

This is our Legacy.

Annual Report • 2021

This is Mount Rushmore.
Preserve. Promote. Educate. Protect.

MOUNT
RUSHMORE
SOCIETY





Supporting Mount Rushmore Since 1930.

An Official Partner of the National Park Service

Our Mission.

The Mount Rushmore 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.

Message from Leadership



I personally believe Mount Rushmore represents grit, passion and resilience."

—Diana Saathoff, CEO

Cover Photo: The Presidential Trail gives visitors an upclose view of the Memorial. Extending in a half-mile loop from the Grand View Terrace to the Sculptor's Studio, the trail passes directly in front of the carving at the base of the Talus Slope.

What's Your Story?



Okay, let's chat. Face to face, heart to heart. What is your Mount Rushmore story?

If you are reading this, you have most likely seen the granite faces of Mount Rushmore National Memorial for yourself. What drew you to the sculpture? Was it the wonder of the colossal carving? Was it the appreciation of grand scale artistry? Was it the symbolism represented in this

American icon? Do you have a favorite president on the mountain? Was it to challenge the premise of what leadership looks like? Was it to reaffirm your commitment as a veteran? As a patriot?

Whatever the reason, know that you and your dreams are welcome here. This national memorial belongs to the people of America. Our national park sites have been called America's greatest idea and certainly one of our greatest gifts worthy of protecting for future generations.

I personally believe Mount Rushmore represents grit, passion and resilience. I believe the rough edges around the sculpture represent an unfinished journey to create a more perfect union. I believe it is time we embrace all stories and legacies. Great artwork provokes emotion, and Mount Rushmore has always delivered on that promise. Let's harness the power of this place and create a portal of possibility.

Making lifelong memories is our mission and passion. We need your help to reach, teach and inspire future leaders, conservationists, historians, adventurers, artists, entrepreneurs and patriots of all walks of life.

What's your story? What is your legacy? Together, we can make a difference. Together, we can shape and invite the next generation of park stewards and big dreamers. Let's tell those stories. Let's leave a legacy of inclusion and inspiration.

Won't you join us in this work?

Sincerely,

Diana Nielsen Saathoff, CEO

Your Stories



Junior Ranger
Nate Phippen.

Making Wishes Come True

Nate Phippen (pictured above) and his family visited the Black Hills last August as a part of his Make-A-Wish trip. His guides were Society Director of Philanthropy Stephanie Pariza and Maddie, a Mount Rushmore Kay Jorgensen Interpretive Intern.

Nate spent a day with our team, learning about the history of the sculpture, the men behind the carving and the nature surrounding the park. Nate eagerly soaked up every detail while working to complete his Junior Ranger workbook. What a delight it was to witness the next generation of park interpreters light a fire in the next generation of park stewards.

As Nate's father told us: "I'm holding you responsible for Nate's newfound interest in National Parks and the Junior Ranger program! He had so much fun completing the Junior Ranger program at

Mount Rushmore. We went to four more parks so he could do their programs! I can't tell you 'Thank You' enough! We made so many wonderful memories which our favorite was Mount Rushmore! Thank you for being such a wonderful host and taking such good care of us. We had such a good time that we are looking for a camper, and Nate is planning his next trip to South Dakota! Take care and thanks again!"



Junior Rangers

The Junior Ranger program is an activity-based program conducted in most national parks. But, unlike some parks, Mount Rushmore's program is absolutely **FREE** because of your ongoing support of the Society.

In 2021, **23,000** children learned about the historical and cultural significance of Mount Rushmore by completing the Junior Ranger booklet (ages 5-12) and/or the Rushmore Ranger booklet (ages 13+). Children were also able to earn their Junior Ranger badge by participating in Junior Ranger Quest, an online version of the program available for free download.

Those who completed the activities were also "sworn in" with an oath and received an official Junior Ranger badge.



Creating Family Memories

Planning a family vacation is something that a lot of us take for granted. But for some, there is more to consider than just “Where shall we go and what shall we do?” For Evelyn Greisen and her family, a trip to Mount Rushmore was a labor of love that brought memories to last a lifetime.

As Evelyn’s mother explains:

“Evelyn was diagnosed with leukemia in 2017 on her second birthday. Our family had to protect her from everything from influenza to the common cold and Covid. Instead of going to daycare and playing with neighbor kids, she was often isolated to environments that would keep her safe. When you are immunocompromised, every germ can be dangerous. Anytime we left our small Nebraska community, she would ask us if we were going to the hospital in Omaha. Her wish was to be able to take a trip with her family.

