



HONORING THE LEGACY
BUILDING THE FUTURE

**CELEBRATING
THE SPIRIT
OF THE NATIONAL
WESTERN
Stock Show
2021**

HONORING THE LEGACY AND
NATIONAL WESTERN STOCK SHOW

**NEWS
CLIPPINGS**
JANUARY 2021



It started with a simple question: given the 2021 Stock Show's postponement, what could we do to make us all just a little bit less lonely during those 16 days in January when we'd normally be together?

What emerged exceeded our wildest expectations. *Celebrating the Spirit of the National Western Stock Show* blossomed into a 16-day virtual event featuring 17 videos, a dozen Virtual Happy Hours, and a Marquee Concert. We ended up with a trove of musical performances, interviews, shout-outs, tours, and much more to share with the National Western family.

This was a remarkable event, and, as you'll see in the following pages, the media took note.

With this virtual homage to the Stock Show now in the rearview mirror, we're looking ahead to 2022. Next year's Stock Show is going to be bigger and better than ever. What's more, we'll be celebrating the grand opening of the first of the National Western Center's four major new facilities: the Cille and Ron Williams Yards and its centerpiece, the HW Hutchison and Family Stockyards Event Center.

Celebrating the Spirit did more than bring us together. It sustained the momentum of a capital campaign that's raised close to \$80 million of our \$100 million goal. It showed the enormous sway the National Western has on our collective imaginations. And it underscored the importance of the work we're doing to build this storied institution a new home for the century to come.

Thank you for all you're doing to ensure the future of the National Western.

Pete Coors
Chairman, Honoring the Legacy campaign
Board member, Western Stock Show Association

Doug Jones
Chairman of the Board, Western Stock Show Association
Vice Chairman, Honoring the Legacy campaign

Paul Andrews
President and CEO, National Western Stock Show
Vice Chairman, Honoring the Legacy campaign

National Western Stock Show to host series of free virtual events in January

- **Hannah Metzger** hannah.metzger@gazette.com
- Dec 30, 2020
- Denver Gazette



The National Western Stock Show in a Jan. 16, 2019, photo.

Jerilee Bennett, The Gazette

The postponed National Western Stock Show will hold virtual events celebrating all things Western in January.

From Jan. 12-22, virtual happy hours and concerts will be hosted every evening as part of the “Celebrating the Spirit of the National Western Stock Show” campaign.

“The last time the Stock Show was postponed back in 1915 ... they didn’t quite have the technology to pull off something like this,” said Paul Andrews, president and CEO of the Western Stock Show Association.

“We’re thrilled to be able to share with the National Western family the incredible support of so many talented artists and prominent people.”

Numerous country music and entertainment artists will perform in the series of concerts, including Michael Martin Murphey, Baxter Black, Brooks & Dunn, the Nitty Gritty Dirt Band and more.

In between musical performances there will be appearances by celebrities such as Peyton Manning, John Elway, Luke Bryan and Ken Burns, and a sermon from Dr. Alveda King, the niece of Martin Luther King, Jr.

Denver television and radio personality Ed Greene will host the shows and Jim Salestrom, musician and Emmy award-winning songwriter, is the musical adviser for the concerts.

“We knew we couldn’t replace the actual event. But we wanted to celebrate the spirit of the Stock Show and keep the heart and soul of National Western alive and in front of people,” said Pete Coors, Honoring the Legacy campaign chair.

Molson Coors Beverage and Coors Banquet are the premier sponsors of the series of virtual events.

The events will also feature videos for kids sponsored by Wagner Equipment and the R. Stanton Dodge Family.

Programs include a Buffalo Bill special, hosting by rodeo clown Justin Rumford and lessons from National Finals Rodeo participants.

The events will also present videos highlighting the new National Western core facilities, stock show icons, a special with hat-maker Coleen Orr and several major gift announcements over 16 days.

“I’m looking forward to a slate of great virtual events. But we are also looking forward to hosting 700,000-plus people at the 2022 Stock Show,” said Doug Jones, Western Stock Show Association chairman.

All virtual events are free, but participants must opt-in to get access by signing up via email at honoringthelegacycampaign.com.

The Denver Gazette is the official media partner of the event.

National Western Stock Show offers virtual shopping

- Jan 4, 2021
- High Plains Journal



Browsing through the booths at the vast National Western Stock Show trade show is a tradition at the annual show. Visitors may not be able to walk through the booths in person this year, but they can still visit vendors virtually and shop for Western merchandise from home.

Small local businesses help make Stock Show such a vital part of the community, and they appreciate your support. Shopping links will be available at nationalwestern.com/vendor-shopping through Jan. 24.

GUEST COLUMN: National Western Stock Show: Enduring historic times

- Douglas Jones and Paul Andrews
- Jan 7, 2021

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- AMBER HOTZFELD

It all started on the South Platte River banks in 1906 when the National Western Stock Show was born. The humble beginnings were led by cattlemen, political leaders, civic leaders, downtown Denver business leaders, and livestock exhibitors from across America.

In year one, the show hosted more than 15,000 attendees and boasted livestock entries of more than 350 head of cattle, sheep and swine. The show ran for six days, starting on Jan. 29, 1906. Simultaneously, an entity was formed to manage the show as a 501c-3, a not-for-profit founded on education and the celebration of our Western heritage, known as the Western Stock Show Association.

Today, our founders would be amazed at everything the National Western Stock Show has become. The 2020 “Best 16 Days in January” hosted more than 708,000 attendees. The prestigious livestock shown on-site and in competition equaled more than 15,000 head, solidifying us as the Super Bowl of livestock shows. The 29 rodeo performances featured the best professional cowboys and cowgirls in the world, plus world-class horse shows starring the

best equestrian competitors, human and animal. The acres of trade show shopping space marks the event as Colorado's largest agricultural trade show.

The 16 days of the National Western Stock Show generates an estimated economic impact of \$120 million for the Denver metro area. The stock show proudly supports over 100 students annually through college scholarships studying in the fields of agriculture and rural medicine.

If the stock show were to occur in 2021, today would have been the annual kickoff parade with the Longhorn steers leading more than 80 entries through the streets of downtown Denver to celebrate the start of the Stock Show.

Likely more than 40,000 fans would have crowded downtown streets to celebrate with family and friends. However, the global pandemic and the risks to attendees' health were too much to overcome, as COVID-19 continues to impact events worldwide.

Only two times in our 114-year history has the stock show not taken place. In 1915, an epidemic known as hoof and mouth disease broke out in livestock, which prohibited the animals from crossing state lines. The show's organizers were heartbroken as we are today, but rallied together and put on one of the largest shows in America just one year later.

Although we can't celebrate our 115th show this January, we will not be overcome by the pandemic. We are moving forward and are busy preparing for the 2022 show, Jan. 8-23, when the National Western Stock Show will welcome more than 42 states and 35 countries to the Super Bowl of livestock shows, still residing along the South Platte River banks.

With the promise of the vaccine, we are optimistic that together with our Stock Show Nation, we will break the all-time attendance record set back in 2006 at nearly 727,000 attendees. It's time for that record to fall, and no better year than 2022 to show the grit of all Coloradans.

As we look ahead, the 200th anniversary of the National Western Stock Show will be celebrated 86 years from now at the new National Western Center. The National Western Center facilities under construction will feature new yards for livestock; a new state of the art equestrian center and livestock center; and future phases will provide a new multipurpose arena for rodeo and expo hall for large trade shows. It will take multiple years to complete but will be well worth the wait.

Let's get back in the saddle and ready to ride in January of 2022 at the National Western Stock Show!

Douglas Jones is chairman of the Western Stock Show Association. Paul Andrews is president/CEO of the National Western Stock Show and Complex.

