

Mount Rushmore National Memorial Society

October 1, 2008 through September 30, 2009



1930-2010
80th Anniversary

The Beginning



1930s

Serving the Visitor



1940s

Redevelopment



1990s



2000s

Annual Report

Year in Review

Dear Friends,

Since 1930, the Mount Rushmore National Memorial Society has been the official fund-raising partner, working toward the creation, the promotion and education of the sculpture which has become an international symbol of freedom and democracy for all people.

The year, 2010, marks the 80th anniversary of the Society and the 77th year of working with the National Park Service. Yes, the organization predates the completion of the sculpture and predates National Park Service management at Mount Rushmore. And what a collaboration it has been over the years! It is with great pride that we include a history of our partnership with the park and serving the visitors (on pages 13-14) that encompasses the carving, concessions and cultural celebrations.

Together, we share a mission of protecting and preserving this beloved National Memorial. We provide a familiar, inspirational experience for those who come back, again and again with their friends and families.

We are proud of our efforts to provide events, publications, audio tours, trail opportunities and national celebrations like the Independence Day Celebration and fireworks. One of our goals is to help create and raise money for a cultural center and new trails which will connect the next generation to their park and reintroduce them to nature's wonders while admiring the tenacity and vision of man represented by the carving.



**Executive Director
Diana Saathoff**



**Board President
Gene Lebrun**

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Our 80-year History



**First Society President
Joseph Cullinan.**



**First NPS Superintendent
Lincoln Borglum.**



**Calvin Coolidge was the U.S. President
when carving began in 1927.**

Our members, volunteers, customers and donors are the heart and soul of accomplishing our mission. With your support, we contributed over \$750,000 in aid to Mount Rushmore this year. This makes the Society one of the most consistent, highest contributing nonprofit park partners in the nation.

We thank you, our partners, our friends, our financial supporters for your generosity. Every gift, small or large, has a great impact on the future of Mount Rushmore National Memorial. We are looking forward to the next 80 years! Together, we will strive to provide a quality, awe-inspiring experience to future generations.

Sincerely,

Gene Lebrun, President

Diana Saathoff, Executive Director

The Mount Rushmore National Memorial Society

3 Mount Rushmore National Memorial Society



MOUNT RUSHMORE
NATIONAL MEMORIAL SOCIETY
Contributing To Mount Rushmore's Success Since 1930

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.

PO Box 1524
Rapid City, SD 57709

Located at 1750 Eglin St.
Rapid City, SD 57703

(605) 341-8883
Fax (605) 341-0433
mrnms@mtrushmore.org
www.mountrushmoresociety.com

Find us on:



Above Photo Credits (l-r) Russ Jobman; Society Archives
Photo Opposite Page Top Rodger Slott



1946: Society signs binocular contract.



1990s: Redevelopment plan.



Then & Now: An active board.

Strategic Plan

The Society board of directors, with the assistance of a nonprofit consulting firm, developed a strategic plan in 2009 with input from the National Park Service (NPS), board members, community leaders and Society staff. The strategic plan adopted by the board and forwarded to the park service for acceptance reflects an emphasis on visitor education and outdoor experiences at Mount Rushmore. The goals include:

Goal 1: Consistent with the NPS Mount Rushmore General Management Plan and with appropriate approvals and commitment of the NPS, the Society will facilitate public support and funding for major projects at Mount Rushmore, such as completing the Mount Rushmore Back Country Trail, completing the Connector Trail from the Mickelson Trail to Mount Rushmore, sponsoring the annual Independence Day and Fireworks event, completing the Mount Rushmore land acquisition, planning for preservation of the Sculptor's Studio and planning for an Education and Cultural Center.

Goal 2: Create and deploy an organizational brand strategy.

Goal 3: Implement an institutionalized process with the NPS to identify projects for both short-term and long-term funding.

Goal 4: Board members and NPS will understand contractual obligations and mutually supportive roles.

Goal 5: Provide financial support to raise \$10 million over five years for Goal 1 improvements, plus financial support to cover park annual requests, Independence Day Fireworks and Society operations.

Membership

In an effort to streamline our organization, we combined the Mount Rushmore Society membership program and the Mount Rushmore History Association membership program into one. This resulted in more efficient administration of the program and the development of more concise and understandable membership levels. We now have 1327 members.

Sponsorship of National Parks Documentary

The Society was an underwriter for the PBS broadcast of the documentary, *The National Parks: America's Best Idea*, Ken Burns' six-part series on America's national parks. Mount Rushmore is featured in the mini-documentaries which are included on the DVD set now available for purchase in the Mount Rushmore History Association Bookstores.

Special Funding

We purchased trees to enhance landscaping. We also funded Ropeworks training and equipment which enables park service employees to scale the Mount Rushmore faces safely and professionally during maintenance. In addition, we facilitated the donation of a Harley Davidson motorcycle from Black Hills Harley Davidson that the NPS will use for law enforcement.

