


HONORING THE LEGACY
BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Milestone Moment in the Middle of a Long, Hot Summer

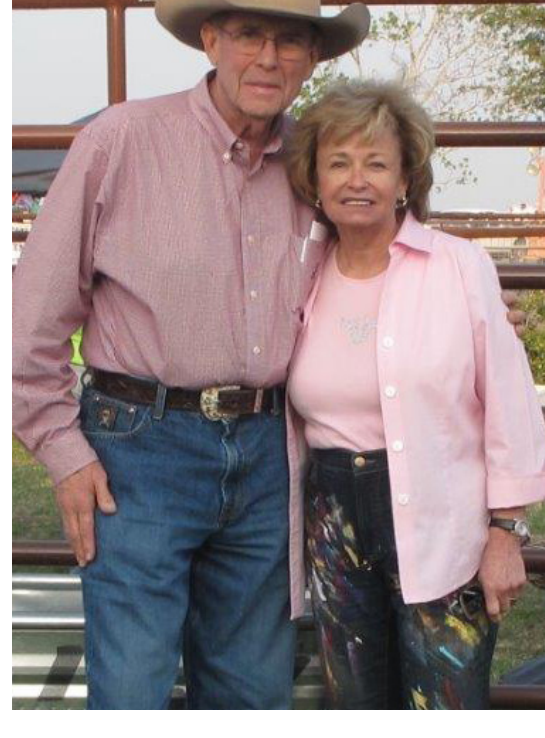
Hope you are all having as good of a summer as you can, given that I know many have had some great travel plans, golf games, family events, and celebrations canceled! At some point, we will be able to look back on these months and tell our “remember when” stories, but until that time, it sure remains a challenge.

That said, my summer got quite a bit brighter when two longtime stalwarts of the National Western Stock Show agreed to let me tell you some fantastic news: I’m excited to share with you that Buck and Janie Hutchison have named—in perpetuity—the Stockyards Event Center. Here’s the backstory.

Buck and Janie launched Hutchison Western here in Colorado soon after transplanting from their native Iowa in 1963. Buck’s bonus money from the Cleveland Indians provided the seed capital. Buck’s involvement with National Western started soon after that: he has exhibited at the Stock Show since 1964. He has also served on the Western Stock Show Association Board of Directors for 24 years and was Chairman of the Auction of Junior Livestock Champions for 25 years.

Janie soon joined in as well, volunteering for the Coors Western Art Show for 20 years. Buck and Janie’s sons Blake and Heath have been on several WSSA committees and are partners in Hutchison, Inc. Daughter-in-law Jeannine joins Buck and Janie on committees for the Citizen of the West Dinner.

Buck described the motivation behind their generosity to our campaign and the new National Western Center this way: “We wanted to perpetuate the Stock Show, and we knew we could do that by supporting the Capital Campaign. Naming the Stockyards Event Center was a perfect way to do that.”



The Stockyards Event Center will be the centerpiece building in the Cille and Ron Williams Yards. The 48,000-square-foot Center will encompass two highly visible and critical components of the Stock Show: the Yards Auction Arena and the Yards Show Arena. The state-of-the-art Yards Auction Arena will have seating for more than 600. The Yards Show Arena will be larger yet, with seating for up to 1,000 guests. The Stockyards Event Center will also host offices and support spaces as well as new bar and restaurant spaces that are sure to elevate exhibitor hospitality. Indoor wash buildings with heated, pressurized water; lighting throughout the Yards; and a large load-in-load-out area will allow for around-the-clock work to occur.

WSSA President and CEO Paul Andrews told me that he could not think of a more perfect pair to name this facility, adding, “Buck and Janie have been fixtures of the Stock Show and this organization for more than 50 years. They—like the Yards—are the heart and soul of our Stock Show, and having their names associated with the Stockyards Event Center in perpetuity just seems perfect.”

I could not agree more. We are so deeply grateful that Buck, Janie, and their family decided to leave their mark on the National Western Stock Show in this incredibly significant way. We are thankful for all their support throughout the years and look forward to celebrating the opening of this impressive facility in 2021.

Creative Destruction

I am also happy to report that we continue to make great progress on the National Western Center. When it comes to redevelopment, seeing buildings come down is just as important as seeing them rise. In late June, demolition began on the Livestock Center. To many, the Livestock Center Auction Arena, as it was officially named, has been a staple of the National Western Stock Show since it was built in the mid-1960s by the Denver Union Stock Yard Company (DUSY). The impetus was to stay competitive and relevant in the then rapidly changing world of stockyards and cattle sales.



We checked in with our resident archivist and historian, Keith Fessenden, to get some of the history of the building. Keith tells us that, after DUSY’s 75th Anniversary in 1960, the marketing of U.S. livestock underwent what the 1966 DUSY Annual Report (published in 1967) called a “period of unprecedented change in the livestock industry.” DUSY rose to the challenge of that change with facility improvements and business innovation. One of these improvements was the Denver Livestock Market’s new sales arena and pen area.

That 1966 annual report described the changes to the Denver Livestock Market:

On July 1, 1966, the market changed its method of operation from a combined private treaty and auction operation to a straight auction operation. All sales are now conducted by a single agency, the Denver Livestock Market, Inc., which is a subsidiary of the DUSY. DLM leased those facilities necessary to the conduct of the livestock market from the Denver Union Stock Yard Company and is aggressively soliciting livestock for sale at the stockyards.

For this new operation, the Parent Company in October opened a newly constructed sales arena connected to the Exchange Building. It has been well received by livestock interests. During the nationally famous Stock Show Feeder Cattle Sale, over 13,000 head of cattle were sold through this new facility on one day, before more than one thousand buyers and spectators. Along with materially improved services to market customers, substantial operating economies have been made possible by these changes.

As DUSY transitioned from a stockyard manager to a livestock market to a real estate development firm (under the name Denver Union Corporation), it transferred the Denver Livestock Market to Howard & Associates under a nine-year lease in 1970. Weekly livestock sales continued at the Livestock Center Auction Arena for several years.

During this past January’s Stock Show, the old Livestock Center was again full of activity and life. But we’d all agree: its glory days have come and gone – many, many years ago, in fact! As sad as some of us are to see it go, we must remember that progress comes and goes in both directions.

The new Stockyards Event Center will serve as vastly improved successor to this facility. Thanks to Buck and Janie, we know it will be as vital of a space in the future as it has been in our past.



And speaking of the Heart of Stock Show...

Given the focus on the Yards and the new Stockyards Event Center this month, we thought it only appropriate to [feature Ron Williams](#) as this month’s video. Ron is past chairman of the Western Stock Show Association’s Board of Directors and a Vice Chair of our Capital Campaign. Like Buck, Ron has been associated with and has attended

Stock Show for more than 50 years. He and his wife Cille have named the new Yards. We’ve said it before, but it bears repeating: the Yards are the “heart of the Stock Show.”

Our new Yards will comprise more than 20 acres just north of their current site, and they’ll still be home to our valued exhibitors, thousands of cattle, Herd Sires, and Stock Dogs every January.

We hope you enjoy hearing from the man we call the Heart of the Stock Show, Ron Williams, who was interviewed by our friend and local media personality, Ed Greene.

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

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