

Photo by Rodger Slott

Winter 2014/2015

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

Donors—You're the Real MVPs

By Diana Saathoff, Executive Director

Can you feel the positive impact you have had this year in supporting activities, programs, projects and preservation at Mount Rushmore? It's tangible. Your enthusiasm and support drives all of the activities the Society engages in during any given year, but 2014 was special.

Support and gifts came from many different areas: unrestricted gifts large and small (including several donor wall gifts at \$5,000 and above); volunteerism; record attendance at special events; newly created sponsorship opportunities; and robust sales at our onsite bookstores and Mount Rushmore Memories store in Hill City, among others. We look forward to an even more exciting 2015 driven by your generous support.

Here's a month-by-month recap of the impact your gifts and support helped accomplish over the past 12 months:

January. Your liaison—Your voice was heard in Washington, D.C. when staff and board officers attended Friends Alliance meetings and educated our Congressional representatives and House subcommittee staff on issues of concern for national parks and public lands in South Dakota and across the country.

February. Stewardship of your gifts—Staff attended the Association of Fundraising Professionals conference to effectively plan for future fundraising projects.

March. A smart choice—Staff attended the Association of Partners for Public Lands conference to remain current on issues and attend a buyer's market for items offered in the Mount Rushmore Bookstores and Mount Rushmore Memories .

April. Laying the foundation—as we began meeting with key Society lifetime members, who have a keen

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Society President Andy Knight and Society Treasurer Leroy Ketel present Superintendent Cheryl Schreier with a \$300,000 check for construction of the Youth Exploration Area shelter to be completed in 2015.

YEA Fund Raising Complete in 2014!

By Andy Knight, President

The letters “YEA” stands for “Youth Exploration Area,” but we could also all shout, “YAY!” On October 31, the Adams-Mastrovich Family Foundation, Mary Mastrovich Adams capped the fund-raising campaign with an additional \$15,000 gift. Congratulations! We did it!

The Adams-Mastrovich Family Foundation has been a generous supporter of the YEA shelter project. In the early stages of the campaign in 2012, the Foundation made an initial \$10,000 gift which quickly propelled the Society’s fund-raising efforts forward and left the door open for the Society to seek additional funds in a subsequent funding cycle. The Society updated its grant application in August, once again re-stating the need, which led to the second gift received just in time to officially close the campaign.

On November 3, Society Treasurer Leroy Ketel and I presented Mount Rushmore National Memorial Superintendent Cheryl Schreier with a \$300,000 check to begin construction for the structure in 2015.

Support for this project was tremendous and proves that you, our members and donors, recognize the importance of a great project and our

reasons for supporting it with all of our efforts. On behalf of the Mount Rushmore Society and National Park Service, ‘thank you’ a hundredfold for hitting the goal. Your gifts will make a major impact on generations of children who will visit Mount Rushmore National Memorial for decades to come.

You will hear many more ‘thank you’s’ again over the next 12 months as we plan for the 75th anniversary celebration of the completion of Mount Rushmore. Stay tuned for those announcements in 2015!

Please see p. 8 for more information on our Annual Meeting scheduled for January 9, 2015. I encourage all Society members and friends to attend.

Take Note:

December 25

Christmas Day. The park is closed.

Who We Are:

Mount Rushmore Society President:
Andy Knight

Mount Rushmore Bookstores Chair:
Justin Cutler

Mount Rushmore Institute President:
Jim Nelson

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

Office Manager: Anna Raue

Administrative & Accounting Assistant:
Kim Taylor

Mount Rushmore Memories Retail
Manager: Deb Rudolph

Special Projects Coordinator:
Cindy Mayes

Contact Information

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(605) 341-8883
Fax: (605) 341-0433
info@mtrushmore.org

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
PO Box 90
263 Main St.
Hill City, SD 57745
memories@mtrushmore.org

www.mountrushmoresociety.com



Society Wins Airport Gift Store Concessions Bid

By Debbie Ketel, Communications Director

In keeping with the Society's mission to promote Mount Rushmore and the Black Hills and to enhance the visitors' understanding of the park and the region, the Society is expanding its Mount Rushmore Memories division to the Rapid City Regional Airport (Airport).



unique items for the consumer, including our original publications, regional gourmet food and gifts, as well as convenience items that every traveler needs.

