



*Theodore Roosevelt*  
MEDORA FOUNDATION

SUMMER  
2015

# ROUGH RIDERS REVIEW

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*Medora Musical*

50



YEARS

1965

2015



**OPENING NIGHT IS JUNE 5th!**



# It Just Keeps Getting Better



Randy Hatzenbuehler  
TRMF President

“**A**cross the tan Dakota land, the sun is slowly fading, the shadows of the night are coming on. Another day has slipped away and still she goes on waiting . . . he sang Medora, Medora, I’ll be coming back to you...”

I’ve had friends ask me “Do you ever get tired of going to the *Medora Musical*?” It hasn’t happened yet.

Every night that I hear those words from the song “Medora” I feel lucky to have just personally watched the sun set over the Badlands and to have seen the shadows coming into the theatre. Some nights it really does look like the moon was painted into the set. The setting is genius. Not because of anything Harold Schafer or any one of us who have had the privilege of working there has done. Rather it is genius, in a way that only God could create.

After 27 seasons it is risky to single out a show or a performer or a particular event about the show that is my fondest memory. Surely there are dozens more that I could put on paper but the “First Ten” that come to mind are:

1. Gentleman Wade Westin’s easy manner as host (2004-2005).
2. Jared Lillis Mason singing “I’ve got Joy,” and anytime he yodeled (1994-1998).
3. Rousing gospel numbers featuring Kathy Perkins, Jared, Lexi Wollan or Chet Wollan.
4. Elvis and the Martians in the 1994 show.
5. Harold and Sheila Schafer watching the show from the “jail” on the final night (1999).

6. Seeing guests ride into the theatre on the escalator for the first time in 1991, and then welcoming them to the new seats in 1992. (Our crew was still tightening the bolts down on those seats as the guests were arriving!)
7. Emily Walter singing Patsy Cline numbers, “Always North Dakota,” and in 2014, reminding us that children and visitors will be enjoying the *Medora Musical* fifty years from now.
8. Weather watch with Rod Tjaden when we did not have the benefit of radar systems and radio communications. There were many trips back and forth from the top of the hill to the stage!
9. Every ghost ride of Theodore Roosevelt by Lyle Glass, every time the kids from the audience go onto the stage, every time the cast sang “Dakota” or “Medora,” and anytime Sheila Schafer has been in the theatre cheering on the cast.
10. The privilege of selling popcorn at the theatre and meeting people from across the country (1989-present).

The *Medora Musical* turns 50 years old on July 1, 2015. It has been an honor for me to be part of over half of those years. The list above reflects some of my fondest memories of shows and performers, but the one constant that has been the best part of the *Musical* is you, the audience. You have shown us that a quality show that celebrates our landscape and history and proudly presents good clean family entertainment can endure.

I love the idea that my grandchildren could be taking their families to the *Medora Musical* on July 1, 2065.

## Lots at Sully Creek Subdivision

**B**ully Pulpit Inc., a wholly-owned subsidiary of the Theodore Roosevelt Medora Foundation is offering lots for sale at Medora’s Sully Creek Subdivision. Ranging in size from two to six acres, the lots are ideal for permanent or vacation homes. Call Randy or Clarence if you are interested in learning more.



**For more information:**

**Clarence**  
**701.541.7777**

**Randy**  
**701.872.6633**



# UNDER HAROLD'S HAT

TRMF's Founder and First Board Chairman Harold Schafer was well-known for a faded old felt hat covered with pins and buttons from people he had met and places he had been. A lot of wisdom emanated from under that hat, and each issue we bring you some of that, from Harold's extensive files and those of his Gold Seal Company.

"I liked to go to musicals. When we took over the show, it was a historical play, and I think I should say I have a deeper appreciation for entertainment than historical plays."

--Harold, to his biographer Larry Woiwode, in 1994, when asked about the beginning of the "*Medora Musical*." Prior to 1965, the NDSU Theater Department and a local group had been putting on a historical drama, but crowds had dwindled to the point where the show was abandoned. 50 years later, more than three million visitors agree with Harold—they love being musically entertained under the stars in the Burning Hills Amphitheatre.