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National Western Stock Show rolls out online for the first time

- By JOEY BUNCH joey.bunch@coloradopolitics.com
- Jan 8, 2021 Updated Jan 26, 2021
- Denver Gazette

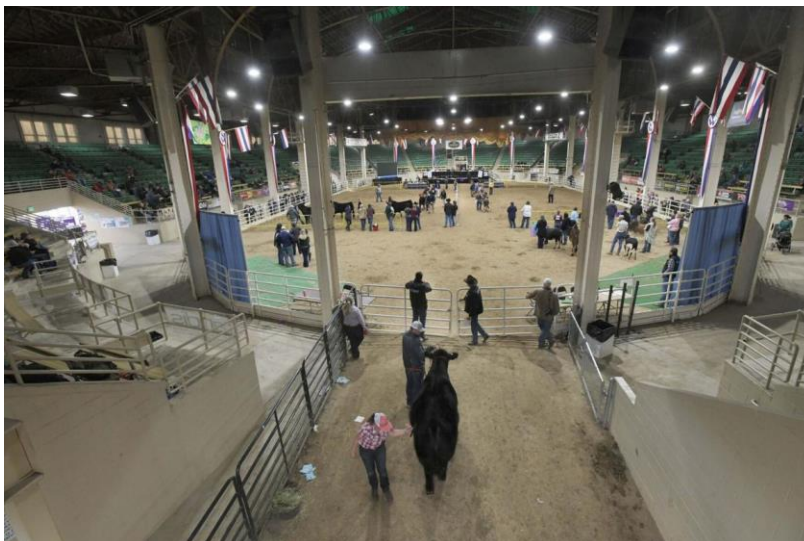
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As viewed through a fisheye lens, the shuttered front doors of the Denver Coliseum are shown as a statewide stay-at-home order remains in effect in an effort to reduce the spread of the new coronavirus, Tuesday, April 7, 2020, in Denver. The coliseum and another property on the grounds of the National Western Stock Show and Rodeo will be used to house homeless people during the virus outbreak.

- David Zalubowski, Associated Press

The National Western Stock Show in a Jan. 16, 2019, photo.



- Jerilee Bennett, The Gazette



An estimated 950 business and community leaders fill the arena for the 18th annual Boots 'n Business luncheon at the National Western Events Center on Jan. 6 in Denver. The event kicks off the National Western Stock Show and Rodeo, which opened officially the next day, and featured entertainment by the Westernaires and a talented monkey named Whiplash, who rode a border collie to demonstrate sheep herding feats. Photo by Ernest Luning/The Colorado Statesman

The stalls and stockyards at the National Western Center are historically quiet for the days ahead, when it's normally jumping like a bucking bronco.

Among the casualties of COVID-19 is a piece of Colorado's most prominent agricultural tradition, the National Western Stock Show and Rodeo — 16 days, more or less, at the same location in north Denver since 1906.

The 115th stock show will be online instead of in the mud, in the rodeo arenas, and in the acres of shopping for Western goods and treats.

Pre-taped programs will air on the [National Western's website](#) through Jan. 24, the normal run of the show.

Many are hosted by show benefactor, noted politico and beer magnate Pete Coors, who will provide a special address on the National Western's Legacy Capital Campaign available starting Monday at 9 a.m. An announcement of a special gift to the Honoring the Legacy Fund is expected on Jan. 15.

This year, however, no mutton will be busted, no bulls will be ridden and the dancing horses won't dance.

Such festivities normally would have started today and pulled in 700,000 customers. It raises millions to fund scholarships for kids in Wyoming and Colorado who study agriculture and veterinary medicine who are willing to serve rural areas with their practice.

The show has provided more than \$13 million to more than 3,000 students since the scholarship trust started in 1983.

Organizers hope to still fund 100 scholarships this year.

The curtain has fallen on the 100-acre hillside only once before, in 1915, for an epidemic-level outbreak of hoof and mouth disease in livestock. This time, of course, it's people at risk and putting vendors and sponsors in limbo waiting on an answer.

The loss is immeasurable to those who love it and look forward to commiserating with rodeo queens, traveling salesmen, cowboys, field hands and millionaires.

"It's about 10 times harder not to put on the National Western Stock Show than it is to put it on," said Paul Andrews, the stock show's president and CEO, who hails from a ranching family with close ties to the show going back generations.

"It's hard on you mentally. We've got a lot of depressed people. This is what we do; this is what we live for."

The show's battalion of volunteers and boards salvaged as much as they could without attracting crowds.

Friday, as Andrews chatted on the phone he described the cavernous auction arena, where last year's Catch a Calf kids were bringing their animals back for judging — wearing masks, marching their calves into a silent hall, as socially distanced as the show could ensure.

Normally the activity would look like backstage at a Denver arts production, but not this year. They were lucky to get what they got on Friday.

The show is really about the next generation to keep the Western spirit and the industry to crops and livestock alive, Andrews said, so it just wasn't possible to tell those kids who've fed and groomed those animals for a year, effectively, "tough luck."

Other auctions have been nixed, costing kids from all over the West, Wisconsin to Southern California, the chance to bring their show animals to the largest stage they'll see. The Grand Champion steer won't be posed for pictures in the lobby of the Brown Palace, as it would in normal years.

The association that runs the nonprofit fundraiser, though, announced in September that the risk and uncertainty was too great this year and put Denver's biggest show on ice.

The Western Art Show is taking place online, and the response has been great, Andrews said.

The show this year is losing about 90% of its various revenue streams, but that's just the beginning for the National Western Center, home to more than 200 other shows that would lease facilities throughout the rest of the year.

Andrews said the show got a little money in the last stimulus, but they hope to get some yet-undetermined amount from next one.

"We're 20-plus-million dollars in the hole March to March, basically," he said.

The people behind the nonprofit, educational stock show also hope to go the legislature for some help, given all that the show does for the state's farmers and ranchers, as well as its direct economic impact on metro Denver each January.

"We kick off \$120 million a year in economic impact and have for decades, but we need a little bit here to help us," he said.

Donors are important to the millions of dollars that's needed for the next however-many months.

The National Western Stock Show won't happen in Denver this year for only the second time since 1906

The last time the National Western Stock Show was canceled was in 1915 due to a "hoof and mouth" disease epidemic.



- Author: Allison Sylte
- Published: 1:07 PM MST January 8, 2021
- 9 News

DENVER — While many people will still keep their Christmas lights up in solidarity, the hundreds of thousands from all over the country who usually flock to the Mile High City for the National Western Stock Show won't get to see them.

Due to continued risk of COVID-19, the 115th National Western Stock Show was postponed to next year. It would have opened on Saturday, but drone images show that the usually bustling grounds are empty of the cattle and horse trailers that usually invade the complex for 16 days.

This is only the second time the stock show has been canceled in its history. The first time was in 1915, when a "hoof and mouth" disease epidemic prevented livestock from traveling across state lines.



Officials said the stock show typically involves 900 booths and draws 700,000 people each year, bringing \$100 million to Denver's economic and funding 100 scholarships for students majoring in agricultural and rural programs.

Since the main event isn't happening this year, Stock Show staff are partnering with 16 non-profit programs over the month of January. They will also air pre-tapped programs of the show on their website.

Those nonprofits are: Children's Hospital Colorado, The Gold Crown Foundation, Project CURE, Eagles Nest Ranch, The Urban Farm, Habitat for Humanity, Temple Grandin Equine Center, Food Bank of the Rockies, Westernaires and several days of clean-up in the Globeville-Elyria-Swansea neighborhoods.

When the stock show starts again next year, organizers expect that the revamped Stockyards Events Center will be open.