Since 1930, the Society has strategically engaged in new ventures to provide

funding for projects and programs at Mount Rushmore National Memorial in a variety of ways. The Mount Rushmore Memories Airport Store is another way to fulfill that mission and to add another income stream to the organization for the ultimate preservation of the premier tourist attraction for South Dakota.

The Society submitted a proposal to the Airport board to operate the Airport Gift Store, beginning in January 2015, and was the successful bidder. The proposal outlined an innovative vision for the design of the store, blending the materials and motifs of the Airport with those of Mount Rushmore National Memorial to create a compelling retail experience. It also outlined our intentions of providing educational and



It's Beginning to Look a Lot Like Christmas in Hill City

By Cindy Mayes, Special Projects Coordinator

We love these magnetic boards by Petal Lane, and so does Oprah! Stop by and see all of our favorite things this holiday season in Hill City. Experience our first-ever, storewide clearance sale of **25% off EVERYTHING!**

This includes our Christmas trees of every size. Fill your tree with our special Mount Rushmore special-edition ornaments, and don't forget that we have also produced a new line of Christmas cards from vintage Mount Rushmore photos that your friends and families will enjoy receiving. While you shop, enjoy a cup of hot chocolate



or coffee, too. Our experienced staff will help you make it easy to shop for everyone on your list.

Don't forget to get a Christmas photo "From the Top of Mount Rushmore" complete with presidential

Santa hats, using our state-of-the-art photo booth.

During the Christmas rush, the store will be open Wednesday through Saturday 10 am - 4:30 pm and Sundays noon - 4 pm through December 24. Please remember this wonderful store when shopping for your special someone this holiday season.

After Christmas, the store will be closed for the winter and re-open in May 2015. As always, you can shop year-round for specific Mount Rushmore items through the Mount Rushmore Bookstores located at Mount Rushmore, online or at the Mount Rushmore Memories Airport Store beginning January 2015.

Make a Special Gift That Lasts

By Gary Keller, Development Director

What do you love best about Mount Rushmore? What is your favorite memory? What do you tell your friends about your special experiences there? Several families have honored loved ones on the donor wall at Mount Rushmore in 2014.



Several more are cued up and will be engraved on the wall next spring.

"I have RAVED to my patients and friends over how stirring the Mount Rushmore experience is. My politics have drifted to both sides of the political aisle over the years, but I have never been more proud to be an American than I was the day we were there. "

***Dr. Peter Sheerin
Beverly Hills, CA***

Veterans, families, individuals, organizations, companies and those who are no longer with us can be memorialized in granite at the Memorial. As Sculptor Gutzon Borglum would say, " . . . until the rain and wind alone shall wear them away . . . "

Make a gift. Make a memory. Leave a legacy by donating. Give now, and your names can be engraved in 2015. Contact us at 605-341-8883. We'll be happy to give you the details.

Year-End Giving—A Great Opportunity

Year-end giving is not just about getting a tax deduction, it's also about the feeling of doing good and making an impact.

Like many of us, you probably support a variety of causes throughout the year. Membership in the Society is important, but it is only the beginning of your connection to the mission.

At year end, we ask you to consider a significant, tax-deductible gift to support America's Shrine of Democracy for activities, projects and educational programs that enhance the visitor experience for your family and those from around the world who visit the Memorial each year.

In 2014, you completed funding for the Youth Exploration Area shelter. Thank you! Now we're asking you to help lay the groundwork for the 75th anniversary celebration events in 2016 and upcoming trail projects. You can be a part of making a major impact now in 2015.

Donate \$100 or more to the Society (using the form to the left or online) and receive a FREE Mount Rushmore panoramic poster!

Thank you in advance and know that your gift will be gratefully received and conscientiously used. We'll set that promise in stone!

Mount Rushmore Society Pledge Form

This is your opportunity to make an impact 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: _____

Mail to:

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

Online donations accepted on our secure server at

www.mountrushmoresociety.com



President Woodrow Wilson poses with Denise Parker during the social hour prior to the Society dinner and program.

