a campaign for the National Western Center



Personal Message from Pete WOW! What a month January was for all of us at the National Western Stock Show. First, some impressive numbers to share with you: during the Stock Show's 16 days, nearly 708,000 guests

attended a variety events. The 2020 Auction of Junior Livestock Champions set a record again this year, with the top eight champion animals bringing in an unprecedented auction total of \$530,000. Colorado was well represented by Alli Stromberger, who sold the Grand Champion Hog for \$100,000 to longtime auction supporter Transwest Trucks, Inc., and its president, George Eidsness. As for the campaign, we had an equally strong month. We set ambitious goals of reaching \$75MM and 1,000 donors by January 31. While we didn't make the donor goal, we are closing in

on 600 donors. But the dollar goal was achieved! We are now at \$76MM. For those of you who have made gifts on or before January 31, keep an eye on your mailbox for a special invitation to our Spring Jamboree Donor Thank You celebration! I always enjoy the Stock Show, but this year was special. We had several major gift announcements, each a celebration in itself. And with each Legacy Brick and Branding Walls brand, we received not only vital donations to help create the four major facilities we're building

some of the country's most famous cattle brands. I thought we'd do something a little different for this Roundup. I wanted to share some photos and brief stories about some of our top highlights of Stock Show 2020.

for the new National Western Center, but also wonderful stories about Western families and

Boots 'n Biz Boots 'n Business is always a great tradition to get the Stock Show festivities started off on the right foot. Now in its 26th year, this event brings together the business community to celebrate

Western Heritage and the agriculture community.



with Cristal DeHerrera, EVP and Chief of Staff, **Denver International Airport Sights from the Stock Show**



Member, Bruce Wagner



participation in the new center, and he chaired the State Economic Development Commission when it awarded more than \$121 million to the project.

variety of ways – including important contributions to the National Western Center. Ament's son, J. J. Ament, helped craft the strategy that awarded \$250 million for Colorado State University's



WSSA Board Member Guy McEndaffer and I stopped by for a quick interview with Bradie Jill

Coming to a Roundup Near You Soon...More Stock Show Videos

Photo Credit Emile Mittelstaedt In the coming months, we will be sharing a number of new videos we shot during Stock Show. We had a great time again this year and look forward to sharing these with you!



Photo Credit Angela Lieurance

Jones from the Cowboy Channel.





be completed prior to the

2022 Show.

Milestone Celebrations As we always do, we paused during Stock Show to celebrate the donors who have gotten us to this point. This year, we held donor lunches with Bob and Kitty Wilson, who named the National Western Art Gallery; the McNicholas Family, whose name will be on the Club Floor; and we announced the permanent naming of the Nicholas R. Petry Boardroom. In addition, we announced the new Western Lounge in the Legacy Building will be named in honor of Coleen and Fred Orr and that the new Legacy Theater will bear Bill Vollbracht's name. We want to thank ALL

Photo Credit Jared Wilson J. Robert and Katherine Wilson Art Gallery to be new home for National Western collection



National Western Giant



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