



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

Society Holds 79th Annual Meeting

Summer 2009

Debbie Ketel, Publications & Communications Director

The Mount Rushmore National Memorial Society celebrated 79 years of supporting Mount Rushmore at its annual meeting February 13 at the Rushmore Plaza Holiday Inn.

Greeting approximately 80 Society members and guests, President Al Johnson reported that Society contributions to Mount Rushmore totaled \$597,323 in 2008, making the organization one of the top contributing groups in the national park system.

Society contributions last year included the following:

- Donation of a D.A.R.E. Jeep
- Event support for the Independence Day Celebration & Fireworks
- \$44,000 in matching funds to support development of a connector hiking trail from the Mickelson Trail to Mount Rushmore
- Park visitor center staffing
- Promotion of park events and services

- In-kind donations
- Over \$147,000 in educational and interpretive funding for the park through the Mount Rushmore History Association

The source of funding for these contributions included revenue from Mount Rushmore History Association bookstore and audio tour sales, sponsorships, parking revenue, in-kind donations and unrestricted contributions.

New officers for 2009 were elected. Gene Lebrun of Lynn Jackson & Lebrun was elected to lead the organization as president. Other officers elected were Vice President Ruth Samuelson of Rapid City Regional Hospital, Secretary Gary Brown of Rapid City and Treasurer Leroy Ketel of Ketel Thorstenson, LLP. John Schmit was elected as a new Society board member.

