



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

It still feels like the spring of our campaign, but meteorologically speaking, autumn is in full swing. The National Western family prepares for winter in different ways. On ranches, we make sure the shelters are patched up and their floors have a nice, thick layer of straw. Here in town, we see that the sprinklers are blown out and get that last round of raking done. And of course, National Western is in full-blown Stock Show planning. Everywhere, we look forward to November's signature holiday. As Thanksgiving approaches, my thoughts—like those of many of you—turn to gratitude.

I'm grateful for many things. Foremost, family. I have a great – and big – family. When my kids and their kids gather around the Thanksgiving table, we outnumber the population of Last Chance, Colorado (located at the intersection of U.S. 36 and Colo. 71 in eastern Colorado), which at last count had a population of 23. Marilyn and I are blessed to be surrounded by this posse of ours, now including 14 grandkids. And where would we be without friends – to share laughs with, to bounce ideas off of, to commiserate with, to spend time with? I've been blessed to have had great friends all my life, and no matter how busy things get, I make a point of nurturing longstanding friendships and establishing new ones.

There are lots of wonderful places live. But there's nowhere I'd rather be than in Colorado and the West. To me, the West represents courage, positivity, strength, fairness, hard work and integrity. Maybe it's the legacy of having carved out a living in places where crops wouldn't grow until the hard work of manually digging miles and miles of ditches was done. Maybe it's that many of us come from other places and, having been welcomed, make a point of being welcoming. But it's a great place to be, and one worth our efforts to make even better. Also, I'm grateful to share my home state and its neighbors with the great ranching families of Colorado and the West. They do a lot to keep the region – and indeed the world – fed, and I applaud them for their extraordinary efforts. (As an aside, the videos we have been sharing since I started this newsletter last May represents the "best of the best" – if you missed them and want to check them out, you can find them at our [YouTube channel](#).)

I'm thankful, too, for National Western. I have been involved with National Western and the Stock Show since the '80s. I am truly honored to be leading this campaign. It's not only a way for me to give back to an organization that has done so much for me, but it's also a way for me to help make sure National Western is here for my grandkids and beyond. Our supporters and donors are worthy of gratitude, too. This campaign is really the first time out of the chutes for us. National Western has never tried to raise this kind of money, this fast. The response has been overwhelming, and I am so appreciative of every donor – and those who are considering supporting our efforts. Finally, I sincerely thank my Vice Chairs and Campaign Committee Members: this is not a one-man job, and my hard working, committed colleagues make sure I never feel like it is. No one running a campaign could be luckier than I am — head over to our website to check out [who's involved](#) with our campaign.

May you enjoy a bountiful and blessed Thanksgiving.



BILL WILSON
WILSON CATTLE COMPANY

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

This month, we want you to meet Bill Wilson. Bill has been to almost every Stock Show since 1964. He lives in Indiana, and when he first started coming, he brought his cattle in a box car. He compares having a champion at our Stock Show to winning the Indianapolis 500. Bill is a National Western treasure and I think you will enjoy his story. [See the video »](#)

We have a full schedule of tapings planned throughout Stock Show, so we'll have many more videos to share with you after Stock Show 2019. And speaking of the Stock Show, there's a full schedule of activities on National Western's website, so head over to www.nationalwestern.com to check it out.



What's New

These monthly Campaign Roundup newsletters have proven to be popular, and I am so appreciative of you all taking the time to keep up with our progress. In fact, they have shown themselves to be so popular that I have asked our Vice Chairs to share some of their thoughts about National Western, as well. Keep an eye out for the first edition of "From the Corral: Inside Takes on the National Western." This will rotate among Paul Andrews, Pat Grant, Sue Anschutz-Rodgers, Doug Jones and Ron Williams. Paul will be up first to share some interesting facts as he plans for the 113th Stock Show. This will hit mailboxes December 5.

Head over to the website to check out the latest and updated naming opportunities. As design has progressed, we have been able to add a multitude of naming options. More details can be found [here](#).

The National Western team is hard at work on Stock Show tapings and so is the Capital Campaign Committee. We have a series of lunches, video tapings, behind-the-scenes events and other events planned during Stock Show. If you are interested in attending, please contact Angela Lieurance at the email or phone number below.

Campaign Status Report



GOAL: \$100MM
RAISED TO DATE: \$41MM

We celebrated in a big way on November 1, when we presented Mayor Michael B. Hancock and the City and County of Denver our first payment of \$15 million. That really was a milestone moment for us, and I encourage you to check out photos from the event [here](#).

While we are proud of what we have accomplished – we have gifts and pledges totaling more than \$40 million – we can't rest on our laurels. Our goal is to be at over \$50 million by the end of Stock Show. There's some heavy lifting to do between now and then, but I am confident we can do it! And in the spirit of Thanksgiving, I thank you again for being a part of this vitally important effort for the future of Denver and the West.

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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