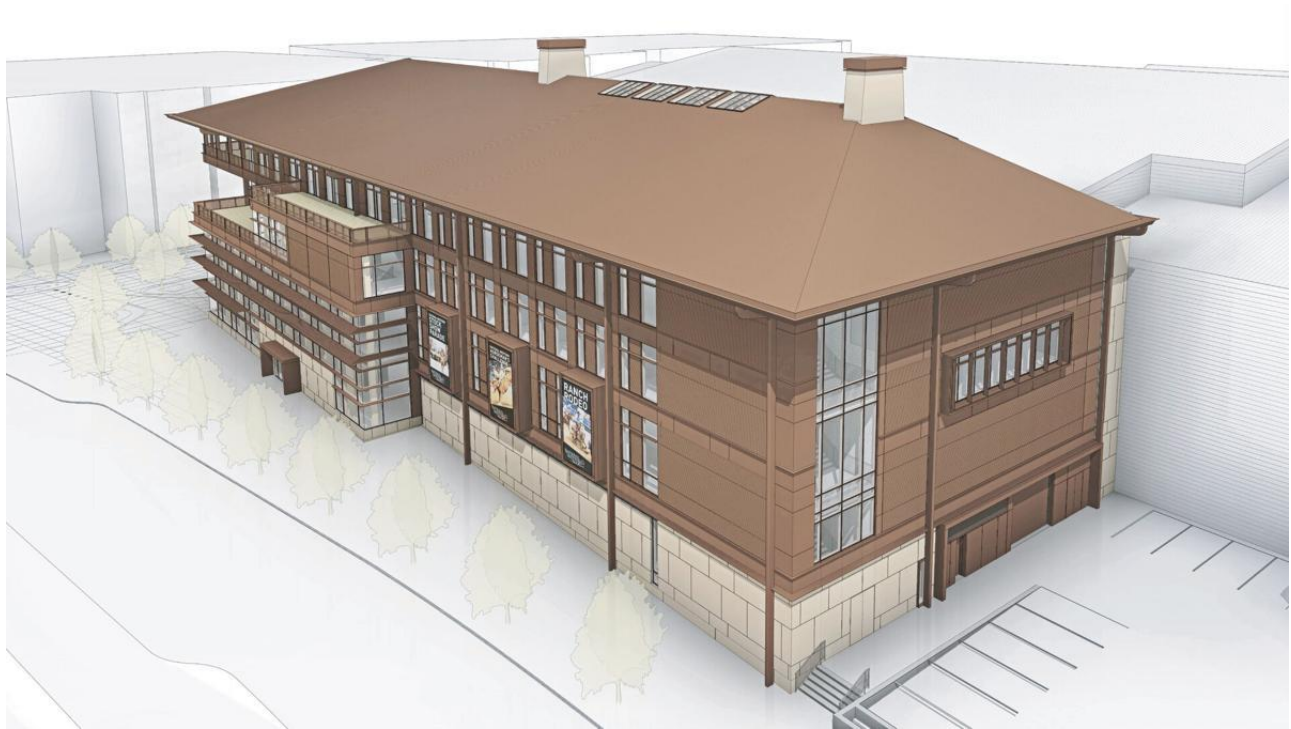
That's part of a big overhaul of the history National Western Stock Show Complex.

Construction on the center began in 2019, four years after Denver City Council adopted the master plan and Denver residents voted to fund construction. The project is scheduled for completion by 2024, according to the National Western Center website.

As if you're following the tradition and still keeping your Christmas lights up this year, heads up: the stock show would have ended on Jan. 24.

PERSPECTIVE: Lemonade from lemons: How the ‘Virtual Stock Show’ came to be

- Pete Coors
- Jan 10, 2021
- Denver Gazette



A rendering of the new home for the National Western Stock Show's world headquarters.
Tryba Architects

The National Western Stock Show had persevered through two world wars and a Great Depression. As the long summer of 2020 progressed, though, the prospects for the 2021 National Western Stock Show were fading fast.

COVID-19 case counts kept climbing. While promising vaccine trials were underway, it was clear that widespread inoculation wouldn't happen until well after those 16 days in January. We consulted with health experts and officials from the city and county of Denver and the state of Colorado. They confirmed what we suspected: that there would be no way to safely host even a fraction of the 700,000 visitors, participants, exhibitors, volunteers, and others who converge each year at the "Super Bowl of Stock Shows."

And so, in September, we postponed the 115th Stock Show until 2022. The subsequent rise in coronavirus cases has underscored the wisdom of that difficult decision even if being right hasn't made it easier to stomach.

The National Western is the number-one show for many of our loyal exhibitors. Local hotels, restaurants, vendors, and others will sorely miss Stock Show business that adds up to \$120 million in economic impact each year. Taxes from those revenues help fund vital local and state government programs.

The educational and social voids are equally massive. About 20,000 kids from schools across Colorado come through the Stock Show each year. For many of them, this is the only place they see a live farm animal or, more broadly, have a chance to connect their urban and suburban lives with the agricultural foundations that make those lives possible. Our rural kids won't escape unscathed, either: the work they've put into raising all sorts of animals for judging will have to wait. That's not to mention the incalculable joy that the Stock Show's rodeos, horse shows, and other events bring to so many of us. All of that made postponing the Stock Show an extraordinarily difficult call. Yet it wasn't an unprecedented one.

In December 1914, hoof-and-mouth disease swept into the United States. It was highly contagious to cattle, forcing the Stock Show's leadership to make the wrenching decision to cancel the 10th annual show scheduled for January 1915.

In the weeks that followed our own wrenching decision 106 years later, a few others and I got to thinking about what we could do. A very real fact about the National Western Stock Show is that it's a family reunion of sorts. People from across the West, the nation, and around the world converge in Denver every January; some have been coming for decades and generations. Familiar faces abound. Shared experiences recommence and shape the fond memories of the future. Seeing as technology has come so far in the past 106 years, we asked ourselves: would there not be some way to keep us connected—and maybe a little less lonely—when we all should be together during the 2021 Stock Show? To let us shape a few fond memories during these tough and uncertain times?

Paul Andrews, National Western's president and CEO, and the Board of Directors of the Association, supported the idea of looking into some sort of virtual event. An added benefit would be that, if the Honoring the Legacy capital campaign for the new National Western Center led the charge, the event would raise awareness for the campaign and, at least as importantly, keep us all looking forward to much brighter days ahead.

Not quite sure where to start, I called an old friend: Emmy award-winning songwriter and singer Jim Salestrom. Jim embraced the idea, and together, we started to reach out to our friends.

I was hoping we'd get maybe a handful of musical acts and a smatter of greetings — enough, perhaps, to cobble together a modest program to shine some light on the National Western at a time when it's usually basking in the full sun of our attention. Little did I know that the combination of Jim's charm and the National Western's draw would bring a response nothing short of incredible.

Dozens of musicians and other entertainers volunteered to contribute videos of their music. Among them include Michael Martin Murphey, Baxter Black, Brooks & Dunn, and the Nitty Gritty Dirt Band. Others contributed greetings just for the Stock Show audience: Luke Bryan, Peyton Manning, John Elway, Ken Burns, and others. Famed rodeo clown Justin Rumford agreed immediately to host a Saturday morning for kids. National Finals Rodeo stars said they'd share lessons that only cowboys and cowgirls can teach. No one said no!

What started as a vague idea had, within just a couple of harried weeks, blossomed into a full-on virtual festival: Celebrating the Spirit of the National Western Stock Show, a series of free Virtual Happy Hours and a Marquee Concert happening each evening from Tuesday through Friday, Jan. 22.

To these riches we've added interviews with Honoring the Legacy campaign leaders including Sue Anschutz-Rodgers, Ron Williams, Doug Jones, Paul Andrews, and myself, as well as with "Stock Show icons" such as Pat Grant, Chuck Sylvester, Dr. John Matsushima, Dr. Marvin Beeman and Don Manuello. We're carrying on the cherished tradition of the Cowboy Church and Founder's Memorial service and brought in Alveda King, Martin Luther King, Jr.'s niece, to

deliver the sermon. Tying it all together will be Denver television and radio personality Ed Greene, who will serve as host and emcee for the shows and videos.

