the Youth Exploration Area Shelter project at Mount Rushmore will be enduring. Thank you. Thank you for your passion and dedication to making it happen.

From dimes to dollars, thank you to all who made this project a reality. A special thank you to our major gift (\$5,000+) donors. These include Black Hills Corporation for their lead gift; Adams-Mastrovich Family Foundation, Mary Mastrovich Adams; The South Dakota Fund of the South Dakota Community Foundation, the Grand Lodge of Masons of South Dakota; and Wells Fargo Bank, N.A.. Among the many individual gifts were major gifts from the families of three of the Society's board and emeriti board

members: Past President Andy Knight; Nancy Gowen and Gene Lebrun. This gift was also made possible by a \$100,000 Legacy Grant from the National Park Foundation and the Mount Rushmore Society. Thanks to all!

Individual gifts, grants and major gifts (\$5,000+) all added up to the \$396,000 needed for the project. That goal was reached in fall 2014, and the campaign was closed. Kids will soon enjoy hands-on programming within a permanent structure.

Construction began in March, and the shelter construction should be completed shortly after you receive this newsletter. A ribbon-cutting will be held in June, and seasonal programming should begin soon as well. Stay tuned!



Weston Minnick, pictured here in front of the Youth Exploration Area shelter under construction, is Society staffer Anna Raue's son. Kids like him will benefit from programming to be held in the completed structure.

The next time you visit the mountain, take a stroll down the Presidential Trail and take the sidewalk under George's gaze. It's quite a view!

Thank you from all of us and all of the thousands of children your generosity will impact for decades. Now that's something to feel good about!

Recognize Loved Ones in Granite

With the addition of the Grand View Terrace Donor Wall, the Society has been able to accommodate wishes for several families and grant-giving foundations with name engravings at Mount Rushmore. We are happy to announce the following major donors whose names will be added this spring:

Independence Society Level (\$10,000-\$24,999)

Paul Gramith, White Bear Lake, MN
The Wade Hogg Family, Parkdale, OR

Patriot's Society (\$5,000-\$9,999)

Andy & Barb Knight, Rapid City, SD
Dr. Richard and Nancy Gowen, Rapid City, SD
Gene and Pat Lebrun, Rapid City, SD
The Don Pham Family, Lodi, CA
Grand Lodge of Masons of South Dakota

Heritage Society (\$25,000-\$49,999)

Black Hills Power/Black Hills Corporation, Rapid City, SD

If you would like to honor someone for time immemorial on America's Shrine of Democracy, contact us for qualifying details at (605) 341-8883.

FIND YOUR PARK

Give a Gift, Relive the Memory in Music

By Gary Keller, Development Director

A very special thanks to Los Angeles film producer, composer and sound designer Marc Aramian for an incredible in-kind gift of very special music. Marc donated a limited supply of music CDs of the soundtrack for the Discovery Channel film which is shown each night in the Amphitheater in conjunction with the Evening Lighting Ceremony. This inspiring music will soar and flow through your CD player and bring back memories of your visit to Mount Rushmore, and **it's yours for a gift of \$100 or more while the limited supplies last!**



Lighting Ceremony," shares Marc Aramian. "You see, I'm one of those sentimental, patriotic guys who gets a bit teary-eyed whenever I see or hear

about the sacrifices so many made to make this country great for me and my family. Capturing in music America's Shrine to Democracy was truly an honor that I will cherish all my life. May this album bring back memories as fond to you as they are to me. Enjoy!"

85 years.

That's how long the Mount Rushmore Society has been around.

The necessity to solicit private funds to match federal appropriations and to provide citizen involvement in the Memorial prompted formation of the organization on February 24, 1930. Through sale of memberships, concession operations and generating publicity for the mammoth mountain carving, the Society amassed funds that, when matched with federal monies, contributed greatly to early progress on the sculpture.

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.

I 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: _____

YOUR GIFT WILL MAKE A WONDERFUL IMPACT ON THE PROGRAMS AND PROJECTS AT MOUNT RUSHMORE. SEND YOUR GIFT TODAY. THANK YOU AND ENJOY THE MEMORIES! AND REMEMBER . . . GIFTS OF \$5,000+ MAY QUALIFY YOU FOR A NAME ENGRAVING ON THE DONOR WALL AT THE PARK.

