



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

F.D.R. Dinner Was a Success

Nancy Gowen, F.D.R. Dinner Committee Chair

The sixth annual Presidential Dinner—*An Evening with F.D.R.*—was held on September 27 at the Carvers Café at the memorial. It was a successful dinner with a near sell-out attendance that raised more than \$15,000 for the Mount Rushmore Enhancement Fund. Franklin Delano Roosevelt impersonator John Hamant did an excellent impersonation of the president, which was praised by many in attendance who experienced the 1940s.

In addition to speaking at the dinner, Hamant portrayed F.D.R. at South Middle School and Dakota Middle School on the day before the event which the students and teachers enjoyed and took seriously. For example, one of the students asked “F.D.R.” why he had established Japanese internment camps during WWII. This led to a very thoughtful conversation. Needless to say, we hope to continue “presidential” school visits as part of the Presidential Dinners.

The dinner committee began working in April. The table decorations, the F.D.R. displays and the food selected for the event

were directly tied to Roosevelt’s era. During the reception, 1940s music was provided by the Sugar Free Jazz Trio which added to the *Happy Days Are Here Again* feeling of that time.

Many thanks go to Xanterra Parks and Resorts and Andy and Carla Schneider of Canyon Lake Liquor LTD, who provided the wine for the event. Their generosity made the evening a great success. We also thank all the businesses and individuals who donated items for the silent and live auctions. Many participated in the enthusiastic bidding war for the two July 3rd fireworks packages donated by the park service and for the two trips to Thunder Over Louisville donated by Zambelli Fireworks Internationale.

A very special thanks goes out to Dr. Bob Allen for filling in for the auctioneer who had to cancel due to an illness. Bob has found another career!!!!

Thank you all for making this *Evening with F.D.R.* a wonderful success.