Generous sponsors soon lined up to help make it all possible and spread the word: Happy Hour and Marquee Concert sponsor Molson Coors Beverage and the Coors Banquet brand; kids'-programming sponsor Wagner Equipment; official media sponsor The Denver Gazette; and Stanton Dodge and Family pitched in, too.

For more on the schedule, check out our Honoring the Legacy campaign website and make sure you sign up for our emails that will provide you with the access to all this and more. You can also go to The Denver Gazette for special features on the campaign, the virtual events, and the National Western Stock Show.

In 2013, the National Western joined together with the city and county of Denver and Colorado State University to reimagine the home of the National Western Stock Show and create a true epicenter of agribusiness in the Rocky Mountain region. We and our partners knew this collaboration would generate a groundbreaking opportunity to connect our rural and urban communities.

Together, with the city and county of Denver as equity partner and builder, and Colorado State University as an equity partner, we will create a global destination for food and agriculture, research, water, and Western heritage and culture. Construction of the 250-acre National Western Center is underway now, and we plan to celebrate the grand opening of the first of our four new facilities during Stock Show 2022: the Cille and Ron Williams Yards.

This year's virtual Stock Show is all for a good cause. The Honoring the Legacy campaign, the National Western's first major capital campaign, is making a big bet on the future of the Stock Show — and, more broadly, the future of Denver and the West. We've raised nearly \$80 million of our \$100 million goal to build four major facilities as part of the billion-dollar National Western Center redevelopment.

The 20-acre Cille and Ron Williams Yards will transform today's oft-vacant expanse of permanent pens to a convertible space for a variety of events, concerts, car shows, sales, festivals and outdoor sporting events. The HW Hutchison and Family Stockyards Event Center will house the proposed 1,000-seat Yards Show Arena and the 600-seat Yards Auction Arena, and it and the Yards will be ready for the 2022 Stock Show. The Sue Anschutz-Rodgers Livestock Center will be the hub of livestock activities and provide multiuse, flexible indoor and outdoor facilities year-round. The Equestrian Center will be one of the nation's premier centers for year-round horse shows and events.

The Legacy Building will be the new home for the National Western Stock Show's world headquarters and home to a greatly expanded National Western Club, the Robert and Catherine Wilson Gallery for the National Western's art collection, the Wold Family Heritage Center to display and share National Western archives and history, and much more.

When fully built out in 2025, the new National Western Center will host hundreds of events a year and accommodate nearly a million additional visitors, helping to nearly double the economic impact to the region, to an estimated \$230 million annually. It will be more than a transformation of the aging National Western Complex into a new home worthy of the National Western Stock Show for the century to come. We're building a living monument the West — one celebrating its spirit, its culture, its values, and its ideals — that will serve as a global center for agricultural advancement and education like never before.

We hope you enjoy the shows this January — and we'll see you in person at the National Western Stock Show in 2022.

Pete Coors is chairman of Honoring the Legacy campaign and a member of the Western Stock Show Association Board of Directors.

Pete Coors is chairman, Honoring the Legacy campaign and member, Western Stock Show Association Board of Directors.

The National Western Stock Show plans to come back bigger, better than ever in 2022

- **By ALAYNA ALVAREZ** alayna.alvarez@coloradopolitics.com
- Jan 10, 2021 Updated Jan 26, 2021
- Denver Gazette



Even though this years National Western Stock Show that brings around 700,000 attendees from 42 states and 35 counties was postponed due to COVID-19 in September, business leaders will gather in a virtual "Home on the Range" event Friday to continue the tradition of Boots 'n Business.

Paul Wedlake Photography

Since the pandemic forced the closure of the National Western Center and the cancellation of the National Western Stock Show, more than 200 events have been canceled, resulting in a loss of more than \$120 million in revenue.

But there is also a silver lining, which organizers are confident will make all the difference come 2022: the gift of time.

For one thing, because the stock show was canceled in January 2020, construction on the National Western Center redevelopment project did not have to take a months-long pause between December and mid-February, allowing contractors to work uninterrupted.

"That's a real advantage as we look at 2022," Stock Show CEO Paul Andrews said in a phone interview. "This is the year, in January 2022, that we open the brand new stockyards, which are 20 acres of cattle pens and livestock exhibitions that only happens in Denver, Colorado.

"The grand opening of the Yards, which first opened in 1906, is a historic, not-to-miss event and ticket," he went on. "At the same time, the Stockyards Event Center will be done by the 2022 stock show, so we'll have a brand new event center out in the center of the Yards that can be celebrated for the first time at the January stock show in '22."

A lack of events on the calendar has also given Andrews and his team an opportunity to examine "every part" of the NWSS business model and find ways to improve it, he said, "because we have time to do that."

"We're looking at our trade show floor. We're looking at our horse shows. We're looking at our rodeo. We're looking at the livestock show and how we can improve each and every element of what we do," he said. "Frankly, my staff does a pretty darn good job now, but they're never satisfied. We're going to find a way to even do it better at the grand opening of '22."

Andrews typically leads a staff of about 95 people, but the loss of revenue has forced him to slash that number by more than half.

The chief executive is quick to admit the National Western Stock Show is struggling financially and is actively looking for revenue sources to help. Staff is looking to the state for potential funding and going to the federal government for loans in the Paycheck Protection Program.

"We're turning over every rock we can," he said.

The National Western Stock Show leadership is also setting an example as a leader among other ag institutions across the country, a role it takes on "whole-heartedly."

The NWSS is one of 10 "super events," Andrews said, invited to participate in a monthly call to share best business practices.

"The most prestigious livestock shows, rodeos, and horse shows have been on those calls," including the Calgary Stampede, a 10-day rodeo, exhibition and festival in Calgary, Alberta, Canada — "one of the world's greatest," he added.

It's important to learn from each other, Andrews said, "because no matter how good you think you are, there's always somebody who's got a great idea just a few steps away from you."

In fact, he and his team learn new things every day, he said, and are dedicated to sharing that knowledge with brother and sister organizations.

"We're all great friends, very close," he told Colorado Politics. And through the pandemic, they've grown tighter.

"All of us that have had to postpone our shows are heartbroken," he said. "This is what we love. We love agriculture. We love rodeo. We love the horse show. We love livestock. So not being able to do what you love is heartbreaking. But we're also — the world of agriculture, farmers, ranchers, frankly — the toughest people on the planet. And we won't be overcome by a virus."

After all, forging ahead is the nature of the industry.

"It's pretty hard to find anybody more resilient than a rancher or a farmer," he told Colorado Politics.

Whatever lies around the bend, Andrews and his team stand ready.

"We're prepared," he said, "and you're never going to find a more prepared group than the board, the staff, the volunteers and all of us here at the National Western Stock Show."

Further than that, he says, what they've worked together to build and maintain is in Denver to stay.

"The National Western Center and that buildout is going to put the National Western Stock Show in a sustainable business model for the next hundred years," he said, "and it's important for people to know when we're celebrating our 200th anniversary, which is 86 years from now, nobody is going to remember the global pandemic of 2020.

"They're going to know that the great agricultural world, the farmers, ranchers and the heart of Stockshow Nation overcame this," he said. "So I think it's important that you look out past this one year in time and keep focused on what's ahead with what will be the most amazing complex in the world."

A Message from Pete Coors

January 11, 2021



Photo Credit Tommy Collier

You may notice this month's Roundup is coming to you earlier than normal, and you're right — but that's because I have a lot of news to share!

In the last few of these Roundups, I've talked about how disappointing it was to make the difficult – but ultimately correct – decision to postpone the 115th-annual National Western Stock Show until 2022. I've also mentioned that we were putting together a virtual event to keep us a little more connected and a little bit less lonely during those 16 days in January when we'd all usually be together.



Well, that virtual event starts this Saturday, Jan. 9 and continues through Sunday, Jan. 24 (check out the printable calendar). Let me tell you: we're going to enjoy a Who's Who of country and other music, shout-outs from household names, and a whole lot more. Thanks to the generosity of so many talented people, Celebrating the Spirit of the National Western Stock Show will truly live up to its name.