After a lot of careful thought and planning, Evelyn wished to go to the Black Hills in South Dakota. While on our trip, our family enjoyed a tour of Mount Rushmore which allowed for a bird’s-eye view of the monument. Our tour was amazing, and our tour guide from the Mount Rushmore Society did an excellent job of pointing out the rich history and showed us all the special features and best viewpoints. We got to meet park rangers and hear about their work. We had so much fun that Evelyn’s oldest sister is now even thinking about a future in the park service. This will definitely be a vacation our entire family will never forget!”



Programming

All visitors to Mount Rushmore, including our Make-A-Wish families, experience a variety of programming while visiting the park.

Your donations provide for Presidential re-enactors to roam the park and give scheduled and impromptu presentations to guests.

Your support also provides for cultural programming, including dance exhibitions on the Memorial grounds, storytelling in the Lakota, Dakota & Nakota Village and Sequoia Crosswhite (pictured above), who provides Native American flute music in the Youth Exploration Area.

A man in a park ranger uniform and hat is sitting outdoors, smiling. He is wearing a light blue short-sleeved shirt with a badge on the chest and a tan fedora-style hat. The background is a lush green forest.

Did you know?

Funded by the Society, seasonal park rangers gave educational presentations to 218 students visiting the park in 2021. The Society also funds the bus parking scholarships for these groups.

Interpretive Programs by Seasonal Rangers

More than 2.5 million visitors toured Mount Rushmore in 2021! Mount Rushmore's seasonal interpretive rangers and interns, funded by the Society, gave **5,398 talks** in various locations throughout the park.

More than **350,000 visitors** attended formal and informal interpretation presentations which gave information about sculptor Gutzon Borglum, the workers, carving techniques and more.

In addition, more than **1.8 million** visitors interacted with these rangers who staffed the Visitor Center and Information Center desks.

“Mount Rushmore is such a spiritual place. Each visitor experiences the park in a personal way. Standing on the Grand View Terrace, they reflect on what the park means to them.”

*Deputy Chief of Interpretation
Blaine Kortemeyer*

To date, more than 40 young adults have completed the Kay Jorgensen Interpretive Internship Program, and more than 1/3 have gone on to become permanent National Park Service employees.



The Kay Jorgensen Interpretive Internship Program

In 2021, **six** young adults, like Anna Van Kley pictured left, were selected for the Kay Jorgensen Interpretive Internship Program where they worked closely with the full-time interpretive staff at the park. They created engaging talks and programs for the visiting public throughout the summer. Thanks to you, the Society provided the stipends and lodging for them.



On the Blackberry Trail

In July, a duo from Nevada, MO, ended their 50-day journey on horseback to Mount Rushmore via the Blackberry Trail that the Society helped rehabilitate for equine use. It was quite a challenge, but seeing Mount Rushmore at the end of their ride was a great reward!

Not all who utilize the Blackberry Trail have travelled cross country, but it enables hikers and those on horseback a way to see Mount Rushmore from a different perspective.

The trail connects to the Centennial Trail in the Black Elk Wilderness, which is part of the Black Hills National Forest. The trailhead can be found across the highway from the Mount Rushmore parking garage.



**2021 Newly
Commissioned Officers
with the Mount Rushmore
Army ROTC.**

Naturalization Ceremony

After a two-year hiatus, we were honored to host a Naturalization Ceremony at Mount Rushmore by the United States District Court for the District of South Dakota last June. This patriotic, moving event celebrated 50 people who became new American citizens.



Honoring ALL Who Serve

At Mount Rushmore, we celebrate the men and women in uniform from the past, present and future.

Each night during the summer, literally hundreds of men and women from the armed forces gather together for the Evening Lighting Ceremony at Mount Rushmore. As individuals, they represent dozens of different viewpoints, cultures, professions and experiences.

Each night, they come together remembering the common bond of their oath to “defend the Constitution from all enemies foreign and domestic” and are recognized for the service that they have provided to their country. It is a sight to behold and an emotional experience for participants and viewers alike.



This popular ceremony includes a ranger program, a movie and a patriotic flag-folding ceremony, honoring all men and women from the armed forces in attendance.

