



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show

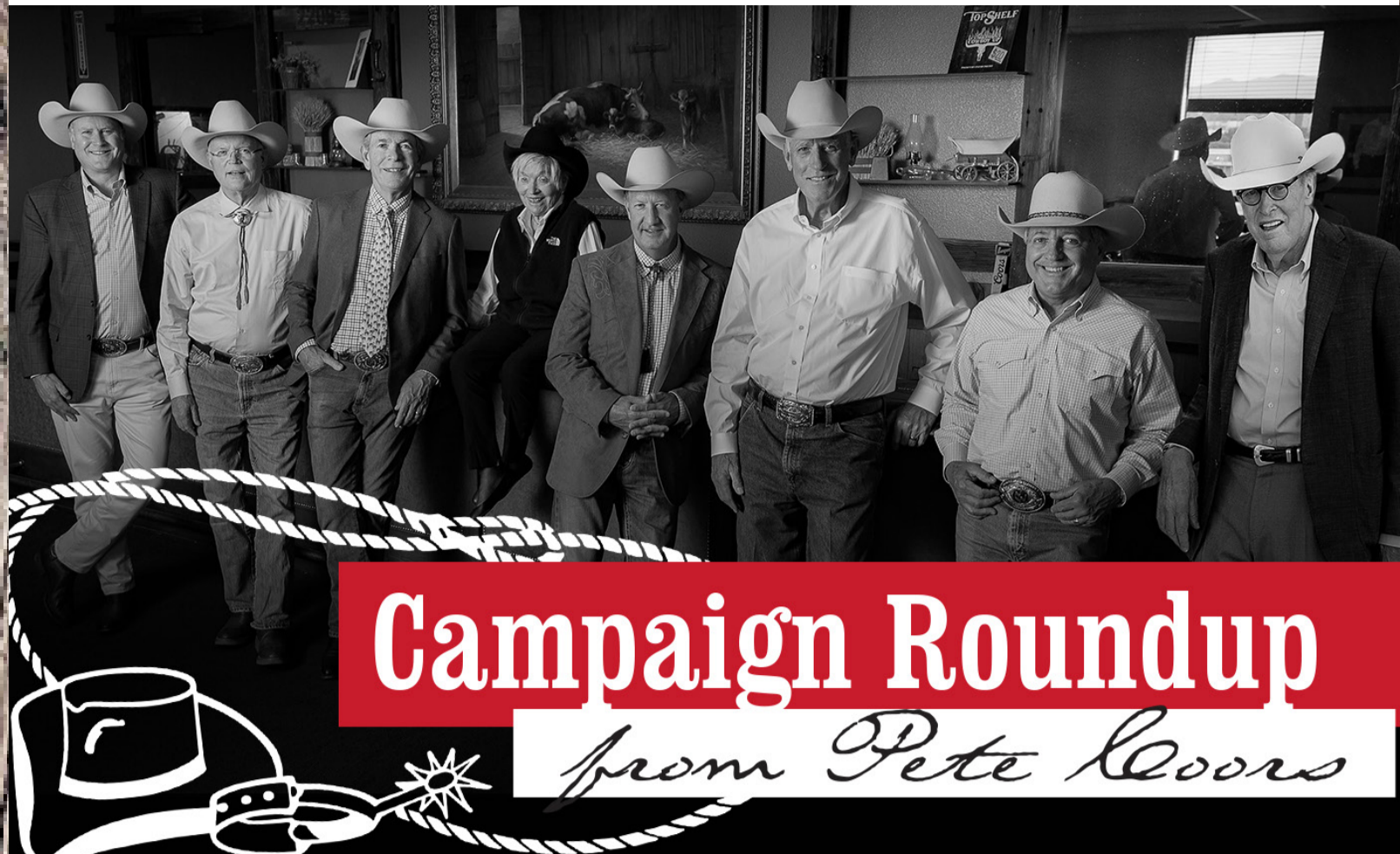


Photo Credit Jensen Sutta

A Message from Pete Coors

March being women's history month, there's no better time to introduce the new **Women of the National Western** group. Now, I'll admit that, when I started my relationship with National Western more than 30 years ago, the thought of having an exclusive group just for women would never have crossed my mind. But it feels natural to write these words today, and I think it's important that I do.

