



Theodore Roosevelt
MEDORA FOUNDATION

SPRING
2013

ROUGH RIDER REVIEW

**New Starting Time
For The Medora Musical
—DETAILS ON PAGE 2!**



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Medora
EXPLORE IT. ADORE IT.

Photo by Bill Kingsbury

A Letter From The President

The Times, They Are A'Changin'



Randy Hatzenbuehler
TRMF President

It is March. We are thinking about the “big things” in Medora for the upcoming summer season. Hiring, construction projects, selecting cast members and specialty acts, fundraising, filling the irrigation ponds for the golf course, selecting over 600 volunteers and more. We are thrilled to let you know,

though, that one of the biggest and best changes is a new starting time for the Medora Musical that is more family friendly, kid friendly, and senior friendly.

When the cast takes the stage on opening night, June 7, the show will start at 7:30 p.m. Mountain Daylight Time! That's right, beginning this year, we've moved the start time for the Musical up an hour.

Why change? After all, the show has started at 8:30 p.m. for 48 years. We carefully debated the pros and cons of the case for an earlier start time. The decision became clear when we considered the most critical question: Will more families likely visit Medora and see the show if we make this change? We think that will be the case. As the lyric in the Bob Dylan song says, “The times, they are a'changin'.”

Reinforcing Our Brand

We know that many people across North Dakota associate the word “musical” with Medora. That is part of our brand strength. People all over the world know Theodore Roosevelt, an enormously important figure in history. We believe that one of the first associations people make with Theodore Roosevelt ought to be Medora and North Dakota. It has powerful potential. Connecting people to Medora through TR is part of our mission and vision. During March and April, we are embarking on a “TR Tour” with Joe Weigand with events in California, Arizona and North Dakota. We are also planning a trip to the Roosevelt Center in Holland along with a Rhine River Cruise during April 2014. I look forward to sharing more about these events in upcoming newsletters.

Thankful For Our Gifts

A time change, a quote from Bob Dylan and a focus on Theodore Roosevelt . . . that is as much as one should attempt in a short article. Only one final thought before you read on for more on what is happening in Medora and at the TR Medora Foundation. So much of what happens

7:30

7:30

7:30

7:30

7:30

Mountain Daylight Time

in Medora is part of the inevitable good that comes from good. Maybe that is the definition of a legacy. Harold Schafer's generosity did not just benefit the TR Medora Foundation. It impacted people who visit Medora. And others do the same. The gift from the Browns and Andersons to bring new activities for families (see article on page 5) affected not only the kids that enjoyed the family fun center, but also the volunteers who worked there. Margo Helgersen was one of those volunteers. She wants us to do more for kids and is helping make that possible through her personal support and her work with the Arthur and Edith Pearson Foundation. We are deeply grateful for what people do for each other through their love for Medora.

We look forward to seeing you next summer in Medora (and you are welcome to come this spring too)!

New: TRMF Business Memberships

You'll notice on the inside back cover of this newsletter a TRMF membership application form. A number of my friends have told me “Randy, you need a special membership category for businesses.” They're right. A lot of our business friends entertain clients at Bully Pulpit, and give performance awards to their employees for a job well done. A TRMF Business Membership can help them. Because businesses who become members at the \$1,000 per year level receive four Medora Musical season passes, and four rounds of golf at Bully Pulpit.

Call me today at (701) 223-4800, or drop me an e-mail at randyh@medora.com, and I'll get you the Business Member application. Thanks. I look forward to seeing you in Medora. Stop in the office any time. If I'm not there, you'll probably find me walking around town.

Randy

New Golf Pro Takes Over At One Of America's Top 100 Courses

When Casey Moen takes over as head golf professional at Bully Pulpit Golf Course this spring, he'll be in charge of one of the top 100 public golf courses in America. At least that's what Golf Digest, America's "golf bible" said this winter, when it named Bully Pulpit to its top 100 list for the first (but probably not the last) time.

Casey Moen is no stranger to Bully Pulpit. A Missoula, MT native, Casey worked at Bully Pulpit during the summer of 2011. He's a graduate of New Mexico

***"Speak Softly, And Carry A Big Stick"*
Casey Moen**

State University with a degree in marketing, and also graduated from the University's PGA Golf Management Program. He worked as a golf professional in the Western United States for the past seven years before moving to Medora this past winter.