Your Purchase Matters



For the first time in two years, all of our store locations were open at one time. It was almost a “normal” year! Visitation to the Black Hills was at an all-time high, and overall retail sales more than doubled.

Mount Rushmore Bookstores

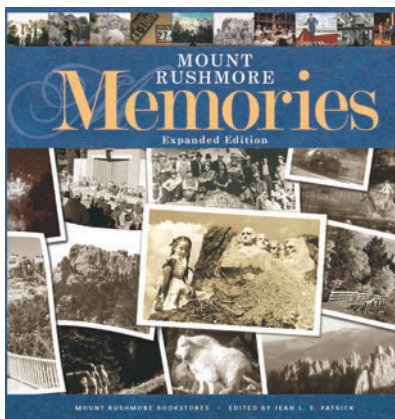
After experiencing periodic closings due to construction and COVID the last several years, we are happy to report that all of our locations were open at Mount Rushmore National Memorial last summer, including the Information Center Bookstore, Visitor Center Bookstore and the Sculptor’s Studio Bookstore.

Mount Rushmore Self-Guided Tours

The tour operated normally in 2021, and we were happy to offer this educational opportunity yet again to visitors and group tours.

Mount Rushmore Memories: Expanded Edition

This book is our latest self-published book. It is an engaging collection of memories of Mount



Rushmore, including visitors, employees, local residents, National Park Service employees, politicians, a former Rushmore carver, and the grandchildren of Doane Robinson and Gutzon Borglum. First published in 2011, this edition has been updated to include more stories of how Mount Rushmore brings individuals together, and they remind us of details that could easily be forgotten over time.

Memories at the Rapid City Airport

Traffic at the airport steadily increased in 2021 with sales in line with what the operation experienced in 2020. It continues to be a favorite stop for travelers wanting the perfect Mount Rushmore/Black Hills keepsake or convenience items.

Memories on Main

The staff greeted more visitors to this store in summer 2021. Sales increased by 56% over 2020, as the result of a new venture (producing Holiday Gift Boxes for area businesses) increased our exposure and revenue.

Our Partnerships

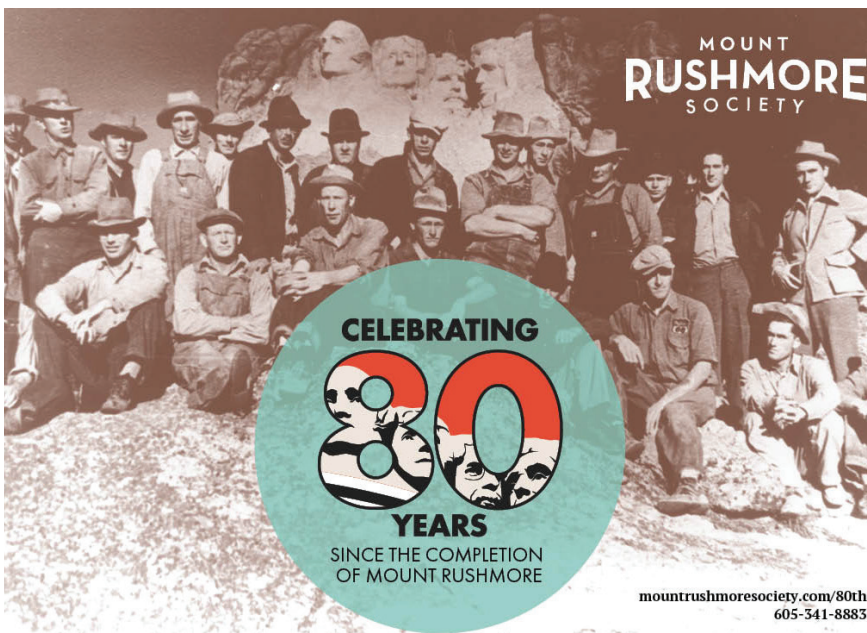
Presidents in Conservation

We partnered with Mission Conservation and Agents of Discovery to present a Facebook Live Presentation on “Presidents in Conservation” in February, 2021. Staff members Debbie Speas and Stephanie Pariza, along with President Theodore Roosevelt re-enactor Gib Young, presented information regarding contributions that each of the Mount Rushmore presidents made to conservation, as well as a glimpse into the natural resources within the 1,200-acre park.