## Who Was Harold Schafer?

*The following "snapshot" of Harold Schafer is excerpted from an essay titled "Harold Schafer—from Legend to Legacy" written by Dr. Richard Harper, former director of the Theodore Roosevelt Badlands Institute, and Maurita Harper and Kim Hanson Becker.*

Harold Schafer was an innovative businessman, a marketing genius, a generous philanthropist, a dedicated Christian, an avid historian, a charismatic showman, and an unabashed patriot. He was considerate, playful, exuberant, chivalrous, and vigorous. He was known for his hard work, his self-motivation, and his honesty. He met problems head-on, and when he was knocked down by life, he got right back up. Everyone knew that Harold had big dreams. What's more, he invited others to share in his dreams. And he made dreams come true . . .

Harold loved Sheila. She says of him that he was not only her Santa Claus, but her Romeo too. He also loved flowers, surprises, North Dakota, the Badlands—and a historic

deteriorating little cow town named Medora. By 1965 he was deeply involved in its restoration. For the next 35 years Harold lavishly spent his time, energy and money on its revitalization. He was instrumental in getting the streets paved and the sewer and water systems installed. He had the Rough Riders Hotel and the Ferris Grocery Store rebuilt. When he came up with the idea for the *Medora Musical* in the early years, he was so excited that he gave away tickets to assure there would be an audience. And then he hired buses to bring the people to town . . .

Harold was always ready to get involved and lend a hand. He would fry steaks, direct traffic, ride in parades, and troubleshoot theatrical lighting problems. From noisy, fireworks-filled 4th of July celebrations to his last quiet summer there, Harold delighted in Medora and its people . . .

A legend is a story that comes down from the past. And there are enough stories about Harold Schafer to interest and entertain generations to come. A legacy comes down from the past too, but it is a gift . . .

Medora is certainly part of Harold Schafer's legacy. He held the town in trust, he helped restore it, and he has passed it along to the people of North Dakota, the nation and the world. Because of Harold, Medora today fulfills its mission to present opportunities for visitors to relive, to be educated, and to be inspired by their patriotic heritage . . .

Harold's example is another important part of his legacy. He proved that a major business can spring from, grow and prosper in North Dakota. He confirmed that honesty and hard work pay off. He showed that a rich man could retain the common touch. He demonstrated that giving matters . . .

Harold Schafer was a man of faith. From that foundation he loved life with all of its trials and triumphs, and he spread a joy of living. Feeling blessed himself, Harold blessed others with his special gifts of passion and optimism. At the end of his days, hospitalized and in pain, Harold still expressed with a smile in his eyes that he'd lived a wonderful life!





# New Book Highlights 50 Years



**L**ongtime fans of the *Medora Musical* will be excited to learn that the history of one of America's longest-running outdoor musical productions has been captured in a new coffee-table book, *Medora Musical: The First*

*Fifty Years*.

Written by Kinley Slauter, longtime manager of the Burning Hills Amphitheatre, and designed by Tyrel Brown, Slauter's assistant, the book will be on sale in early June when the *Musical* begins its 50th anniversary season. Slauter and Brown, who also guide the Foundation's historic preservation efforts, completed work on this amazing collection of history and photography over the winter.

The 160-page hardcover book has photos from every one of the show's 50 seasons, along with the

annual programs and cast lists. Readers will be quick to spot David Soul, who was a cast member in the show in 1965, and went on to star in the television series *Starsky and Hutch*, and Tom Netherton, longtime performer on the *Lawrence Welk Show*, who was discovered by Welk during his summer on the Medora stage in 1973, as well as Scranton, ND's, own Kathy "Kat" Perkins who appeared in the 1999 and 2001 shows.



Kinley Slauter and Tyrel Brown looking over the set of the 2015 *Medora Musical*

The big voices of Bob Mantzke, the Old Timer, who memorialized the song "Dakota," and Badlands Bob Bergman, who hosted the show for many years in the 1990s, are called to mind in historical vignettes about the show, as are memorable characters like "Chuckwagon Charlie" and "Gentleman Wade" Westin. And who could forget the

many years that "Victor Julian and His Little Stars" were part of the show?

