WESTERN STOCK SHOW
ASSOCIATION

2018
ANNUAL MEETING OF THE MEMBERS

MAY 18, 2018 | 11:30 A.M.
NATIONAL WESTERN COMPLEX, HALL OF EDUCATION
Agenda

CHECK IN

PRESENTATION OF COLORS AND NATIONAL ANTHEM

LUNCH IS SERVED

PROGRAM BEGINS

- Roll Call and Quorum verified
- Members that have passed in 2018
- Approval of minutes from 2017
- Board resolutions
- Chairman of the Board comments
- President’s report
- Financial report of WSSA operations for 2018
- National Western Center updates
- Capital Campaign update
- Election of Trustees and introduction of new Trustees
- Meeting schedule for 2018
- General and new business
- Members meeting adjourned

TRUSTEE MEETING BEGINS
IT WAS AN EXCITING YEAR!
IN MEMORY

Pete Atkins
Forrest Bassford
William Carter
Fay DeBerard
Sarah Forbes
Robert Grant
Patrick Henry Jr.

Doug Henderson
Kelly Howie
George Johnson
Charles Henderson
Don Horak
Pete Martinez
Robert Timothy

Robert Saffell
Wallace Stealey
Richard Suranyi

ELECTION OF TRUSTEES

Rob Alexander*
J.J. Ament
Steve Bangert
Mark Beauprez
Hank Brown
Chris Castilian
Ben Duke III
George Eidsness
Joey Freund
Erik Glenn*
Mike Guttersen, Sr.

Skylar Houston
Liz Hund
Blake Hutchison*
Mark Honnen*
Jeff Keller
Richard Maxcy
Cammie McKee*
Charles Monfort
Robert Norris
Bronwyn Pepple*
Hugh Rice*

Tracy Ringolsby
Wes Segelke
Mike Shaw
Pat Shaw
Kent Stevinson*
Chuck Sylvester
Don Thorn*
Dr. Kelly Tisher*
Nancy Tuor
Hank True
Court Wold

* New Trustees
## Construction Timeline

**2018-2019:** Design, environmental and demolition of buildings around the site

**2019-2021:** Complete the new Yards and river beautification (project completion summer of 2021)

**2020 - 2022:** Equestrian Center and parking garage

**2021-2023:** Complete the Legacy Building and Livestock Center (projected completion summer of 2023)

### Demo Schedule

**DRAFT National Western Center Demolition Packaging**

<table>
<thead>
<tr>
<th>CURRENT WORK</th>
<th>2018</th>
<th>Q1-Q2 2018</th>
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<tbody>
<tr>
<td>1. 4701 Brighton (DE-CONSTRUCTION)</td>
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**PACKAGE A**

| 1. 4660 Baldwin Ct |
| 2. 4667 Baldwin Ct |
| 3. 4716 Baldwin Ct |
| 4. 1650 E. 47th Ave. |
| 5. Baldwin Garages and Fences | Q2-Q3 2018 |

**PACKAGE B**

| 1. 5130 Franklin |
| 2. 5000 Packing House Rd. |
| 3. 4680 Packing House Road |

**PACKAGE C**

| 1. 5300 Franklin |
| 2. 5131 Race Ct. |
| 3. 4699 Marion |
| 4. Partial demo of 5125 Race Ct. |
| 5. 4800 Brighton Blvd |
| 6. 4877 Packing House Rd (Roof Abatement Only) | Q3-Q4 2018 |

**PACKAGE D**

| 1. 5185 Packing House Rd. |
| 2. 5115 Race Ct. |
| 3. 4850 Brighton Blvd |

**PACKAGE E**

| 1. 4875 Packing House Rd. |
| 2. 4877 Packing House Rd. |
| 3. 5000 Packing House Rd. (UNDER REVIEW) | Q2-Q4 2019 |

**UNSCHEDULED PACKAGES**

| 1. 4700 Packing House Rd. |
| 2. 5012 Packing House Rd. (UNDER REVIEW) |
| 3. 5010 Packing House Rd. (UNDER REVIEW) |
| 4. 4725 Marion |
| 5. 5055 W. River Drive |
| 6. 4695 Franklin St. | 2020 – 2021 |