Independence Day Celebration and Fireworks

Although the weather did not cooperate, the 12th annual Independence Day Celebration and Fireworks went on as planned. Visitors enjoyed cultural and patriotic entertainment sponsored by the Society throughout the day with performances by Retro Bill (the DARE Safety Buddy), Gib Young portraying President Theodore Roosevelt, hoop dancer Jasmine Pickner, F-16 and B-1 flyovers and a variety of musical acts. The highlight of the evening was the flag-folding ceremony featuring the Tokala Color Guard and flag presentation to Navajo Code Talkers Arthur Hubbard, Joe Morris and George Willie for their service during WWII.

The Society raised more than \$240,000 in cash sponsorships and in-kind donations to make the event possible. Even though fog obstructed the view of the fireworks program, more than 30,000 people were on site to view the fireworks live, and 9.5 million households watched the images of the four faces nationwide. It was also featured in 250 news segments. This resulted in more than \$300,000 in advertising value and \$970,000 in publicity value, according to our partners in the South Dakota Tourism office.

Presidential Dinner

The seventh annual Presidential Dinner—An Evening with John Adams—was held on October 3, 2009 in the Carvers Café at the Memorial. John Adams was portrayed by Joe Doyle. It was a successful dinner with a sell-out attendance that raised almost \$15,000 for the Mount Rushmore Enhancement Fund. As part of an educational outreach sponsored by the Society, Doyle also visited four Rapid City middle schools and gave the students a glimpse behind this president.

Presidential Parking, Inc.

Banner Year



The Society's parking concession—operated daily through our sub-contractor, Presidential Parking, Inc.—exceeded expectations and experienced a 12% increase in gross revenue over 2008. Adjusted for traffic counts, 2009 exceeded our previous record for total vehicles in 2007 by 14.1%.

This spring, Mason Short joined the Society as the new parking manager. He comes to us with a career in aviation and a passion for the tourism industry.

Parking Concession Contract Amended

An amendment to the Parking Concession Contract with the NPS was signed. As part of this new arrangement, the Society also refinanced the balance due on its loan for the parking facility on April 17, 2009. The specifics are as follows:

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



Membership Levels

962 Individual
34 Family
7 Supporting
324 Lifetime

Appreciation

"I marvel at your Society—the manner in which you conduct business and the obvious way you work together not just as co-workers, but as friends."

—Wrote President Adams
Interpreter Joe Doyle

The Mount Rushmore History Association

5 Mount Rushmore History Association



As a committee of the Mount Rushmore National Memorial Society, the Mount Rushmore History Association's mission is to support the educational, historical and interpretive activities at Mount Rushmore National Memorial.

Retail Outlets:

Visitor Center Bookstore
Information Center Bookstore
Sculptor's Studio Bookstore
Mount Rushmore Audio Tour

13036 Hwy 244
Keystone, SD 57751
1-800-699-3142

(605) 574-3142
Fax (605) 574-3144
moru_mrha@nps.gov
www.mtrushmorebookstore.com

Photo Credits (far right) South Dakota Tourism



1993: Bookstore opens for business.



2004: Aid to the Park reaches \$1 million.



2006: Audio Tour in operation.

Bookstore Sales

Despite the continuing depressed economy, the Mount Rushmore History Association experienced its best sales year ever with \$1,277,504.38 in total sales. This is up 6% over last year. In addition the History Association's gross profit was 57.68%, which has grown steadily over the last three years. The top five sellers by sales revenue (in descending order) include: (1) Audio Tour Wands; (2) *Mount Rushmore's Story Behind the Scenery*; (3) our self-published children's book, *Who Carved the Mountain: The Story of Mount Rushmore*; (4) postcards; (5) the Mount Rushmore Collector's Coin (new in 2009).

Aid-to-the-Park Funds

Through bookstore sales, online sales, a membership program and audio tour outlet, funds are raised for the NPS Interpretive Division to educate the public about Mount Rushmore. The Association contributed \$144,998 in 2009 to the park that was used in the following ways.