For years, our campaign director, Angela Lieurance, had been trying to get more women involved in the National Western. The groups were small and enthusiastic, but she knew we could do more. So in 2023, we changed up the format and planned "High Tea, Whiskey, and Rodeo." Our goal was to have 40 women attend. We recruited a committee whose only role was to attend and send the invitation to five friends. Well, more than 170 attended – and we would have had even more except for a snowstorm. We knew we were onto something.

Fast forward to 2024. We recruited a group of co-chairs who were truly exceptional – and I am not just saying that because I am their father and father-in-law! We added a few members to our already outstanding committee, held a committee kickoff lunch at the Denver Country Club in September, and were off. The theme this year was Cowgirls & Cocktails, and the hope was that maybe 250 women would show up.

Well, more than 350 women jammed into the National Western Club on January 16. Doug Jones, the Western Stock Show Association's board chairman, and I were the only two men allowed to attend. We simply thanked everyone for coming and high-tailed it to the door! But as we left, both Doug and I agreed that we had just witnessed something incredibly special – not just because this was only the second women's event in the Stock Show's 118-year history, but also because of the energy, the comments we heard, and the sheer joy and fun of it all. We met a lot of guests who were first-timers to Stock Show – and what an introduction it was – and it reminds us that it's more important than ever that we continue to expand our base! Women told us for days that it was one of the best events they had ever attended, that they finally felt like they belonged at the National Western, and that they had, finally, found a way to engage and participate. Now, those are powerful comments.

And thus, the Women of the National Western is a reality. We see this group as women who love, promote, and protect our Western heritage, culture, art, values, and work ethic. They understand the significant role agriculture plays in our world. They are supportive of all the National Western is doing to live out its educational mission. They will come to us through art and education programs; as volunteers; as community, business or agricultural leaders; and as trailblazers.

The Women of the National Western program will be managed by the Capital Campaign and is just beginning to define its work. I am fairly certain there will be a fall event, and plans are already underway for the Stock Show event (by the way, if you want to get on the email list, just contact Angela at alieurance@nationalwestern.com).

The National Western Stock Show is the voice of the West – and not just for 16 days in January when Denver proudly becomes a "Cowtown" again. We are at a watershed moment in our history, preparing for the dawning of a new era that feels like it's coming at us faster every day. Women have always played leading roles in the West, and they're poised to contribute even more going forward. We look forward to enriching women's experiences at the National Western and other events throughout the year, and we have much to gain from their energy and insights.

If you want to see the photos from the 2024 event, check them out [here](#).



CONSTRUCTION Update

Great progress continues at the Sue Anschutz-Rodgers Livestock Center. The Barn, including the Jr. Livestock Barn, as well as the new CoBank Auction Arena, are now all clearly defined and taking shape inside, as well. We hope to begin offering hardhat tours of the facility this summer.

As you may recall, construction officially began on the Legacy Building on February 1. I have never been happier to see dirt being moved!

Check out the progress on both buildings [here](#).

This Month's Videos

One of the Women of the National Western's core principles is to strengthen the connection between the rural and the urban by spotlighting agriculture and its importance to all of us. So when it came time to pick a featured speaker at the event, it was an easy decision to ask WSSA Trustee Chancy Love to deliver those remarks. Chancy is a fifth-generation rancher and the daughter of a lifelong cowboy and beef producer. We thought you would enjoy some of [Chancy's remarks](#).

In addition, we got some great sound bites from guests as they arrived! Check those out below.



Roundup Photos by Jensen Sutta Photography

For questions about the campaign or making a gift, please contact

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216
alieurance@nationalwestern.com
303-919-5214

Stay in touch with us on social media:



For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com