Mount Rushmore Society Hosts President Woodrow Wilson

By Nancy Gowen, Committee Chair

The Society's annual dinner was held on October 4 without a hitch, unlike last year in which we experienced a blizzard and government shutdown on the big day. This year definitely made up for the challenges of last year. We had a record attendance with more than 200 attendees and raised more than \$28,000 thanks to event sponsors, ticket holders and silent auction, live auction and wine raffle donors.

The evening featured Wilson re-enactor Bill Young of Richmond, VA, as the president and a gourmet meal that consisted of a "League of Nations" menu.

Wilson also had the opportunity to speak at Westhills Village Retirement Community. He was interviewed by several news outlets about President Wilson's successes and personality.

Thanks to the following for their role in the evening: Nancy Gowen, Judy Allen, Joe Bruch, Judy Olson Duhamel, Lloyd Shelton, Gary Keller, Debbie Ketel, Tim and Karen Raben, Diana Saathoff, Anna Raue, Ruth Samuelson, Eileen Fleishacker, Andy Knight, Gene Lebrun, Terry Whiting, Kim Taylor and Marty LaMontagne.

The event could not happen without the partnership and generosity



of **Xanterra Parks & Resorts**, as they serve on our planning committee, prepare the fabulous meal, sponsor the social hour and always donate a silent and/or live auction for the event.

The table wine was proudly sponsored by **Black Hills Community Bank** and **Eric Gardner**.



Special thanks go out to our \$1,000 event sponsors **DakotaWest Books** and **Black Hills Harley Davidson**, as well as \$500 event sponsors **Ketel Thorstenson LLP** and **Simpson's Printing** for partnering with us on this great event that supports Mount Rushmore and educates the community on what the Society does.



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

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. Thanks goes out to all those who bid on the items as well!

Affordable Adventures
 Arrowhead Country Club
 Best Western Ramkota Hotels
 Black Hills Aerial Adventures
 Black Hills Community Bank & Fire Station #1
 Buffalo Rock Lodge
 Crow Peak Brewing Co.
 Custer State Park
 Custer State Park Resort Company
 Dakota's Best
 Dakotah Steakhouse
 Deadwood Mountain Grand
 Duhamel Broadcasting
 Eric Gardner
 First Interstate Bank
 Founding Fathers
 Great Harvest Bread Company
 ISIS Hospitality
 KBARS
 Andy & Barb Knight
 Dale Lamphere
 Lt. Col. George Larson
 Gene Lebrun
 John Lopez
 Mark Luken
 Mount Rushmore Bookstores
 Mount Rushmore Memories
 Marilyn Oakes
 Don Patnoe/Liberty Jeep Superstore
 Peregrine Pointe Bed & Breakfast
 Presidential Parking
 Grove & Janet Rathbun
 Recreation Adventures Company
 Reptile Gardens
 Marv Rypkema
 Schadé Vineyards
 Signs Now
 Spearfish Canyon Lodge Sports Center
 Dave Strain
 Sharon Strickland
 Touch of Life Massage Therapy & Wellness Center of Newcastle
 West River Monument
 Xanterra Parks & Resorts
 Zoom Soda and Candy

Aid to the Park

By Lynn Bauter, Finance Director

The bookstores made it through a couple obstacles last year to come back with the second best sales year ever. These obstacles included a government shutdown of national parks for 13 days and a severe blizzard.

Retail, membership and audio tour revenue totaled \$1,410,245. Our sales margin ended up at an impressive 57.52%

Since 1993, more than \$2.5 million has been donated back to the park for educational projects and publications. Last year alone, the organization gave

more than \$231,000 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:

- Seasonal staffing
- Lincoln Borglum Visitor Center & Museum exhibit renovation
- Curatorial funding
- Multi-cultural performers, re-enactors and interpreters

- Transportation for school groups
- Volunteers in the Park program
- Avenue of Flags replacement
- New publications
- Badges and publications for the Junior Ranger program
- Promotional rack cards for the park



Gift Ideas for the New Year from the Park Bookstores

By Laura Jones, Retail Manager

Purchase online at www.mountrushmoresociety.com | 1-605-574-3142 | Mount Rushmore Bookstores at the park