Winter 2008/2009

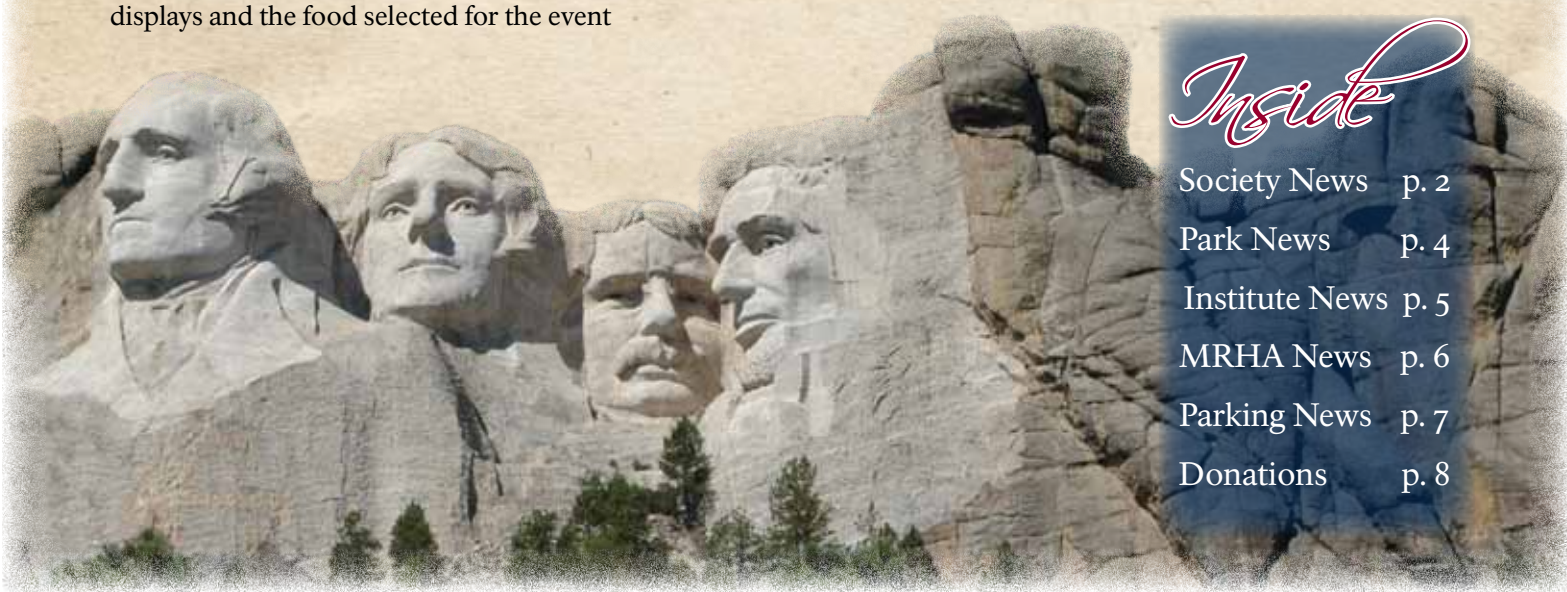
80 years of Partnership

Mount
Rushmore
National
Memorial
Society

Mount
Rushmore
History
Association

Mount
Rushmore
Institute

Parking
Division



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Al Johnson

In its long history, the Mount Rushmore National Memorial Society has supported and enabled major changes at the memorial. The Society has lent a willing hand to the National Park Service from the original construction to the visitor area reconstruction, including the Avenue of Flags, the Presidential Trail and the parking ramp. The Society has also created different divisions,

The Star-Spangled Banner

a combined newsletter for the Mount Rushmore National Memorial Society, the Mount Rushmore History Association and the Mount Rushmore Institute

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Mount Rushmore History Association Chair: John Schmit

Mount Rushmore Institute Chair: Jim Nelson

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including the Mount Rushmore History Association in 1993 and the Mount Rushmore Institute in 2006 to enhance and expand the educational offerings of the park. I have always thought about the accomplishments of the Society in a rather general way: people can park more easily, explore the park more meaningfully and understand more about the history of the carving, etc.

Twice this summer, however, I had opportunities to gain new perspectives about the meaning of the efforts of the Society. The first opportunity came at the July 3rd fireworks event. In addition to observing the overwhelming beauty and patriotic splendor of the fireworks program itself, I was able to meet Mr. Frank Buckles, the last living American WWI veteran. The Society not only sponsored the fireworks event, but we also chartered a plane and provided all of the services that a 107-year-old man might require to safely attend the event. So, not only did the Society



Johnson

provide funds for the fireworks (not to mention the amphitheater itself), but we facilitated the appearance of a very special man who gave us a truly profound American moment.

I also experienced another profound moment a month and a half later when I attended a naturalization ceremony at Mount Rushmore facilitated by the Society. Over 30 people stood up and renounced citizenship in their countries of origin and pledged to love and support America. Several of them were already serving in the American military. One was a woman I had known for over 35 years who lived and worked in our community and is now an American. Like Mr. Buckles, these people have extraordinary stories of hardship and love for America that are woven into the fabric of our country. And the mountain, along with the Society, provided the loom that did the weaving.

Friends, I hope that you feel the intense sense of accomplishment and purpose that I feel when I consider the service of the Society in the support of the Shrine to Democracy. Your membership is making a difference.

Trail Update

Diana Saathoff, Executive Director

Plans are still underway to create a series of trails within Mount Rushmore by the National Park Service, with additional trail projects aimed at linking existing Black Hills trails to the new trails. The vision is to link the Mickelson Trail, the Centennial Trail and the communities of Hill City and Keystone to Mount Rushmore. This connector trail would tie together hundreds of miles of existing recreational paths and open up the Black Hills to be explored like never before.

The contract to complete the first phase of design and environmental assessment work has been awarded to Pat Wyss and Associates, a Rapid City-based landscaping architecture firm. Wyss and Associates has previously worked at Mount Rushmore and was the primary contractor for the Presidential Trail completed in 1998.



Saathoff

2008 Independence Day Celebration Was a Blast!

Mary Larkin, Development Director

The eleventh annual Independence Day Celebration and July 3rd fireworks program at Mount Rushmore broke all records. I hope you and your family were able to attend and experience one of the largest fireworks displays in the nation.

In 2008, the fireworks over the iconic sculpture were a national media hit. South Dakota State Tourism, the event's largest sponsor, tracked more than 53 million viewers in more than 300 broadcast markets who watched the images of the four faces under the spectacular display.