- **Sculptor-in-Residence Program** which provides an artist throughout the summer to demonstrate both clay and stone sculpting for free and to instruct intensive fee-based workshops.
- **School bus scholarships** which allow children from area schools to attend educational opportunities at the park.
- **Cultural demonstrations** at the Lakota, Dakota & Nakota Village.
- **Archeological report** for the future backcountry trail around the park.
- **Oral history and film preservation project** funds for the continued protection of the park's curatorial items.
- **Lincoln Borglum Museum exhibit repair and replacement.**
- **Avenue of Flags and American Indian Flags** replacement.
- **Junior Ranger badges** for the over 20,000 children that participate in the program yearly.
- **Park newspaper, combined Mount Rushmore/Crazy Horse brochure and rack card printing** support to provide information for the daily park visitor.
- **Publication development costs** for the publishing of books and products to be sold at the mountain and throughout the region.
- **Interpretive program supplies and library acquisitions.**



Publications

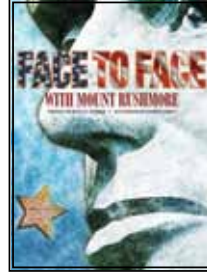
The following publications were reprinted and are now available for sale in the three bookstores, on the website and through wholesale outlets: the children's book, *Face to Face with Mount Rushmore* by Jean L.S. Patrick; the children's book, *Joy at Mount Rushmore* by Mary Maruca; the coloring book, *Seasons of Mount Rushmore*; and *Gutzon Borglum: His Life & Works*.

Publication Awards

The following self-published books won awards during fiscal year 2009.

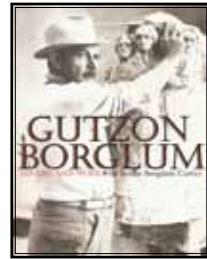
Face to Face with Mount Rushmore

Printing Industries of Arizona's 2008 Print Excellence Gold Award in Special Finishing



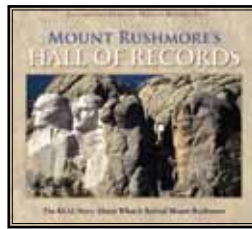
Gutzon Borglum: His Life & Works

Gold Award for Cover Design from the Black Hills Advertising Federation Awards



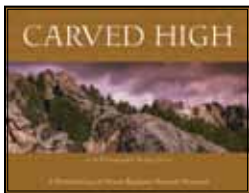
Mount Rushmore's Hall of Records

Gold Award for Cover Design from the Black Hills Advertising Federation Awards



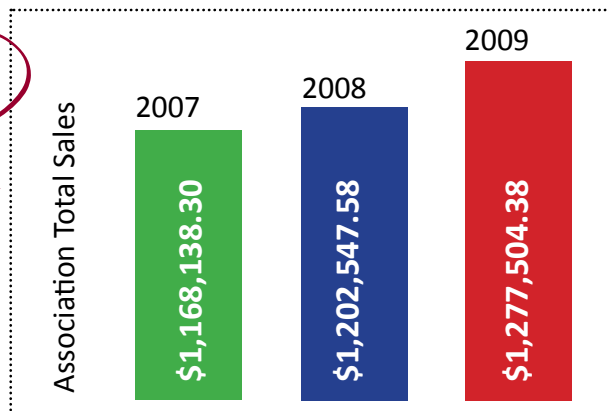
Association of Partners for Public Lands 2009 Media & Partnership Award in the General Interest Publication Category

On the Presses



Although it didn't "roll out" in our fiscal year 2009, the book, *Carved High*, was on the presses in time for the 2009 Holiday season. With photographs by local photographer Rodger Slott, this hardcover book captures the different angles and moods of Mount Rushmore's architecture and landscape.

Sales



Mount Rushmore Audio Tour

Wand Rentals

Wand rentals were down from last year, with a total of 13,371 rentals (compared to over 15,000 in 2008). However, we began serving more bus tour groups, including Tauck Tours and AmericaTours West as part of their national park experience package.



Aid to the Park

Since 1993, the History Association has given over 1.7 million back to the park in aid-to-the-park funds.

Marketing

The History Association continued marketing efforts, including ads in nationwide magazines, attendance at national conferences and membership outreach to maintain online sales, audio tour sales and wholesale sales.

The Society sponsored the National Association for Interpretation Conference, Association of Travel Writers and the Travel Alliance Partnership in order to promote park activities, as well as the audio tour.



The Mount Rushmore Institute

7 Mount Rushmore Institute



**MOUNT RUSHMORE
INSTITUTE**
Inspiration on a Monumental Scale

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.

PO Box 1524
Rapid City, SD 57709

Located at 1750 Eglin St.
Rapid City, SD 57703

(605) 341-8883
Fax (605) 341-0433
mrnms@mtrushmore.org
www.mtrushmoreinstitute.com



2007: Middle East Peace Forum.



2008: Trial Lawyers Forum.



2009: Tribal Courts Forum.

Tribal Courts: Accomplishments, Issues and Challenges

Held on April 17, 2009 at Mount Rushmore, this one-day forum was attended by 80 people and focused on Native American tribal courts in South Dakota. It 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.

