



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

### Personal Message from Pete

This month's message from me is a little longer than most, but this is a story I just must share. A couple of weeks ago, our campaign director, Angela Lieurance, got a call from Chuck Sylvester, a National Western icon. Chuck was calling with some very good news: Ernie Fischer, a friend and former National Western colleague had reached out about donating a bison to the 2019 Stock Show Bison sale, with the proceeds going to the campaign.



Ernie and his wife Beverly own Fischer's Bar 33 Ranch outside of Bismarck, N.D. Angela had a chance to catch up with Ernie and asked him what motivated his generosity. His answer was simple: "The seed was set more than 20 years ago, and we are in a giving mood, and there is a need now to help the National Western."

Ernie's history with the National Western Stock Show goes back more than two decades. In 1997, he contacted Cookie Perry, who was head of the maintenance department at the time, and asked if they could use a little extra help during Stock Show. Cookie told Ernie that if anyone was willing to come from North Dakota, he'd hire him! It took Ernie three days to drive through the blizzard of '97, but when he got here, it was the start of a long-term devotion to the Yards.

When he learned about the campaign, he knew he had to give back. Ernie talked at length of his desire to help National Western, with respect to providing opportunities and education for young people.

"I hope we can touch the hearts of a million people and they will all open their hearts and give a dollar or two," said Fischer. He went on to talk about the joy the Stock Show provides him and Bev. And speaking of hearts and joy, Bev and Ernie were married in the yards in 2003. Chuck even gave the bride away!

I wanted to share this with all of you, not only because it is an all-time great story, but also because it exemplifies creative giving at its best. I offer my thanks to Ernie and Bev and look forward to the 2019 Stock Show Bison Sale!

If you'd like to see some pictures of the bison being donated, please [visit our website](#).

Remember, if you have ideas, questions or thoughts to share, don't hesitate to drop me an email at [pcoors@nationalwestern.com](mailto:pcoors@nationalwestern.com).



### Check Out This Month's Stock Show Video

This month, I am particularly proud to share the video of a conversation between me and my friend, Guy McEndaffer. Guy is also a rancher, fellow Western Stock Show Association board member and an absolute force of nature in the Yards throughout the entire Stock Show. He's a real treasure and I hope you enjoy our conversation. By the way, did you know the campaign has its own YouTube channel, where you can catch up on all the videos and share them with your friends? You can find us at our YouTube channel, Honoring the Legacy National Western.

[See the video »](#)

### Campaign Status Report

We are sitting at about \$23.5MM in gifts and pledges in August. We've received just over \$250,000 in new gifts and pledges since our last newsletter and continue to be so grateful for the support. Summer is a tough time to close gifts, but I am really pleased that we have a few significant ones that are about to cross the finish line, so the fall looks strong. We also have several events coming up in the fall that will continue to raise the awareness about our work.

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

[honoringthelegacycampaign.com](http://honoringthelegacycampaign.com)

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