This series of daily virtual happy hours, a Marquee Concert, interviews, and special features all started with a phone call to an old friend: Emmy award-winning singer-songwriter Jim Salestrom. Jim embraced the idea, and he and I started to reach out to our friends.

I was hoping we'd get maybe a handful of musical acts and a smattering of greetings. Little did I know that the combination of Jim's charm and the National Western's draw would bring such a fantastic response.

Dozens of musicians and other entertainers volunteered to contribute videos of their music. Among them include Michael Martin Murphey, Baxter Black, Brooks & Dunn, and the Nitty Gritty Dirt Band. Others contributed greetings just for the Stock Show audience: Luke Bryan, Peyton Manning, John Elway, Ken Burns, and others. Famed rodeo clown Justin Rumford agreed immediately to host a Saturday morning for kids. National Finals Rodeo stars said they'd share lessons that only cowboys and cowgirls can teach. No one said no.

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Generous sponsors joined us to help make it all possible and spread the word: Happy Hour and Marquee Concert sponsor Molson Coors Beverage and the Coors Banquet brand; kids' programming sponsor Wagner Equipment Co.; official media sponsor The Denver Gazette; and Stanton Dodge and family pitched in, too.

For details on the schedule, visit the Honoring the Legacy campaign's event website or that of The Denver Gazette and stay tuned to emails with links to the events themselves we'll be sending out to this list. If you have friends who might be interested, be sure to have them opt in for scheduling and event-specific emails.

I couldn't be happier about how these virtual events have turned out, and I can't thank the dozens of longtime friends of National Western, board and campaign members, musicians, performers, and leading lights of the West enough for their contributions.

So, watch your inbox for more information and enjoy the shows! Again, the Celebrating the Spirit of the National Western Stock Show calendar is available [here](#).

For questions about the campaign or making a gift, please contact Angela S. Lieurance, Director of the Capital Campaign Western Stock Show Association.

National Western Stock Show names former chair Ron Williams 2022 Citizen of the West

- By MICHAEL KARLIK michael.karlik@coloradopolitics.com
- Jan 11, 2021 Updated Jan 26, 2021
- Denver Gazette



Ron Williams. Photo courtesy of the National Western Stock Show

The National Western Stock Show has named Ron Williams, philanthropist and former chairman of the stock show's board of directors, as its 2022 Citizen of the West.

Williams "is a respected leader in business, education, civic, and philanthropic communities. He has made many contributions to the community through his long-standing service and financial commitments," the stock show said in a statement. "Mr. Williams' contributions are indelible across Colorado and to the future of the National Western Stock Show."

Because the pandemic has forced a postponement of many stock show activities this year, Williams will receive the award at a dinner in January 2022.

Williams was co-chair of a capital campaign to raise \$250 million for the Children's Hospital at the Fitzsimons campus and also helped raise \$10 million for the Denver Public Schools Foundation. He has served on the National Western Stock Show's board of directors since 2004.

"We've got a sizable project to reinvent the National Western and make it much larger and much better, and I've been spending all my time doing that," he said, referring to the ongoing effort to transition the area into a campus for Colorado State University and year-round destination. "It's like starting a new career, and it's been fun."

Williams grew up in Nebraska and moved to Denver, joining an oil company in 1977. He was the president and CEO of the Gary-Williams Company and received an induction into the Colorado

Business Hall of Fame in 2016. He is on the University of Colorado Hospital board and is part of the Colorado Forum.

“(The award) is given to those who make significant contributions to the western way of life,” said Terrance Carroll, a former speaker of the state House of Representatives and a stock show board member. “He’s one of the people who’s really worked hard to raise the status of the National Western Stock Show.”

Past honorees include former CSU president Al Yates, former second lady Lynne Cheney, wife of former Vice President Dick Cheney, and former Colorado Supreme Court Justice Rebecca Love Kourlis and her husband, former state agriculture commissioner Thomas Kourlis.

Hoof prints out, tire tracks in: Canceled 2021 Stock Show leaves room for construction project

\$1 billion overhaul of the campus has not been slowed by the pandemic, officials say



Crews work on the Vida building on Colorado State University's Spur campus on the National Western Center grounds in Denver, Colorado on Tuesday, January 12, 2021. The Vida building is one of the new structures that will be done in time for the 2022 Stock Show. (Photo by Hyoungh Chang/The Denver Post)

- By **JOE RUBINO** |
- PUBLISHED: January 13, 2021 at 6:00 a.m.
- Loveland Reporter-Herald

This time of year, the Denver Stockyard Saloon should be packed with ranchers, ropers, 4H show judges and an extended cast of other western characters.

Located in the Livestock Exchange building on the National Western Center campus, the stock show is go-time for the storied restaurant and bar. Owner Dean Maus said Tuesday that the business makes between 60% and 70% of its income during the show each year, going through about 250 pounds worth of ground beef in burgers daily.

"Usually during the stock show, we're open from 10 a.m. to 2 a.m. for those 16 days with bands every night," Maus said, sitting in an empty overflow-dining room. "So it's going to be an ugly year."

Organizers canceled the 2021 National Western Stock Show in September because of the ongoing COVID-19 pandemic. It's the first year the show hasn't been held in north Denver since 1922.

In place of rodeos, dog shows, livestock auctions and other trappings of Denver's annual agriculture extravaganza, the National Western Stock Show is putting on a series of virtual events. Staff members are also participating in "16 Days of Service," volunteering their time this month. "As heartbroken as we are to not be hosting the National Western Stock Show, the staff and I chose to utilize this downtime and serve with fellow nonprofits in Colorado," Paul Andrews, the stock show's president and CEO, said in a news release last week.

Officials have pointed to a silver lining around the cancellation, and it's playing out on the National Western Campus right now. No stock show means more time and flexibility to make progress on the \$1 billion redevelopment project underway on the 250-acre, city-owned property.



The forthcoming auction area inside the Stockyards Events Center building on the northern part of the National Western Complex construction site in Denver, Colorado on Tuesday, January 12, 2021. (Photo by Hyung Chang/The Denver Post)

"We're turning it into an opportunity," said Tykus Holloway, executive director of the Mayor's Office of the National Western Center, the entity overseeing the massive public improvement project.

In a typical year, the stock show would alter the way crews work from October through March, Holloway said. The pandemic has shifted protocols — making health screenings and other precautions a daily part of the work on the campus — but hasn't delayed the project or driven up the costs. The first two phases of the project are still on pace to wrap up in 2024. In 2021, as long as the weather permits, everything is full steam ahead.

“2021, for us, is a really big year because it’s the completion of some major things but also the start of some major projects,” Holloway said.

Officials on the campus Tuesday celebrated the recent completion of testing for two located Denver Rock Island Railroad lines. Consolidating those lines with the BNSF and RTD lines that already pass through the property “allows the whole campus to come together,” Patrick Riley, the city’s horizontal construction manager, said.