79 years of Partnership

**Mount
Rushmore
National
Memorial
Society**

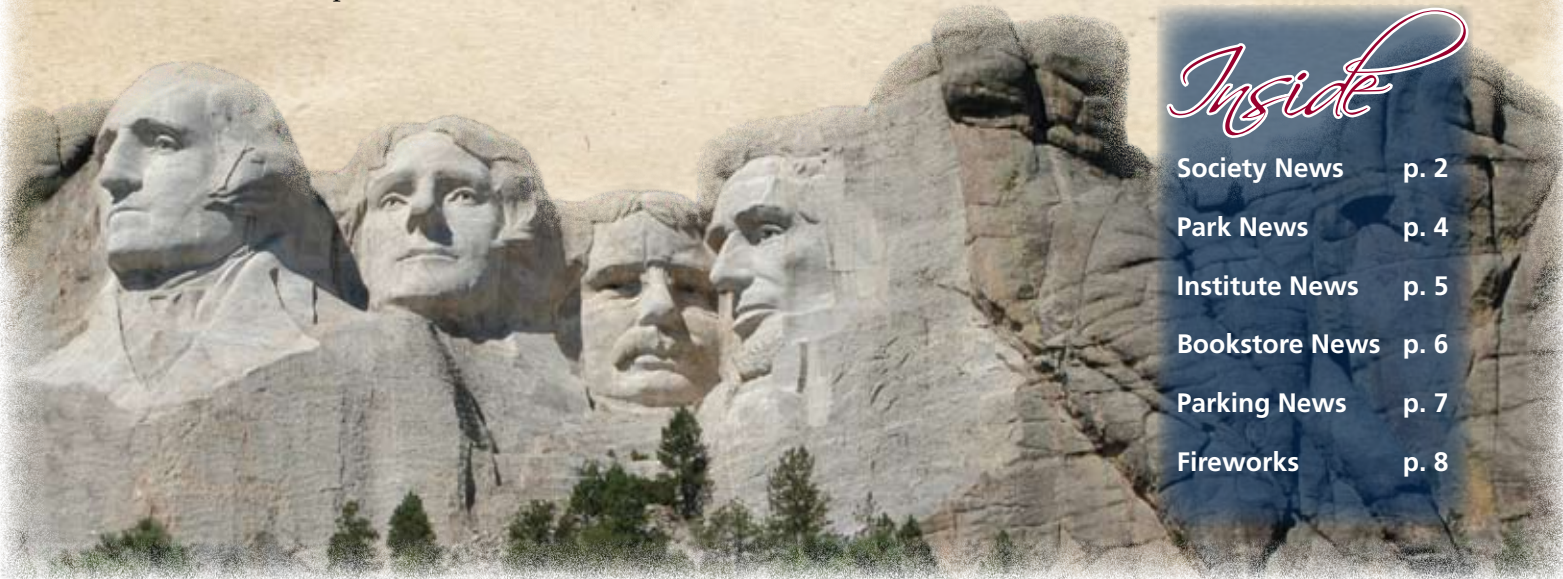
**Mount
Rushmore
History
Association**

**Mount
Rushmore
Institute**

**Parking
Division**

Inside

Society News	p. 2
Park News	p. 4
Institute News	p. 5
Bookstore News	p. 6
Parking News	p. 7
Fireworks	p. 8





Parking Concession Contract Amended

Gene Lebrun, President

On April 17, 2009, after over two years of conferences and negotiation with the National Park Service (NPS), an amendment to the Parking Concession Contract (Contract) with the NPS was signed. As part of this new arrangement with the NPS, the Society also refinanced the balance due on its loan for the parking facility which was also closed on April 17, 2009.

Under the original Contract, NPS

reserved the right to review the franchise fee every five years, and if the parties failed to reach agreement, the NPS could impose a fee at its discretion. Although under the original Contract, there initially was no franchise fee and the NPS had not previously exercised its right to review the franchise fee, it did give notice to the Society in 2006 of its intent to review the fee. During the next 2 1/2 years, discussions and negotiations went back and forth. The NPS suggested franchise fees as high as 28% of gross parking revenue, retroactive to the date of its notice for review of the fee.

During the course of those negotiations, the NPS had adopted a new policy of eliminating any possessory interest in property within national parks held by concessioners or other non-NPS entities wherever contractually possible. The Society had a possessory interest in the parking ramp that was security for the remaining debt owed to its lender and which the NPS was obligated to purchase from the Society at its depreciated value at the end of the Contract on October 14, 2016. Under the Society's then loan agreement, there would still be a balance owing on its debt in 2016 in the approximate amount of \$4,775,000.

The amendment to the Contract modified the original Concession Contract in the following way:

1. A franchise fee equal to one percent (1%) of the Society's gross receipts will



Lebrun

be paid by the Society effective as of January 1, 2009, through the balance of the Contract, October 14, 2016.

2. The remaining possessory interest of the Society in the parking ramp will be amortized on a monthly straight line basis from October 14, 2006, through the remaining term of the Contract so that at the expiration of the Contract on October 14, 2016, the remaining possessory interest of the Society will be zero dollars. The effect of this decrease in the Society's possessory interest is the equivalent of a monthly transfer to the park of approximately \$105,000 until 2016.
3. The NPS has agreed that the parking fee may be increased by \$1 in 2011 and also will consider future requests for additional fee increases if the Society deemed further increases necessary.
4. The NPS has agreed that it will not seek any further adjustments in the franchise fee for the balance of the term of the Contract.

Refinancing of the balance of the Society's loan included the following terms with Wells Fargo Public Finance:

1. Shortened the term of the loan to coincide with the term of the NPS Concession Contract, thus shortening the payback time by five years.
2. Lowered the interest rate from 6.73% to 5.77%.

The net effect of the amendment to the Contract and the loan refinancing is that rather than have a possessory interest in a 20-year-old parking ramp on October 14, 2016, the Society should have a fully funded endowment sufficient to assure it of continuing operational costs so that the organization can devote its full time energy and efforts in its mission of preserving, promoting, and enhancing Mount Rushmore National Memorial in perpetuity.