Casey's hiring means the PGA logo will be on Bully Pulpit's doors this spring, when the course opens for its tenth anniversary year.

"As a Montanan, I am happy to get back closer to my roots," Casey said. "I'm very proud to be working at a course that was named one of 'America's Top 100



Casey Moen Teeing off in the Badlands.

Public Golf Courses' by Golf Digest this year." Casey noted that Golf Digest also awarded Bully Pulpit a "Top 3 Best in State" ranking this year.

The course had a record number of visitors last year, and Casey is anticipating another busy year. The course will open as soon in April as Mother Nature allows.

"Maybe even in late March if the course is ready," Casey says. Watch your local paper for an announcement. You can reserve tee times by calling 1-800-MEDORA 1 or by going to our website, www.medora.com.

MEDORA 2013 CALENDAR OF EVENTS

April 5	Bully Pulpit Opens
June 7	Medora Musical Opening Performance
June 8-9	Rough Riders Roundup
June 14	All Horse Flag Day Parade
June 15	Bully Run
June 22	Antique Car Show
July 4 & 6	Independence Day Parades
July 14	Veterans' Day in Medora & Adolph Burkhardt Concert
August 23	Rod Tjaden Memorial Golf Tournament
August 24	Badlands Trail Run
August 25-26	Harold Schafer Founders' Society
Sept. 1	Wade Westin Music Fest
Sept. 7	Medora Musical Final Performance
Sept. 7-8	Hot Air Balloon Rally
Oct. 20	Bully Pulpit Closes
Dec. 6-8	Medora's Old Fashioned Cowboy Christmas



Under Harold's Hat

Letters From Harold

(From early Gold Seal files, maintained meticulously by Harold's secretary, Erma Wolters)

Good Business Strategy:

2 August 43
E.A. Knudson Hardware
Sherwood, N. Dak.
Dear Mr. Knudson:



Two months have passed since I was in your store and took an order for Gold Seal Self Polishing floor wax. Merchandise just has not been coming through the way that it should, and therefore, since you paid for this order of wax, I am returning attached to this letter a check covering your payment on this plus one dollar extra to take care of any small bank cashing charges, etc. Should you still desire this product, I am enclosing a price list and folder on same, together with a stamped envelope. You may order any quantities, since I will have a car in here Sept. 1st and can make shipment from Bismarck at that time. Thank you kindly for your past considerations and I'll see you again sometime when I get to Sherwood.

Sincerely yours,
Harold Schafer

To a customer awaiting delivery in Carrington:

11 Oct. 43
Pettry Hardware
Carrington, N. Dak.
Dear Friends,

Your letter arrived last Friday right when I was in the midst of unloading a car of wax, and brother if you don't think that is a couple days job, I'll have you help me sometime. I had considerable trouble getting a car to ship merchandise in and although this has been ready to send since Sept. 15, at which time I told my dealers it would go forward, I had to go to Chicago visit with the War Production Board finally to get an empty car. Since this merchandise is shipped in refrigerator cars this time of year, I was fortunate in the respect that they need these cars in N. Dak. at this time or probably never would get any shipments . . . I have another car about ready to roll out this way within couple weeks which will help me keep dealers supplied . . . Bye for now, and see you next time I happen in Carrington way.

Sincerely Yours,
Harold Schafer

To hardware stores in the Upper Midwest:

27 November, 1943
Gentlemen:

Gold Seal Wax was born of an idea that Self Polishing Wax of better quality would sell under the label Gold Seal. This idea was given to me by a personal friend. As an individual I had previously accidentally stumbled on a way to manufacture a better quality self polishing floor wax . . . A very profitable line, with definite sales appeal to the housewife. If you would like to see and hear more about this wax line—no obligation—sign and mail the enclosed card. Our representative will call not too long after we receive the same.

Sincerely yours,
Harold Schafer

Editor's note: These three letters give an indication of Harold's business acumen. In the first one, Harold was making sure his good name was not sullied by his failure to deliver a product in a timely manner. Adding a dollar to the check (remember, this was 1943) probably cemented future orders from Sherwood. In the second, we see that Harold did everything from selling the wax to unloading the boxcars to handling correspondence with his customers. And in the third, we get some idea of Harold's marketing skills—this letter probably went to dozens, if not hundreds, of potential customers. Using direct mail as a marketing tool long before it was popular, Harold wrote a letter that was short, to the point, and with a good response mechanism.

