



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center

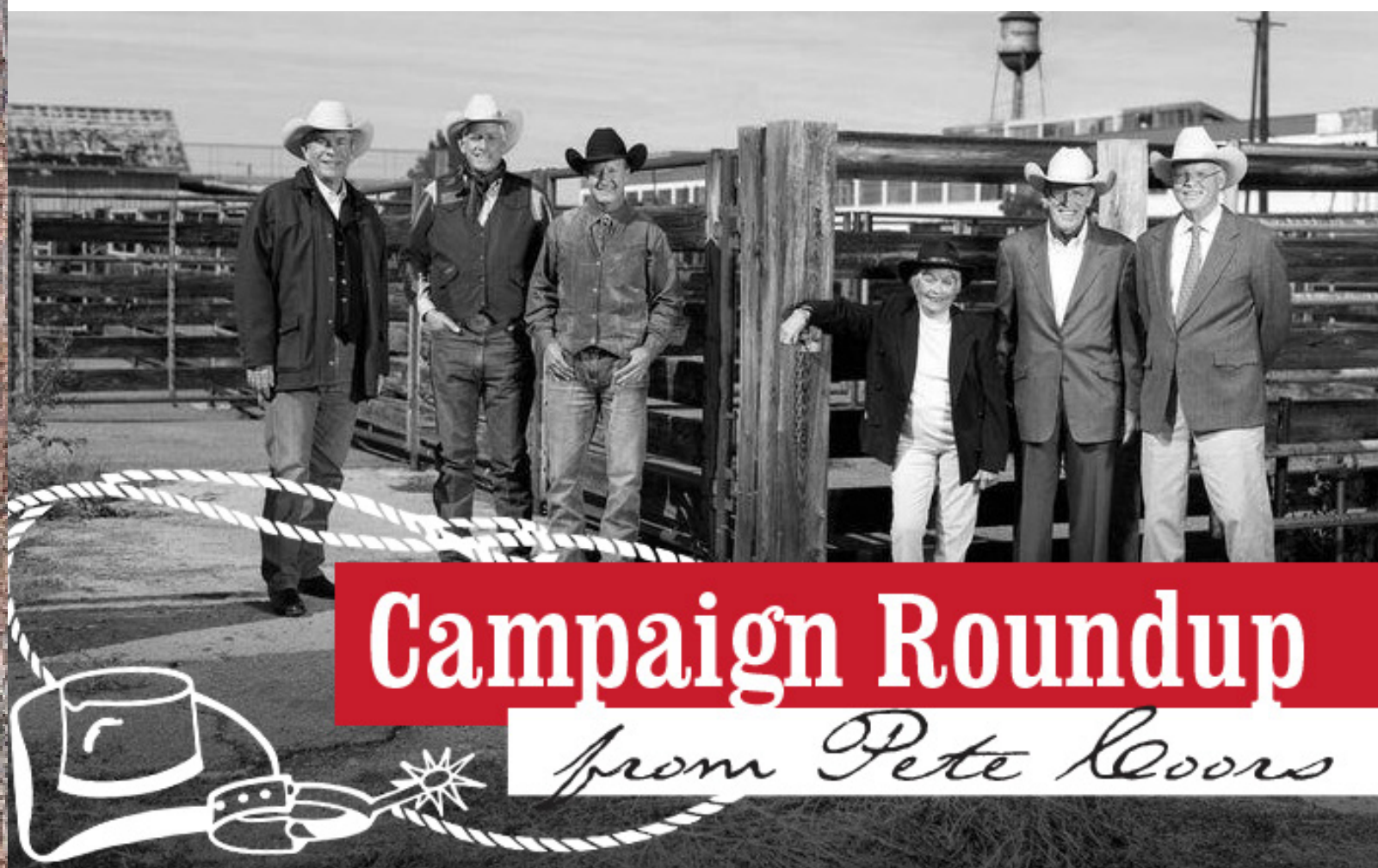


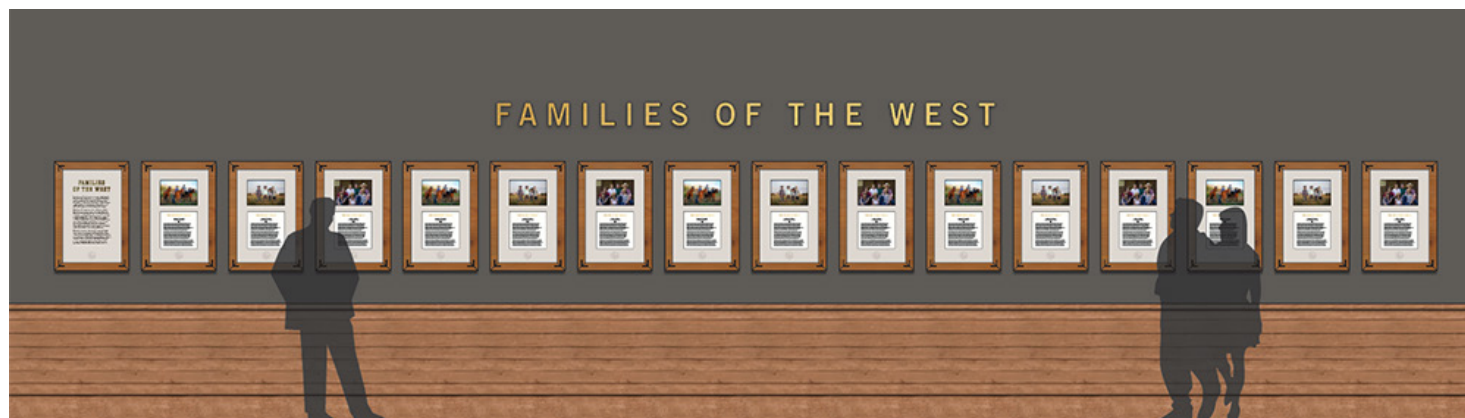
Photo Credit Tommy Collier

Personal Message from Pete Announcing the new “Families of the West” Program

Since becoming chairman of the Honoring the Legacy campaign, I’ve had a lot of discussions about legacy. In fact, it comes up in just about every interaction I have about the campaign, the new National Western Center, and our prized Stock Show. Of course, when one of the four core areas you’re raising money for is called the “Legacy Building,” one would expect it to be pondered and reflected on, deliberated and mused upon.

But these conversations go so much deeper. Our prospects and donors share stories about what leaving a legacy means to them, to their families, and to their ranches and businesses. Hearing what someone truly wants to be remembered for is what I love most about this campaign. It’s never about big titles or jobs or fancy offices. Rather, it’s about the next generation, those principles that make up the “Code of the West,” and making a difference.

This month, I’m pleased to announce our new Families of the West program. Based in the Legacy Building, Families of the West will offer a unique way for Western families to share their own histories and legacies while providing vital support to the Honoring the Legacy campaign for the new National Western Center.



Limited to just 15 families, the program’s contributors will receive a two-foot by three-foot tribute including a large photo and ample space for a description of the family’s, ranch’s, or family business’s history and its connection to the West and the National Western. The tributes will permanently augment the Western Lounge – the new National Western Club’s most prominent bar, to be located on the fourth floor of the Legacy Building.

A contribution of \$250,000 affords the once-in-a-lifetime opportunity to highlight your family’s legacy at the heart of the National Western while helping make the new National Western Center a reality.

The National Western Center will be more than a new home commensurate with the Stock Show’s greatness. It will be a global destination for agricultural heritage and innovation, education, research, and Western art and culture. The Center will serve as a center of gravity for Western values and culture for generations to come while honoring the legacy of those whose courage, creativity, hard work, and grit shaped the West into the remarkable place it is today.