Thanks go to past presidents Glenn Barber and Al Johnson, as well as negotiation team members Phil

continued on p. 4

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

Mount Rushmore History Association
Chair: Nancy Gowen

Mount Rushmore Institute Chair: Jim
Nelson

Parking Committee Chair: Leroy Ketel

Executive Director: Diana Saathoff

Parking Division Manager: Mason Short

History Association Division Operations
Manager: Megan Matzen

Development Director: Mary Larkin

Finance Director: Lynn Bauter

Publications/Communications Director/
Membership Newsletter: Debbie Ketel

Administrative Assistant: Pam Wright

History Association Administrative
Assistant: Jana Young

Inventory Manager: Mary Bentley

Contact Information

Society Office:

PO Box 1524

Rapid City, SD 57709

(605) 341-8883

Fax: (605) 341-0433

mrnms@mtrushmore.org

www.mountrushmoresociety.com

www.mountrushmoreinstitute.com

History Association Office:

Mount Rushmore National Memorial

13036 Hwy 244

Keystone, SD 57751

605-574-3142/1-800-699-3142

moru_mrha@nps.gov

www.mtrushmorebookstore.com

Strategic Planning Underway

Diana Saathoff, Executive Director

The Society board recently contracted with Conservation Impact, a non-profit consultant firm in Denver, to conduct an organization-wide strategic planning process. Professional facilitator Shelli Bischoff-Turner led the group through a several week process, culminating on April 27, after two full days of discussions.

“The strategic plan is a tool to organize the work of the entire organization, and also helps to ensure meaningful impact and sustainability. The plan unifies the organization, provides focus and is a way to tell your story—what you intend to accomplish, how you will do it, and why you need the support you deserve,” said Bischoff-Turner.

The board of directors considered the information compiled by nearly

70 interviews of internal and external partners of the Society. There was agreement that the Society’s identity is the “financial

and public support of the Memorial.” Issues identified include the need for stronger community outreach, more diverse community partnerships and a focus on attracting and creating an intergenerational membership and board representation.

The strategic plan also recognized that 2010 is the 80th anniversary of the Society and may be the opportune time to signal a new era by fully integrating the retail bookstore operations with



Saathoff

the membership, fund raising and concession duties of the Society. A new brand, including a possible name change reflecting a more modern organization should be considered.

Major project goals under consideration include assisting with the funding and completion of the back country trail at Mount Rushmore and the connector trail from Hill City to Mount Rushmore, establishing an annual youth summit, changing museum exhibits, implementing a preservation program for the sculptor studio and providing a multi-purpose education center for Mount Rushmore.

Organizational goals include a board that is fully educated on NPS contracts and agreements, park policies and national issues to become stronger advocates locally and nationally. The board will study, create and deploy a brand strategy

continued on p. 4

Membership Changes

Ruth Samuelsen, Membership committee chair

In an effort to streamline our organization, we have combined the Mount Rushmore Society membership program and the Mount Rushmore History Association membership program into one. All present members will now be members of the Mount Rushmore Society.

If you originally purchased a membership at a Mount Rushmore bookstore, your annual membership will automatically be valid until December 31, 2010, at which time you may choose to continue at your present level of giving or select a different one. If you are a lifetime member of the Mount Rushmore Society, nothing has changed. You still remain an integral part of the Mount Rushmore team.

Since the Mount Rushmore History Association is a committee of the Mount Rushmore Society, this change will streamline administration and give more options for present and

future members to support Mount Rushmore. Please give Pam a call at 605-341-8883 if you have any questions. The levels and benefits are as follows.

\$30 Individual Membership

Receive 15% off bookstore purchases, 10% off purchases in the gift shop, reciprocal discounts at cooperating associations in other parks, quarterly newsletters and invitations to certain events. Annual.

\$50 Family Membership

Receive all benefits listed above, plus two audio tours. Annual.

\$100 Supporting Membership

Receive all benefits listed above, plus a parking pass for the NEXT calendar year. Annual. Eligible for Lifetime Membership after five consecutive years.

\$500 Lifetime Individual Membership

Receive all benefits listed above, plus voting rights and invitations to all organizational events.

\$700 Lifetime Couple Membership

Receive all benefits listed above for a couple.