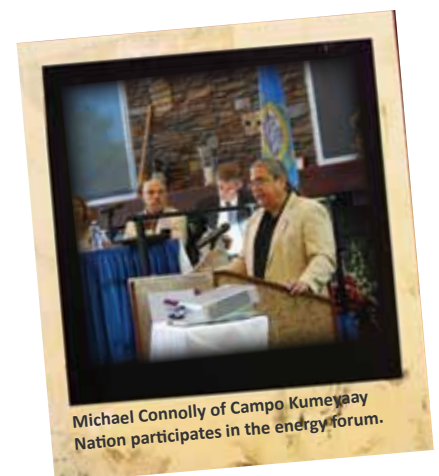
Achieving America's Energy Independence

On September 18 and 19, 2009 more than 75 energy policy-makers, energy professionals and alternative-energy advocates participated in the Mount Rushmore Institute's fifth Institute forum. Throughout the two-day forum, attendees had the opportunity to interact with expert panelists to examine options for achieving America's energy independence.

First-day session discussions ranged from changing global energy policies; the increased impact on the environment from growing energy use; development of domestic sources of oil; gas usage; and the development of nuclear, wind, bio-fuels, solar, hydro, hydrogen, clean transportation and clean coal.

The next day focused specifically on the challenges of full participation of Native American reservations in the development of wind energy.

Keynote presenter was Greg Wortham, president of New Amsterdam Wind Source and executive director of Great Plains Energy Alliance in Sweetwater, Texas, the Southwest Energy Coalition, the Texas Wind Energy Clearinghouse, and the West Texas Wind Energy Consortium.



Thank you!

Our community helps support the programs and projects at Mount Rushmore National Memorial in a variety of ways. We also thank the many individuals and businesses that make donations to the organization throughout the year.



July 3: Zambelli team rests before the big show.



Sept 18: Sponsor Dr. Richard Gowen of Dakota Power moderates a forum.



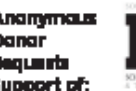
Oct. 3: Linda Rabe bids at the Adams' silent auction.

Media Sponsors:



Thank you to all our 2009 Fireworks Sponsors!

George Washington Level:



Thomas Jefferson Level:



Abraham Lincoln Level:



Sam Dale Health Services

Theodore Roosevelt Level:

USDA Train-BH Central Railroad
Custer State Park
Custer State Park Resort Company
Dean Burtz Construction
Golden West Volkswagen Leasing
Guest Western Bank
Henderson, Palmer, Palmer & Anderson Lawyers
Hills Materials Company
Kedl Thundersom, LLP

Liberty Keep Superstores
Wood Meadows White Horse Resort
NWE Management Company
RE/SPEC Inc.
Resource & Wood Resources
Security First Bank
Simonson's Creative Printing
Wells Fargo

Friends of the Fireworks Level:

Account
Bergs MacCallen Law Firm
BankWest Inc.
BH Central Reservations
BH Community Bank
Executive Lodging of the BH
Hill City
Hill City Chamber
Keystone Chamber
Mid-Dakota District, LLC
Mountain Dakota Utility

Northern Pulse Bys Foundation
Prairie Berry Winery
Preston's Whitehorse Winery
Remberts Companies
Reptile Gardens
Rosenfeld Inc.
Rushmore Photo & Gifts
West River Electric Assoc.
Western Communications, Inc.
Western Dakota Insurance
Wynn Associates

Brown, Gary B. & Karin
Dawson, Robert B. & Sharon
Garcia, Richard B. & Nancy
McVie, Ted J. & Mary Linda
Perry, Robert B. & Carolyn
Reese, Richard B. & Brenda
Siegel, Susan
Stark, Glenn B. & Ardie
Gardner, Lee B. & Jeanne
Allen, Gary B. & Peggy
Wright, William B. & Peggy

Special Donations to Note

- The Society facilitated the donation of a Harley Davidson Motorcycle from Black Hills Harley Davidson.
- We received a \$2,300 grant from the South Dakota Arts Council to support a cultural demonstrator at the Lakota, Dakota & Nakota Village.
- We received our first donation toward the Mickelson/Mount Rushmore Connector Trail of \$350 in a bequest.
- We received approximately \$3,000 in end-of-year donations from our dedicated members and supporters!

An Evening with John Adams Wine Sponsors

Xanterra Parks & Resorts
Canyon Lake Liquor LTD

Mount Rushmore Institute's Tribal Courts Forum Partners



The University of South Dakota
SCHOOL OF LAW

Mount Rushmore Institute's Energy Independence Forum Sponsors



Basin Electric Power Cooperative
South Dakota Rural Electric Association
East River Electric Power Cooperative
Rushmore Electric Power Cooperative

Copies of the Society's complete audited financial statements are available upon request by calling Executive Director Diana Saathoff at (605) 341-8883.

STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2009 AND 2008

ASSETS	2009	2008
Cash and Cash Equivalents (Note 2)	\$ 4,439,375	\$ 3,883,581
Investments (Notes 2 and 8)	1,639,601	1,647,740
Inventory	213,564	255,112
Other	30,630	16,913
Total Current Assets	6,323,170	5,803,346
Property and Equipment, Net (Note 3)	9,148,309	12,057,572
Other Assets		
Deferred Financing Costs, Net	11,959	34,882
Total Assets	\$ 15,483,438	\$ 17,895,800
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable and Accrued Expenses	\$ 293,376	\$ 283,422
Current Portion of Long-Term Debt (Note 4)	954,107	435,522
Total Current Liabilities	1,247,483	718,944
Long-Term Debt (Note 4)	7,017,553	8,749,485
Total Liabilities	8,265,036	9,468,429
Contingencies (Notes 8 and 10)		
Net Assets		
Unrestricted Net Assets		
Undesignated	5,174,360	6,409,631
Board Designated (Note 8)	2,044,042	2,017,740
	7,218,402	8,427,371
Total Liabilities and Net Assets	\$ 15,483,438	\$ 17,895,800

The accompanying notes are an integral part of these financial statements.

STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED SEPTEMBER 30, 2009 AND 2008

	2009	2008
UNRESTRICTED NET ASSETS		
Support and Revenue		
Parking Fees	\$ 3,783,528	\$ 3,387,702
Educational and Product Sales -- Net (Note 5)	700,030	622,963
Unrestricted Support	231,945	243,498
Interest Income	84,948	136,897
Other	45,605	73,778
Net Realized and Unrealized Gain (Loss) on Investments	9,935	(132,447)
	4,855,991	4,332,391
Expenses (Note 7)		
Program Expenses:		
Parking (Note 3)	4,622,435	1,971,220
Maintenance and Interpretation of Memorial Facilities	503,764	549,951
	5,126,199	2,521,171
Support Expenses:		
Promotional Expenses	484,049	349,099
Payroll and Related Expenses	249,325	234,007
General and Administrative Expenses	205,387	156,094
	938,761	739,200
Total Expenses	6,064,960	3,260,371
Increase (Decrease) in Net Assets	(1,208,969)	1,072,020
Net Assets -- Beginning of Year	8,427,371	7,355,351
Net Assets -- End of Year	\$ 7,218,402	\$ 8,427,371

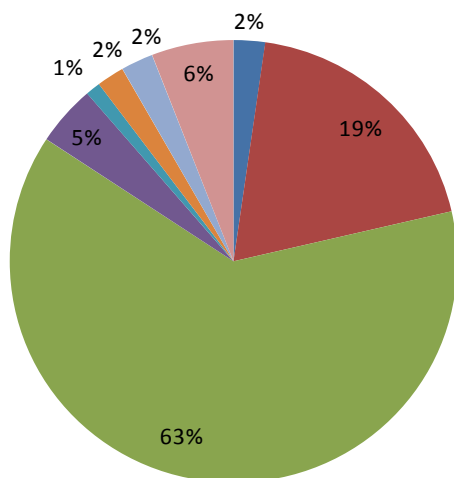
The accompanying notes are an integral part of these financial statements.

STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED SEPTEMBER 30, 2009 AND 2008

	2009	2008
Operating Activities		
Increase (Decrease) in Net Assets	\$ (1,208,969)	\$ 1,072,020
<i>Adjustments to Reconcile Increase in Net Assets to Net Cash Flows</i>		
<i>Provided by Operating Activities:</i>		
Depreciation and Amortization	2,988,297	544,351
Net Realized and Unrealized Loss (Gain) on Investments	(9,935)	132,447
<i>Working Capital Changes Increasing (Decreasing) Cash:</i>		
Inventory	41,548	(21,129)
Other	(13,717)	(9,867)
Accounts Payable and Accrued Expenses	9,954	(30,433)
Net Cash Flows Provided by Operating Activities	1,807,178	1,687,389
Investing Activities		
Purchase of Property and Equipment	(43,395)	(27,594)
Purchase of Investments	(806,423)	(981,685)
Sale of Investments	824,497	1,033,147
Deferred Financing Costs	(12,716)	-
Net Cash Flows Provided by (Used in) Investing Activities	(38,037)	23,868
Financing Activities		
Repayment of Long-Term Debt	(9,713,347)	(406,006)
Borrowings of Long-Term Debt	8,500,000	-
Net Cash Flows Used in Financing Activities	(1,213,347)	(406,006)
Increase in Cash and Cash Equivalents	555,794	1,305,251
Cash and Cash Equivalents – Beginning of Year	3,883,581	2,578,330
Cash and Cash Equivalents – End of Year	\$ 4,439,375	\$ 3,883,581
Supplemental Disclosures of Cash Flow Information		
Cash Paid for Interest	\$ 689,431	\$ 640,631