Families of the West is the perfect way to honor your family’s legacy in perpetuity while securing the future of the National Western Center – one of the nation’s most ambitious redevelopments and one destined to become a centerpiece of the West.

To learn more about the Families of the West program, please call campaign director Angela Lieurance at 303-919-5214.

To see the latest on the Legacy Building, and all our facilities, please visit the honoringthelegacycampaign.com/national-western-center/what-we-are-building/.



Board member and campaign supporter Guy McEndaffer.

This month’s Donor Spotlight shines on the Bank of Colorado and Dinsdale Bros., Inc. who donated \$500,000 to our campaign at the July grand opening of Bank of Colorado’s new Cherry Creek branch. Roy and Gloria Dinsdale looked on as Chris Dinsdale presented the checks to Pat Grant, the longtime National Western leader and Honoring the Legacy campaign vice-chair. Also joining in the celebration was WSSA

“The National Western Stock Show is very important to me and to my family,” said Chris Dinsdale, co-chairman of Bank of Colorado and chairman of Dinsdale Bros. “We know the importance of ag to our state, and with their new facilities, National Western is ensuring that this vital community has a place to thrive for generations.”

Bank of Colorado President Shawn Osthoff added that his organization and National Western share the values of community, education and integrity. “These are all things we strive to support and that National Western embodies every day,” he said. “Like us, they’re committed to the community, and we’re honored to be a part of their future successes.”

Jonathan Rogers, Bank of Colorado’s Denver market president, added that the National Western Center will boost the region’s economy. “This growth will do so much in the Denver market and will continue to build on the momentum of the past few years, setting the stage for a development that the entire state can feel proud of,” he said.

We extend a huge thank you to the Bank of Colorado and the Dinsdale Family for their terrific support of our campaign!

Stock Show 2019 Highlight Video

I know I’m biased, but I’m really enjoying our Stock Show videos. This month see our interview with my fellow WSSA Board member, [Nancy Tuor](#). An accomplished equestrian and businesswoman, Nancy brings a wealth of expertise and practical experience to us on all fronts.



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

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

honoringthelegacycampaign.com