



Photo Credit Tommy Collier

## A Message from Pete

I recently hosted the Vice Chairs at my home—outdoors and socially distanced—for our first in-person meeting in about five months. It was great to get Doug, Paul, Sue, Pat, and Ron together in one room to strategize about how we can more vigorously resume our campaign work next month.

For obvious reasons, we've been forced to curtail our activities. And while Covid-19 has brought a great deal of uncertainty to our everyday lives, the work of National Western—and our campaign—has not stopped. We've adjusted where necessary, pivoted when required, and remained optimistic.

Here's the big question we've been getting: what do the coming months look like for a \$100MM capital campaign amid a global health crisis? We are indeed fortunate that we have made tremendous progress towards our \$100MM goal. (We're sitting at more than \$75MM). And because our campaign runs through 2023, we will make up for lost time. I remain as enthusiastic about our prospects for reaching and even exceeding our goals as I was when I took on this effort.

Here's my overly simplified answer to that question: the coming months will look a lot like they have looked since we launched this campaign. The big difference is that the pace and intensity of fundraising will slow somewhat until vaccination quells the coronavirus. I have no doubt that we'll continue to make progress. The reason for my optimism? It's all about the people and their commitment and passion for the National Western and its future, which truly lies in our hands. That's been the secret to our success to date, and it's what will see us through the current situation.

No one has a crystal ball. There are things we can control and things we can't. We can control our campaign and how we go about our work. We are big believers in communicating—with our donors, prospects, members and trustees, exhibitors, volunteers, friends, the business community—anyone who will listen, and that will never change.

Since we started this Roundup in May 2018, we've never missed coming to your inbox the third Tuesday of every month. Our website is one-stop for finding information about the National Western Center project, reading past Roundups, or even making a gift (visit us at [honoringthelegacycampaign.com](https://honoringthelegacycampaign.com) to see for yourself). We also have a [Facebook page](#) and an [Instagram account](#). Our Stock Show videos live on our YouTube channel, [Honoring the Legacy Campaign](#). Follow us and like us—you'll see lots of good stuff on our social media platforms. We're also brainstorming about other opportunities to keep you updated and in the loop. And you can always reach out to Angela (cell is 303-919-5214; email at [alieurance@nationalwestern.com](mailto:alieurance@nationalwestern.com)) if you need any information, have questions, or need something from me or the Vice Chairs. And by the way, to our 600-plus donors, I know we still owe you a Jamboree originally scheduled for April. As soon as it's deemed safe, we plan to belly up to the bar with you and thank you in person for your support!

As I have said before, fundraising is an in-person, look-each-other-in-the-eye kind of business. We believe that we can soon begin to do that again—keeping safety and an individual's comfort level at the forefront. We really miss seeing our donors and friends; we have been doing a lot of exciting work the last several months, and we want to share that with all of you. We have our list of folks we'll start to call, but feel free to reach out if we can talk with you about the Campaign and your legacy.

Look, I get it...it's been a long, hot summer. But my experience has taught me this: uncertainty is unavoidable and external challenges are inevitable. When we started the campaign, we expected surprises and challenges, and we planned for them—though a pandemic didn't make my list of tests I thought we might face.

At that long-awaited meeting with the campaign Vice Chairs, we all agreed: given the uncertainty that we face in the short term, there's never been a better time to lift our eyes to the horizon. [What we're building](#) will stand for decades as a testament to our collective vision, generosity, and effort.

The National Western's prospects have never been brighter. Your incredible gifts are enabling a wholesale re-envisioning of the gray and aging National Western Complex. As I write these words, what was pie-in-the-sky is being realized in bricks and mortar. Our collective work is creating an economic engine and cultural jewel whose enormous benefits to Denver and West will amass long after Covid-19 has been tamed. I can't thank you enough for your continued support in making it all happen.



### Stock Show Video

This month's video features [Pace Mittelstaedt](#), 18, whose been coming to Stock Show since he was 7. Pace's sister, Emile, was our Capital Campaign intern for this past Stock Show, and their family has a long history with the National Western. While we are highlighting Pace this month, this is really a tribute to all the kids who work so hard all year round, in FFA, 4-H, going to Stock Shows and fairs, and working on ranches and farms everywhere. I know many of them have had events canceled or modified this year, so I just wanted to salute the hard-working kids of agriculture!

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

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