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Randy Hatzenbuehler
TRMF President

The Magic of Medora Is The People

On behalf of everyone at the Theodore Roosevelt Medora Foundation, we wish you and your family a blessed holiday season. We have had a good year in 2012. Thank you for helping to make it so.

I want to share a note of thanks for the people who work in Medora. The Medora Musical is a one of the major draws for Medora; the combination of talent, facility and landscape is rare. As good as the show is, our guests would not enjoy it as much without the great attitudes and efforts of the people working in all of the other support positions. We are fortunate to have good, caring people to do the important work of housekeeping, laundry, wait staff, dishwashers, grounds, maintenance, food prep and more.

Harold Schafer said, when describing what makes Medora interesting to people, "The badlands are real; the history is real . . ." If there is a "magic" to Medora though, it is the people. We ask our employees to

appreciate that visitors to Medora deserve more than good service; we teach them about Harold Schafer and his spirit of hospitality. This past summer, we recognized outstanding hospitality with what we called the "Just Like Harold" award. It was a prized possession, but not a rare one, as we had people providing outstanding hospitality service every day.

If you are making a ski trip to the mountains of Montana, I invite you to spend a night in Medora on the way, or on your trip back. The Rough Riders Hotel and dinner at Theodore's will be a relaxing treat. That is true with or without the ski trip! Yes – that is a hint that Medora in the winter is a good idea.

Another, admittedly biased but equally good idea, is to become an annual member of the Theodore Roosevelt Medora Foundation. One of the options of membership is two season passes to the Medora Musical! You'll find 2013 membership information on page 11.

Enjoy the various highlights and articles on Medora in this newsletter. Know that we appreciate your visitation, volunteer service and financial gifts.



Photo by Bill Kingsbury

North Dakota's Charitable Giving Tax Law Provides Tremendous Benefits

Is it likely that you will be paying between \$2,000 and \$20,000 in North Dakota state income taxes this year? If so, the North Dakota Legislature has recently provided you with a wonderful, easy way to reduce or eliminate this tax burden. In many cases, making a generous gift to a qualified endowment fund will cost only a percentage of the gift amount, about 40 per cent for most people, after considering the income tax savings. Sound too good to be true? Here's how it works.

Let's say, for example, that you anticipate paying at least \$2,000 in North Dakota income taxes this year. Depending on your tax bracket, with a gift of \$5,000 to the Theodore Roosevelt Medora Foundation which is designated for a qualified endowment fund, you are eligible for about \$1,000 in federal tax savings and about \$2,000 in state income tax savings. The result is that your gift will only cost about \$2,000, after tax savings, which is only about 40 per cent of the gift amount.

Gift to TRMF	\$5,000
State Income Tax Savings	-2,000
Federal Income Tax Savings	-1,000
Net cost of gift	\$2,000

TRMF is a qualified nonprofit organization and we have several qualified endowment funds under the law, including the Schafer Endowment Fund, the Wolters Endowment Fund and several other named endowment funds established by our donors for special purposes.

Following are some of the details of the law (See North Dakota Century Code 57-38-01.21 and 57-35.3):

1. State Income Tax Credit for Endowment Gifts

A. Individuals

The taxpayer may receive a state income tax credit for a contribution of \$5,000 or more (lump sum or aggregate in one year) to a qualified N.D. endowment. The tax credit is 40% of the gift up to a maximum credit of \$20,000 per year for a couple filing jointly or \$10,000 per year for a single taxpayer. The maximum annual benefit is therefore available for total endowment gifts of \$50,000 joint, \$25,000 single. The unused credit may be carried forward three years. For most taxpayers the actual cost of the gift, after tax savings, is only about 40-50% of the gift.

B. Businesses

The business (C corporations, S corporations, estates, limited liability companies, trusts and financial institutions) may receive a 40% state income tax credit up to a maximum credit of

\$10,000 for contributions to a qualified N.D. endowment. Therefore the maximum annual benefit is available for business endowment gifts of \$25,000. As is the case with individuals, the actual cost of the gift, after tax savings, is only about 40-50% of the gift.