Zambelli Fireworks Internationale, one of the nation's

premiere pyrotechnic companies, choreographed—once again—a 28-minute fireworks extravaganza, fitting of the America's 232nd birthday.

The Society is accepting sponsorships for the 2009 Independence Day Celebration. If you would like more information, visit www.mountrushmoresociety.com and click on "events."

Please make plans now to attend next year's fabulous event.

To pick up a colorful 2008-2009 fireworks calendar, stop by the Mount Rushmore Society office across from Menards. There are a limited number of calendars available.

2008 Major Fireworks Sponsors

South Dakota Dept. of Tourism, Magic 93.9 FM, KEVN Black Hills FOX, Xanterra Parks & Resorts, Rapid City Chamber of Commerce, Black Hills Badlands & Lakes, Black Hills Corporation, First Western Bank, Palmer Gulch KOA, Coca Cola High Country, Wells Fargo, Regional Health, Rapid City Regional Hospital Foundation, Qwest, YMCA, Isis Hospitality, Riddle's Jewelry, Rapid City Journal, Black Hills Federal Credit Union, Stan Adelstein & NWE Management Company and WalMart.



The 2008 fireworks display drew more than 30,000 spectators.

Your Membership Matters

This picture was taken during a recent Mount Rushmore Society Board Retreat consisting of Society members, History Association members, staff and National Park Service representatives. If you are receiving this newsletter, then thank you for being a member of the Mount Rushmore National Memorial Society AND/OR the Mount Rushmore History



Association. You are a part of a group, like those pictured here, who care for the preservation, education and promotion of Mount Rushmore. The Society membership program is a lifetime membership and supports fund-raising efforts at the park. Please call (605) 341-8883 if you are interested in more information.

The History Association membership program supports the educational, activities at the park and must be renewed every one, two or three years. Go online to www.mtrushmorebookstore.com to renew your membership or contact donna_farnsworth@partner.nps.gov if you need to know when your membership expires.

Either membership gives you a 15% discount on Mount Rushmore educational products in the History Association bookstores and web site. We are improving, consolidating and expanding our membership programs. Look for future newsletters with details on how you can participate.

Membership Picnic

Pam Wright, Administrative Assistant

The Mount Rushmore Society membership picnic on Aug. 10 was a bit rainy, but a whole lot of fun. Members and their families enjoyed great food, friends and fun at the Mount Rushmore Palmer Gulch KOA picnic shelter.

Despite the rain, President Al Johnson got the crowd interested in playing lawn golf. We moved the game out of the rain and had some good laughs about our "over par" throws.

It was also a great chance to say "thank you" to our hard-working associates of Presidential Parking, Inc., the Mount Rushmore History Association and the National Park Service, all of whom have made 2008 one super summer!



From the Superintendent

Gerard Baker

I'm proud to announce the selection of Julie Gregg as Mount Rushmore National Memorial's new management specialist for business programs. Julie's responsibilities will include managing the concession contracts at Mount Rushmore, as well as working for the National Park Service Midwest Regional Concession Management office and working with partnerships and partner organizations at the memorial.

Julie's past work with the Mount Rushmore National Memorial Society will help Mount Rushmore support the National Park Service mission to extend the benefits of resource conservation through community partnerships.

She comes to Mount Rushmore with a broad knowledge base in business and economic development. Julie has extensive experience working

with private and local, state, federal and tribal government entities. Born and raised in South Dakota, she is excited to begin her work at the icon park.

"I am extremely honored and proud to join the talented and dedicated National Park Service team at Mount Rushmore and to have the opportunity to work with our commercial partners to provide appropriate services that enhance our visitors' use and enjoyment. In the words of Theodore



Pictured here is the Mount Rushmore National Park Service management team (l-r): Acting Chief of Interpretation Rhonda Buell Schier, Acting Chief of Law Enforcement Don Hart, Management Specialist for Business Programs Julie Gregg, Chief of Facility Management Duane Bubac and Superintendent Gerard Baker. Not pictured: Chief of Resource Management Bruce Weisman.

Roosevelt, 'Far and away, the best price that life offers is the chance to work hard at work worth doing.'"

Naturalization Ceremony

Amy Bracewell, Education Technician

Under the watchful eye of four of our country's founding fathers, 33 people from more than 20 different countries were sworn in as new citizens of the United States at a naturalization ceremony at Mount Rushmore National Memorial on Thursday, Aug. 21, 2008 on the Grand View Terrace.

