



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

It's year-end already – hard to believe. As you can imagine, Stock Show planning is full speed ahead on all fronts. I don't think there's a better time to showcase the work and mission of the National Western than during the Stock Show; nor is there a better time to see firsthand why we need new and expanded facilities.

There's no hiding it: the Complex is old – not as old as the Stock Show itself, which will celebrate 113 years in 2019, but old – with many of its buildings dating back more than a half century. Fresh coats of paint can only do so much! Outside, there's a lot more space for cattle than people, and even that's becoming a tight squeeze. The Complex's footprint has expanded haphazardly and it's landlocked. These shortcomings have eroded the National Western Complex's utility and attractiveness, and with that, its potential cultural, educational and economic benefit to the region during the 349 days a year the Stock Show isn't happening.

The new National Western Center will transform and invigorate the old Complex into a regional and national focal point capable of carrying on and expanding upon the National Western's rich legacy well into the century ahead. It will become a year-round destination, complete with 12 months of educational programming. It will also become an economic powerhouse for the city and the entire state of Colorado.

The campaign has a full schedule of activities throughout the 16 days of Stock Show. We will be hosting lunches and a dinner; doing many more videos to share with you in the coming year; making several major gift announcements; and meeting with people who have a deep passion for – and want to be involved with – National Western and the campaign.

I am pleased that we are closing the year with more than \$40 million in gifts and pledges. I remain deeply grateful to all our friends and donors who have given so far. But as some of you have heard me say, my goal is to reach \$50 million in gifts and pledges by the end of the 2019 Stock Show. I am going to need your help to do this.

If we are going to make it over that \$50 million milestone, I ask that you consider making your gift now. It's estimated that more than 60 percent of Americans make their charitable donations at year-end. If you are one of those who do, I ask that this year, you consider supporting the National Western's capital campaign. You can make an online gift by visiting our website, honoringthelegacycampaign.com and clicking the red DONATE button in the upper right-hand corner. Or, you can email me at pcoors@nationalwestern.com or call or email our campaign director, Angela Lieurance (she can be reached at 303-919-5214 or via email at alieurance@nationalwestern.com). We recently received Enterprise Tax Zone Credit status, so there are some additional tax incentives for some donors as well.

I hope you will join me, my Vice Chairs, and a multitude of other donors who have already committed to not only honor our legacy, but also ensure that we build a brighter, bigger future for National Western.

I hope you all have a wonderful Christmas and holiday season. Hope to see you at the Stock Show. I'll be there every day and can't wait!

P.S. If you missed Paul Andrews giving us his behind-the-scenes take on Stock Show planning, check out our latest campaign publication, "From the Corral," for some interesting facts and insights on what it's like to plan for hundreds of thousands of people visiting Stock Show. **View [here](#).**

P.P.S. To learn more about the 2019 Stock Show schedule, you can go to www.nationalwestern.com for info and tickets.



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

This month, I am bringing back an oldie but a goodie! To get you excited and geared-up for Stock Show, I want to share the compilation of the 13 individual videos we did at the 2018 Stock Show. Enjoy, and I hope to see you at the 2019 Show.

[See the video »](#)

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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