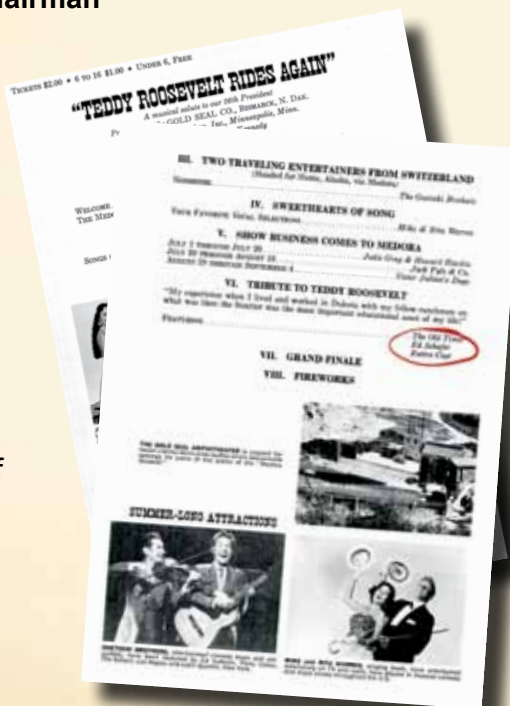
Most of all, the book pays tribute to the man who created it all, Harold Schafer, whose Gold Seal

## Finding The 'Winning Combination'

By Ed Schafer TRMF Board Chairman

The first year I worked in Medora, 1965, saw *Teddy Roosevelt Rides Again: A Medora Musical* come alive on a stage built into the side of the natural amphitheater called "Burning Gulch." Professional actors and stuntmen from Hollywood presented a musical extravaganza inspired by Harold Schafer's admiration of Theodore Roosevelt and his time in the Badlands.

A narrow scoria trail snaked its way down the side of the hill to the seating, which consisted of split log benches on posts – probably in honor of the Roughriders! Unfinished lumber was nailed together to form some open-backed buildings, and



the stage certainly wouldn't have supported the dancing, clogging and specialty acts of today. The actors' dressing rooms were in the back of some of the buildings on the set with a long board running under the mirrors, and bare light bulbs surrounding. Makeup application and costume changes were basically done in the open, and the Hollywood folks didn't deal well without the pampering and fawning they were used to.

The production included depictions of TR, the Marquis de Mores and life in the frontier days, including a fight scene or two recognizing the tough, lawless times in the Old West. Candy "glass" sheets were made in

California, shipped to Medora and installed every day so fighters could realistically crash through



# ars Of The Medora Musical



The 1973 Burning Hills Singers, featuring Tom Netherton, at right, who went on to star in the *Lawrence Welk Show*.

Company footed the bill during the lean early years, and who gave his personal fortune to create the nonprofit Theodore Roosevelt Medora Foundation, which has grown the show into what it is today—one of America's top summer attractions.

Reminiscences from Harold's wife Sheila and his son Ed, who actually had a featured role in the show in 1967, recall the early days of the show when Harold

had to bus showgoers to Medora to make sure there was an audience. Now more than three million people have seen the show, with crowds doubling and tripling in size since the construction of the new Burning Hills Amphitheatre, under the guidance of longtime TRMF president Rod Tjaden. The construction project, completed in 1992, is featured in large color photo displays in the book.

"North Dakota politicians (and some national ones, too) came through Medora by the truckload, and we hosted them for the *Musical* in hopes they might absorb some of the history of the area, hopefully taking away a better understanding of the values and high character of President Roosevelt," Sheila writes. "The *Medora Musical* gave us the common experiences to forge new friendships with famous people."

The book will be for sale at Medora gift shops and at the Burning Hills Amphitheatre when this year's show opens in June, for \$29.95. It will also be for sale on the TRMF website, [www.medora.com](http://www.medora.com).

**Photo Highlights of *Medora Musical*:  
The First Fifty Years—Pages 6-7**

## ation' For The Medora Musical

the windows of a saloon during the skirmish. The singing and dancing was done by a small group, and a host guided the audience through the presentation. On rainy days the production was moved to the Old Town Hall in Medora, which always provided a challenge. In those days the roads and streets in and around Medora were not paved, and managing the move through the water, mud and gooey clay was a chore.

During the second year of the new show, it became clear the Hollywood production would not work. It was expensive to attract actors to Medora for the summer, and the wages and costs were California standards and unaffordable for a small production in the middle of nowhere with puny audiences. For the 1967 season, it was decided to produce the show with young regional actors and musicians and keep the high dollar, famous specialty acts. That summer we saw the group "Nellie's Folk" providing the music and yours truly billed as the stuntman. I figured I could fall down as well as anyone and had the distinction of getting



Ed Schafer in his 1967 *Medora Musical* stuntman costume. Ed was killed 87 times that summer.

killed 87 times that summer.