2. State Income Tax Credit for Planned or Deferred Gifts

Individuals may receive a state tax credit for a planned gift (e.g., charitable remainder trusts, charitable gift annuities, life insurance policies, etc.) to a qualified N.D. charitable nonprofit or a qualified N.D. endowment. The tax credit is 40% of the charitable deduction allowed by the IRS, up to a maximum credit of \$20,000 per year for a couple filing jointly or \$10,000 per year for a single taxpayer. The maximum annual benefit is therefore available for all planned gifts of \$50,000 joint, \$25,000 single.

Making a gift before December 31 will earn you the tax credit on your 2012 taxes. Be sure to talk with your tax professional about how this program can benefit both you and the TR Medora Foundation. Or give Cordell or Denis a call at 701-223-4800, or email them at cordelld@medora.com or denism@medora.com. They have answers to your questions, and they'll explain the various endowment funds available to you to help you direct your gift to the specific Medora Foundation program or project you wish to help.

Thank you for considering the Theodore Roosevelt Medora Foundation in your tax planning this year. We look forward to talking with you.

Bring Your Ice Skates!

If you're coming to Medora for your winter getaway, you'll find something new in downtown Medora this winter: an ice skating rink! As soon as it's cold enough, city crews will construct an ice rink in the street between the Chuckwagon and the Pizza Parlor, just kitty-corner from the Rough Riders Hotel front door. So when the cold weather arrives, remember to bring your skates and also your cross country skis, to use on our groomed trails at Bully Pulpit. Call ahead at 701-623-4444 and we'll let you know if the ice and the trails are ready. Ice skating and skiing in the Badlands and a steaming cup of hot chocolate at Theodore's in the Rough Riders Hotel are pretty hard combinations to beat!



Under Harold's Hat

Gold Seal Hits The Big Time In Fortune

Back in 1948, a mention of your company in a national magazine was a sign you were becoming successful. A mention in "Fortune" magazine meant you had hit the big time. "Fortune" began its magazine with its monthly "Business Roundup," billed by the magazine as "an over all account of the achievements and hazards of AMERICAN BUSINESS ENTERPRISE."

Featured in the October 1948 issue of Fortune's Business Roundup were executives of General Motors, General Electric, Stokely-Van Camp, Westinghouse, and . . . the Gold Seal Company. The seven-year-old company founded by Bismarck's Harold Schafer was the subject of that month's "ENTERPRISE" column. Harold was beginning to make his mark on the American business scene.

"One day in 1945 a young and absurdly obscure North Dakota businessman, Harold Schafer, the president of a household wax company with sales of about \$100,000, wrote a brazen letter to one of the most famous of Manhattan's advertising mills: would the agency advise him on the placing of a few thousand dollars of radio spot commercials? The agency replied that (1) its policy was to deal in accounts of not less than \$250,000, and (2) North Dakota was too far away. This year Mr. Schafer is spending \$2,500,000 on advertising—through the Minneapolis agency of Campbell Mithun. His headquarters are still in North Dakota (at Bismarck), and his Gold Seal Co. is going to gross at least \$10 million, of which not less than \$1 million will be net after taxes. What is more, thirty-six-year-old Harold Schafer, unlike many young businessmen who find they must choose between control of a promising little company and outside cash to exploit the promise, still owns his business—69 per cent of it, to be precise.

"The gimmick is Glass Wax, a gooey

pink cream for cleaning windows, silver and houseware, retailing for 59 cents a pint and supplied to him by the R. M. Hollingshead Corp. of Camden, New Jersey, manufacturer of automotive chemicals. After market tests in North Dakota and neighboring states, the Chicago market was

saturated with Glass Wax advertising last September, and within six weeks no less than 44 per cent of the city's housewives were said to be using the stuff. National distribution, through grocery, drug, hardware, variety, and automobile-accessory stores, was completed by the spring of 1948. Hollingshead had to install new machinery and lay on an extra shift.