\$1500 Corporate Membership

Receive all Supporting Membership benefits for one designated member of the corporation, plus a framed certificate and logo designation, business link on our website and advertisement opportunities.



The following Society members visit during the 79th Annual Dinner & Meeting. Above: Society board members Ruth Samuelsen and Mac McCracken. Below: Carmen Derby, Eileen McKuehn and Tim & Karen Raben.





New Staff Join NPS Management Team

Gerard Baker, Superintendent

Superintendent Gerard Baker and the Mount Rushmore National Memorial staff recently welcomed **Paul Hammett** as the new safety and occupational health manager and **Navnit “Nav” K. Singh** as the new director of interpretation and education.

Paul, who served as the parking manager for the Society for over 10 years, will work on maintaining a safe and responsible environment for National Park Service personnel, contractors, concession staff, visitors and all other associated groups at the memorial. His extensive experience with safety operations in the U.S. Air Force will help Mount Rushmore carry out the NPS’s high standards for employee and visitor safety.



Director of Interpretation
Nav Singh
Photo: National Park Service

Nav will be working with the interpretation and education staff on the memorial’s programming for visitors, local school groups and special park events.

He brings extensive leadership and senior management experience acquired over 20 years of active duty with the U.S. Air Force. As a lieutenant colonel,

Nav most recently served as the first director of the Air Force Facility Energy Center at Tyndall Air Force Base in Florida. Throughout his service in the Air Force, he served on 15 different assignments and deployments in five countries. He is a combat-decorated veteran who most recently served in 2008 as commander of

Facility Engineering Team 1 performing combat engineering missions for the 1st Armored Division, Multi-National Division North throughout northern Iraq.

Before his career with the Air Force, Nav spent over six years in interpretation and education at the National Zoological Park in Washington, DC. His background in interpretation and his time spent at Ellsworth Air Force Base from 2005 to 2007 has created a strong connection to the area.

Nav stated it this way: *“My family and I fell in love with the people, Black Hills and Rapid City during our time at Ellsworth. The local area and Mount Rushmore are such powerful places for everyone who visits; it is truly an honor to be a part of the leadership team at one of America’s greatest icons.”*

.....
Strategy continued from p. 3

for the Society that generates earned media, with the end goal of increasing membership and fund-raising efforts. Internally, a new formal process will be created for the NPS and Society to identify agreed-upon projects in order to ensure funds for short-term annual or long-term multi-year projects.

Signature projects like the fireworks and Independence Day event, the Presidential Dinners, the Mount Rushmore Institute programs will all be studied to make sure resources and marketing opportunities are being maximized as part of community outreach and public relations messaging.

Next steps will include a closer examination of each item by the strategic planning committee and ultimately a document approved and implemented by the board of directors. Committee and staff responsibilities

will need to be aligned to carry out this new, exciting program of work. Membership efforts will focus outward to the next generations of families and stewards of Mount Rushmore.

This summer, an extensive amount of planning will go into re-energizing and redefining the Society. We have been a steadfast supporter and an innovator among park partnerships since 1930. The next 80 years will be just as important as the first. Its an exciting time to be a member and supporter of Mount Rushmore.

The Seventh Day Adventist School’s bell choir plays the *National Anthem*, culminating the 2009 Junior Ranger day at Mount Rushmore.



.....
Parking continued from p. 2

Lampert, Mike Derby and especially past president and Society lawyer Jim Nelson and Leroy Ketel, treasurer and chair of the parking committee since the Contract was implemented.

Society to Sponsor National Parks Documentary

In the fall of 2009, PBS stations will air the documentary—*The National Parks: America's Best Idea*, Ken Burns' six-part series on America's National Park Service, thanks to underwriters like the Society.

The film, co-produced by Burns and Dayton Duncan, who also wrote the screenplay, is a documentary history and a dramatic human story, albeit with some of nature's most spectacular locales as its backdrop. It is the story of an idea . . . that these park

lands be preserved for all generations to use and enjoy. Wind Cave National Park, Badlands National Park and Mount Rushmore are included in this documentary.