Face to Face with Mount Rushmore

During Women’s History Month, Mount Rushmore’s Chief of Interpretation Maureen McGee-Ballinger shared stories of the grit and determination of a few of the women important to the history of Mount Rushmore and the Black Hills region. More than 300 people were reached by this program.

Website
More than 18,000 friends visited our website in 2021.



80th Anniversary Celebration

As we were still in the throws of the pandemic, we celebrated the 80th Anniversary of the completion of Mount Rushmore virtually last October. We had 60 registrations/gifts as a result of the program. Now that it is public, we have had over 220 views.

With the generous assistance of Gray/KOTA/KEVN, our virtual program featured author/historian Tom Griffith, former Mount Rushmore

Superintendent Dan Wenk and Superintendent Michelle Wheatley. They reflected on how Mount Rushmore visionaries, workers and supporters persevered and demonstrated resilience over the years to create, enhance and maintain a park of national significance.

A sincere thank you to everyone who donated \$80 (or more!) If you missed the premiere, you can still view the program on our website. It is a great reminder of how Mount Rushmore embodies the themes of perseverance and resilience.

Thank you to our partners:





*The Mount Rushmore Society crew surprised Xanterra's Food and Beverage Manager **Lloyd Shelton** on his last day of work with the Society's Friend of the Faces Individual Award. Lloyd worked at Mount Rushmore for over 13 years. We recognize him as a true partner who always supported our mission in promoting and raising support for the park!*

Visit Rapid City

AMAZING RUSH 5

We were excited to be a part of Visit Rapid City's Amazing Rush 5 this year! Inspired by the popular reality game show "The Amazing Race," The Amazing Rush gave two meeting groups the opportunity to spend two days in Rapid City and the Black Hills, experiencing bucket-list landmarks, iconic national parks and many unique stops, including a "cook off" at the Society Rapid City offices!

The winning team won a sponsorship to be used towards the hosting of their group's event in Rapid City.

Wander Project

Vacation Races' Rushmore Half Marathon was held on September 18, 2021. Nearly 3,000 runners from 49 states and 2 countries traveled to the Black Hills for the race. 65% of them were visiting Mount Rushmore the first time!

As part of their marathons, Vacation Races, through their official nonprofit Wander Project, raises money through a charity bib program to benefit an organization in the community that a marathon is held.



Through a partnership with Vacation Races and Wander Project, the Mount Rushmore Society is grateful to have been the non-profit partner for a number of years.

Stories of Honor

The Mount Rushmore Society was honored to sponsor the Rapid City Journal's Stories of Honor program. The program asked the public to nominate a special veteran or an active service member to show appreciation of their duty to country. In July, selected military were honored at a banquet celebrating their sacrifices.

2021 Social Media

4,487 Facebook Fans

1,055 Twitter Followers

738 Instagram Followers

Our 2021 Supporters

The Mount Rushmore Society's impact would not be possible without the generous support of members, donors and friends. The list below is comprised of those who have given \$100 or more to advance the work of the Society in 2021. All of this support enables the Society to provide funds to support park projects that are over and above Mount Rushmore's baseline operations. Your generosity makes our work possible, and we thank you.

Sculptor's Circle

\$500,000-\$999,999

South Dakota Department of Tourism

Freedom Society

\$50,000-\$99,999

Steven K. Baker & Nan S. Hwang
Gloria Borglum Charitable Trust

Independence Society

\$10,000-\$24,999

Johnathan & Angie Brandon
Chuck & Barbara Lien
Tim & Karen Raben
Rob A. Randels
Aaron & Jennifer Smith
Wander Project

Patriot's Society

\$5,000-\$9,999

BankWest Inc.
Jeff & Melinda Cotton
Gregg & Carla Galloway
Sid & Diane Goss
Brad & Carol Johnson
Security First Bank

\$1,000-\$4,999

Bob & Judy Antior
Gary & Gloria Brown
Cathleen Christopherson
Bob & Bev Curtis
Earl & Loretta Davis
Brian D. Hagg
Charles & Kathryn Hart
Stephen Herr
Doug & Marnie Herrmann
Jim Johnston
Toni Logar & Ed Corwin
David & Cynthia Mirsky
Marc & Stephanie Pariza
Warren & Joan Robinson
Eileen Rossow
Lloyd & Jan Sohl
Xanterra Parks & Resorts

\$500-\$999

Susie & David Askanase
Kelly & Crystal Brightwell
Mike & Amelita Depaola
Bob & Sharon Dominicak
Sean Grollmund
Deb Kuehn
Pat & Mariruth Wittkamp