"The beauty of Schafer's operation is that he has no plant and no overhead to speak of.

He has thirty-five salesmen and forty clerical employees, a Vice President (twenty-nine-year-old Tom Kleppe, who owns the rest of the Gold Seal stock) and about \$40,000 "tied up in desks and that sort of thing." He says it doesn't bother him at all when people tell him Gold Seal is 'just a broker.' Everything considered, there is no reason why it should."

June, 14, 1943

Young and Rubicam, Inc.
365 Madison Avenue
New York City, New York

Attention Sales Manager-Advertising Department

Dear Sir:

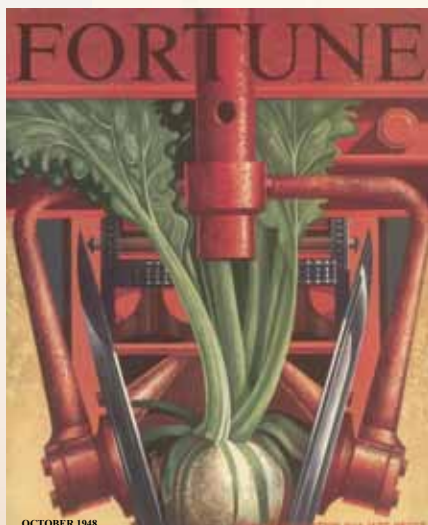
The firm of Thomas J. Lipton, Inc. of Hoboken, N. J., have informed me that you write the hitch-hikes they use for station breaks on radio station time, in their advertising of such items as Noodles Soup, etc.

I have a small self polishing floor wax business and have been thinking of using something of that type over stations KPR Bismarck, and KMT Fargo, both stations in North Dakota. These firms tell me that this type of advertising comes on regular sixteen inch records, and that it is then played until several announcements on same record have been used, at which time it can either be repeated or replaced with new copy.

To start me going in this I would need about two records with about eight of these hitch-hikes to each side. If all thirty two announcements were different, I could then run a repeat every thirty days. I could run one record on one station and the other record at the other station and they could change them also.

Would you be interested in working with such a small order and if so approximately what would be the charge on this type of advertising?

Sincerely yours,
Harold Schafer



Editor's note: It was actually 1943, just a couple years after the birth of Gold Seal, that Harold sent the letter to Young and Rubicam. At the time, Y&R was the second largest advertising agency in the world, with such clients as Travelers Insurance, Bristol Myers, Gulf Oil and Packard. As "Fortune" reported, Y&R turned Harold down. He then contacted, and hired, the Campbell Mithun Agency of Minneapolis, and the rest is history. A lifelong partnership and friendship formed between Harold and Ray Mithun. Campbell Mithun went on to become the largest advertising agency west of the Mississippi River, and Gold Seal became one of America's leading household products companies. Harold's secretary, Erma, of course, saved a copy of the letter.

The Rough Riders Roundup & The Harold Schafer Founders Society Celebration:

WHAT ARE THESE EVENTS, AND WHO IS INVOLVED?

By Cordell Dick
Development Director

We love to celebrate at the Theodore Roosevelt Medora Foundation! Two special annual events have forged traditions that are now part of our organization's legacy: in early June the **Rough Riders Roundup** (The Roundup) and in late August the **Harold Schafer Founders' Society Celebration** (Founders Weekend). Both invite many people to Historic Medora for a time of relaxation, social interaction, and reflection.

Rough Riders Roundup

The two overall purposes of the Roundup are 1) to showcase the accomplishments of TRMF, and 2) to acknowledge and celebrate philanthropy, and encourage further contributions to TRMF.