In addition, the producers have completed various mini-documentaries titled, *Untold Stories*. The companion film highlights stories from the NPS's



focus on the role of minority groups and individuals in the creation and protection of individual parks, as well as the work that the NPS has done in recent years to increase diversity in the parks.

One of the five mini-documentaries will feature South Dakota's own Mount Rushmore Superintendent Gerard Baker.

America's Best Idea premieres Sept 27. See www.sdpb.org for TV schedule.

Institute News

James S. Nelson, president of Mount Rushmore Institute

The Mount Rushmore Institute is an integral part of the Society. The mission statement of the Institute is as follows: "*The Mount Rushmore Institute will provide an environment of learning and dialogue, inspired by the world-renowned sculpture, to advance the cause of freedom and the principles of democracy.*"

The Institute continues to accomplish its mission statement by developing a track record of sponsoring forums at Mount Rushmore with the latest forum having been held on April 17, 2009.

The one-day forum focused on Native American tribal courts in South Dakota and was co-sponsored by the Institute, The University of South Dakota School of Law, and the Black Hills State University Center for Indian Studies.

The title of the forum was *Tribal Courts: Accomplishments, Issues, and Challenges* and was moderated by John Glover, director of the Center for American Indian Studies at Black Hills State University and associate dean for American Indian Law Programs at The University of South Dakota School of Law. The distinguished panel included Frank

Pommersheim, professor of law at The University of South Dakota and chief justice at the Cheyenne River Sioux Tribal Court of Appeals and the Rosebud Sioux Supreme Court; Cheryl Three Stars Valandra, associate justice for the Rosebud Sioux Tribal Supreme Court and supervising attorney, Indian Land Tenure Foundation Project at Dakota Plains Legal Services, Mission, SD; Sherman Marshall, Rosebud Sioux Tribal Court Judge; and Joe Lux, attorney with Costello, Porter, Hill, Heisterkamp, Bushnell & Carpenter, LLP.

More than 80 persons attended the forum, and all agreed it was a huge success. Special thanks to Mary Larkin, Society development director, who was essential in the planning.

The Institute is now in its third year, and past forums include:

- May 2007 — Two-day forum on First Amendment constitutional rights and South Dakota's open meeting laws
- October 2007 — Two-day forum on the Middle East, specifically concentrating on the Israeli/Palestinian problem





**MOUNT RUSHMORE
INSTITUTE**

Inspiration on a Monumental Scale

- May 2008— One-day forum concerning protecting Americans against global terrorism while protecting our citizens' constitutional rights

The next forum will be held September 17-18, entitled, *Achieving America's Energy Independence*, which is a timely subject and undoubtedly will be well attended. Please see the ad at the bottom of the page and www.mountrushmoreinstitute.com for up-to-date information. Sponsorships are still available. Contact Mary Larkin at 605-341-8883 or mary@mtrushmore.org for more information on this opportunity.

	<p><i>Upcoming Mount Rushmore Institute</i></p> <p>ACHIEVING AMERICA'S ENERGY INDEPENDENCE</p>
	<p>FRIDAY/SATURDAY, SEPTEMBER 18-19, 2009 MOUNT RUSHMORE NATIONAL MEMORIAL</p> <p>WWW.MOUNTRUSHMOREINSTITUTE.COM</p>
	<p>A two-day institute featuring nationally reknown energy experts to examine the challenges to the development of economically feasible global energy sources.</p> <p>Go to our website for more information or call 605-341-8883.</p>

History Association News



MOUNT RUSHMORE
HISTORY ASSOCIATION
Supporting Education at Mount Rushmore Since 1993

Welcome New Staff Members

Nancy Gowen, History Association Chair

We are pleased to announce the addition of two staff members to the History Association division. **Lynn Bauter** joined our team as the finance director and will handle the accounting function for the Society, with the majority of her focus on the History Association division. She comes to us with a business background which includes extensive experience in managerial accounting and finance, due to holding chief financial officer and controllership positions throughout her entire career.

