



Photo by Rodger Slott

Winter 2012/2013

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

National Park Foundation Grant Boosts Youth Exploration Area Fundraising

By Gary Keller, Development Director

In September, we were informed that the Mount Rushmore Society's Youth Exploration Area (YEA) project was the recipient of a \$100,000 grant from the National Park Foundation (NPF)!

In 2011, the Society and the National Park Service (NPS) agreed that the construction of a permanent shelter for hands-on learning should be the top fundraising

project in preparation for celebrating the NPS's 100th anniversary in 2016. Mount Rushmore also turns 75 that year!

The project was chosen for a variety of reasons—the main one being to engage children. However, the NPS has found that even in modest facilities—a temporary tent and table—the YEA has proven to be a hit with our youngest visitors. But we can do better.

The NPF grant gives our project

special status as one of only 11 new "Legacy Initiative" projects being fast-tracked for funding in 2013. It also means that the NPF trusts the Society to raise the full amount needed to construct the shelter in 2013. The total amount is \$396,000, but don't let that intimidate you. We are also holding fundraisers and applying for other grants to help reach that fundraising goal, but we need your help to match the \$100,000 grant. And soon.

We haven't asked for a significant donation since the 1990s when supporters, like you, helped raise \$56 million to fund the redevelopment of facilities in the park. Your contributions, large or small, make a huge difference. Go to our website for more information or to donate online. You may also fill out the enclosed flier to donate.

Have a hand in building the Youth Exploration Area





Mount Rushmore Society President Ruth Samuelsen learns the basics of sculpting clay with Sculptor-in-Residence Dustin Baker during a day-long Sculptor's Workshop, which was sponsored by the Mount Rushmore Bookstores.

Farewell Letter

By Ruth Samuelsen, President

Dear Mount Rushmore Society friends:

It's been a great and rewarding year for the Mount Rushmore Society, and the future looks even more exciting! The Society board and the National Park Service (NPS) met for our annual retreat on November 9-11 at the Deadwood Mountain Grand Hotel.

Superintendent Cheryl Schreier and her NPS team reviewed their year and presented proposals for partnering for 2013. There are challenges with NPS budget cuts looming, but we are coming together with a plan to move forward as partners.

Stay tuned!

We enjoyed informal conversations, as well as great food, an entertaining concert by Mel Tillis and snowy roads on the way home (reminiscent of our retreat in Yellowstone National Park last year).

Did you know?

If Congress doesn't agree on a deficit-reduction plan, the National Park Service could face cuts of up to 10% by spring 2013. That would possibly mean closing visitor centers, campgrounds and/or parks entirely. Find out more at www.nps.gov (National Parks Conservation Association).

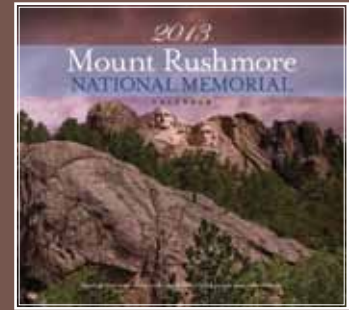
This will be my last newsletter article as Society president. It's been an amazing two years, and I hope to continue to be involved, especially with the 2016 anniversaries coming up. We will review 2012 and look to future plans and opportunities for all Society members at our Annual Meeting, Friday



Board members Phil Lampert, Tim Raben and Sid Goss listen to the discussion during the 2012 Board Retreat in Deadwood, SD.

January 18th at the Hilton Garden Inn. The invitation is on p. 3. I hope to see you all then!

My personal thanks for all your support and involvement!



2013 Mount Rushmore Calendar
Now \$4.99
while supplies last!

Go online at
www.mountrushmoresociety.com
to order.

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:
Anna Raue

Administrative & Accounting Assistant:
Pam Wright

Contact Information

Society Office Mailing Address:
PO Box 1524 | Rapid City, SD 57709

Location:

711 North Creek Dr | Rapid City, SD 57703

(605) 341-8883

Fax: (605) 341-0433

info@mtrushmore.org

www.mountrushmoresociety.com

[www.twitter.com/MtRushmrSociety](https://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

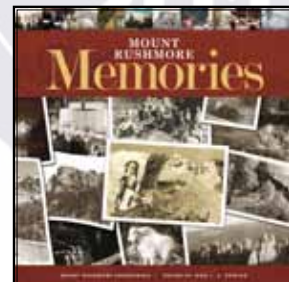
Mount Rushmore Memories Wins NAI Award

By Debbie Ketel, Communications Director

Mount Rushmore Memories, published by the Mount Rushmore Bookstores, won First Place in the Long Book category in the 2012 National Association of Interpretation (NAI) Association Competition. NAI is an organization dedicated to advancing the profession of heritage interpretation, currently serving about 5,000 members in the United States, Canada and over 30 other nations. Individual members include those who work at parks, museums, nature centers, zoos,

botanical gardens, aquariums, historical and cultural sites, commercial tour companies and theme parks.