This annual event in Medora is usually held in Medora on Father's Day weekend, although in 2013 the Roundup is scheduled for the prior weekend, on June 8-9th. The event begins with lunch on Saturday and concludes with Sunday brunch. Many activities are planned each year for this group of approximately 300 people, including a special dining experience on Saturday evening, the *Medora Musical*, a Sunday morning worship service at the Burning Hills Amphitheatre, and other events and activities related to the mission of the Foundation.

Invitations to the Rough Riders Roundup go to:

- All current Annual Members.
- All contributors who have pledged or given at least \$1,000 to TRMF since 1986, the inception of the Foundation.
- All current and former TRMF board members.
- The *Medora Musical* cast.

Harold Schafer Founders' Society Celebration

The four overall purposes of the

Founders' Weekend are 1) to celebrate the accomplishments of TRMF; 2) to give attendees the opportunity to review Foundation operations and to provide input into the future of TRMF and Medora; 3) to honor and celebrate the philanthropy of Harold Schafer and those who have continued his example; and 4) to identify and invite others to become part of the Harold Schafer Founders' Society.

This annual event is held on the last weekend in August, beginning on Sunday afternoon and concluding with lunch on Monday. Our celebration begins with a special dinner on Sunday evening, followed by the *Medora Musical*. On Monday morning, the group has an informational and planning session, somewhat similar to a small corporation's "stockholders' meeting," giving the participants the opportunity to review our operational information and to provide input to management and board members about future plans. Many wonderful ideas and energy result from these planning sessions.

Invitations to the Founders Weekend are provided to:

- All contributors who have pledged or given at least \$25,000 to TRMF since 1986, the inception of the Foundation.
- All current and former board members.
- Guests who are not members as defined above, but have some important connection to the Foundation, including volunteerism, development work, or other unique interest in Medora and the Foundation's activities.

We hope to see you at one or both of these events next summer!

TRMF in Arizona & California This Winter

We get to see our many TRMF friends often in Medora each summer, but lots of you head for warmer climates during the winter months. To keep from getting lonesome, we take the opportunity to bring Medora to you by way of special events each winter. Many of our supporters spend part of the winter in the Phoenix, AZ area. So each year, in late February or early March, we invite friends and supporters to one or more social gatherings in the Phoenix area to meet new and old Medora friends, to enjoy wonderful food, to learn about new plans for the upcoming Medora Musical season and to be inspired through special presentations about the history and legacy of Historic Medora, Theodore Roosevelt and Harold Schafer.

Our large Phoenix gathering has been called "Arizona Days" and will be held this winter on Friday, March 8, 2013. We will be inviting our friends and supporters to this event and also encourage them to let us know of others in the area who might want to join with them to learn more about the work of TRMF and consider becoming involved.

This year we are planning two additional gatherings. On Monday, March 4, 2013, we are inviting TRMF friends and supporters to the Palm Springs, CA area. This gathering will be co-hosted by current board member Kirk Lanterman, along with his wife, Janet, and Norman & Eunice Jones. On Wednesday, March 6, 2013, we will also be celebrating with members of the Harold Schafer Founders Society at the home of Gretchen Stenehjem, a current TRMF board member, and

her husband, Steve, in the Phoenix area. At both of these special events we will spend some time with our 26th president, Theodore Roosevelt, learning more about his life and times.

While in Arizona, Randy, Cordell & Denis will be setting up personal visits with our many TRMF friends as well. These are invaluable times to exchange ideas and information about how to make Medora an even better place for the thousands of annual visitors. We look forward to the opportunity to meet with many Foundation partners in this special way



NEW! Water Slide

Ahhh, summer. One of the big hits in Medora last summer was the World's Largest Inflatable Water Slide located on the west edge of Medora.

It was as big a hit with moms wanting to take pictures as it was with the kids who used it! TRMF employees Mike Beaudoin and Kinley Slauter recently returned from a trip to Florida where they looked at several new attractions for the Family Fun Center for the 2013 summer season.

Stay tuned!