Dignitaries from the United States district courts, the Department of Homeland Security and the South Dakota Army National Guard took part in the ceremony and administration of the oath of allegiance and proclamations of citizenship. Representatives from U.S. Senator Tim Johnson's office, U.S. Senator John Thune's office and U.S. Representative Stephanie Herseth Sandlin's office were also present at the ceremony.

Hani F. Shafai, the president and owner of Dream Design International, Inc., in Rapid City, gave the keynote address. As an immigrant, he spoke of the poverty he left behind and the opportunities and freedom he found in America. The Daughters of the American Revolution, Elks Lodge Number 1187 and the Mount Rushmore National Memorial Society made special presentations to the new citizens. During the ceremony the barbershop quartet, Black Hills Blend, performed the *National Anthem* and other patriotic songs.



Thirty-three applicants from 24 countries took the oath at Mount Rushmore on August 21, 2008.

Photo: Daniel Bellis, National Park Service

Park's Multicultural Demonstrations Filmed for PBS Ken Burns Documentary

Rhonda Buell Schier, Acting Chief of Interpretation

Multi-cultural demonstrations were hosted at Mount Rushmore from August 17 through August 19 in conjunction with the filming for the PBS five-part series, *Untold Stories*, to be aired in the fall of 2009. The series, produced by Florentine Films in partnership with WETA TV, Washington, D.C. and film makers Ken Burns and Dayton Duncan, highlights the untold stories of American heritage in national parks. It will be available on PBS DVD, streamed on the companion web site and made available for use in park, community and education settings throughout the country as part of the 2009 Ken Burns six-part Public Broadcast System documentary on America's National Parks.



Bonita and Clarence Ley of the Germans from Russia Heritage Society demonstrated the common dances of their culture as part of a PBS special to air in the fall.

To celebrate American heritage at Mount Rushmore, cultural groups and performers who have presented in the past at the memorial returned to highlight their traditions, culture and music for a wider audience through the *Untold Stories* series.

The Voices of Faith Choir from Faith Temple in Rapid City, SD, performed gospel music in the Mount Rushmore Amphitheater.

The Germans from Russia Heritage Society demonstrated history, heritage and dance at the Cultural Exploration Area at the Grand View Terrace. Hilda Sieler of the group said they appreciated the opportunity to give

people insight into what they are all about.

Jasmine Pickner, Lakota hoop

dancer, performed at the Grand View Terrace.

In addition, the Sons of Norway demonstrated crafts, history and dance at the Exploration Area and Grand View Terrace. Nancy Burke of the Sons of Norway wrote, "Thanks a million for the opportunity to participate in the cultural event. We had a fun day! I told everyone not to quit their day jobs quite yet, though!"

National Park Service cultural interpreters shared Native history and provided educational demonstrations at the Lakota, Nakota and Dakota Heritage Village as they do throughout the summer.

With the assistance of the Mount Rushmore History Association, education outreach at the park has expanded to include the stories of the original inhabitants of the Black Hills region and the history of the tribes for whom this is the ancestral homeland. In honor of the contributions to the country made by the Native people and people from around the world who have made their home in this area, Mount Rushmore serves as a venue for their stories and the demonstration of arts, crafts, music, dance and language.

Institute News

James S. Nelson, Institute Board President

Unfortunately, the Congressional debate at Mount Rushmore scheduled for September was canceled. This debate was to be cosponsored by the Mount Rushmore Institute and the Rapid City Chamber of Commerce. After receiving preliminary commitments from various candidates, it was canceled due to scheduling problems of the candidates.

However, plans are now underway

for a two-day energy independence forum in May, 2009. U.S. Senator John Thune has committed to participate. He is one of the original organizers of the "Gang of Ten," now known as the "Gang of Sixteen," consisting of U.S. senators from both political parties who are sponsoring bipartisan legislation to make America energy-independent. This energy bill is comprehensive and includes all forms and kinds of energy. The second day of the forum will concentrate on wind

energy from Indian reservations. This forum is timely and will be popular with the public. There will be limited seating, so everyone should start making plans in advance to attend.