\$100-\$499

Patrick Abraham
Stan & Lynda Adelstein
Hilton Alexander
Donna Bernstein
James & Cathy Bouck
Yvonne Kay Brown
Biggers Family
Bill & Karen Cadow
Lois Castrucci
MW Chapman
David Christensen
Mark Cina
Tony & Brenda Cleberg

David Coburn
Joseph Crawford
Kevin Damour
Glorianne Davis
Stephanie Dean
Mike & Carmen Derby
Mike & Connie Diedrich
Judy & Bill Duhamel
George Dunham
Gene Fennell
Greg & Karen Fick
Martin Freidel
Aaron & Dawn Galloway
John & Katie Gates
Nancy Gowen
Tom & Carol Graslie
Jim & Connie Green
Howard Grobstein
Joe Guzzardi & Wendy Lau
James & Deanna Haluska
Angela Hanson
Lin Harris
Dwight Haverkorn
Barbara Helton
Terry Hoselton
James A. Huff
Lee & Jean Hulm
Kay S. Jorgensen
Mark Junek
Myles & Jeanette Kennedy
Mark & Suzanne Lackermayer
Bobby Lapin
Bonita Ley
Theresa Linn
Kevin & Raylea Mace
Jessica Manivasager
Christopher Mann
Steve Meinhardt
Thomas Merritt
Russell Movall
John Neblett
Brent & Sue Nixon
Cheryl Owens & Shane Black
Kim & Alicia Patik
Ross Phippen
Michael Pierce

Karen Proell
Daniel Rebeor
Deborah Richard
Debra Romboletti
Diana N. Saathoff
Rachael Schochet
Penny Schomaker
Bill & Cheryl Schreier
Grant & Andrea Serna
Rex & Linda Shattuck
Anthony Siegle
Ferdinand Smith
Doree & Michael Spotts
Louri Sullivan
Paul Van Bockern
Roger Valentine
Terry Warren
The Weilbach Charitable Fund
Jim & Sharon Weinell
Leslie Wetzel
Michelle Wheatley
Janet Richmond Whechard
Stuart Wittenbach
Darrell & Karen Worman
Maraea Yates
Tom & Sharon Zeller



Pictured above are those who gathered for the Grand View Terrace Donor Wall Unveiling in August: Director of Philanthropy Stephanie Pariza; Director of Finance Jackie Spreizer; Sales Associate Kim Miller; Black Hills Energy's Director of Strategic Communications, Brand Management and Public Relations Stephanie Dowling; Diane Goss; Society Board Member Dr. Sid Goss; President Aaron Galloway; Nan Hwang & Steven Baker; Past President Kay Jorgensen; Treasurer Tony Cleberg; Superintendent Michelle Wheatley; CEO Diana Saathoff; COO Debbie Speas; and Black Hills Energy's President and CEO Linn Evans.

Donor Wall Unveiling Represents \$210,000 of Gifts

The Society and the National Park Service unveiled **eight new donor** names engraved on the Grand View Terrace Donor Wall at Mount Rushmore National Memorial during a ceremony on August 7. The donations represent **\$210,000 in gifts** to support the Memorial.

Among the names unveiled were Steven Baker and Nan Hwang of Oahu, Hawaii: *"We visited Mount Rushmore, and it was an emotional experience for both of us," says Steven Baker. "I had visited Mount Rushmore decades ago, and this was Nan's first visit. While shopping in the Mount Rushmore Bookstore, Sales Associate Kim Miller told us about the Mount Rushmore Society and the Grand View Terrace Donor Wall.*

Unbeknownst to each other, we both contacted the Society independently to surprise the other with a donor wall gift! When we realized that we had had the same idea, we decided to "pool our resources" and provide support to a Memorial that clearly means so much to both of us."

This support is especially meaningful to Nan, because she became a U.S. citizen a couple



Pictured above are (left) Nan Hwang and Steven Baker of Oahu, Hawaii who joined the Freedom Society.

decades ago and her commitment to this country and the ideals that Mount Rushmore represents are important to her.

Contributions of \$5,000 and up to the Society are eligible for engraving on the Grand View Terrace Donor Wall at Mount Rushmore after going through a donation review process. Please contact Stephanie Pariza about this unique opportunity to continue the legacy of Mount Rushmore for future generations!

