



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

Last month I was joined by Doug Jones, chairman of the WSSA Board of Directors, and Paul Andrews, our president and CEO, in sending you the exceedingly difficult message that the 2021 Stock Show has been postponed. While I doubt anyone was genuinely surprised, I know everyone was disappointed. But that was then, and this is now!

Call it what you like—making lemonade out of lemons, pulling ourselves up by our bootstraps, or just plain grit—but I want to share some plans with all of you that the Honoring the Legacy Campaign, along with the National Western Stock Show, will be putting into play during those famous 16 days in January.

Before you scream at your screen, “Wait: I thought you couldn’t do anything,” just hear me out. When the Board made that difficult decision to postpone the 2021 Show, many of us were left asking, “What now?” I, for one, could not fathom a January without wearing my Stock Show attire every day for three weeks, seeing old friends, watching rodeos, getting my hats cleaned and reshaped at Western Traditions, and eating lunch in the Club.

But when I really thought about it, what makes the Stock Show such a unique and special time for me are the feelings and emotions it evokes in me every day. It makes me happy to be at National Western for three weeks straight. I love spending time in the Yards; I am overjoyed watching my grandkids relish getting some rodeo dirt kicked in their faces or even take their turns at Mutton Busting. It makes me feel “Western”—like I am living and breathing the Code of the West with 700,000-plus friends.

So not wanting to lose that sentiment in January, we’re proud to announce **“Honoring the Legacy...Building the Future: Celebrating the Spirit of the National Western Stock Show.”** From January 9–24, we will be celebrating the spirit of the National Western Stock Show in some way every day. We’ll do this through a series of videos; Zoom meetings; calls; special Campaign Roundups; and masked, socially distanced, small-group tours and lunches. We will be featuring everything from interviews with Stock Show icons and status briefings on every new facility to campaign updates and Cowboy Church. If you can’t come to the Stock Show, the Stock Show will come to you!

Now let me be clear: the things we have planned can never take the place of a real, honest-to-goodness National Western Stock Show. What we want to do here is celebrate the spirit of the Stock Show—nothing can replace the actual event. Our goal is to make all of us feel a little more connected and a little less lonely during those 16 days in January.

Stay tuned to coming issues of this Roundup for more details. In the meantime, if you have any questions about what we have planned, just reach out to Angela and she can give you more details. She can be reached at alieurance@nationalwestern.com or at 303-919-5214.



A New Program Launches

When we launched our [Legacy Brick](#) and [Branding Walls](#) campaigns last year (online forms [here](#)), we vowed to create an equally special program for our equestrian friends. We are pleased share with you our new Heritage Horseshoe program.

Whether your passions lie in jumping, racing, reining, rodeo, trail riding, dressage, equine therapy, family riding, or otherwise, the Heritage Horseshoe program offers a unique and meaningful way to recognize your favorite ride while providing vital support to the National Western Center’s new Equestrian Center. This program will allow donors to honor their favorite horse, owner, or ranch with two types of attractive, horseshoe-adorned plaques. Donations of \$1,000 receive an eight-inch by eight-inch wooden plaque with one horseshoe, a large nameplate above the horseshoe, and a smaller nameplate below it.

Donations of \$2,500 are commemorated with a larger, eight-inch by 12-inch wooden plaque with two horseshoes, a large nameplate above them, and smaller nameplates below them. With both options, the smaller nameplates are perfect for honoring and memorializing favorite horses, equestrians, and ranches past and present. Heritage Horseshoe plaques will be prominently displayed in the National Western Center’s new Equestrian Center.

See the attached flier to reserve your horseshoe today or [learn more](#) about the program.



Stock Show Video

Our Stock Show videos are pure gold—every one of them we have done over the past three years. But this one...this one is special. Please take a few moments to watch our friend, Ed Greene, [interview Sue Anschutz-Rodgers](#). Not only is Sue a fixture at the Stock Show each year, but our new Livestock Center will also bear her name! Enjoy!

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

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Stay in touch with us on social media:



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

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