SPOTLIGHT ON TRMF DONORS

ANDERSONS, BROWN SUPPORT FAMILY FUN CENTER

One of the big hits in Medora last summer was the new Family Fun Center on the west side of town. Thousands of youngsters spent summer days there, thanks to the generosity of some long-time friends of Medora. Dale and Claudia Anderson



Winnifred Brown



Claudia & Dale Anderson

of Fargo, and Claudia's mother, Winnifred Brown, provided much of the funding to make the Family Fun Center possible, through a charitable gift to the Theodore Roosevelt Medora Foundation. Winnifred's longstanding love affair with Medora led to the gift.

"I'm 96 years old, and I first came to Medora as an 8th grader with my classmates

in Mr. Roy

Swenson's

class,"

Winnifred said

recently. "So I guess I've been coming for more than 80 years."

"After that," Winnifred

continued, "I went to high school in

Dunn County, where I met and married my husband Claude. Every summer we took a ride at least once to Medora, about 60 miles away. We'd do the chores in the morning, go to Medora for the day, and get back home for evening chores. We had eight children. That was our vacation. Money was tight, and there was a lot to do."

Over the years, Winnifred and her children watched Medora grow. When Winnifred's daughter Claudia married Dale Anderson

and settled in Fargo, they continued to visit Medora and brought their family, as Claudia's folks had done.

"Even though there were all kinds of new things, like Bully Pulpit, the Medora Musical, shopping—at some point our family outgrew those, and the pool and mini golf," said Claudia. "For Dale and I, it's always been about family functions. You did things as a family, that's the way it is. So we were interested in helping provide more family activities."

"Mom, Dale and I have benefited from mineral development in western North Dakota, and that has let us choose to help those things that we support," Claudia said. "So we decided to step up to the plate and provide opportunities for other families. And my radar is still on more things, like a new mini golf course . . . we have to keep growing."

Claudia said she and Dale and Winnifred

have already been to the Family Fun

Center many times, and love visiting

with the families there. She's hoping

other donors will come forward to help the Family Fun Center grow. Winnifred, a long time financial supporter of TRMF, does too.

"I remember doing my taxes one year and there was some extra money, and I was wondering what to do with it," Winnifred said, "and I thought to myself 'Shoot, we've got something here to support—Medora!'"

"It's exciting," said Claudia. "The Family Fun Center will continue to grow, and more families will come to Medora."

You can watch a video of kids at play at the Medora Family Fun Center online at <https://www.youtube.com/watch?v=Mxma-PcZo5A>

Mom: "How was the waterslide?"

Jake 6 yrs: "Mom, think about it! Water and gravity make SPEED!"

Expansion Plans

Longtime Medora volunteer Margo Helgerson of Westhope has joined the Andersons and Winnifred Brown this year in providing more funds for the Family Fun Center in Medora. She's providing a personal gift, as well as a gift from the Arthur and Edith Pearson Foundation, of which she is a director. The funds will go for the construction of a new bathroom with changing areas and showers.

"I just love seeing the kids' faces, their joy and all the fun they are having" Helgerson said. "Medora is a wholesome family outing, very affordable. It's better for them to be here than to be sitting in front of a TV or an X-Box. I think this will help bring a lot more families to Medora."



TRMF Volunteer Margo Helgerson keeps an eye on kids using the inflatable water slide at the Family Fun Center.

Roosevelt In The Bad Land

Friends of Medora reading this newsletter already know a lot about Theodore Roosevelt and his time in the Badlands. But if you have nieces or nephews, or grandchildren, or even kids of your own who aren't familiar with TR's time here, a copy of Herman Hagedorn's *Roosevelt in the Bad Lands* would make an excellent gift. And it's easy reading, so if you're looking for a refresher course before coming west this summer, pick up a copy for yourself.

To get you started, here's the opening of his introduction.