Originally from Mitchell, Lynn spent the last 28 years in Minneapolis, but visited the Black Hills whenever she and her husband, Terry, had the

chance. Her interests include HO model railroading and camping.

We also welcome **Jana Young** as the new administrative assistant for the History Association. With 17 years experience in banking and five years of retail and customer service experience, Jana brings the skills necessary to help our organization run smoothly.

A South Dakota native, Jana has lived here all her life and enjoys having a beautiful (and historical) place to go to work every day.



The Mount Rushmore Society and History Association staff attended a staff retreat this spring where this picture was taken. Top row l-r: Administrative Assistant Pam Wright; Finance Director Lynn Bauter, Administrative Assistant Jana Young; Operations Manager Megan Matzen. Bottom row l-r: Development Director Mary Larkin, Executive Director Diana Saathoff, Publications & Communications Director Debbie Ketel.

Bookstore Sales

Megan Matzen, Operations Manager

At the Mount Rushmore History Association Bookstores, we are well aware that summer is here! Winter is pretty slow at the memorial, so we always look forward to summer when traffic and sales pick up.

First quarter sales in 2009 were up a modest \$143 over last year, but in these economic times, we are pleased that sales continue to grow instead of decline so that we can support Mount Rushmore even more every year.

In order to increase sales this year, we have added some new products to our popular categories like coins. Some of our new products are shown to the right. We are also developing a book, *Carving High*, featuring unique photos of Mount Rushmore by photographer Rodger Slott which will be out later this summer.

Please remember to look for new merchandise on our website, www.mtrushmorebookstore.com. As always, your membership entitles you to a 15% discount on your purchase.



Artful Hydrostone Desktop Sculpture
14.5" x 10" x 9"
\$99
(extra shipping required)



1925 Stone Mountain Silver Half Dollar
\$69



Abe Lincoln Silver Dollar
\$69



Commemorative Collector's Coin
\$9.95



America: The Making of a Nation
by Charlie Samuels

With richly illustrated, interactive pages, this book invites readers on a fascinating journey from the creation of the flag, Statue of Liberty, the Declaration of Independence and more. 28 pages. Hardcover.

\$19.99

Tidbits

Executive Director Diana Saathoff was elected to the Association of Partners for Public Lands (APPL) board of directors. APPL is a 30-year, member organization, dedicated to public understanding, appreciation and stewardship of America's natural and cultural heritage.

Nancy Gowen has resumed the presidency of the Mount Rushmore History Association after John Schmit resigned due to other obligations. We thank John and Nancy for their service.

Books Win Awards

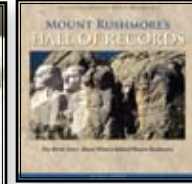
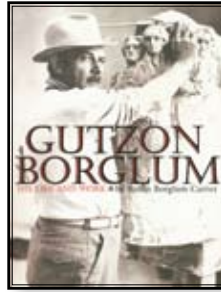
The History Association proudly announces that three of their self-published titles have won national book awards in the last few months.

PIAZ AWARD

Face to Face with Mount Rushmore won the Printing Industries of Arizona's (PIAZ) 2008 Print Excellence Gold Award in Special Finishing during PIAZ's Print Excellence Competition held in January. The children's book, targeted toward children ages 9 to 12, was printed by Arizona Lithographers. It was written by Mitchell, SD resident Jean L.S. Patrick, illustrated by Patrick Faricy and designed by Amanda Summers Design. The PIAZ Awards recognize Arizona printing companies that have combined craft with technology to produce outstanding printed material.

APPL AWARD

Mount Rushmore's Hall of Records won the Association of Partners for Public Lands (APPL) 2009 APPL Media & Partnership Award in the General Interest Publication category. The awards ceremony was held in March. Written by South Dakota native Paul Higbee, this book was first published in 1998 and was redesigned in 2008. It was printed by Simpson's Printing of Rapid City. The APPL Media & Partnership Awards program recognizes the outstanding contributions made by not-for-profit partners through essential materials that interpret our nation's parks, refuges, monuments, forests, lakes, open spaces and historic places.