Mount Rushmore Memories recently won an Independent Publisher Book Award in the Mid-West Regional Nonfiction category, an Association of Partners for Public Lands Media & Partnership Award in the General Interest Publications book category and was a finalist in the 2011 *ForeWord's* Book of the Year Awards program in the Regional category.



Take Note:

Midwest Itineraries

The Society partnered with the Rapid City CVB and Xanterra Parks & Resorts to host a dinner at Mount Rushmore for approximately 50 attendees of the Itineraries Midwest Group Travel Show.

Recognition

Publisher's Association of the West honored Communications Director Debbie Ketel with the Executive Director's Award for her oversight of the transition of the organization's printed newsletter to an e-newsletter.

Partnership Conference

Staff members Gary Keller and Debbie Ketel attended the Association of Partners for Public Lands Partnership Conference in Colorado to strengthen liaisons with our partners, the National Park Service.

South Dakota Magazine Gift Guide

The *Mount Rushmore Memories* book is featured in the magazine's online and print Gift Guide.

December 25

Christmas Day. The park is closed.

January 16

Martin Luther King's Birthday.

January 18, 5:30 p.m.


Mount Rushmore Society's 83rd Annual Meeting at the Hilton Garden Inn.

Welcome Anna Raue

Anna Raue has joined the Mount Rushmore Society staff as our new executive administrative assistant. She comes to the organization from RCC Western Stores where she was the assistant accounting manager. Previously, she had been the office manager for 15 years at Sperlich Consulting, an engineering firm.

A native of South Dakota, Anne has three children: Gabrielle (22); Gentry (13) and Weston (5). She is excited to join the team at the Mount Rushmore Society to help support the Memorial and all it represents to the state and the nation.





83rd Annual Meeting

The meeting will include reports from Society officers and the National Park Service on the organization's successes during FY 2011-2012, as well as recognize individuals who have contributed so much to our organization.

You are invited to the 83rd Annual Meeting
of the Mount Rushmore Society
on
Friday, January 18, 2013
5:30 pm Social | 6 pm Meeting | 7 pm Dinner
at the Hilton Garden Inn in Rapid City, SD
\$45 per person

Name(s): _____
Address: _____
Email: _____

I would like to purchase ___ tickets @ \$45 each.
Special meal needs: _____

Payment: ___ Check ___ Credit Card

Credit Card #: _____ Exp. Date: _____
Name as appears on card: _____

Registration must accompany payment before Jan 14, 2013:
PO Box 1524 | Rapid City, SD 57709 OR FAX: 605-341-0433.

You may also register online at www.mountrushmoresociety.com and click on events.

Reminder: All are invited.
Only Lifetime Members have voting privileges.
WWW.MOUNTRUSHMORESOCIETY.COM

If you'd like to make a donation to the members of the National Park Service family who have experienced personal catastrophic loss from Hurricane Sandy, then visit www.eParks.com for more information.

Mount Rushmore Embraces *A Call to Action*

By Cheryl Schreier, Mount Rushmore National Memorial Superintendent

The fall and winter months in the National Park Service (NPS) are filled with sad goodbyes to summer seasonal staff, stressful fiscal year close-outs and more year-end reports than we have people to write them. Once all the deadlines have been met, it is a rewarding time to look back on the last year and see how much we have accomplished. With our partners and a great team effort, we have had an extremely busy and productive year at the park.

This is very evident when we place our work within the scope of NPS Director Jon Jarvis's *A Call to Action*. This year was the inaugural year for the campaign that listed goals and challenges to prepare the parks for the next century of resource stewardship and visitor education. Like many of us at the park knew, Mount Rushmore already meets many of the *Call to Action* goals in our everyday activities. I am so proud of our staff and partners who work tirelessly every day to provide a positive and meaningful experience to our visitors and community.