I question whether any biographer has ever had a better time gathering his material than I have had. Amid the old scenes, the old epic life of the frontier has been re-created for me by the men who were the leading actors in it. But my contact with it has not been only vicarious. In the course of this most grateful of labors I have myself come to know something of the life that Roosevelt knew thirty-five years ago—the hot desolation of noon in the scarred butte country; the magic of dawn and dusk when the long shadows crept across the coulees and woke them to unexpected beauty; the solitude of the prairies, that have the vastness without the malignance of the sea. I have come to know the thrill and the dust and the cattle-odors of the round-up; the warm companionship of the ranchman's dinner-table; such profanity as I never expect to hear again; singing and yarns and hints of the tragedy of prairie women; and, at the height of a barbecue, the appalling intrusion of death. I have felt in

all its potency the spell which the "short-grass country" cast over Theodore Roosevelt; and I cannot hear the word Dakota without feeling a stirring in my blood.

Hagedorn's not just bragging. He spent a considerable amount of time in the North Dakota Badlands in the years shortly before and after Roosevelt's death in 1919, doing research, with the former president's blessing. Hanging on the wall in the Rough Riders Hotel in Medora is one of the president's letters of introduction which Hagedorn carried with him when he visited here, one of those countless rare documents Harold Schafer collected as he was rebuilding Medora to share its amazing history with visitors from around the world.

Hagedorn finished his book in 1921 and it was greeted with much acclaim and enthusiasm. It begins with Roosevelt's arrival in the Dakota Bad Lands to hunt buffalo in September of 1883, and Hagedorn's description of the place Roosevelt stepped off the train: the town of Little Missouri, D.T.

It was a world of strange and awful beauty into which Roosevelt stepped as he emerged from the dinginess of the ramshackle hotel into the crisp autumn morning. Before him lay a dusty, sagebrush flat walled in on three sides by scarred and precipitous clay buttes. A trickle of sluggish water in a wide bed, partly sand and partly baked gumbo, oozed beneath banks at his back, swung sharply westward, and gave the flat on the north a fringe of dusty-looking cottonwoods, thirstily drinking the only source of moisture the country

WHERE ARE THEY NOW?

Tweed Roosevelt: I Feel Like An Honorary North Dakotan

Since the founding of the Theodore Roosevelt Medora Foundation, a number of members of the Roosevelt family have served on the Foundation's board of directors. Tweed Roosevelt, President Theodore Roosevelt's great grandson, served on the board during the 1990s. He is now semi-retired and lives in Boston. We visited with Tweed about his time on the board and his interest in Medora, the Badlands, and North Dakota.

Have you read Hagedorn's book?

I first read *Roosevelt in the Bad Lands* years ago. In fact it was one of the first books on TR I read. It was a great read then to a young teenager and it still is a great read today. Many books have been written on this subject, but to me, none have done a better job telling the story of this brief but important aspect of TR's life.

Describe your early days on the TRMF board, your first meeting of the board, your first trip to Medora as a board member.

My cousin Jim Roosevelt, something of a family patriarch, had represented the TRA on the board of TRMF. He asked me to take his place. I had never been to Medora or North Dakota, and knew nothing about the TRMF before that. Jim briefed me about the various people involved in the TRMF and what it was trying to do. On my first trip to

Medora, I was met at the airport by Joel Gilbertson, who was then also on the board, and we drove together out to Medora. My reception was friendly and, of course, the beauty of the place was breathtaking. I enjoyed the next several years, making many lasting friends. From a personal point of view, the best part of this assignment was the many lasting friends I have made and I am proud to think that in many people's minds I am a sort of honorary North Dakotan.

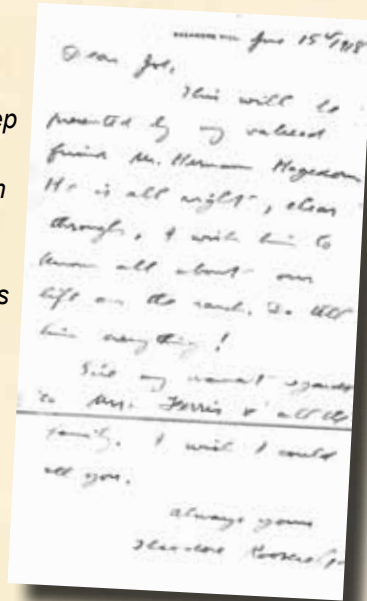
Describe your impressions of the Medora "personalities" as you first met them and got to know them.