The transition of the production to include local and regional actors, singers and dancers coupled with the big time specialty acts proved to be a winning combination, and the basic show plan was set. That format

continues to this day and has evolved to the now famous *Medora Musical*, "North Dakota's number one tourist attraction."



# Medora





# Musical™





# Emily Walter And Bill Sorensen Return As Hosts Of The *Medora Musical*



Emily Walter



Bill Sorensen

**E**mily Walter, the “Queen of the West,” and Bill Sorensen, the “Old West Prestidigitator,” will once again serve as hosts for the 50th Anniversary *Medora Musical*, which begins June 5 in Medora’s Burning Hills Amphitheatre.

This year’s cast of Burning Hills Singers features a healthy mix of returning stars and great new talent. One talented newcomer is Fargo native Olivia Berglund, who joins fellow North Dakotans Damon Fichter, Dickinson, and Misti Koop, Grand Forks, who are back for repeat performances. Berglund, a music student at Concordia University

in Moorhead, MN, said “As a native North Dakotan, it is an honor to perform at such a legendary place in my home state.”

The three North Dakotans join veteran performers such as Chet Wollan, Candice Lively and Kevin Korczynski and other returnees from last year’s show in a Musical that is being billed as “A Tribute to 50 Years of the *Medora Musical*.”

If you attend the show Saturday July 25, you’re in for a real treat. Cast members from the past 50 years of shows, gathering for a reunion in Medora that weekend, will join the 2015 Burning Hills Singers on stage. Better reserve your tickets early—this one is sure to be a sellout!

The show runs nightly at 7:30 through September 12.

## 2015 MEDORA MUSICAL VARIETY ACTS



### Carl Guerra

June 5 through July 1  
A stand-up guy the whole family can laugh at!

### Chicago Boyz

July 2 through August 7  
High-flying acrobatics are back by popular demand!  
Season 8 Semifinalists of America’s Got Talent!



### The Black Bear Group

August 8 through August 28  
An acrobatic delight!



### Wells & Woodhead

August 29 through September 12  
Music, circus arts and comedy demonstrated by two performers with vastly different dispositions.



## MEDORA 2015 CALENDAR OF EVENTS

(Visit [www.medora.com](http://www.medora.com) for event details)

- June 5** 50th Anniversary *Medora Musical* begins
- June 7** Theodore Roosevelt National Park Annual Bird Walk and Breakfast
- June 14** Flag Day All-Horse Parade
- June 14** Marquis De Mores Birthday Celebration
- June 19-20** N.D. Cowboy Hall of Fame Induction Weekend
- June 20-21** Cowboy Mounted Shooters Event
- June 26** Tigirlily Concert
- June 26-27** Medora Antique Classic Car Show
- July 1** 50th Anniversary Performance of the *Medora Musical*
- July 4** Annual Independence Day Parade and Fireworks
- July 4** Gwen Sebastian Concert
- July 12** Veterans Day in Medora
- July 17-19** 2nd Annual Gathering of TR’s.
- July 18** Jessie Veeder Concert
- July 24-26** Medora Musical All-Cast Reunion
- July 25** National Day of the Cowboy
- July 31** Kat Perkins Concert
- August 1** Maah Daah Hey 100 Bike Race
- August 3-9** Medora Fossil Dig
- August 8** Day of the Plains Horse People
- August 21** Marquise De Mores Birthday Celebration
- August 22** Badlands Trail Run
- Sept. 6** Wade Westin Music Fest
- Sept. 7** U.S. Navy *Country Current* Band Labor Day Concert
- Sept. 11-13** Dakota Skies Astronomy Festival
- Sept. 12-13** Medora Hot Air Balloon Rally
- Sept. 12** *Medora Musical* and Pitchfork Fondue Season Finale



# Fundraising for Medora's Next 50 years



**Ron Stromstad**  
TRMF Development  
Director

**O**ur President, Randy Hatzenbuehler, has said that even Harold Schafer might have been surprised that the *Medora Musical* would be around for 50 years. I think it is clear to anyone paying attention that we intend to be around for the next 50! We have invested \$28 million in infrastructure in the past seven years.

Breaking ground for the new Life Skills Center, paving of the road and parking lot at the Burning Hills Amphitheatre, building the new Badlands Saloon and Pizza, setting record numbers of golf rounds annually, and many more projects should provide ample proof – we are here for the long haul.