**CURRENTLY UNDER REVIEW FOR POTENTIAL REUSE**

| 1. 4656, 4681, 4712 Baldwin Ct.; 1632, 1655 47th Ave. |

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DRAFT PHASING PLAN: Actual dates may vary due to historical review, availability, permitting, campus events, program phasing, and unforeseen conditions.
RON AND CILLE WILLIAMS NAME THE YARDS

Ron and Cille Williams announced in December their $10 million gift to the campaign. The Yards, one of four new National Western Center facilities, will be named in perpetuity in their honor. Ron, who hasn’t missed a Stock Show in more than a half century, is a longtime National Western supporter and was an early advocate of the new National Western Center. Cille summed up the motivation behind their generosity: “We’re both passionate about Western heritage, traditions and culture, and couldn’t be more excited about what the new National Western Center embodies for Denver, the region and beyond.”

THE LEGACY BUILDING

Plans were also unveiled in December for the Western Stock Show Legacy Building, which will be the new home and focal point for the National Western Stock Show’s world headquarters. This building will serve as a home to all members of the National Western family. It will be a gathering place, gallery, and a watering hole for friends, cowboys and art lovers alike. We are actively fundraising for this building.

The Western Stock Show Legacy Building and the National Western Club will not be a naming opportunity for one individual, but rather a place for all to donate.

The Legacy Building, designed by Tryba Architects, will include:

- A greatly expanded Club with seating for more than 700
- A permanent home for the National Western’s Art Collection
- A rotating exhibit space of more than 10,000 SQF
- A Heritage Center to display National Western archives and history
- Board room and conference spaces
- Terraces
- The National Western administrative offices
STOCK SHOW 2018

The 2018 National Western Stock Show provided a golden opportunity to highlight the great things happening with the Honoring the Legacy campaign, and we made the most of it.

We hosted more than 150 guests at private lunches, behind-the-scenes tours and rodeos. We entertained foundation executives, bankers, business leaders, philanthropists, as well as our friends from Wyoming, including Governor Matt Mead and his wife Carol, during the 16-day event.

Not every campaign can boast its very own beer, but indeed, AC Golden Brewing Company did just that for us. They called it “Legacy Lager,” and it was served at all our campaign events during Stock Show. It was, needless to say, a treat to not only Honor the Legacy, but also to drink it.

In addition, we had the opportunity to visit with some of our longest-attending exhibitors—families who have been attending 50, 75 and even 100 years. We captured our conversations in more than a dozen videos. We’ll be sharing those with you throughout the year. They had a lot of great things to say, but in general, they’re all looking forward to the new National Western Center, and especially the new Yards.
THUNDER FOR HUMANITY

Broncos mascot, Thunder, was the inspiration for the Arabian Horse Association’s first “Arabian Horses for Humanity.” These life-size Arabian horse statues will be offered to community businesses and individuals, who will choose an artist and develop a theme for the painting on the statue. Participants partner with a local charity and donate the statue after the exhibition. Thunder’s owners, Sharon Magness Blake and Ernie Blake, have chosen to partner with us. Sharon, who serves on the campaign committee, asked artist Duke Beardsley to paint her sculpture. In 2019 the sculpture will be auctioned off with all proceeds going to the National Western's Capital Campaign. You can look for the sculpture throughout Denver in the coming year.

CONCERT FEATURING THE ORIGINATORS

Campaign Committee Members Ed Haselden, Steve Bangert, Mark Honnen and Bruce Wagner hosted about 250 friends at a concert at the Soiled Dove Underground in March. Featured entertainment was none other than Haselden’s band, The Originators. This was an entertaining and unique way to get the word out about the National Western Center project and campaign.

CAMPAIGN FEATURED IN COLORADO EXPRESSION

*Colorado Expression* magazine featured the campaign in their December issue. You can read the article in its entirety on our website, honoringthelegacycampaign.com

KOA RADIO Q&A

Paul Andrews, Amy Parsons and Pete Coors were guests on Ed Greene’s new KOA Q&A show in April. The one-hour program provided an excellent opportunity to explain the project and talk about the campaign in-depth. If you missed it, you can listen to the replay at koanewsradio.iheart.com/featured/koa-qa-with-ed-greene

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GET THE LATEST

The campaign website, which was launched at the 2017 Annual Meeting, continues to be the place to go for all information and updates on the campaign. Please visit honoringthelegacycampaign.com for the latest.
AND WE’RE OFF!