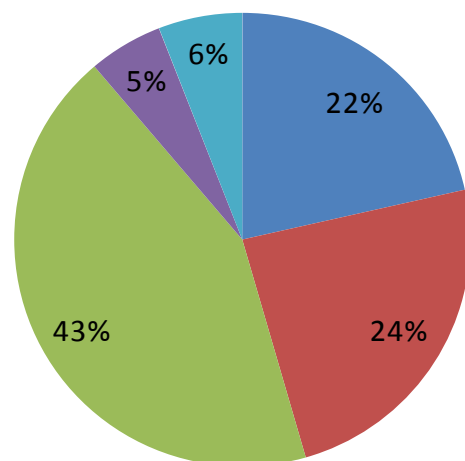
Contributions to Mount Rushmore: \$759,072



- Society General Aid to the Park \$17,294
- History Association Aid to the Park \$144,99
- Independence Day Support \$477,454*
- Special Event Support \$33,327
- Institute Programs \$8,118
- Promotion by Society \$15,193
- Promotion by History Association \$17,752
- In-Kind Donations \$44,936

* includes \$89,118 requested by the park for the 2008 Fireworks Celebration.

Source of Funds for Contributions to Mount Rushmore: \$759,072



- Bookstore Sales \$162,750
- Sponsorships \$182,950
- Parking Revenue Program Support \$328,650
- Unrestricted Contributions \$39,816
- In-kind Donations \$44,936

The Mount Rushmore National Memorial Society Leadership

11 Mount Rushmore Society Board of Directors

Judy Allen
Glenn Barber*
Jim Bell*
Johnny Brockelsby*
Gary Brown, Secretary
Eddie Clay*
Mike Derby*
Bob Dominicak
Judy Olson Duhamel
Dr. Sidney Goss
Nancy Gowen
Tom Griffith



1937-1941:
Society President Gutzon Borglum.



1941-1958:
Society President John Boland, Sr.



1958-1964:
Society President William Williamson.

Al Johnson
Kay Jorgenson
Leroy Ketel, Treasurer
Andy Knight
Jim Kuehn*
Phil Lampert
Gene Lebrun, President

Royal McCracken
Jim Nelson*
Marilyn Owen*
Dr. Paul Reinke*
Ruth Samuelson, Vice President
Debi Shelton
Fred Whiting*

*emeritus directors

Mount Rushmore History Association Committee

Carol Reed Brown, Vice Chair
Justin Cutler
Dr. Sidney Goss
Nancy Gowen, Chair
Lee Groskopf, Treasurer
Regina Jahr

Gene Lebrun
Bonita Cochran Ley, Secretary
Kay Martin
Marilyn Owen, Past Chair
Jan Sohl

Mount Rushmore Institute

Jim Bell, Vice President
Mike Derby
Judy Olson Duhamel
Dr. Matthew Fairholm
Dr. Richard Gowen
Tom Griffith
Al Johnson
Kay Jorgenson

Leroy Ketel, Treasurer
Jim Kuehn
Gene Lebrun
Jim Nelson, President
Marilyn Owen
Wes Shelton, Secretary
John Sundby

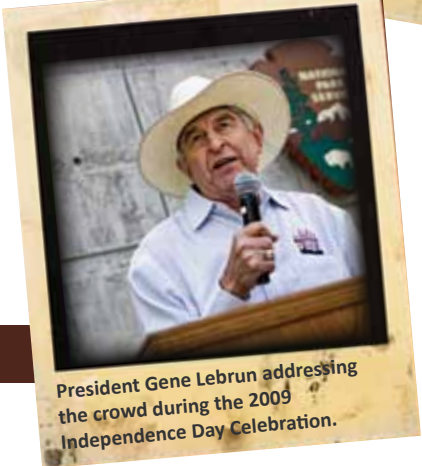
National Park Service Management Team

Superintendent Gerard Baker
Director of Facilities & Operations
Duane Bubac
Director of Business Services Julie Gregg
Safety and Occupational Health
Manager Paul Hammett

Director of Law Enforcement Don Hart
Director of Interpretation & Education
Navnit Singh
Director of Resource Management Bruce
Weisman



Society Board members speak with tourism leaders during the 2009 Board Retreat.



President Gene Lebrun addressing the crowd during the 2009 Independence Day Celebration.

Staff

12



Our unique team serves a variety of roles . . . from retail and publishing . . . to finance and fund raising . . . from marketing and strategic planning . . . to concession management and customer service!

Working together, we help educate visitors about Mount Rushmore. We also help promote South Dakota's most loved national park!