I very much-admired Rod Tjaden's ability to run the Foundation, toeing the delicate line between what was best and what others might think was best. He ran a very tight ship, often in difficult circumstances. As to Harold and Sheila, what can I say that everyone doesn't already know? I learned a lot from the two of them as to how to deal with people and have always been grateful for their generosity and friendship. I particularly remember that towards the end of Harold's life, Sheila would let me take him on what we called "toots." These were several day road trips to such places as the Black Hills or Fort Berthold. I found, as everyone who ever knew Harold knows, that it was almost impossible to pay for anything when he was around.

nds: Getting To Know TR

seemed to afford. Directly across the river, beyond another oval-shaped piece of bottom-land rose a steep bluff, deeply shadowed against the east, and south of it stretched in endless succession the seamed ranges and fantastic turrets and cupolas and flying buttresses of the Bad Lands.

It was a region of weird shapes garbed in barbaric colors, gray-olive striped with brown, lavender striped with black, chalk pinnacles capped with flaming scarlet. French-Canadian voyageurs, a century previous, finding the weather-washed ravines wicked to travel through, spoke of them as mauvaises terres pour traverser, and the name clung . . . Bad lands they were, for man or beast, and Bad Lands they remained.



Theodore Roosevelt's letter to Joe Ferris, written in 1918, says "Dear Joe, This will be presented by my valued friend Mr. Herman Hagedorn. He is all right, clear through. I wish him to know all about our life on the ranch. Do tell him everything! Give my regards to Mrs. Ferris and all the family. I wish I could see you. Always Yours, Theodore Roosevelt."

Hagedorn goes on to tell in detail of the five years that TR was a regular here, sharing the story from first person accounts by the players in Roosevelt's life during that period—Sylvane and Joe Ferris, Bill Sewall, Wilmot Dow, and Lincoln Lang, among others. In fact it was Lang, who later wrote his own book about TR's time here, *Ranching With Roosevelt*, who served as a sort of "fact-checker" for Hagedorn. The book tells the stories we're all familiar with, like the bar fight in Wibaux, how he got the name "4-Eyes," the killing of his first buffalo, the capture of the boat thieves and his encounter with "hostile" Indians, and he also provides much detail of the growth of Medora, the building of the Elkhorn Ranch, and the character of the "characters" of Little Missouri country.

Roosevelt in the Badlands has gone through many printings, the most recent by the Theodore Roosevelt Nature and History Association, headquartered in Medora.

You'll find that volume for sale at the Visitor Center in Theodore Roosevelt National Park, The Western Edge Bookstore in Medora, and the North Dakota Heritage Center in Bismarck. But look soon for a new edition.

Roosevelt scholar Clay Jenkinson is working on a new, annotated volume which will include Hagedorn's interview notes from his trip to the Bad Lands. It'll be the best edition yet. We'll let you know when it goes on sale.

In fact, I only remember being successful once. We were staying, I think, in the Alex Johnson Hotel in Rapid City during a trip to the Black Hills, and at dinner, Harold saw one of his former employees having a birthday dinner with some of her friends. In typical Harold style, he summoned the waiter, gave him some money, and told him the birthday dinner was on him.



Tweed Roosevelt looks out over the Elkhorn Ranch

Sometime later, when I got up from our table, the waiter stopped me and with some embarrassment, said that the money Harold had given him was not nearly enough. I told him not to say anything and I paid the difference. As I say, that was the only time I got the better of

Harold on the matter of paying. I hope he never found out.

Have you noticed changes in Medora since you first came here?

I think the town of Medora and TRMF have, for the most part, done an excellent job of making improvements without destroying the character of this wonderful place. I only hope that they can keep this up, given the enormous challenges, which face North Dakota and the Badlands.

You have come back to Medora, and North Dakota, many times since you left the board. What is it that draws you here?

My friends and hunting. Every year I go in the fall to hunt upland game birds and waterfowl. Although not always successful, it is one of the high points of my year. Many Eastern friends of mine have enjoyed the birds I bring back.

Your son Winthrop spent a summer in Medora. Talk briefly about that.

I was delighted that TRMF hired Winthrop for a summer. I think he had a great time spending the summer with a good group of kids, most of whom had been raised in quite a different environment that he was used to. He learned the secrets of cow tipping and derrick riding. I certainly hope that my kids will develop a love for the Dakotas and the Badlands as I have.