I would like to highlight just a few of the projects that have shown our leadership initiative with the campaign. Earlier this year, the National Park Foundation (NPF) approached the NPS to integrate park information and interpretive materials into the larger tourism communities surrounding the parks. The NPF is working with television media consultant, Rich Cronin, on developing an expansive video series on the national parks to be played on hotel info channels and other tourism outlets. Mount Rushmore was approached early in the process, and we are excited to be one of the first parks to be filmed for the project.



In addition, our park's efforts to promote conservation and sustainability is another goal of the campaign. For instance, Xanterra Parks & Resorts served sustainable food during a reception for NPS Regional Director Mike Reynolds in September, which was co-sponsored by the Mount Rushmore Society.

During the regional director's visit, we were also able to show him the hydration station that Xanterra installed in the Carvers Cave. This station allows visitors to fill up reusable water bottles and supports our decision to remove plastic water bottles from the park. The Gift Shop and the Mount Rushmore Bookstores strive to carry Made in America and ecologically conscious products. These conservation efforts show the commitment we all have towards our environment.

Another accomplishment this year was the development of digital lesson plans. In November of 2011, four geometry, math and art teachers from the Hill City and Custer County School Districts collaborated with

our NPS interpretation and education rangers and CyArk representatives to create 10 interdisciplinary K-12 lesson plans for educators, parents, students and the general public. These plans are now available with a free CyArk professional account. The lesson plans, numbered 17–26 in the CyArk lesson plan database at <http://archive.cyark.org/education-lesson-plans>, feature hands-on and computer-based activities aligned with the Common Core State Standards Initiative. Everything needed to teach a lesson is available for download in a compressed folder. Teacher background, activity preparation information, slide shows and student sheets are all included.

All of our park partners have embraced *A Call to Action* and have stepped up with innovative ideas on how we can all meet the goals. As Jarvis and his office continue to evaluate the campaign and create new goals, I encourage everyone to re-read *A Call to Action* and find goals that you would like to champion.

Download your own copy of the 2016 *Call to Action* plan at www.nps.gov/calltoaction.



Mount Rushmore Society Executive Director Diana Saathoff, Superintendent Cheryl Schreier, Midwest Regional Director Mike Reynolds and Society President Ruth Samuelsen pose during a reception in the director's honor. The reception was co-sponsored by the Society.



Paper Junior Ranger hats were handed out during the 2012 Independence Day Celebration at Mount Rushmore. National Park Service photo.

Inspiring the Next Generation

By Amy Bracewell, Mount Rushmore National Memorial Historian

As an interpretive ranger in the National Park Service (NPS), seeing a young visitor get excited about their visit is one of the most rewarding aspects of working in the parks. The nationwide Junior Ranger program facilitates these moments and provides kids of all ages an opportunity to learn more about their environment and history.

Over 24,000 kids earned their Junior Ranger badge at Mount Rushmore this year. Through our aid-to-the-park support, we are able to offer Junior Ranger books and badges free of charge to our visitors. The popularity of this program keeps us on our toes to make sure we have enough badges in stock for the busy summer!

This year, Mount Rushmore and the NPS were able to offer two new opportunities for our Junior Rangers. Through a generous private donation to the park, Mount Rushmore produced a paper punch-out Junior Ranger hat that kids could wear during their visit. These hats were handed out during special events and periodically at the desks. It was a joy to see an entire family of children wearing their own flat hats and see their excitement grow because of

the Junior Ranger program.

Another opportunity for our young visitors premiered in September. Several highly talented rangers from across the service came together to develop the first-ever Junior Ranger music cd. Entitled *Songs for Junior Rangers*, the cd was launched at a concert in New Orleans, which was streamed live over the internet in Theater B at Mount Rushmore. Families danced along to the music and even did the limbo on the theater stage. Mount Rushmore is featured on the cd with the song *Four Presidents* along with 19 other entertaining songs. The Mount Rushmore Bookstores carry the cd because it makes a great gift for any young Junior Ranger. For cd track listings and to hear a sampling of the songs, visit the Eastern National online store at <http://bitly.com/VkspRM>.

The Junior Ranger program naturally grows every year as more families are aware of the program and more kids are inspired to become involved in their national parks. We look forward to developing new programs and activities to inspire more young visitors in the next year.

Parking News

By Bob Dominicak, Parking Division Manager

We experienced a very busy summer season at the parking facility, and visitation remained steady into October and November due to the mild and warm weather. I am happy to report that we ended FY 2012 with an 8.44% increase in gross revenues over FY 2011. FY 2012 exceeded total vehicles in FY 2011 by 7.25%.

In FY 2012, we completed several maintenance construction projects to make concrete repairs, to increase safety and spray for the mountain pine beetle, which can destroy pine trees.