Purchase These Vintage Christmas Cards

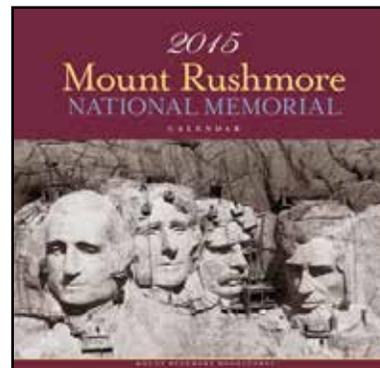
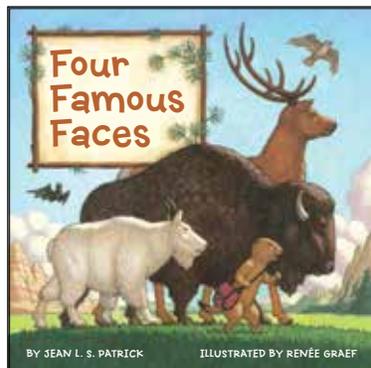
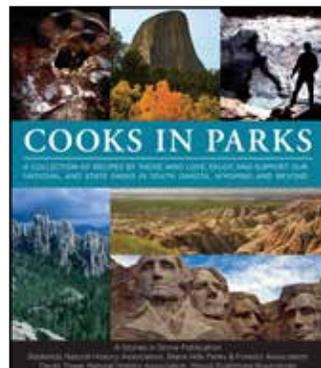
What makes this collection of Christmas cards special?

When the concept for Mount Rushmore was first conceived, supporters recognized that the monumental vision would require adequate funding.

President Calvin Coolidge first committed government funding for the project on a matching basis in 1927. Soon after, the people of South Dakota got busy. Selling boxes of greeting cards, which incorporated 17 of sculptor Gutzon Borglum's original sketches, was just one of many fund raisers. The box of greeting cards sold for \$1 and included a membership in the Mount Harney Memorial Association, which was the precursor to the Mount Rushmore Society.

In honor of the original supporters of America's Shrine of Democracy, the Mount Rushmore Society has reproduced 17 of these rare, vintage sketches by Gutzon Borglum of the mountain memorial and the beautiful Black Hills.

Christmas Card Collection of 17 cards and envelopes only \$19.99!



interest in Governor Dennis Daugaard's million dollar challenge for a connector trail from the Mickelson Trail to Mount Rushmore.

May. Opened new doors—We hosted two special events for groups brought to us by members and donors. We are always happy to help facilitate Mount Rushmore experiences.

June. Connecting on multiple levels —We met with a National Park Foundation representative, who is our largest Youth Exploration Area project donor and friends-group partner. We appreciate our partners in park philanthropy.

July. Rolling out the red carpet—We were hosts for a record number of new citizens at the annual Naturalization Ceremony in the Amphitheater. What a day to celebrate!

August. Doing triple duty—We greeted some of our most patriotic visitors with a smile at the parking facility during Sturgis Rally Week. We honored major donors during a groundbreaking for the Youth Exploration Area and celebrated with our members at the annual Membership Picnic. We love events.

September. Firing up the troops—With an energizing trio of presenters at

the annual Board Retreat, we laid out strategies for future fund-raising efforts and planning for the 75th anniversary of the completion of Mount Rushmore in 2016. We dream big.

October. Sold out!—Thank you for buying tickets and donating to An Evening with Woodrow Wilson by bringing new and old friends alike to get a "taste" of what it's like to be part of this successful, nonprofit organization.

November. Delivering the goods—We presented a \$300,000 check to the National Park Service to move forward in completing the Youth Exploration Area shelter.

December. The end-game—We are now engaging in year-end, tax-deductible fund raising for ongoing and future projects at Mount Rushmore in 2015 and beyond.

Your volunteer time, donations, attendance at events and inviting others to spread the word about Society activities all have made an incredible impact this year. Shopping Mount Rushmore Memories and Mount Rushmore Bookstores financially supports the park. You deserve a big thank you!