An Institute forum in October, 2009 is tentatively being planned on the subject of Indian tribal governance, including tribal courts.

**Check our web site—
www.mtrushmoreinstitute.com—
for updated information.**



**MOUNT RUSHMORE
INSTITUTE**

Inspiration on a Monumental Scale

History Association News



MOUNT RUSHMORE
HISTORY ASSOCIATION

Farewell to Brenda Hill

Marilyn Owen, *Outgoing History Association Chair*

When Brenda Hill began working for the Mount Rushmore History Association as managing director 13 years ago, we were only in the infant stages of development. She managed only one store with \$440,000 in sales and donated \$25,000 back to the park for educational needs that first year.

Now, the History Association operates three bookstores at the memorial, the Mount Rushmore Audio Tour and an online mail-order business through www.mtrushmorebookstore.com. We also publish our own books/products and have added a membership program and staff as the operation has grown.

Brenda's efforts have been rewarded

in that we have won national awards for some of our publications. The Mount Rushmore Audio Tour has also won three national awards. Today, the association is self-sufficient with the ability to give over \$200,000 back to the park for educational pursuits on a yearly basis. Due to Brenda's guidance, we have given over \$1.7 million to the park for interpretive and educational projects so far.

We will truly miss her professional insight, attention to detail and hearty laugh!



Brenda Hill, third from left, shares a fun moment with staff members (l-r) Mary Larkin, Pam Wright, Debbie Ketel, Diana Saathoff and Paul Hammett during this year's Mount Rushmore Society Board Retreat in Estes Park. Board members gathered to reflect on the future and discuss National Park Service needs for the coming year.

★ Bookstore Sales

Megan Matzen, *Operations Manager*

Greetings from the staff of the History Association bookstores. We survived our summer and are looking forward to recharging our batteries and gearing up for 2009!

Despite the current downturn in the economy, our retail sales were up 1.8% over last year and our Audio Tour rental income was up 12.7%. Most importantly, we increased our gross profit 5.7% over last year's figure.

We introduced several new products this summer as well as two new History Association publications—*Face to Face with Mount Rushmore* for 9-12 year olds and *Do You See Mount Rushmore?*, a touch-n-feel book for toddlers (see corresponding ad). We also updated and redesigned *Gutzon Borglum: His Life and Works* and *Mount Rushmore Hall of Records*. Our product sales mix was a bit different than in past years. Our studies showed that products priced \$9.99 and under and products priced \$100 and over were our biggest sellers. Due to it being an election year, our sales of presidential titles surged. American Indian items and commemorative coin sales remained strong, as did our audio visual titles.

This was our first summer utilizing work campers in our stores, which we will continue. The camper associates were a big help after many of our summer associates had to return to school.

Please stop in and see us whenever you are visiting the memorial. We love to see familiar faces!

15th Anniversary 1993-2008

MOUNT RUSHMORE HISTORY ASSOCIATION

FACE TO FACE WITH MOUNT RUSHMORE \$14.99

MOUNT RUSHMORE HALL OF RECORDS \$7.95

Do you see Mount Rushmore? \$6.99

Holiday Gift Ideas

For more Holiday gift ideas and details on the above publications, go to www.mtrushmorebookstore.com
Your 15% Society membership discount applies.

John Schmit Voted New Chair

John Schmit was elected as the Mount Rushmore History Association chair during the committee's annual meeting.

He has served as the administrative director of Rapid City Regional Hospital Foundation since 2001. John also served as the president of the Rapid City Area Chamber of Commerce from 1980-1994 and as the senior vice-president of development at the Crazy Horse Memorial 1999 - 2001. He has served on the History Association committee, overseeing the

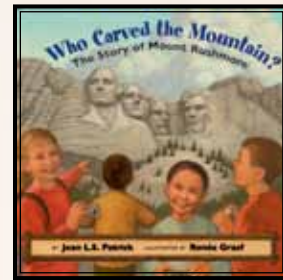


Schmit

publication development since 2003.

"I've been fortunate to have played a small role in promoting Mount Rushmore, Crazy Horse, the Black Hills and Rapid City since 1980, and I am extremely proud to have the opportunity to serve as the new chair of the Mount Rushmore History Association," explains Schmit.