Ranching With Roosevelt Is

Serious Theodore Roosevelt readers know there are enough "Roosevelt books" to consume most of the rest of our lifetime's available reading allocation. There's a little-known book, though, written by a Badlands ranching contemporary of TR's, that's worth taking a few hours (because it is a pretty easy read) of this winter's booktime set-aside. It's *Ranching With Roosevelt* by Lincoln Lang.

Lang was the son of Gregor Lang, a Scottish immigrant who established a ranch on the Little Missouri River south of what is now Medora in the early 1880's. It was at the Lang ranch where Roosevelt holed up on his first trip to Dakota in 1883, to shoot a buffalo. It was not far from there where he shot that buffalo. In his book, Lang writes of lying in the loft of the cabin listening to late-night conversations among his father, a wrangler named Joe Ferris (you're familiar with that name!), and the future President of the United States.

"Long after the rest of us had turned in—even into the small hours—they sat there by the table talking . . . (and) somehow I found sufficient interest in the talk to drive all thought of sleep out of my head," Lang wrote of those nights Roosevelt bunked with them in their tiny cabin. *" . . . I began to do something in the way of real thinking . . . In Roosevelt's forceful talk lay not only conviction, but a depth of interest that kept me wanting to hear more."*

Roosevelt, a 24-year-old eastern dude who had come west ostensibly to hunt, but in reality to begin satisfying an immense curiosity about the ways of nature, talked much of conservation in those late night talks, Lang reveals, at a time when no one was

really talking about conservation.

"Among other things, his talk forcefully impressed upon me that he favored 'making two blades of grass grow where but one grew before,' always with the proviso, that natural resources were not strained or misused in the attempt and that the resultant crop was not stacked in the yards of a favored few. Wherein, it seems to me, we find not only the true basis of the conservational policies which he later initiated, but the main impelling reason behind his, so-called, 'big stick.'"

Lang's recollections of his time with Theodore Roosevelt are vivid—Roosevelt had been dead just six years when the Lippincott Company of Philadelphia published Lang's book, in 1926. In the foreword to the book, Lang wrote

"Had Theodore Roosevelt never been of the frontier—never known the Bad Lands of the earlier days—the author does not think he would have been just the man he was . . . Because Roosevelt was largely the product of God's out-of-doors, where men who would find His footprints may best seek, he developed into the man he was. Doubtless he would have made his mark in any environment, as the concentration of force necessary to great accomplishment was his from the beginning."

Lang was among the first of Theodore Roosevelt's admirers and biographers to recognize the impact the Bad Lands had on Roosevelt, both physically and intellectually. He writes:

"In the 'Academy of Nature,' out in the Bad Lands, he learned to think in the true conservational terms of nature—in the terms of the real things of the

Rough Riders Hotel Features Kingsbury Photos

Editor's note: TRMF Board Member Bill Kingsbury is one of North Dakota's best amateur photographers ("amateur" only in that he won't take any money for his art) and has won many awards for his photos. Bill provided all the photos, including the prints and frames, for all the rooms in the Rough Riders Hotel, and he and his wife Joyce are frequent visitors to Medora. Recently we intercepted this thank you note written by a guest from Grand Forks, and thought we'd share it with you. We'll also share a sample of Bill's buffalo photography.

Dear Kingsbury "Stars,"

Hello. We've just returned from Medora, where our daughter was married at the Badlands Ministries. Our families and friends stayed at the Rough Riders Hotel, which was wonderful and did a beautiful job of catering the reception afterwards.

I just could not get over all the gorgeous photography that graces that facility! I had not realized the extent of Bill's "hobby" or that you two are involved with the Foundation. Lucky for it! And for those of us who love North Dakota!

Our relatives from Boston, Seattle and Atlanta were blown away that I knew you. I let on that we rub shoulders all the time—so don't rat me out!

Thanks for all you do—the talent and generosity are so amazing—and so typically North Dakotan.

Best,

Gail Hand

Worth A Trip To The Library

earth. Coincidentally, he acquired the physical ruggedness, the honest intensiveness pertaining to them."