Executive Director
Diana Nielsen Saathoff



Publications Manager & Communications Director
Debbie Ketel



Development Director
Mary Larkin



Administrative Assistant
Pam Wright



Bookstore Operations Manager
Megan Matzen



Finance Director
Lynn Bauter



Bookstore Administrative Assistant
Jana Young



Parking Manager
Mason Short



Bookstore Inventory Manager
Mary Bentley



Presidential Parking Sub-contractor
Bob Mudlin,
President

Our 80-year History of Partnerships, Support and Success

National Park Service Superintendents

1941-1944	Lincoln Borglum
1944-1944	Albert Taylor
1944-1948	J. Estes Suter
1948-1951	Albert E. Elliot
1951-1958	Charles E. Humberger
1958-1965	W. Leon Evans
1966-1973	Wallace McCraw
1973-1979	Harvey Wickware
1979-1982	Edwin L. Rothfus
1982-1985	Robert Reynolds
1985-2001	Daniel Wenk
2002-2003	Don Striker
2004-	Gerard Baker

Mount Rushmore National Memorial Society Presidents

1930-1937	Joseph Cullinan
1937-1941	Gutzon Borglum
1941-1958	John Boland, Sr.
1958-1964	William Williamson
1964-1970	John Boland, Jr.
1970-1982	Hoadley Dean
1982-1985	Ray Aldrich
1985-1987	Don Delicate
1987-1993	Carolyn Mollers
1993-1997	Kirk Dean
1997-1999	Eddie Clay
1999-2005	Jim Nelson
2005-2006	John Brockelsby
2007	Glenn Barber
2008	Al Johnson
2009-	Gene Lebrun

Dedications

July 4, 1930	Washington
August 30, 1936	Jefferson
September 17, 1937	Lincoln
July 2, 1939	Roosevelt



Original Mount Rushmore Commission.



1991:
Mount Rushmore's 50th.



2004:
Avenue of Flags illuminated.

1923

South Dakota State Historian Doane Robinson proposed a carving of western heroes in the area of the Needles.

1924

Robinson contacted sculptor Gutzon Borglum, who broadened the historian's idea and suggested a carving of national significance.

1925

Gutzon Borglum selected Mount Rushmore as a suitable site for carving.

The South Dakota legislature and Congress (with the support of Doane Robinson, Senator Peter Norbeck and Congressman William Williamson) passed enabling legislation to permit the carving.

The Mount Harney Association, created by the legislature, was given direction and authority to proceed with the Memorial.

1927

President Coolidge visited the Black Hills and dedicated Mount Rushmore as the site for the carving. Borglum symbolically began carving at this time by climbing the mountain and using six drill bits to begin Washington.

1929

The Mount Rushmore National Memorial Commission was established through enabling legislation and President Coolidge named members to the Commission. It received a matching appropriation of \$250,000 and assumed financial responsibility for the project.

1930

The Commission met for the first time in the White House with President Hoover presiding. The Mount Harney Association turned over all funds raised for the work, approximately \$54,000.

The Commission comprised of Joseph Cullinan, Chairman of Texaco; Fred Sargent, President of Chicago Northwestern Railway; Julius Rosenwald, head of Sears Roebuck and other national figures. South Dakotans on the Commission were John Boland, Rapid City; D.B. Gurney, Yankton; Charles Day, editor of the Argus leader; Royal C. Johnson and William Williamson who were then Congressmen from South Dakota.

Incorporated as a nonprofit corporation in the District of Columbia on February 24, the Mount Rushmore National Memorial Society of the Black Hills assumed the responsibility of soliciting private funds and providing citizens the opportunity to be involved in the Memorial.

The Society was integral in managing the School Children's Fund in October, 1930 in which every child was encouraged to make a free will offering to Mount Rushmore. A total of \$1,707.80 was collected.

1933

The Memorial became part of the National Park Service system and the partnership between the NPS and the Society officially began.

The Commission and Borglum remained responsible for the completion of the sculpture. Following Gutzon Borglum's death, his son, Lincoln, continued to refine the sculpture.

1940s

The Society operated the binoculars concessions at the park through the Tower Optical Company, raising funds for park needs.

1941

Carving ended on October 31, and the administrative and protective responsibilities of the Memorial were turned over to the National Park Service.

The Society became the first concessionaire at Mount Rushmore which was operated by C.C. Gideon for many years. Through profits obtained from the concessions, the Society supplied

funds for construction and improvements at Mount Rushmore until 1968.

1952

The U.S. Postal Service issued a 3-cent Mount Rushmore Stamp.

1954

Plans began for improvements and additions to roads, parking and facilities within the Memorial. These plans were a part of the bigger National Park Service Mission 66 to improve facilities within national parks. Work on the approach road from Keystone, the visitor center, amphitheater, concessions dormitory and concessions buildings took place between 1954 and 1956. In 1963, the Visitor Center opened to the public.

1967

The Society fulfilled its contract in full with the United States government by repaying \$750,358 to Congress for appropriations that had been made for development in the 1950s.

