



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

Two years ago this month, I accepted the chairmanship of the Honoring the Legacy...Building the Future capital campaign. It didn't take much arm-twisting to convince me to do this. I have been coming to the Stock Show for as long as I can remember; I started bringing my kids as soon as they could walk; and then Marilyn and I started bringing the grandkids, often before they could even walk! We look forward to the "best 16 days in January"—as this year's tagline asserts—every year, and I don't think there's a single day that I am not here. So when Pat Grant and Ron Williams approached me about chairing this effort, I readily said yes.

As most of you know, a capital campaign of this magnitude is uncharted territory for National Western. Over the years, we have been fortunate to have financial support through the Citizen of the West dinner, the Coors Western Art show and the Junior Livestock Auction; those funds support the Western Stock Show Association Scholarship Trust. But raising \$100 million is a whole different ballgame. And yet, I have always believed we could do this—and even more.

What gives me this kind of confidence? First, look at what we are raising money for: the reimagined and greatly expanded National Western—not just the Stock Show, but a home for year-round events such as horse and livestock shows, concerts and other entertainment, and, vitally, an enhanced educational program.

State-of-the-art, shiny, new facilities are always a plus, but they only take you so far. It's the people who will make the new National Western Center continue to thrive and grow. We are raising \$100 million so that our exhibitors have access to the best facilities anywhere. When fully built, it is estimated that more than two million people will visit the new Center annually. We want our guests to have the ultimate experience when coming to an event at one of our facilities.

And finally, one of the biggest reasons why this campaign will continue to be successful is because I, like many of you, place tremendous importance on preserving our Western heritage. There's not a place in the West that will be better positioned to showcase the Western way of life. And we'll do it in a way that pays homage to and celebrates our past while helping define our future.

For these reasons and so many more, I am honored to be chairing this effort with a great group of Vice Chairs and committee members. My continued thanks to all who are helping with this effort and answering our call to get involved.



The Greatest Hits Keep Coming: Check Out This Month's Stock Show Video

This month we meet the Flesch family, who have been coming to our Stock Show for the last 10 years. They are from Northern Montana and stressed that the Stock Show is a great place to see a lot of the right people in one place. You will hear again how this exhibitor views the National Western as a great place to market their cattle. It's a refrain we heard over and over as we did these interviews. I think you will enjoy hearing from multiple generations of this family!

[See the video »](#)



What's New

A reminder to join us at 10 a.m. on Thursday, Nov. 1 as we gather to mark a milestone moment in this campaign: the presenting of \$15 million to the City and County of Denver and Mayor Michael B. Hancock. We will gather in the Stadium Arena for this event. If you want to RSVP, [just click here](#).

Hope to see you there!

Campaign Status Report

We have been working hard to ensure that we have the cash on hand for that first tranche to the city. I would be remiss if I did not add a special thank you to so many of our donors who stepped forward to pay pledges early, and even give a little extra, to safeguard that payment.

My goal is to reach \$50 million in gifts and pledges by the end of the 2019 Stock Show, and I think we have great momentum. Stay tuned—we will have some great announcements coming your way.

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

honoringthelegacycampaign.com

For questions or more information, please contact Angela S. Lieurance,
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