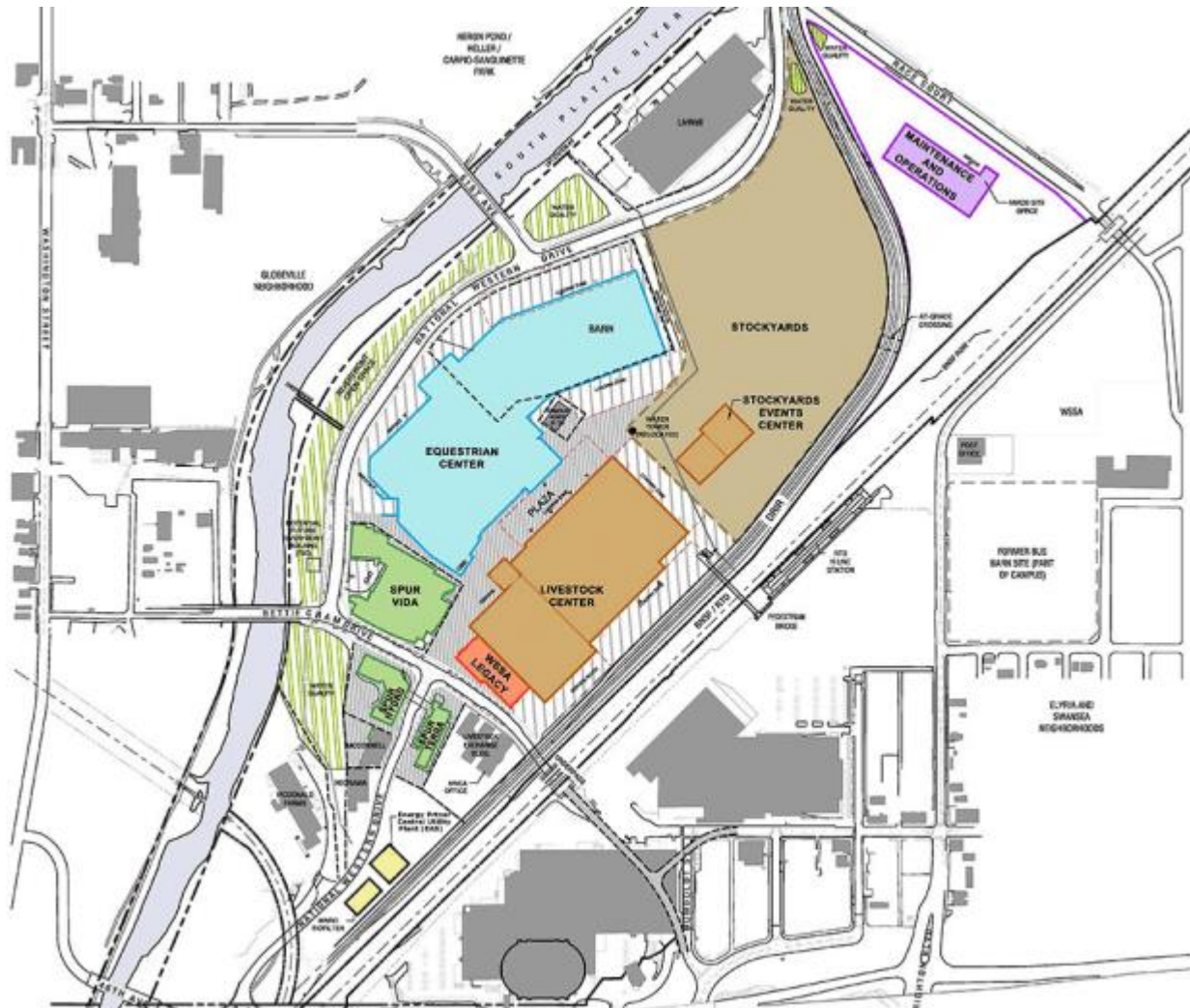


The Denver skyline looms beyond the construction site for Colorado State University’s Spur campus on the National Western Center grounds in Denver on Tuesday, January 12, 2021. (Photo by Hyoung Chang/The Denver Post)

Next on the docket comes the start of construction on an updated National Western Center Drive, a bridge that will carry 51st Avenue over the South Platte River and a project to bury two 72-inch sewer lines that run along the west side of the property. Once those sewer lines are out of the way — and also producing thermal energy to help power the campus — the National Western Complex will have access to six acres of open space along the river.

The city and its partners are discussing shaking up the sequencing of construction, possibly moving some projects back and others forward depending on the impact each could have on boosting state and city tax revenues in the wake of the COVID-19 driven recession, Holloway said. That includes possibly getting an early start on a new arena on the southeastern portion of the

campus known as the triangle. In May, the city puts a bidding process on hold for a private development partner for the triangle area because of plummeting tax revenues.



A map detailing the first two phases of the National Western Center redevelopment project. One key building on the campus is well underway, the 40,000-square-foot Stockyards Events Center. The building will be the centerpiece of the campus's relocated 20-acre stockyards, hosting livestock auctions and international guests, Riley said. The building and the yards may also host concerts and other special events when not serving the primary purpose in January. Officials with Adolfson & Peterson Construction say the building is on pace to be completed this summer and will be ready for the 2022 stock show, assuming it happens as scheduled.

"It an incredibly flexible facility that we think is in position and in a setting that is going to make in unique to other facilities in the city," said Brad Buchanan, CEO of the National Western Authority, the agency tasked with managing and programming the campus year-round outside of the stock show.

Colorado State University's three-building "Spur" campus on the southern end of the property is moving along with all buildings expected to be completed before the end of 2022. The Vida animal and human health building is expected to be open in time for next year's stock show and there is a chance the Terra food and agriculture building may be too.

Dean Maus, meanwhile, is just hoping for some activity on the campus in 2021 that can fill his dining room beyond the handful of construction officials and employees from neighboring businesses who occasionally stop in for lunch. The city sold the Livestock Exchange building in December to a group that includes the Colorado Cattlemen's Association and the National Western Center Authority. The Stockyard Saloon is in the second year of a five year lease there and has already been granted a deferral on three months worth of rent amid the pandemic.

"Hopefully, we'll get some events," Maus said. "Any little bit helps."



The interior of the Stockyards Events Center on the northern portion of the National Western Complex construction site in Denver, Colorado on Tuesday, January 12, 2021. (Photo by Hyoung Chang/The Denver Post)

National Western Stock Show Staff Spends January Giving Back

- By Tori Mason January 13, 2021 at 4:56 pm
- CBSN Denver

DENVER (CBS4)— For the first January in over 100 years, the parking lots near I-70 and Brighton Boulevard are empty. The National Western Stock Show attracts more than 700,000 guests annually, making it impossible to hold during COVID-19 pandemic. It's quiet inside the National Western Complex, but the staff are staying busy.



(credit: CBS)

“We could either sit around, feeling sorry for ourselves, because we can’t do the National Western Stock Show, or we could go out and serve others. The staff and board rallied behind us and said ‘let’s go serve others’,” said Paul Andrews, President and CEO of the NWSS.

The pandemic left NWSS staff with 16 days of free time this month, so they decided to dedicate them to 16 non-profits. Andrews and his staff spent Wednesday volunteering at Gold Crown Foundation in Lakewood.

“Last week, they helped us unbox all of our produce and put stuff in the fridge. This week, they’ve been helping us get ready with our dairy and all of our dry goods. They’re going to help us hand it all out to families today,” said Alyssa Svalberg with the Gold Crown Foundation.



(credit: CBS)

Svalberg would normally visit the Stock Show with her nieces and nephews, but she's just as excited to welcome their staff's helping hands. The National Western Complex's Stock Show kick-off parade in downtown Denver also came to halt, but staff were able to bring a smaller version to Children's Hospital Colorado.

"We just wanted to put some smiles on those kids' faces and frontline workers' faces. We brought about 10 animal exhibits down there with some horses and trick rovers. Miniature ponies, as well," said Andrews.

During January, the Stock Show staff also helped clean up the Globeville and Elyria-Swansea neighborhoods. They plan to visit Habitat for Humanity soon. However, COVID didn't halt every tradition. Online fundraising has helped the Stock Show continue to provide scholarships to students around Colorado and Wyoming.

"That fund generates more than \$500,000 a year for those kids. We are 100%, giving to them again this year at those exact same levels. We had various events, like the Coors Western Art Show, that are going virtual this year. That will fund the trust," said Andrews.



(credit: CBS)

The NWSS has only been postponed one other time in its history. In 1915, a “hoof and mouth” epidemic hit livestock across the country. After this global pandemic, everyone is trying to get back on the horse this year. The stock show is here to help until their turn in 2022.