1968

The National Park Service transferred concession operations from the Society to a private party. The Society continued to benefit from the concessions, but in a lesser amount, until 1974.

The Society continued to provide modest support to the Memorial for programs, minor needs and administration between the years of 1968 and 1987.

1974

The U.S. Postal Service issued a 26-cent Mount Rushmore airmail Stamp.

1980s

The park conducted a general management plan that determined the need for enlarged and improved visitor facilities. Designs and planning began for total redevelopment of visitor facilities at the Memorial.

1988

Tom Griffith became the first executive director and the first paid staff of the Society.

The Society moves into the Norwest Bank building who provided donated office space.

1989

Under the leadership of Carolyn Mollers and Ray Aldrich, the Society began a nationwide campaign called the Mount Rushmore Preservation Fund led by Al Neuharth. Carol Reed Brown became the state coordinator for the campaign. South Dakota Governor George Mickelson issued a \$2 million challenge that would be matched by state funds. More than 54 South Dakota communities exceeded that challenge by providing \$3.5 million to the Preservation Fund. Ultimately, the campaign raised \$25 million and saw a total of \$56 million in improvements at Mount Rushmore.

Jan 1990

The Society funds RE/SPEC to conduct a 10-component structural study of the sculpture.

1991

Radio City Music Hall Productions produced a Golden Anniversary event at Mount Rushmore. President George H. Bush formally dedicated the Memorial at the celebrations.

The Society produced the official presentation cover for the 29-cent Flag Over Mount Rushmore stamp.

With support from South Dakota's congressional members, including Representative Tim Johnson, Senator Larry Pressler and Senator Tom Daschle, a coin bill passed Congress. The United States Treasury minted a three-coin commemorative set.

A portion of the sales of these coins was allocated to the Preservation Fund, providing over \$6 million in funding for the redevelopment.

Sales of the book, *America's Shrine of Democracy* by author Tom Griffith, and other commemorative products generated further revenue and attention for the campaign.

Society sponsored the lighting of the Mount Rushmore Christmas tree for the first time.

1992

The initial groundbreaking for the redevelopment took place and construction continued on the redevelopment for six years.

1993

The Society formed a cooperating association known as the Mount Rushmore History Association. A bookstore opened, and products were selected and created to educate visitors and provide interpretive tools to tell the story of Mount Rushmore.

1995

In May, the Society was awarded the National Park Partnership Leadership Award.

1997

The Society obtained private financing of \$17 million in order to build a parking facility when federal appropriations were unavailable. The Society contracted with Bob Mudlin of Presidential Parking, Inc., to operate the new parking concession operation.

Dedication of the largest amphitheater in the National Park Service took place July 15. South Dakota native Al Neuharth, founder of the Freedom Forum, was joined at the podium by former Canadian Prime Minister Brian Mulroney, Mount Rushmore Memorial Superintendent Dan Wenk, and Charles Overby, chief executive and chairman of the board of the Freedom Forum. Neuharth and

the Forum board contributed \$1 million to the amphitheater which seats 2,000 people.

1998

The redevelopment design and construction of the current facilities at Mount Rushmore were completed with no federal tax dollars being used to fund the project. The Preservation Fund goal of \$56 million was reached by combining \$25 million in private and corporate contributions, \$14 million from AmFac Concession investments and \$17 million from the parking facility investments.

The first Independence Day fireworks display took place at Mount Rushmore and became a national event.

Spearheaded by Mary Ellis Borglum Vhay, the Hall of Records was completed with funds raised by the Society for the redevelopment.

2000

The Society and State of South Dakota funded a new movie for the evening program at the Mount Rushmore Amphitheater. Through partnerships with Discovery Communications, the National Park Foundation and the National Park Service, the award-winning film *Freedom: America's Lasting Legacy* was produced. The Evening Lighting Program is now the largest attended evening program in the park service.

2004

The History Association opened its second bookstore. Award-winning original publications were produced, and annual sales totaled over \$1 million for the first time. Total amount of aid-to-the park funds provided to the NPS by the association reached \$1 million.

Through funding from the Society and the hard work of the National Park Service, lighting was added to the Avenue of Flags, becoming the second most photographed spot at the Memorial.

2005

The Mount Rushmore History Association produced the Mount Rushmore Audio Tour and opened a third seasonal bookstore in the Sculptor's Studio.

The Society funded and provided event support to U.S. immigration officials for the return of the Naturalization Ceremony held at Mount Rushmore.

2007

The Society created the Mount Rushmore Institute division to host educational forums at Mount Rushmore.

The Society moved administrative offices into First Interstate Bank on Eglin St.

2008

The Society funded an environmental study for the Backcountry Trail and the Mickelson/Mount Rushmore Connector Trail.

2010

This year marks the 80th anniversary of the Mount Rushmore National Memorial Society.

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

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