"It was the author's privilege to . . . know Theodore Roosevelt as a fellow rancher and friend. So it is his purpose in the course of this narrative to present, in the form of chronological reminiscences, the true Bad Lands, the true life of the earlier pioneer period and the true Roosevelt, as he knew them."

Though Lang first met Roosevelt as a boy, he maintained contact with his friend and mentor throughout his life, and his own life was one of some accomplishment. The 350-plus pages of his book are full of wonderful tales and he speaks easily of his love and reverence for the greatness of the 26th president, and for the Badlands, which he never ceased to call home, especially in the two concluding paragraphs:

"And thus my farewell to the Great White Chief, true son of the earth, my good friend, fellow-rancher, and nature student, who knew the trail-blazes—the footprints of God—when he saw them. Who followed them onward, upward—ever upward—until at length the closing mists of the Grand Pass obscured him from the vision of his friends who, however falteringly, would seek to follow in his



The Lang Ranch after the establishment of the post office, probably around 1920. The ranch site, located at the mouth of the Little Cannonball Creek, where it flows into the Little Missouri River southwest of Medora, shows no trace of buildings today.

footsteps.

Thus my farewell to the misnamed, misapplied Bad Lands. 'Bad' only in the sight of the disillusioned materialists who vainly sought to bend wild nature to their will and paid the price. Because they did, because this great landscape masterpiece of Nature was beyond their conception, they called it 'the place where God Almighty dumped the leavings after He had created the earth.' And I'll grant even that, with this proviso—he did not 'dump' it. Rather, he disposed it carefully, on the seventh day, and finished by impressing his autograph on it that it might stand through the ages to mark the culmination of his mighty work."

Ranching With Roosevelt is long out of print, but it is available, if you want to read it, at your library (if they don't have it on their shelves, they can surely get it through inter-library loan) or you can buy a used copy online at most used bookseller websites, including amazon.com, abe.com or alibris.com.



A good example of Bill Kingsbury's nature photography is this closeup shot of a Theodore Roosevelt National Park buffalo grazing in the tall green grass along the Little Missouri River.



WHERE ARE THEY NOW?

INTERNATIONAL WORKER REFLECTS ON HER TIME IN MEDORA

As you have noticed on your Medora visits, the Theodore Roosevelt Medora Foundation employs summer staff from all over the world. This past summer, we had workers from more than 20 countries. That's been the case for a number of years. We like to keep track of what our young international workers do once they finish their stay in Medora. Recently, Steph Fong, our former Human Resources Director caught up with Lily Muzame, a native of Kenya, who worked for TRMF for two summers about ten years ago, and asked her to update us on her life.

Steph: Where did you grow up and receive your education?

Lily: I was born and raised in Kenya. I did my grades 1 through 8 and high school in Kenya, and then went to college in Jamestown, N.D. (Jamestown College). I double majored in Business Administration & Communication, with a French minor. I then went to graduate school in Oxford, Ohio (Miami University of Ohio), where I received my Masters of Science in Student Affairs in Higher Education.

Steph: What is your current occupation?

Lily: I am a Student Academic Counselor at Weill Cornell Medical College, at the branch campus in Doha, Qatar.

Steph: Tell us about your family.

Lily: I have four brothers (two older and two younger). My parents currently live and work in Qatar. Two of my brothers live in South Africa and two in Kenya.

Steph: How did you come to work in Medora? What years did you work, and in what job positions?

Lily: I heard about Medora from a presentation that Wendy Miller gave at Jamestown college. My first summer was the summer of 2002 and I worked at the front desk at the Badlands Motel. During my second year (2003) I worked as a Communications Intern in the Main Office.

Steph: Do you have one or two special memories of Medora that you think of most often?

Lily: One of my best memories of Medora is looking forward to the Medora Musical in the evenings! I think it's a very classic production and one of the best shows that I have had the opportunity to watch. Also, making awesome friends. Medora will always have a place in my heart.