Save the Date for An Evening with Theodore Roosevelt

By Gary Keller, Development Director

While it's still months away, we are already planning for An Evening with Theodore Roosevelt on October 3 at Carvers Cafe. The event serves the dual purpose of being the Society's signature event for the year, but it is also our main fundraiser as well. Tickets are not on sale to the general public yet, but due to the limited size of the venue and popularity of the event, we are confident the dinner will once again sell out in advance.

We are "cooking up" a very special evening. While we aren't ready to let the cat out of the bag yet, just know that we are making some minor changes while serving up an enjoyable evening and keeping it interesting. How do we plan to do this? Glad you asked!

First, we have had tremendous support from auction item donors in past years and are grateful for that support. This year, as we approach the 75th anniversary of the completion of Mount Rushmore in 2016, we are moving from a wide variety of auction items to a small selection of historic, one-of-a-kind, limited-edition items that you will find nowhere else.

Second, we will continue a successful event sponsorship program started last year. Sponsors are very important. In appreciation, we will offer advanced event tickets to our repeat and first-time sponsors. Please see the breakdown of the sponsorship packages on this page. If you are interested in being a sponsor in 2015, call Gary Keller at the Society at 605-341-8883 or email him at gary@mtrushmore.org today!



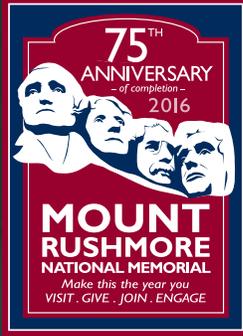
This dinner serves as the kick-off to the 2016 75th Anniversary of the completion of Mount Rushmore National Memorial.

Make This the Year You Sponsor

AN EVENING WITH PRESIDENT THEODORE ROOSEVELT

OCTOBER 3, 2015

www.mountrushmoresociety.com and click on events.



Sponsorship Packages

\$1,000 Presidential Sponsor

- SIX tickets to the event, valued at \$600.
- Logo or name displayed onscreen during dinner, the Society website, the Society's newsletter, promotional material and more.

\$500 Friends Sponsor

- TWO tickets to the event, valued at \$200.
- Logo or name displayed onscreen during dinner, the Society website, the Society's newsletter, promotional material and more.

News From the Mount Rushmore Bookstores

By Lynn Bauter, Finance Director

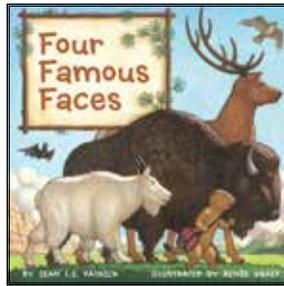


We are looking forward to an exciting, busy year in the three Mount Rushmore Bookstores located at Mount Rushmore National Memorial.

As a reminder, we are the cooperating association arm of the Society and publish and sell educational books and products in partnership with the National Park Service.

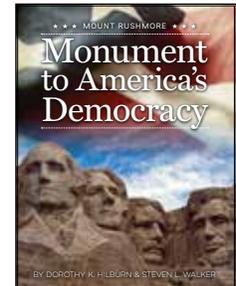
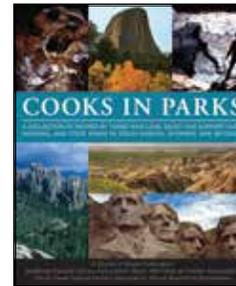
Two of our books were recognized by the Association of Partners for Public Lands this year. Both were collaborations with Badlands Natural History Association, Black Hills Parks & Forests Association and Devils Tower Natural History Association.

Four Famous Faces retails for \$16.99 and is an illustrated children's book. With wordplay, poetry and rich



illustrations, the award-winning team of author Jean L.S. Patrick and Renée Graef leads readers through the famous parks, memorials and monuments of the Badlands and Black Hills region. The book tells the tale of Prairie Dog and his friends who search for the four famous faces.

Cooks in Parks retails for \$12.99 and is a 160-page collection of recipes by those who love, enjoy and support



our national and state parks in South Dakota, Wyoming and beyond.

We also revised and redesigned the book, *Mount Rushmore: Monument to Democracy* by Dorothy K. Hilburn & Steven L. Walker. This book is a great seller for the stores, and the updated look will prove to improve sales.