National Western now has preliminary drawings for the new Livestock and Equestrian Centers and the Yards. Perkins+Wills has provided conceptual drawings of what our new buildings and Yards will look like. While more detail will be coming, this gives you a sense of what’s in the works. Stay tuned for more to come this summer and fall.

FINANCIAL UPDATES

GOAL: $100MM

RAISED TO DATE: $19.5MM

TO DATE, WE HAVE $19,540,127 PLEDGED FROM MORE THAN 40 DONORS.

As part of WSSA’s obligation to the City & County of Denver, we must commit a total of $125MM — $75MM in the transfer of our land and $50MM in cash. The first installment of $15MM is due on November 1, 2018. We feel confident we will make that first milestone.

In case there are issues with pledges versus cash, Doug Jones is chairing our finance committee and shepherding our banking relationships in case we need a bridge loan. The finance committee will meet in June to access our progress. When we met with banks during the Stock Show, we received a very positive reaction to both the project and our potential needs.
ABOUT OUR CAMPAIGN

The Honoring the Legacy campaign focuses on four core National Western facilities: The Legacy Building, the Yards, the Livestock Center and the Equestrian Center. The expansion and development of these new facilities will greatly enhance the visitor experience, provide the capacity to host a wider array of events throughout the year, and support increased attendance at other National Western Center facilities, both existing and future.

The $100 million Honoring the Legacy campaign will provide support for many of the buildings and outdoor spaces needed to help this landmark of the West reach its full potential.

Honoring the Legacy—Building the Future is a bold and ambitious endeavor that can only succeed with passionate, committed leaders at the helm.

MEET OUR CAPITAL CAMPAIGN COMMITTEE:

CHAIRMAN
Pete Coors
Chairman and Chief Customer Relations Officer, Molson Coors Brewing Co.

HONORARY CHAIRS
John Hickenlooper
Governor, State of Colorado
Michael B. Hancock
Mayor, City and County of Denver
Bettie Cram
Community Leader
Dr. Tony Frank
Chancellor, Colorado State University System
George Sparks
President and CEO, Denver Museum of Nature & Science
Steve Turner
Executive Director, History Colorado

VICE CHAIRS
Paul Andrews
President and CEO, National Western Stock Show and Complex
Sue Anschutz-Rogers
Chair and President, Anschutz Family Foundation
Pat Grant
Chairman of the Board, Western Stock Show Association
Doug Jones
President, The JONES Realty Group
Vice Chair of the Board, Western Stock Show Association
Ron Williams
Community Leader

COMMITTEE
Adam Agron
Brownstein Hyatt Farber Schreck
Steve Bangert
Chairman & CEO, CoBiz Financial
Stanton Dodge
Chief Legal Officer, DraftKings
Ed Haselden
Chairman, Haselden Construction
Mark Honnen
President, Honnen Equipment Co.
Bill Hybl
Chairman and CEO, El Pomar Foundation
Mariner Kemper
Chairman and CEO, UMB Financial Corp.
Ralph Klomp
Trice Jewelers
Sharon Magness Blake
Owner, Thunder Spirit, LLC
Lanny Martin
CEO & Founder, Platte River Equity
Denise O’Leary
Private Venture Capital Investor and Corporate Director
Nancy Petry
Community Leader
Hugh Rice
Senior Chairman, FMI Capital Advisors, Inc.
Dick Robinson
Robinson Management, LLC
Tim Travis
CEO, Eaton Metal Products Co.
Bruce Wagner
President & CEO, Wagner Equipment Co.
Barth Whitham
President & CEO, Enduring Resources
Court Wold
Vice President and CFO
Wold Energy Partners, LLC

FOR MORE INFORMATION OR TO LEARN MORE ABOUT THE CAMPAIGN, PLEASE CONTACT:
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