Steph: As an international worker, did you feel you had a different perspective of Medora than most domestic employees?

Lily: I don't know that it was necessarily different from the domestic employees because I don't know what their experience was like, however for me personally, I enjoyed

learning about other international workers and hearing about their cultures and what life is like where they are from. It's always refreshing to listen and learn from people with other perspectives on life. For me that was something that I always looked forward to because I enjoy learning about other cultures.



Lily Muzame is building a professional career counseling university students following her two summers in Medora.

Steph: Is there anything you learned while working in Medora that still applies to your life today?

Lily: Absolutely! During my second year in 2003 the motto "XYX," which stood for "Xceed Your Xpectations", was introduced and during training we were challenged and encouraged to do our very best to exceed the expectations of those we would be interacting with throughout the summer. That motto

has stuck with me, and I always strive to exceed the expectations of those that I work or interact with.

Steph: What are your plans for the future?

Lily: Right now I'm really enjoying my job at Cornell because this is my dream job and I feel like I am really making an impact in the lives of the students that I work with. I'm learning so much, and growing both professionally and personally. For me the sky is the limit! I could see myself growing in this position and putting to good use all my strengths and talents, or moving on to other opportunities. I'm open to seeing what the future holds.

Steph: Any other thoughts on your time in Medora?

Lily: I would like to mention three people who made a huge impact in my life and for whom I will always be thankful: Cordell Dick, Wade Westin and Winston Satran. These three people made a difference in my life with their words of wisdom, their kindness and their unwavering support. They believed in me and always challenged me to be a better person. Wade, who was my supervisor when I worked in the main office, taught me so much and although it is such a loss that he is not with us anymore, I am thankful for the legacy he left behind.

VOLUNTEERS IN MEDORA... MAKING CONNECTIONS!

By Denis Montplaisir
Volunteer Coordinator

There are so many powerful examples of when and where our Foundation's Vision Statement comes to life, perhaps none better than in the Medora volunteer program, where people truly are "connected to Medora for positive life-changing experiences." As Volunteer Coordinator, let me share a few thoughts.

They came to Medora again this year, in all shapes and sizes, from all across the country; folks recently widowed, daring to return alone to a place where they had volunteered together numerous times; a 24 year old former employee to a self-proclaimed 88 year old service club member; friends, siblings, individuals and couples, some for their first time in Medora, others who've volunteered many times, and more than a few who've been to Medora yearly since the days of "Old Four Eyes". Why do they come? The reasons may be as many as the volunteers themselves, but the common threads are their desire to **serve** our visitors and guests, **work** hard, and to **be** in this beautiful and "magical" place.

Our 2012 season has barely ended, and yet we've just sent out applications to over a thousand folks interested in the Medora volunteer experience for 2013. Because we're anticipating an even more exciting and busy 2013, we've expanded our existing volunteer offerings, and even added new "seasons." Assuming we fill all of the openings, we'll have close to 600 volunteers and they'll give approximately 30,000 hours of what we call their E3; "*energy, experience and enthusiasm*." When those applications are returned, I am then tasked with the awesome and difficult duty of selecting from that huge pool of new and "veteran" applicants; those who will get to see and experience Medora through the eyes of a volunteer in 2013. Many will be absolutely



How important are our volunteers? They make it possible to offer new attractions to our visitors! Walt and Beth Darr were just two of the many volunteers who staffed the new Medora Shooting Gallery this past summer. Volunteers operated the Shooting Gallery all summer long.

thrilled, and others sorely disappointed by those choices, as we strive to be both fair and consistent in choosing volunteers, when we have hundreds more applicants than we have openings.

Perhaps these words, which I received in a note this spring, typed on a manual typewriter, sum up what I hope will be outcome of the selection process. "*Had the privilege of being a volunteer one year and have bragged about it ever since. I will indeed tell those Florida people to come up North and see some great sights in western N.D.*" So, whether you've volunteered once or many times, I hope the memories are positive, and that you, like this former volunteer, continually "brag about it."

