

a campaign for the National Western Center



Personal Message from Pete An Opportunity to Celebrate Women in Agriculture

Our \$100 million capital campaign for the Stock Show's four core areas has raised an incredible

\$63 million from 250 donors. That's a big number from a small number, and somewhat typical of

campaigns of this size and scope. When you're leading a campaign such as ours, big numbers are absolutely wonderful and, frankly, indispensable. Of course, as I've said many times before, we want to create opportunities for everyone to be involved in this campaign. Each Campaign Roundup for the last several months has introduced a new program at varying donation levels that might spark

someone's desire to participate. In August we rolled out our new Families of the West program.

Last month we introduced the Legacy Bricks program. This month I'm pleased to announce our Women in Agriculture program. WOMEN IN AGRICULTURE

This new Women in Agriculture program is an innovative way for individuals, families, and

The proposed Women in Agriculture wall in the Sue Anschutz-Rodgers Livestock Center

businesses to celebrate the outstanding contributions women have made to Western agriculture while providing vital support to the new National Western Center. Women have always been indispensable to agriculture and ranching. These days, they serve as

entrepreneurs and business owners, innovators, ranchers, leaders of some of our most revered agricultural companies, and stewards of the land. The Women in Agriculture program celebrates

the historic achievements of women who are the role models for those leading the industry into the future. The honorees will be celebrated with an 8-by-10-inch photo and a plaque which will include the honoree's name and that of the individuals, family, or business recognizing her. Women in Agriculture plaques will be on permanent display in a prime location in the Sue Anschutz-

Rodgers Livestock Center—a fitting home named in honor of one of the West's great women in

This unique opportunity to honor a female leader in Western agriculture while helping make the new National Western Center a reality is available for a contribution of \$25,000. You can find out more information here.

Stock Show has proven to be our most fruitful time for fundraising. Our tried-and-true friends

We Don't Do Small...

agriculture.

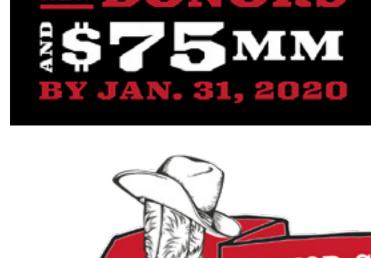
and exhibitors return—from 42 states, in fact. So many of our corporate friends from downtown Denver make the less-than-five-mile trek to don their cowboy boots and hats; families from near and far return year after year (20,000 schoolkids also come through—and all for free, I might add). Thousands of people line 17th Street for the kick-off parade as real cowboys herd longhorns right through the heart of downtown Denver. For the last two years, more than 700,000 visitors have come to the Stock Show—that is nothing short of impressive. The campaign must keep pace, and to that end, we have set some very ambitious goals. I announced last month that our next milestone for donors was to reach 1,000. Now I challenge

1,000 donors in total by January 31, 2020. Remember: this is all so we can build four major facilities that will comprise the heart of the National Western Center, a new home for the Stock Show we all love and much, much more. Those facilities include the Cille and Ron Williams Yards, the Equestrian Center, the Sue Anschutz-Rodgers Livestock Center, and the Legacy Building—the new National Western world

you to come one step further with me: we want to reach \$75 million in donations from at least

for decades to come in terms of economic development and agricultural education as well as cultural enrichment and civic pride.

headquarters. Your investment in this campaign will pay dividends to Denver and the West





Colorado Springs in 1937. To this day, Penrose's Pikes Peak or Bust Rodeo and the National Western are building on their legacies of celebrating Western heritage while evolving to better serve their communities. Hybl adds that El Pomar is committed to enhancing the well-being of the people of Colorado and proud to invest in the National Western Center—and therefore the economic development—of the metro-Denver area and the state. We were beyond thrilled when El Pomar stepped to the forefront and made a \$1 million dollar commitment to our campaign.

This month we are pleased to highlight El Pomar Foundation. Like the early champions of the National Western Stock Show, El Pomar founder Spencer Penrose was committed to celebrating

the Western lifestyle while promoting economic vitality, explains the foundation's Executive Director Bill Hybl. Recognizing the economic and community-building opportunity, Penrose established the Pikes Peak or Bust Rodeo and built the 10,000-seat Will Rogers Stadium in

Colorado."

"El Pomar Foundation is proud to support the National Western Stock Show and the ways it

celebrates Western heritage while promoting the future of American agriculture," Hybl said. "As a hub for research, education, convening and collaboration, the National Western Center campus will serve an unmistakable role in the future of agriculture, Denver's economy, and the state of

who are in thick of various equestrian events every year. Here's the link.

Stock Show 2019 Highlight

This month I hope you enjoy meeting the **Banister family** of Brighton, Colorado. They're longtime Stock Show attendees

Video





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

Angela S. Lieurance

Visit nationalwestern.com for more information and to purchase tickets for events and rodeos

> Director of the Capital Campaign Western Stock Show Association 4655 Humboldt Street Denver CO 80216 alieurance@nationalwestern.com 303-919-5214

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