Financials

Statement of Activities

As of December 31, 2021

SUPPORT & REVENUE

Grants	\$203,746
Contributions	\$584,261
Retail	\$1,396,223
Investment & Other Revenue	\$2,401,948

Total Support & Revenue **\$4,586,178**

FUNCTIONAL EXPENSES

Program Expenses:

Direct Program Support for Memorial	\$134,397
Indirect Program Support for Memorial	\$291,275
Retail Program Support	\$624,222

Support Expenses:

General and Administrative	\$315,695
Fundraising	\$186,349
Retail Support	\$404,319

Total Expenses **\$1,956,257**

Change in Net Assets **\$2,629,921**

Net Assets Beginning of Year **\$19,661,068**

Net Assets End of Year **\$22,290,989**

Complete copies of the Society's audited financial statements and notes for 2021 are available upon request by calling CEO Diana Saathoff at 605-341-8883. The Society's 990 is available on Guidestar.

2021 Direct Program Support

of Mount Rushmore National Memorial

\$134,397



Internships

\$58,834



Cultural Programming

\$27,518



Visitor Services

\$24,666



Junior Rangers

\$12,194



Pre-publication Costs

\$4,359



Event Support

\$3,681



Preservation

\$1,486



Visitor Experience

\$947



Bus Scholarships

\$605



Professional Development Support

\$107

Statement of Financial Position

As of December 31, 2021

ASSETS

Cash and Investments	\$20,157,173
Pledges and Receivables	\$30,747
Inventory	\$371,032
Other Assets	\$38,179
Fixed Assets	\$1,879,318

Total Assets **\$22,476,449**

LIABILITIES

Payables and Accrueds	\$185,460
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Total Liabilities **\$185,460**

NET ASSETS

Net Assets without Restrictions	\$21,398,650
Net Assets with Restrictions	\$892,339

Total Net Assets **\$22,290,989**

Total Liabilities and Net Assets **\$22,476,449**

The Naturalization Ceremony returned to Mount Rushmore in 2021. Approximately 50 people from around the world became citizens of the United States, as they sat in the Amphitheater, gazing up at the Shrine of Democracy.

Investment Highlights:

Investment returns for 2021 realized a 13.92% return while providing \$400,000 in distributions for Society operations, allowing all donations to be used directly for park needs.

Beginning investment balance was \$17,293,070 with ending balance as of 12/31/21 of \$19,300,215.



Looking Ahead

Monumental Movie Campaign

We are so pleased to announce that the first phase of the Monumental Movie Fundraising Campaign is complete and work on the new movies has begun!

Because of your generous support, the Mount Rushmore Society has transferred nearly \$1.4 million to the National Park Service for the development of two brand new interpretive films for Mount Rushmore. With these two new movies, visitors from around the world will have the opportunity to deepen their understanding of the American story in a way that makes history both relevant and tangible.

Harpers Ferry Center for Media Services (U.S. National Park Service) will coordinate the management, creative direction and government contracts for this project which will produce two films.

The Amphitheater film will provide a thought-provoking exploration of freedom, patriotism and democracy in the U.S. It will also address what these ideals – and Mount Rushmore itself – mean to a wide range of Americans. The new film will be representative of the entire country by featuring a diversity of voices, faces, perspectives and imagery. The film is part of the Evening Lighting Ceremony shown

To Give:
mountrushmoresociety.com/donate



Even though COVID continues to impact the nation, visitors find peace and contentment in their national parks. Visitation to Mount Rushmore topped 2.5 million in 2021, and we recently celebrated the 125th million visitor to Mount Rushmore since 1941. The Movie Campaign and projects like it will continue to serve our growing visitation.

nightly Memorial Day weekend through September in the Memorial's Amphitheater. This program attracts a capacity crowd every night from across the U.S. and the world.

The Visitor Center film will be a 15-minute introductory film providing an engaging and entertaining look at the history, design, construction and legacy of Mount Rushmore. The film will explore the symbolism of the Memorial, including why the four presidents were selected. The film will also highlight the vision, struggle and perseverance of Gutzon Borglum and the workers to create a monumental and enduring work of art that is recognized around the world. The Visitor Center film will play year-round in two separate theaters in the Lincoln Borglum

Visitor Center. Each theater will play the film three times per hour with staggered start times to accommodate as many visitors as possible. Each theater has a seating capacity of approximately 124 people.