BHAF AWARDS

Both *Mount Rushmore's Hall of Records* and *Gutzon Borglum: His Life and Works* won a Gold Award in the 2009 Black Hills Advertising Awards in the collateral material category for publication cover design. *His Life and Works* was written by Robin Borglum Carter, Gutzon's granddaughter. To order these award-winning publications, please go to www.mtrushmorebookstore.com.

Parking News

New Parking Manager Named

We are pleased to announce that Mason Short has joined the Society as the new parking division manager. He comes to us from a life-long career in aviation, and most recently as the executive director of the Rapid City Regional Airport.

"Mason brings a wealth of talent and an enthusiasm for working with the visitor industry. We are happy to have him on board," Executive Director Director Saathoff says.

He grew up in Appleton, MN, and graduated from Wichita State University with a bachelor of business administration/aviation management. Even though Mason is a licensed commercial pilot, he never pursued piloting as a career. Instead he stayed on the ground, supporting aviation

in many different positions, from aircraft fueling to high-end jet charter sales to airport management.

His career in handling facility and contract management, concrete and asphalt maintenance, business development and federal guidelines prepared him well for his new position with the Society in overseeing the parking facility at Mount Rushmore, interacting with the park service and understanding our cooperating agreements.

As director of the Rapid City Regional Airport, Mason became



Parking Manager
Mason Short

heavily involved with the Black Hills tourism industry, successful helping improve air service the city by attracting two new airlines, among other things.

He brings the passion he has for the Black Hills to Mount Rushmore.

"I cannot think of a better place to help serve our visitors than by helping improve the experience of visiting our world renowned icon," said Mason, "I am excited to put my skills and experience to use for the Society."

Although Mason wasn't born in South Dakota, his roots run deep here as several of his great-grandparents homesteaded in the state. Mason is married to Jeannie (a Miller, SD, native), and they have three children Kathlynn (10), Alex (7) and Kristoffer (5).

Mount Rushmore National Memorial Society
Mount Rushmore History Association
Mount Rushmore Institute
PO Box 1524
Rapid City, SD 57709

Address Service Requested

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

Revised Websites

Check out the new look of our websites
www.mountrushmoresociety.com AND www.mountrushmoreinstitute.com

Giving

Sponsor the 2009 Independence Celebration

Mary Larkin, Development Director

Each year on July 3, Mount Rushmore National Memorial has the privilege of launching the nation into the Independence Day observance with all-day patriotic entertainment and a dramatic display of fireworks in the evening.

To support this patriotic event, the Society raises money through sponsor packages offering many unique opportunities for businesses to reach a truly engaged audience.

We invite you to sponsor this event. Sponsors receive extensive business exposure to the local community and to those attending the event, including sponsor signs to post at their business locations. Sponsors and their business associates also enjoy the best seats in the park for the display!

A sponsor participation form may

be downloaded at
www.mountrushmoresociety.com.

The spectacular pyrotechnical show kicks off with a dramatic B-1 bomber fly-over with jet afterburners rumbling through the audience, quickly followed by one of the world's highest-rated fireworks shows. This state-of-the-art display lights up the sky over the sculpture.

This July 3, an estimated 30,000 people will view the fireworks from the memorial grounds. An additional 53 million viewers participate from locations throughout the Hills or via local broadcasts on Magic 93.9FM and KEVN television or on news broadcasts throughout the country.

A special treat this year will be the presentation featuring three Navajo Code Talkers. Visitors will learn how

Code Talkers used their native language to send coded messages on the WWII battlefield.

The day-long celebration will also include musical acts, children's programs and afternoon military fly-overs.

The celebrations continue on July 4 with music and cultural entertainment in the amphitheater beginning at 5:30 pm, leading up to the regularly scheduled evening program and sculpture illumination at 9 pm.