Presidential Parking Inc., President Bob Mudlin received a letter and certificate from Superintendent Cheryl Schreier thanking him and his staff for the help and consideration they provided on August 6, 2012. On that day, there was a fatality accident on Hwy. 244 west of the Memorial that necessitated that highway to be closed. This caused quite a traffic problem at the entrance/exit traffic signal. Mudlin and staff routed traffic through the entrance and back out to the traffic signal where law enforcement rangers could then route drivers back toward Keystone. Before Mudlin took this action, cars were trying to make u-turns on the highway to go back to Keystone, which caused a major traffic jam for everyone. Bob's quick and decisive action was a major help to this situation.

The Mount Rushmore Society and National Park Service give him and his staff a big "Thank You."

Aid to the Park

By Lynn Bauter, Finance Director

Every year, the Mount Rushmore Society gives a significant part of profits generated through the Mount Rushmore Bookstores back to the Memorial in aid-to-the-park funds. Since 1993, more than \$2 million has been donated back to the park for educational projects and publications. Last year alone, the organization gave more than \$212,000 toward these causes. Every time someone makes a purchase in a bookstore, over the

phone or on the website, they are helping fund much-needed projects.

Funding by the organization in the last fiscal year included:

- Donor's plaque opposite existing plaque on Grand View Terrace
- Organization of American Historians' visit to analyze the park's interpretive message
- Volunteers in the Park Program
- Avenue of Flags replacement

- Promotional rack cards for the park
- New publications
- Seasonal employees
- Badges and publications for the Junior Ranger program
- Cultural performers and re-enactors
- Curatorial supplies and training



ORDER Your 2012 Collectible:
Mount Rushmore Christmas Ornament

This limited-edition 2012 collectible ornament is first 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 first president carved on Mount Rushmore—George Washington.

\$25, plus shipping.
Mount Rushmore Society members will receive a 15% discount. Order yours online now.

www.mountrushmpresociety.com
call 605-574-3142 or 605-341-8883



For more gift ideas for the holidays, go to our website and click on the "Holiday Specials" category!

fiscal 2011/2012 in the Bookstores

The bookstores ended FY 2011-2012 in a very positive position.

Revenue was up 11% over budget and 10% over the previous year. Included in this number is a 60% increase in membership sales. Eight out of 12 months have broke prior sales records, with our gross sales increasing to \$1,406,000.



Left Photo: Volunteers Sid Goss, Ruth Samuelsen, Judy Olson Duhamel and Terry Whiting visit during the social. Middle: President Grant speaks to more than 70 homeschool students and families at Rimrock Evangelical Free Church. Right Photo: Grant speaks to a sold-out crowd at the Society annual fundraiser, which has raised approximately \$23,000 for the Youth Exploration Area.

Mount Rushmore Society Hosts Ulysses S. Grant to Benefit the Youth Exploration Area

By Nancy Gowen, Committee Chair

Interpreter Larry Clowers of Pennsylvania brought history to life as President Ulysses S. Grant during visits to Westhills Village and a group of homeschool students at Rimrock Evangelical Free Church. Sponsored by the Society, these free presentations engaged the community about the life, personality and influence that President Grant had on the country. He also wanted to set the record straight about “himself.” For instance, he informed attendees that he never shot a gun and the rumors about him suffering from alcoholism were pure fabrications.

This community outreach served as a kick-off to the Society’s annual presidential dinner, *An Evening with Ulysses S. Grant*, on October 2 at Mount Rushmore National Memorial.

“This year’s dinner was specifically targeted to raising funds for a permanent Youth Exploration Area shelter,” explains Diana Saathoff, executive director. “We had our most successful event ever, raising nearly \$23,000 for the project through profits from the silent auction and live auction, as well as the dinner itself. Other efforts to raise money for the project, such as grants and individual and corporate donations, are also gaining momentum.”

The evening featured President Grant and a gourmet meal that consisted of a menu that Grant would have served at the White House.

Many thanks go to **Xanterra Parks & Resorts** who created and catered the meal for more than 225 people and donated the wine during the social hour. In addition, they donated a prime rib dinner, a fudge mold of Mount Rushmore and a trip to Zion National Park to the live auction.

Canyon Lake Liquors, LTD, A&B Business Solutions and Cask & Cork supplied a bottle of red wine and white wine for each table during the dinner. Canyon Lake Liquors owner Andy Schneider also created a unique tequila-tasting event, which raised hundreds of dollars during the silent auction.