I know that for me, it is a privilege to **serve**, **work** and **be** with such an amazing group of people, and my wife Pat and I have experienced many life-changing connections through them. Thank you! Have a Wonder-Full holiday season.

Key Staff Additions Will Help TRMF Grow

Additions to TRMF staff in key management positions will help the Foundation grow and make Medora an even better visitor experience, according to Theodore Roosevelt Medora Foundation President Randy Hatzenbuehler.



MIKE BEAUDOIN
Chief Operating Officer

Mike Beaudoin has been appointed the Theodore Roosevelt Medora Foundation's new Chief Operating Officer, after serving several years as the Foundation's Hospitality Director and Rough Riders Hotel General Manager. Mike was born in Dickinson and

grew up in Bismarck, where his family was also involved in the hospitality business. He has lived in western North Dakota the last 27 years, and was employed in the wine and spirits industry for 23 of those years. His new responsibilities include overall day-to-day Medora operations, including lodging, food service, attractions, retail facilities and golf course operations. Mike's wife, Kathy, is the Foundation's Food Service Director. They make their home in Medora year around.



CLARENCE SITTER
Chief Financial Officer

Clarence Sitter is the Foundation's new Chief Financial Officer. Clarence grew up in Drayton, ND, and received his accounting degree and MBA at the University of Mary in Bismarck. Clarence joins the Medora Foundation after spending 11 years with Eide

Bailey in their Fargo and Bismarck offices. He and his wife Jennifer have four children, Kaitlyn (6), Laura (4), Megan (2), and David (5 months) and will be warmly welcomed into the Medora School District.



SUZANNE WENTZ
Marketing Director

Suzanne Wentz is the Foundation's new Marketing Director. Suzanne has a bachelor's degree from South Dakota State University and has more than 15 years' experience in sales, business development and strategic planning. Most recently she was President and CEO of Odyssey Research in Bismarck.

TRMF Picks KK BOLD As New Marketing Partner

The Theodore Roosevelt Medora Foundation has hired KK BOLD, a Bismarck advertising, marketing and public relations firm, as its agency of record for creative and media consulting.

"We eagerly anticipate a creative and innovative look, approach, and implementation of the coming year's marketing strategy," said Suzanne Wentz, TRMF marketing director. "While we will continue to manage certain marketing segments internally, such as media tours, social media, and small graphic projects, we anticipate the launch of fresh 2013 marketing pieces through the KK BOLD collaboration."

"As we focus on specific marketing messages and key methods of delivery, we will consistently incorporate the mission and vision of our organization," Wentz added.

"The history of Medora and the role the North Dakota Badlands played in shaping Theodore Roosevelt is a key chapter in North Dakota's story," says KK BOLD president LaRoy Kingsley. "The Theodore Roosevelt Medora Foundation's work in preserving and promoting the region has been impressive. KK BOLD is excited about the opportunity to work with the Foundation in further enhancing their brand, and harnessing the power of new marketing tools to introduce more people, and reintroduce people, to Medora and the North Dakota Badlands."

Annual Membership

Theodore RooseveltTM MEDORA FOUNDATION

Benefit Options for *Personal* Membership



Medora Musical : Two **Season** Passes



Bully Pulpit : Two Rounds of Golf



TR Bundle: Theodore Roosevelt Bust & Book



Shoppers Delight: \$125 Retail Shopping Spree redeemable at TRMF stores



Winter Romance: 1 night at Rough Riders Hotel and a \$25 gift card.

Personal Membership

Enclosed is my annual membership of \$250. 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: two Medora Musical season passes.** (charitable deduction of \$125)
Names on passes: _____
- ☐ I would like the membership option (choose letter B-E) _____. (charitable deduction of \$125)

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 _____

Mail complete membership form and payment to: TRMF • PO Box 1696 • Bismarck, ND 58502 • 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

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Staff Officers

Randy C. Hatzenbuhler, 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.