“It’s heartbreaking for us not to be able to put on the National Western Stock Show. I can assure you, it is harder on us to not put it on than it is to put it on. We work 20 hours a day, and we’d rather be doing that, than not able to enjoy it. We’re thankful we can at least serve some nonprofits during this time,” said Andrews.

MLK's niece Alveda King to lead virtual sermon for National Western Stock Show

- [Hannah Metzger hannah.metzger@gazette.com](mailto:hannah.metzger@gazette.com)
- Jan 14, 2021 Updated Jan 14, 2021
- Denver Gazette



Dr. Alveda King.

Photo courtesy of the National Western Center

Alveda King, the niece of Martin Luther King Jr., will lead a virtual sermon Sunday for the National Western Stock Show's Founders Memorial and Cowboy church service.

The sermon is part of a 16-day series of virtual events beginning on Jan. 9 in place of the canceled 2021 National Western Stock Show.

"We're thrilled to have Dr. King play such an important role in this National Western tradition," said Pete Coors, with the Honoring the Legacy Campaign. "Her sermon will be a wonderful contribution to a series of events designed to bring us together."

King, daughter of civil rights activist Rev. A.D. King, is a prominent civil rights activist, pro-life advocate and Fox News contributor.

"Dr. King, like her father and uncle, is a uniter," said Paul Andrews, president and CEO of the Western Stock Show Association. "Her voice couldn't come to us at a more opportune time."

King has served in the Georgia State House of Representatives, worked as a college professor and authored books including “The Spirit of a Dream” and “Sons Of Thunder: The King Family Legacy.”

The virtual events will also include appearances from Peyton Manning, John Elway, Luke Bryan and Ken Burns and musical guests including Michael Martin Murphey, Baxter Black, Brooks & Dunn and the Nitty Gritty Dirt Band.

“My only regret is that Dr. King couldn’t join us in person,” said Doug Jones, chairman of the Western Stock Show Association. “I take comfort, though, in knowing that in 2022, Founders Memorial and Cowboy Church ... will be happening live and in person.”

To participate in the virtual celebrations, sign up to receive emails with detailed day-by-day schedules at honoringthelegacycampaign.com.

Q&A with Paul Andrews | Stock Show leader looks forward by looking back on a legacy

- **By JOEY BUNCH** joey.bunch@coloradopolitics.com
- Jan 15, 2021
- Denver Gazette



Paul Andrews, president and CEO of the National Western Stock Show, speaks at a news conference in Denver on Nov. 13, 2012, as city leaders announced plans to ensure the show did not relocate with an ambitious redevelopment plan and strategic partnerships with Colorado State University and private interest. Pictured behind him are, from left, Tracy Higgins of the Denver Urban Renewal Authority; Ron Williams, CEO of the National Western Board of Directors, and Denver Mayor Michael Hancock. (AP Photo/Ed Andrieski)

Paul Andrews wears more hats than a cowboy on Christmas at the National Western Stock Show and Rodeo. He's the president and CEO, to begin with, but Andrews is so much more — fundraiser, planner, promoter and native son of the show.

His could be the First Family of the National Western going back generations.

His grandfather, Paul Pattridge, was a Jefferson County rancher and businessman who won ribbons and served on the National Western governing board decades ago. His uncle, Paul Pattridge Jr., was the show's veterinarian who died in a plane crash on his way to the National Western in the 1964. Paul Andrews carries their name.

A former Kroenke sports executive for two decades, Andrews has been in the saddle at the 16-day annual celebration of the West since 2011.

The COVID-19 pandemic forced all of the events online or without audiences this year, though organizers are promising a really big show next year as they begin to rollout parts of a billion-dollar redevelopment aimed at turning the 100-acre National Western Center.

Colorado Politics caught up with the head of the posse about what he looks forward to next and what's made him proud of in the past.

DG: How did the show go so far after the first week online?

PA: The virtual part of it has gone pretty darn smooth. We're getting a lot of positive feedback from the people who have enjoyed the videos, enjoyed the interviews and enjoyed the music, so I guess it's as good as it can be given that we can't put a live show on.

DG: How disappointed were you that you couldn't do a live show?

PA: We're heartbroken. We're beyond disappointed. It's heartbreaking for us as a staff, as a board, as a community. It's what we do. It's what we look forward to each year, but it was the responsible decision and now we're looking forward to 2022.

DG: How would you characterize the political and community support for the show?

PA: I think it's been excellent. Mayor Hancock is a huge supporter of the National Western Stock Show, make no mistake. And we've been tied to him and his leadership for the National Western Center since we ran the bond issue back in 2015 with his support, so we're all in this

together, and we're pushing toward the 2022 show and opening the complex prior to then for some other shows, hopefully.

DG: How would you characterize the private support? Why do you think people open up their wallets for the National Western?

PA: I think the Stock Show is part of the fabric of Colorado. It's been here, enjoyed by Coloradans, since 1906. The support is very appreciated. We're humbled and honored by it, and we never take it for granted, but I think people appreciate that the National Western is part of the Colorado tradition that needs to go on for the next hundred years, if they support us through thick and thin.

DG: How would you characterize where you are in the redevelopment of the site? Is the end in sight?

PA: Boy, I'll tell you, 2022 is a big celebration, because the historic yards will be completed, and that is a huge milestone. They're moving about a hundred feet north of where the yards were last year. The yards used to run all the way north to about 58th Avenue, so the newest yards -- though they're moved from the 2020 show, a little north -- they still are on historic ground that they were originally on back in the 1900s, so we're excited about opening that, and we're excited to open the Stockyards Event Center, which will open in the 2022 year also.

At the 2020 show, we had down in the stockyards the livestock center and another building we called the Pepsi building, which was the show arena that sat in the middle of the yards -- it was yellow, it was tin -- so what we're doing with the Stockyards Event Center is combining those two buildings into one. This building is really going to be something. It is 100 yards long, so it's a football field, and it has an auction arena and a show arena. It's big enough that our flexibility for cattle shows and auctions in the building will be tremendous, and there are also hospitality areas in there that we've never had before that the breed associations can use. There's a beer garden that will be flanking the building that we think is just huge for people to see the bulls and sit out there with a Coors beer on a 40- to 50-degree day. Stock show weather is usually 40 to 50 degrees and sunny in January, because that's what we usually get. I'm knocking on wood

as I tell you that. The other pieces are coming along. The new equestrian facility and the new livestock center are both in design currently, and we're making progress. The mayor's office for the National Western Center is the builder. We are an equity partner. Colorado State University is an equity partner, along with the city of Denver. The National Western Center Authority is the programming partner, so those four partners are working on this all together.

DG: When this thing is finished, what's it going to say about Denver and what's it going to say about Colorado?

PA: I really think this will become the epicenter of agriculture for the United States and maybe the world. I'm not sure there's going to be any other development in the world that can boast research by Colorado State University on food, water and animal health right onsite. We've got people like the Colorado Cattlemen's Association moving into the Livestock Exchange Building, which is historic. The National Western Stock Show will thrive under this development and the business model it brings forward with a site plan that represents how you would have done it if you had started this and done all the buildings at once versus piecemealing them together over 100-plus years.

This is a moment in time where we can set the site plan correctly for the future and, really, make this the Silicon Valley of agriculture, which I truly believe it will become.

DG: In a hundred years there's going to be another Paul Andrews redeveloping this site. What advice would you give him?

PA: Boy, I would start right at I-70 and Brighton Boulevard. This is cherished ground that has been celebrated by livestock producers all over the world since 1906, and the Stock Show belongs right at I-70 and Brighton Boulevard.

In 100 years, I would say stay on this site and redo the buildings to bring them up to the newest technology, then continue to celebrate agriculture for a hundred years after that.