FAILURE TO PLAN = A PLAN TO FAIL

You've heard that familiar phrase, and rarely is it more true than when it comes to your will and estate planning. Because of that, the Theodore Roosevelt Medora Foundation has recently launched its very own planned giving website, www.medoralegacy.org. This

extremely valuable service, created just for you, the friends and supporters of Medora, may prove invaluable to you and those you love.

When you visit our website, you will find helpful estate planning information to assist you in creating the plan

“ Rising property values, growth of investments, various types of life insurance, changing tax laws, and so much more, require proper planning for the future. ”

that is right for you. This confidential website allows you to create your own personal account, access helpful and timely information, and begin the planning process and gathering information needed by your attorney or financial advisor to finalize and execute your plan. You can work online or download a free Wills Kit, and so much more.

In addition, many of you reading this article have already received our accompanying TRMF Planned Giving *eNewsletter*. Not getting it yet? Go to the website, click on *eNewsletter*, and let us know that you would like to receive it.

If you aren't comfortable with a computer, or don't even have one, we can mail you the free Wills Kit and dozens of helpful articles and brochures (See our contact information below). Hundreds of our volunteers have a jump start on the process after receiving a copy of the book *Provide and Protect* from Crescendo.

The goal of planned giving is to help you plan your estate and charitable giving in a way that benefits you, your family and your favorite charities.

Without a plan that is right for you, an unnecessary amount of your assets may go to state and federal government in taxes. Your remaining assets may go to individuals other than those you prefer to benefit. So visit our website www.medoralegacy.org today. We'll be pleased to help you begin this journey of planning for your future. The TRMF Development team of Randy, Cordell and Denis will be glad to assist you in any way we can. Start with a phone call, (701) 223-4800 or an e-mail, denism@medora.com

EIGHT GOOD REASONS TO HAVE A WILL

Charles Schultz JD, a Bismarck native now living in California, and a great friend of Medora and TRMF, is a world renowned estate planning expert and attorney. He leads Crescendo Interactive, Inc., the largest provider of planned giving solutions. Take a minute and see if any or all of these potential consequences are what you might want for yourself and those you love. In his typical, practical style, Charles wonders...

Did you know that approximately 70% of Americans have no Will? Without a Will, there are some disadvantages:

1. The state has made a will for you, and you will not like what it says.
2. Most people think their spouse will automatically inherit everything. Not true.
3. The courts, not your family, are in control. Your money and your property (estate) are distributed according to inflexible state laws, not your desires.
4. If you are married and you and your spouse die together, you have no say about who will raise your minor children. The courts will decide, and may appoint someone as guardian whose values and lifestyle are different from yours.
5. The courts can choose a stranger or someone whom you would not want to serve to handle the settlement of your estate, and it may be expensive.
6. You will not have the opportunity to leave a charitable bequest to your favorite charities.
7. If you have minor children, money can be tied up in the courts that may be needed for their care.
8. When each child reaches the age of majority (age 18 in some states), he or she receives their inheritance all at once in a lump sum.

A CLOSE CALL IN A 1929 ROOSEVELT

If you visit the Harold Schafer Heritage Center in Medora this summer, pause and look at the 1929 Roosevelt automobile in the main gallery. It's only there because of some quick action by one of Medora's longest-serving summer volunteers, Lawrence Sand.

A Freeport, MN, resident, Lawrence has been coming to Medora "since the benches in the amphitheatre were made out of wood planks," and has come as a TRMF Volunteer for the past 11 years. During his volunteer years, Lawrence struck up a friendship with Sheila Schafer, and she used to have Lawrence take the Roosevelt out of her garage and give other volunteers and visitors a ride around town.

Well, one day Lawrence decided to take a few passengers up to the Burning Hills Amphitheatre. And it wasn't until they started back down the hill to town that they realized the brakes didn't work. Now, the hill from the Amphitheatre is pretty steep, and Lawrence realized immediately that they were in big trouble. But at the bottom of the first big hill below the parking lot is a gravel road which runs out into the Medora cemetery. Thinking quickly, Lawrence used that road much like truck drivers use a runaway truck ramp in the mountains, and managed to steer the Roosevelt and its occupants to a safe stop at the cemetery gate.