While we are thrilled to have achieved this significant milestone, there is still work to be done. Fundraising continues to provide necessary improvements in the two theaters in the Lincoln Borglum Visitor Center, including all new equipment for the theaters and the outdoor Amphitheater.

We still need YOUR help with this project! Please consider donating to this worthy cause that will impact visitors for years to come.



Support Mount Rushmore in 2022

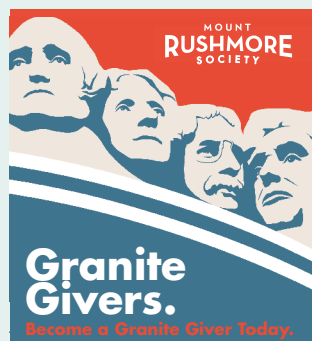
Pictured above, Darrell Red Cloud gives cultural programs at the Dakota, Lakota & Nakota Village during the summer at Mount Rushmore.

He educates visitors on the culture of the Lakota people, the original inhabitants to the Black Hills and why this land remains important to them today. To continue programs like these at the park, consider supporting our mission in the following ways:

- **Become a member.**
- **Shop our retail stores or online at mountrushmoresociety.com.**
- **Become a Granite Giver.** Granite Givers are a core group of committed monthly donors to the Society. Their consistent support helps us better plan with the park service on annual needs.

- **Leave a Legacy by making a planned gift.**
- **Get your name on the Grand View Donor Wall. See p. 13.**
- **Make a Tribute gift.** Memorialize a loved one, honor someone you admire or celebrate a milestone with a gift to the Society. Special recognition of the gift will be sent to the honoree.

Contact us for any questions about the above giving options!



Find Your Park

After a two-year hiatus, we resurrected the Find Your Park Festival in Main Street Square, Rapid City, SD. It was held Saturday, June 11, 2022, from 10 am - 2 pm with 18 vendors, representing our regional national parks, state parks, local parks and outdoor-related organizations.

FIND YOUR PARK Festival

The goal of the festival is to make the community aware of the various parks in our area, as well as other organizations geared to getting the public outdoors. Vendors provided information about their particular park or organization, as well as family fun activities.

Attendees were able to hear ranger talks, cultural presentations by Sequoia Crosswhite and Darrell Red Cloud and see the Black Hills Raptor Center in action! We also added a Find Your Park Scavenger Hunt and a "Camper's Challenge," in which local celebrities participated in "survivor" type challenges, with a camping flair!

Thanks to all the vendors who participated in this free event for the public!

Our Team

Staff

Diana Nielsen Saathoff, CEO

Cindy Mayes, Special Projects Coordinator
Patty Neumiller, Member & Donor Coordinator
Stephanie Pariza, Director of Philanthropy
Jameson Pfeifle, Warehouse Supervisor
Anna Raue, Director of Retail
Melonie Rymer, Retail Manager
Debbie Speas, COO
Jackie Spreizer, Director of Finance
Kaitlinn Verchio, Retail Manager
Cody Wolberg, Accounting Assistant

Mount Rushmore Society:

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Mount Rushmore Bookstores:

Mount Rushmore National Memorial
bookstores@mtrushmore.org

Mount Rushmore Memories Airport Store:

Rapid City Regional Airport | 605-791-6868
memories@mtrushmore.org

mountrushmoresociety.com

2021 Board of Directors

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Kay Jorgensen, Past President

Marnie Herrmann, Vice President

Anthony Cleberg, Treasurer

Jeffrey Connolly, Secretary

Gary Brown

Michael Diedrich

Brian Hagg

Dr. Antonette Logar

Richard Kinzley

Rollie Noem

Eileen Rossow

John Rozell

Emeritus Directors

Judy Duhamel

Leroy Ketel

Andy Knight

Dr. Sidney Goss

Tom Griffith

Phil Lampert

Tim Raben

Ruth Samuselsen



What's Your Story?

"I last visited Mount Rushmore when I was six years old, and I wanted to see it again as an adult. My husband, David, had never visited Mount Rushmore, and all his life he'd wanted to. He is now 85 and I am 80, and this past summer we finally got the chance to visit together. The magnificent faces of the presidents are still, indeed, awesome. But oh, the changes in the park itself! The entryway through the flags of all our states was lovely, and nothing could be better than eating an ice cream cone created from Thomas Jefferson's actual recipe!"

-Susie Askanase, Houston, TX

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