Your Society membership 15% discount applies here too!

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staff for the appointment, and we were warmly welcomed by Senator Mike Rounds and his new staff as they were in full swing setting up their new office.

We asked for support for NPS Centennial Funding as a part of the 2016 President Obama's budget, a fund that would impact many sites, including Mount Rushmore. This money is intended to be matched by organizations like ours to double down on projects and double up on funding for 2016 parks and partners.

We will continue to stress the importance of funding and caring for these national treasures. Mount Rushmore and all national parks need protection and a commitment by the American public to make sure these special places remain accessible to all for future generations.

News From Mount Rushmore Memories

By Cindy Mayes, Special Projects Manager

Mount Rushmore Memories, located next to Black Hills Harley Davidson in Hill City, opened for its second season mid-May. The store is open 10 am - 7 pm Monday through Saturday and 11 am - 4 pm on Sunday.

As in our previous two years, you can find apparel, jewelry, lotions and unique home decor that you can't find

anywhere else. Some of these items can be found on our website so you can shop anytime, throughout the year.

Stop in and take home a memory this summer!





News From the Airport

By Anna Raue, Retail Manager

Mount Rushmore Memories Airport Store officially opened in January of 2015. Sales have been through the roof, and the redesign and branding of the store have been in full swing.

Led by Retail Manager Anna Raue, the staff have been busy selecting unique products for the store. We have new merchandise arriving weekly. Jewelry and purses have proven to be top sellers, as well as stuffed animals and regional souvenirs. Of course, convenience items, such as snacks, drugstore products and travel products (like ear buds and travel pillows) fly off

the shelves.

A ribbon cutting will be held by the end of May once the final touches have been made to the store. Please remember to visit our store the next time you fly out of Rapid City.

As in all our stores, your 15% Society membership discount works for purchases in this store as well.



Parking News

By Bob Dominicak, Parking Division Manager

People are definitely coming to Mount Rushmore this year! March 2015 visitation was up 60% over last year, with our fiscal year through March 31 up 72%. Needless to say, Bob Mudlin and the Presidential Parking, Inc. staff are gearing up for the influx of even more visitors this year and finishing up spring cleaning in the facility. We will be ready for a record-breaking year in anticipation of the 75th Anniversary of the Sturgis Motorcycle Rally.

In partnership with Xanterra Parks & Resorts, we had another successful Black Hill Home Show. We sold 695 packets, which includes a 2015 parking pass and two free tickets for a Monumental breakfast at Carvers Cafe. We thank all the volunteers and staff who helped in the booth. Many say that they come to the Home Show specifically to buy their annual packet. Thank you for your help.

Staffing News

With our ever-growing organization, we had several office staff changes and/or additions in the last six months. We welcome the following to our team!

Anna Raue was recently promoted to Mount Rushmore Memories Airport Store retail manager. She has been with the Society for the last two years, serving as office manager. Anna has years of retail experience, working for RCC Western Store's corporate office and has done a terrific job getting our new store up and running.

Kim Canfield joined the Society as the assistant finance manager,



Anna Raue



Kim Canfield



Patty Neumiller

helping Finance Director Lynn Bauter with tax returns, bank reconciliations and other accounting duties. She has 15 years accounting experience working within the petroleum and construction industries, as well as in public accounting. She also has

18 years banking industry experience in operations and lending.

Patty Neumiller joined the Rapid City Society office as the administrative assistant. Her work

experience includes serving as project coordinator with the Black Hills Area Community Foundation and South Dakota community relations director with the American Cancer Society.

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JUNE 4, 2015
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MOUNT RUSHMORE
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**BE INSPIRED WHEN
APPROXIMATELY 200 PEOPLE
FROM AROUND THE WORLD
BECOME AMERICAN CITIZENS.**

**SPONSORED BY THE MOUNT
RUSHMORE SOCIETY**



**SAVE THE DATE FOR:
MOUNT RUSHMORE SOCIETY'S
ANNUAL PICNIC**

SUNDAY, AUGUST 23, 2015

**AT MOUNT RUSHMORE
NATIONAL MEMORIAL'S
CARVERS CAFE**

**LOOK FOR MORE DETAILS ON
THIS EVENT COMING IN JUNE.**