"Then I put it in low gear and crept down the hill to town," Lawrence said later. The brakes have since been fixed, and both Lawrence and the Roosevelt have become fixtures in Medora.

"I come every spring before the season starts and help get the campground ready for visitors, and then I come back at the end of the summer when the kids go back to college, to help out wherever I can," Lawrence says. "Medora is a family vacation spot like none other. I especially enjoy working with all the foreign students."

When he's not volunteering in Medora, he distributes Medora Vacation Guides and helps with community projects back in his home town in



Lawrence Sand with one of his passengers, Gloria Johnson of Moorhead, and the 1929 Roosevelt

Minnesota. He spends much of his free time picking up aluminum cans along the road, helping keep the ditches clean and raising money for the local Ronald McDonald House. "I think I've picked up about 111,000 cans around Freeport."

Now in his mid-80s, Lawrence is a cancer survivor who enjoys life. He sponsors bus tours to Medora from his home town, and each year makes monetary gifts to the Foundation "to help keep making the place better." He's also made and donated the "weather rope" hanging outside the Chuckwagon. Check the weather next time you stroll down Medora's Main Street.

Oops!

One of our sharp-eyed readers pointed out that in our last issue, in our review of Lincoln Lang's book *Ranching With Roosevelt*, we incorrectly said that the buildings at the Lang ranch, in the picture we used with the review, no longer exist. Jay Grantier said the current owners of the VVV ranch would be surprised to wake up one morning and read in our newsletter that their ranch is gone. The fact is, Lang's original ranch is gone, but his second ranch, downstream on the Little Missouri, lives on. Jay should know. He grew up there.

ON THE HORIZON-MARKETING MEDORA 2013

By Suzanne Wentz, Marketing Director

This is a very exciting year for our organization as we venture into not only an entirely new marketing campaign, but also innovative strategies as well! The Theodore Roosevelt Medora Foundation has collaborated with a Bismarck advertising agency, KK BOLD to develop and implement a fresh and fun marketing campaign for 2013. This is the first time in approximately a decade that



we will launch not only a new Medora tag line, but also new key marketing pieces such as a visitor's resource guide and a

new web site as well.

Whether you are 65, 35, or 5...it is all about the wonderful life inspiring experiences that you gain by visiting Medora. How can a marketing department help convey an experience? We have collaborated with KK BOLD to develop an overarching tag line that will hopefully speak to every audience. This tag line will shoulder many inspiring headlines, ads, and images that will entice travelers through emotion and humor. Drum roll please...

"EXPLORE IT. ADORE IT. MEDORA" is the tag line for this year's campaign and anticipated for seasons to come!

The new web site will undoubtedly make planning your trip

to Medora much easier as well as to offer new benefits such as targeting your trip to your specific areas of interest and even having the ability to print a personal trip agenda to be utilized once you arrive in Medora.

A new visitor's resource guide will be offered to every traveler. The resource guide will showcase large, beautiful images of destinations such as Theodore Roosevelt National Park, the Medora Musical, Bully Pulpit, and much more. This guide will include a user friendly map that will successfully lead visitors to their destinations.

Please join us in our enthusiasm as we embrace the upcoming summer season and all the new adventures it has to offer. The Medora Marketing Campaign kicks off on March 20th with many public relations events, a live web site launch (www.medora.com), and hopefully an increase in travel inquiries for this summer. We look forward to seeing you all there!



A sneak preview of our new website.

FAMILIAR FACES TAKE ON NEW ROLES IN MEDORA

TRMF Chief Operating Officer Mike Beaudoin has announced several staff promotions and additions as the Foundation gears up for the summer season.



Molly Smith

Molly Smith has been named the Theodore Roosevelt Medora Foundation's Human Resources Director for International Staff. Molly joined our staff in 2009 and began working with our international employees a year later on a seasonal basis. With our international staff playing such a big role in Medora, Molly will devote full time

to working with them. Molly's a Nashville native who grew up in Ottawa, Canada, and received her teaching degree in English as a Second Language from Bethel University in Minnesota. Molly and her husband Victor, a native of Indonesia whom she met in Medora, are excited to be planning their life together in the North Dakota Badlands.