If you'd like more details on any

Parking News

By Bob Dominicak, Parking Division Manager

Visitation at the Shrine of Democracy was down almost 4% in FY 2013-2014. This reflects the government shutdown of all national parks in October, 2013, which affected all aspects of the visitor experience in the Black Hills and across the nation. We look forward to a better 2014/2015 year and hope to see you at our park soon!

of these activities or wish to make a donation, we welcome your phone calls, or better yet, drop by our offices if you are in Rapid City. You will find us in the First Interstate Bank building across the street from Menards at the corner of East Anamosa and North Creek Drive.

In looking forward to 2015, how can you continue positively impacting the activities and events closest to your heart? We ask that you consider a tax deductible, year-end contribution so we can make a difference!

Mount Rushmore Institute Hosts Events

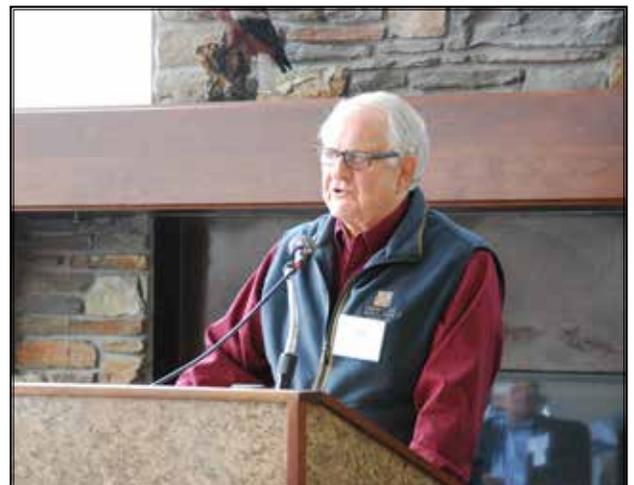
By Gary Keller, Development Director

In 2014, the Mount Rushmore Institute hosted two special events at Carvers Café.

A special thank you to Mount Rushmore Society Emeritus Board Member Jim Nelson (shown right) for directing the American College of Trial Lawyers-South Dakota Chapter (ACTL-SD) our way. We were able to organize the logistics for the event, and Nelson provided the welcome for the conference.

In October, we received a very kind thank-you letter from them.

Wrote ACTL-SD Chapter Chair Robert Riter of Pierre, "... thank you again for your extra efforts and warm and welcoming hospitality. The ACTL members present were all so pleased to have the opportunity to meet at the facility and enjoy the monument."



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!



The invitation card features a light beige background with a pattern of white stars. At the top left is the Mount Rushmore Society logo, which includes the text 'MOUNT RUSHMORE SOCIETY' and a graphic of three faces. The main text is centered and reads: 'You are invited to the 85th Annual Meeting of the Mount Rushmore Society Friday, January 9, 2015 5:30 pm Social | 6 pm Meeting | 7 pm Dinner Arrowhead Country Club \$40 per person'. Below this is a registration form with the heading 'Register:' and fields for Name(s), Address, Email, Special meal needs, Choice of food (Sauteed Chicken Breast with vanilla and herb cream sauce OR Beef Short Ribs with dried cranberries and whole grain mustard), Credit Card #, and Exp. Date. A note states 'Registration must accompany payment before Jan. 2, 2015.' At the bottom, contact information is provided: 'PO Box 1524 | Rapid City, SD 57709 OR FAX 605-341-0433 605-341-8883 Register online at www.mountrushmoresociety.com and click on events.' A reminder at the very bottom reads: 'Reminder: All are invited. Only Lifetime Members have voting privileges.'

MOUNT RUSHMORE SOCIETY

You are invited to the 85th
Annual Meeting
of the Mount Rushmore Society
Friday, January 9, 2015
5:30 pm Social | 6 pm Meeting | 7 pm Dinner
Arrowhead Country Club
\$40 per person

Register:

I would like to purchase tickets @ \$40 each.

Name(s): _____
Address: _____
Email: _____
Special meal needs:
Choice of: Sauteed Chicken Breast with vanilla and herb
cream sauce **OR** Beef Short Ribs with dried cranberries
and whole grain mustard

Credit Card #: _____ Exp. Date: _____
Name as appears on card:
Registration must accompany payment before Jan. 2, 2015.

**PO Box 1524 | Rapid City, SD 57709 OR FAX 605-341-0433
605-341-8883**

**Register online at www.mountrushmoresociety.com
and click on events.**

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