We run our businesses like businesses, and are constantly striving to keep them “in the black”. We work hard to keep the cost of the *Medora Musical* low, because we want to keep it affordable for the most people to attend, and still keep it a top quality

show. We receive additional funds from endowments, memberships and gifts. Major gift funds support the large projects, historic preservation, new facilities and other opportunities. There is no shortage of great ideas for the future of Medora, while maintaining the Old West integrity and traditions everyone loves.

It is estimated that the Greatest Generation will pass along \$12 trillion to Baby Boomers, and that Baby Boomers will pass along about \$30 trillion in wealth to Millennials. Some will go to family members, some to non-profit organizations, and some to the government – those are really your only choices in passing along your estate. Doing so with proper planning can help your family and favorite non-profits (hopefully TRMF is included), and cut out the government as much as possible. TRMF needs to more actively promote estate giving, while continuing to find new donors among the upcoming generations. Maintaining family traditions of going to Medora will help immensely in making sure Medora is even more vital 50 years from now! Make my phone ring – 701-471-7741



In appreciation of their lead gift for the new Medora Life Skills Center, we held a recognition evening in Fargo for Bill and Jane Marcil this spring. Entertainment was provided by some of the *Medora Musical* cast members, and Joe Wiegand, TRMF's own President Theodore Roosevelt, spent the evening with more than 500 of our Fargo-Moorhead area supporters. Bill and Jane are pictured here with Sheila Schafer and TRMF President Randy Hatzenbuehler. Thank you, Bill and Jane, for your generosity and continuing support of Medora.

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it was housed in the Harold Schafer Heritage Center until the completion of the new Rough Riders Hotel. The library is dedicated to Mr. Wilkinson's mother, Evelyn Landon Wilkinson, a pioneer school teacher in northwest North Dakota. Many of our guests have enjoyed Mr. Wilkinson's generous gift, and many more will far into the future. Mr. Wilkinson visited Medora a few years ago and expressed his pleasure at the placement of the books in the hotel lobby. He was a great friend to Medora and will be greatly missed by his family and many friends in California and North Dakota.

## A red and white biplane is shown in flight, banking to the right. The aircraft features a white upper wing and fuselage with red accents on the lower wing and tail. The word "BOOMER" is prominently displayed in red lettering on the side of the fuselage. The background consists of a patchwork of green and brown fields, suggesting a rural or agricultural landscape.

200 North Unit  
 Ford Horses, 146 South Unit  
 Elk, 147 South Unit  
 Big Horn Sheep, 55 North Unit  
 Prairie Dog Villages 1312 across South Unit  
 110 across North Unit

The National Park South Unit contains 4200 acres, and the North Unit around 21000 acres. There are no Ford horses nor elk in North Unit and no Big Horn Sheep in the South Unit.

Cibola breed in August and September and the calves are generally born in May. If you see lone bison, it's probably an old male who has been culled from the herd by the younger males soon males.

More info on internet: <http://www.bison.org>



# 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, all TRMF publications, and a "I'm With Teddy" vehicle decal.

### Personal Member (\$250) Benefit Options

- A. Two Season Passes to the *Medora Musical*
- B. Two Rounds of Golf at Bully Pulpit Golf Course
- C. Shoppers Delight: A \$125 Retail Shopping Spree at TRMF Stores

### 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:**

- ☐ Enclosed is payment of \$250. I want the full charitable deduction of \$250 and decline any membership benefit options
- ☐ Enclosed is payment of \$250. I would like the membership option A: (charitable deduction of \$125)  
Names on passes: \_\_\_\_\_
- ☐ Enclosed is payment of \$250. I would like the membership option \_\_\_\_\_ from the list above. (charitable deduction of \$125)  
(choose letter B or C)

### Business Membership

- ☐ Enclosed is payment of \$1,000. 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)
- ☐ Enclosed is payment of \$1,000. 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 \_\_\_\_\_

**Sign up now for your 2015 membership in the Theodore Roosevelt Medora Foundation.**  
**Mail your completed membership form 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  
Don Clement, Treasurer  
Gretchen Stenehjem, Secretary

Dr. Bill Altringer  
Claudia Anderson  
John M. Andrist  
Jane Angerer  
Rich Becker  
Twylah Blotsky  
Al Christianson  
Bruce Furness

Marlene Hoffart  
David Kack  
Karen Krebsbach  
A. Kirk Lanterman  
Dr. Tracy Martin  
Greg Tschetter  
H. Patrick Weir

### Staff Officers

Randy C. Hatzenbuehler, President  
Ron Stromstad, 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.