John has also been active in other community organizations, including the Journey Museum Board and Black Hills Workshop Board. He is the current president of the Rapid City Rotary Club and a member of the Rapid City Chamber Diplomats.



Who Carved the Mountain? The Story of Mount Rushmore is a South Dakota Pasque Flower Nominee.

The Prairie Pasque Children's Book Award, sponsored by the South Dakota Library Association, is determined by fourth, fifth and sixth grade students throughout the state. Go to www.sdlibraryassociation.org to read more.

Parking News

View from the Ramp

Paul Hammett, Parking Division Manager

If you were 107 years old and could travel, all expenses paid, anywhere in the United States to celebrate our country's 232nd Independence Day birthday, where would you choose to go? I've got 47 years to live before I'm qualified to answer that question, and I know there are not many other folks around faced with that choice. I do know one gentleman, however, who was challenged with this decision, and fortunately, I and thousands of people from around the world, enjoyed his response.

Mr. Frank W. Buckles, our nation's last living World War I veteran, chose to spend his 2008 Independence Day holiday in the beautiful Black Hills of South Dakota. During a special awards ceremony, highlighted by a B-2 Stealth Bomber fly over in front of a cheering crowd of almost 30,000 park visitors, he humbly accepted a

United States flag, specifically flown over Mount Rushmore in his honor.

Mr. Buckles was born February 1, 1901, in Bethany, MO. Though only 16 at the time of his enlistment, Frank lied to recruiting officials and said he was 21. In 1917, he was sent to France as an Army vehicle driver. After the Armistice was signed in 1918, he escorted prisoners of war back to Germany. He was discharged from the Army as a corporal in 1920.

In the 1940s, during the Second World War, Mr. Buckles worked as a civilian for an American shipping line in the Philippines where he was captured by the Japanese and spent three years in a Japanese prison camp. Even with 107 years of incredible experiences to recall, I found it fascinating that he referred to the B-2 fly over and the fireworks over Mount Rushmore that evening as "the most amazing things I've ever seen."

As I watched highlights of his life and his Independence Day visit to South Dakota on local and national news networks, I thought, "Mr. Frank Buckles, you are the most amazing person I have ever met!"



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Watch for More Information:

Holiday Tree Lighting at Mount Rushmore
Mount Rushmore National Memorial Society Annual Meeting

Year-end Giving

As 2008 comes to a close, you are probably contemplating your financial situation and might be considering how you can make responsible charitable donation decisions in order to see both a positive impact on your year-end financial statement and benefit your favorite charities.

Please consider making a year-end donation to the Mount Rushmore Society to support Mount Rushmore National Memorial.

For more than 80 years, the Society has provided funding to the park, creating one of the most patriotic visitor experiences to be found anywhere in the world.

Mount Rushmore Society members have contributed to the success of Mount Rushmore since its conception, and we will remain steadfast in shaping its future with the help of you.

For more information, call Mary Larkin at (605)341-8883 or (605) 391-5477 or e-mail: mary@mtrushmore.org.

Mount Rushmore Funding Needs

These are just a few of the current funding requests for Mount Rushmore. Your support of the Mount Rushmore Society and the History Association will help provide the following:

- Securing high pressure compressor equipment to assist in preserving the memorial from fissures and cracks.
- Funding for multimedia program development to promote Mount Rushmore National Memorial to a wider and more diverse audience through video podcasts, e-tours and other internet-based programs.
- Matching funds for a 10-mile long, back country trail to encourage families and youth to explore our natural resources.
- Funding for an expanded library space to provide for adequate research for interpretive programs, park resource management and historical preservation.

Year-End Donation Ideas*

1. Give a cash donation to see an income tax deduction while making an immediate contribution to Mount Rushmore projects.
2. Contribute long-term appreciated stock or other securities to avoid tax on capital gains.
3. Create a charitable remainder annuity trust to provide tax benefits and possibly increase rates of return.
4. Create a charitable gift annuity to achieve possible income tax savings and estate tax savings.
5. Donate requested equipment or supplies for specific preservation projects.

*Be sure to work closely with your personal tax advisor to design a donation that best fits your financial situation.

Check to see if your place of employment offers a matching gift program to benefit Mount Rushmore even more!