Lyubomyr Shkandriy, better known around Medora as Lyubchik, has taken on the role of Food and Beverage Manager for the Theodore Roosevelt Medora Foundation this year. Lyubchik came to Medora in 2005 on the Work and Travel program from his native



Lyubomyr Shkandriy

Ukraine, and began working in the food service department, and served as TRMF's catering manager in 2007 and 2008 before returning to the Ukraine. He met his future wife, Jewel Gray, in Medora, and they were married in the Ukraine in 2009. They returned to Medora in 2012. They have one child, a son named Eli. When asked why he had moved back to Medora, Lyubchik said "It's my destiny."



Joslyn Reichert

Joslyn Reichert, a Dickinson native, is TRMF's new Group Sales Director. Joslyn worked summers in Medora and "fell in love with the beauty of Medora" while attending Montana State University. She received her degree in Culinary Arts and Hospitality from Le Cordon Bleu Culinary Academy in San Francisco, and has spent nearly ten years working in the hospitality industry in California, Wyoming and Montana. When she learned of an opening in group sales in Medora, she quickly applied and was hired. Joslyn's roots in Medora go deep. Her great, great uncle was Walt Ray, former mayor of Medora, and her two great uncles are Jim and Tom Tescher, well-known Medora-area ranchers and cowboys.

Theodore Roosevelt™

MEDORA FOUNDATION

As a Theodore Roosevelt Foundation Member, you will be recognized in the Medora Musical program and our annual Development Report. You also receive an exclusive invitation to special "Members Only" events in Medora and Arizona, and you will receive all TRMF publications

Personal Member (\$250) Benefit Options

- A. Two Season Passes to the Medora Musical
- B. Two Rounds of Golf at Bully Pulpit Golf Course
- C. The TR Bundle: A Theodore Roosevelt Bust and the Book "A Free and Hardy Life"
- D. Shoppers Delight: A \$125 Retail Shopping Spree at TRMF Stores
- E. Winter Romance: A Night at the Rough Riders Hotel and a \$25 Gift Card



Business Member (\$1,000) Benefit

Four Medora Musical Season Passes and Four Rounds of Golf At Bully Pulpit!

Personal & Business Members

Enclosed is my membership gift. My choices are as follows:

☐ I want the full charitable deduction of \$250 and decline any membership benefit options

☐ I would like the membership option A: (charitable deduction of \$125)

Names on passes: _____

☐ I would like the membership option _____ as checked above (charitable deduction of \$125)
(choose letter B-E)

NEW! Business Membership!

☐ I would like the Business Member option of Four **Medora Musical** Season Passes and Four Rounds of Golf at **Bully Pulpit**. (charitable deduction of \$500)

☐ I want the full Business Member (charitable deduction of \$1,000) and decline any membership benefit options.

Name(s) _____ Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Method of Payment: ☐ Check ☐ Credit Card

Credit Card Number _____ Expiration Date: ____/____ Verification code: _____

(3-4 digits)

Authorized Signature _____

Please mail your completed membership form and payment before May 15, to be recognized as a member in the 2013 Medora Musical Program to: TRMF Box 1696 Bismarck, ND 58502
If you have any questions about our membership program call us at 701-223-4800.

Values

We show **respect** for people and place.
We deliver **excellence in hospitality**.
We **work** with creativity and integrity.
We are a family who values **family**.

Vision

We connect people to Medora for positive, life-changing experiences.

Board of Directors

Harold Schafer, Founder (1912-2001)

Ed Schafer, Chairman

Jay C. Clemens, Vice Chairman

Guy Moos, Secretary

Don Clement, Treasurer

Dr. Bill Altringer

Claudia Anderson

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Jane Angerer

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David Kack

Bill Kingsbury

John Knapp

Karen Krebsbach

A. Kirk Lanterman

Frank Larson

Katherine Satrom

Gretchen Stenehjelm

Greg Tschetter

H. Patrick Weir

Staff Officers

Randy C. Hatzenbuehler, President

Cordell Dick, Development Director

Mission Statement

Preserve the experience of the badlands, the historic character of Medora and the heritage of Theodore Roosevelt and Harold Schafer.

Present opportunities for our guests to be educated and inspired through interpretive programs, museums and attractions that focus on the Old West, our patriotic heritage, and the life of Theodore Roosevelt in the badlands.

Serve the traveling public, providing for their comfort while visiting historic Medora, the badlands and Theodore Roosevelt National Park.