Below is a list of additional businesses and individuals who donated toward the evening. The Society board of directors and staff thank them for their generosity and partnership.

Andy & Barb Knight
Arrowhead Country Club
Dustin Baker

Black Hills Aerial Adventure
Black Hills Community Bank
Buffalo Rock Lodge
Canyon Lake Resort
Dakotah Steakhouse
Dark Canyon Coffee Company
David Bolton
Duhamel Broadcasting Enterprises
Girl Scouts Dakota Horizons
Great Harvest Bread Co.
Hilton Garden Inn
ISIS Hospitality
Jolly Lane Greenhouse, Inc.
Joe & Arla Bruch
Lois Marie Staples
Manchego
Mike Miller Foundation
Mount Rushmore Gold
Palmer Gulch KOA
Peregrine Pointe Bed & Breakfast
Presidential Parking, Inc.
Rapid City Rush Professional Hockey
Reptile Gardens
Schadé Winery
Spearfish Canyon Lodge
Strider Sports
Sun Gold Trophies
Cheryl & Bill Schreier
Uncork’d Restaurant
West River Monument
Zambelli Fireworks
Zoom Soda and Candy



Canyon Lake Liquors LTD



**Special Thanks to our Media Sponsor:
Duhamel Broadcasting**



Event committee: Nancy Gowen (chair), Judy Allen, Joe Bruch, Bob Dominicak, Judy Olson Duhamel, Eileen Fleishacker, Russ Jobman, Gary Keller, Debbie Ketel, Tim and Karen Raben, Diana Saathoff, Ruth Samuelsen, Lloyd Shelton, Terry Whiting.

Mount Rushmore Society
Mount Rushmore Bookstores
Mount Rushmore Institute
PO Box 1524
Rapid City, SD 57709

Address Service Requested

NONPROFIT
US POSTAGE PAID
Rapid City, SD
Permit No. 618

Annual Meeting Invitation Enclosed!



Macy's Day Parade Kicks Off with Family Fun Day

Macy's Family Fun Day takes place the Sunday prior to the Thanksgiving Parade. It is an opportunity for the mascots to be on the children's floor of the Macy's Herald Square flagship store and pose for photos. This year, the Mount Rushmore presidents were there as well, and the Mount Rushmore Society donated 150 copies of *One Baby Mountain Goat* to be included in a gift basket for the children. We are honored to be part of a unique promotion for Mount Rushmore and South Dakota.

This is the third year that the Society has partnered with South Dakota Tourism and others to provide a float for the Macy's Thanksgiving Day Parade. The goal of our participation is to drive new and repeat visitors to South Dakota, in addition to creating brand awareness. It is estimated that more than 3.5 million people watch the parade in New York, with more than 50 million viewers watching from home.





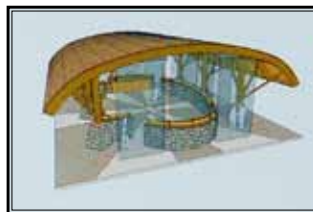
The Youth Exploration Area

Mount Rushmore National Memorial

The Mount Rushmore Society is raising funds to design and construct a permanent structure for rangers to present hands-on educational programs to children on a variety of topics indicative of the themes of the park.



Since 2007, Mount Rushmore interpretive rangers have provided hands-on educational programs for thousands of children and their families on topics such as animals, plants, the presidents, the U.S. flags and more. In the past, the Youth Exploration Area, located off the Avenue of Flags, has consisted of a table and a temporary tent.



The construction of a permanent facility will provide a more adequate space for expanding interpretive programming for children. Please consider giving toward this project at Mount Rushmore National Memorial.

Consider this end-of-the-year giving opportunity and have a hand in building the Youth Exploration Area!

Have a hand in building the Youth Exploration Area



___ Yes. I would like to donate \$ _____ designated toward the Youth Exploration Area. Or,

___ Yes. I would like to donate \$ _____ as a contribution to the Mount Rushmore Society to complete other needed projects and programs at Mount Rushmore National Memorial.

Charge my Credit Card (Circle One)

MasterCard Visa Discover AmerExp

Acct# _____

Expiration _____

Signature _____

Name _____ Business _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____

Email Address _____

Please return to Mount Rushmore Society | PO Box 1524 | Rapid City, SD 57709 | fax 605-341-0433 | phone 605-341-8883
info@mtrushmore.org | www.mountrushmoresociety.com | facebook/MountRushmoreSociety | twitter/MtRushmrSociety