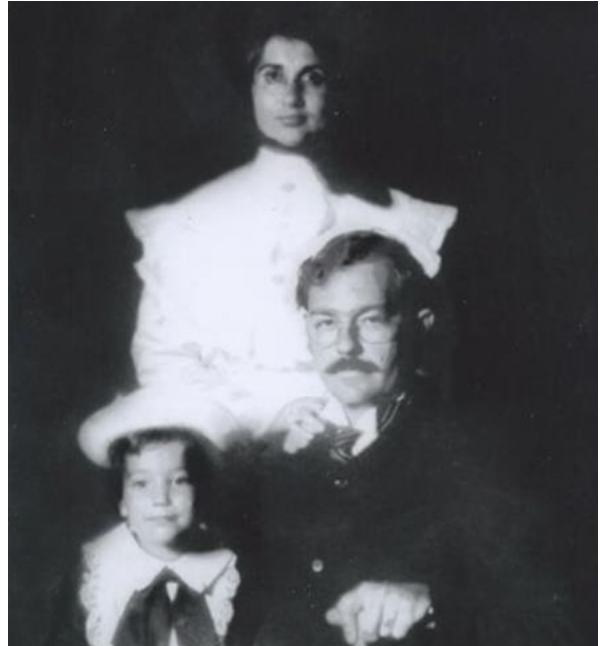


Equestrian Center Lobby and Ticketing Area to be named to honor Robert and Judi Newman

January 15, 2021



Bob and Judi Newman's generosity is no secret around Denver: you may have heard of the Robert & Judi Newman Performing Arts Center at the University of Denver or the new Freyer-Newman Center at the Denver Botanical Gardens, and that's just two of many examples of their giving. Well, the National Western's new Equestrian Center now counts itself as a beneficiary of that generosity, too, thanks to a major gift.



I'm thrilled to share with you that the Equestrian Center's Lobby and Ticketing Area will be named after Bob and Judi in perpetuity.

The multiple entrance doors to the Lobby and Ticketing Area will be among the Equestrian Center's highest-profile locations, serving as the facility's front door and vestibule. It's quite a vestibule: about 5,000 square feet in total, including ticket and will-call windows, guest services, and office spaces. The Robert & Judi Newman Lobby and Ticketing Area will serve as the public entry point for the entire facility and a main gathering place for guests attending events in the Equestrian Center. The lobby will open up to the second-floor concourse and arena, giving it an open and expansive look and feel. The space will also be home to the Equestrian Center's public art and Western heritage displays.

The Robert & Judi Newman Lobby and Ticketing Area will provide entrée to one of the planet's finest equestrian facilities. The details are here, but to point out a couple of highlights: there will be a 5,000-seat, 173,000-square-foot arena; a 132,000-square-foot horse barn with 600 stalls; and two 24,000-square-foot enclosed paddocks directly attached to the arena. There will truly be nothing else like it, and it will open up new frontiers for the Stock Show and, more broadly, the National Western and the West.

The Newmans hadn't been in Denver long when they found themselves at their first National Western Stock Show in the mid-1970s.

"It was a big deal – it seemed like everyone went," Judi recalled. "We would go see the rodeo and equestrian events, viewed the livestock, and did some shopping."

She, like Bob, worked with computers: she was a rising star in the United Airlines IT department; Bob co-founded what would become J.D. Edwards, one of the world's largest enterprise resource management software companies (it's now part of Oracle).

The Stock Show brought back childhood memories for Judi. Her dad had raised rabbits and chickens when she was growing up in St. Louis. Like many little girls, she had loved riding ponies when the chance arose, and she wouldn't let her mom past the mechanical version in the local supermarket without begging for a penny to ride it. As the Newman family's pennies added up over time, they spent time at the C Lazy U Dude Ranch in Granby, which Judi describes as the source of "some of the best family memories we have."

Like many of us, Bob and Judi still love the Stock Show: the tradition, the pageantry, the longhorns lumbering down the streets of Denver, and the prize steer in the Brown Palace Hotel lobby. They recognize the immense economic benefit the Stock Show delivers to Denver. They also understand the National Western's importance as a vivid reminder that the digital foundations of our modern lives – foundations Bob and Judi's technology work helped enable – ultimately rely on our farmers and ranchers. That's a vital message to carry forward, they say.

"We believe this facility and the new National Western Center will boost awareness and interest in all things agricultural and equestrian among young people," Judi said.

We couldn't agree more. Bob and Judi, sincere thanks from all of us at the National Western.

Loss of 2021 National Western Stock Show revenue, tradition stings Denver

- DENNIS HUSPENI Colorado Politics
- Jan 17, 2021
- Denver Gazette

Losing an event that draws more than 700,000 visitors from 42 states and 35 countries hurts in many ways, but the city of Denver's tax coffers will undoubtedly feel the loss of the 2021 National Western Stock Show most acutely.

Economic impact studies have shown the stock show generates some \$120 million of economic activity to the metro Denver area. Denver finance officials could not estimate lost tax revenue from the lack of this year's show, as January sales tax figures are not compiled and released until March.

"There is absolutely no doubt of the power of the National Western Stock Show as an economic driver for Denver," said Tami Door, CEO of the Downtown Denver Partnership. "That's both during the event, but also in terms of the residual business and tax revenue throughout the year. ... It's practically impossible to gauge every negative impact. It's incredibly powerful in its ability to drive tax revenue, help local businesses but also to build our brand."

"It's the most prestigious livestock show in the world," National Western CEO Paul Andrews said. "It was sad to lose that economic impact to Denver, but it was obviously necessary" with the existing crowd restrictions due to the pandemic.

Andrews said almost 90% of the National Western's \$24 million in annual revenue comes from the stock show itself. The rest comes from the approximately 240 events the complex hosts from February through December. It's been closed since March.

"As a 501(3) educational association, we've never been dependent on the state or the city of Denver for funding," Andrews said. "That's until this year. We're going to the state (Legislature) and to the federal government for funding for the first time ever."

More than 60% of the stock show staff has been laid off, there's been a ban on all travel and "no one is entertaining," Andrews said. "We've driven the P/L (profit and loss statement) as low as it can be."

There are only 40 staffers left trying to keep the complex as ready to be operational as possible. The National Western did receive some PPP assistance to help stop the financial hemorrhaging, but the lost revenue has NWSS organizers reeling.

While officials are trying to plan for when things will reopen — most events need a bare minimum of 60 days lead time for marketing, ticket sales, etc. — the rules are ever-changing.

“We’ve got a plan written for every color on that threat wheel,” Andrews said. “But we have to have 100% assurance before an event promoter will commit.”

Door said the loss of this year’s stock show stings. But it’s important for area residents to understand the stock show’s importance to the city in more than just terms of dollars and cents.

“When we work with city leaders on building place, it’s key to look at three things,” Door said. “The first is placemaking. It must be distinctive, something no other city could do. I can’t think of a more impactful example of that than the National Western stock show. You just can’t simply transfer that or repeat it at any other city in the country.”

Another important factor is “authenticity,” which the “rich history” of the stock show exemplifies.

“You can truly feel Denver in the experience,” she said.

The final important piece of creating a memorable place is “co-creation,” Door said. “The stock show in all its glory is the reflection of co-creation.

“You’ve got government, business, residents, industry and higher education creating an experience unique to Denver.”

Andrews talked about how all those elements of creation came together for the stock show’s new home, parts of which will open in 2022 with the National Western Center area and new livestock yards.

Donors have raised more than \$60 million toward a \$100 million goal to make the National Western Center “a global destination for agricultural heritage and innovation, one that promises a unique confluence of urban revitalization, economic development, tourism, education, research, and Western art and Culture,” according to the NWSS 2019 annual report.

“There’s no place in the world these forces come together like this except Denver, Colorado,” Andrews said. “We’re ready for it. ... It’s going to catapult us into a sustainable business model.”

Andrews knows some people are going to be wary of large crowds in January 2022, even if the COVID-19 vaccine is widely distributed, herd immunity develops, and there are no longer any gathering restrictions.

“I tell you from all we’ve learned, we’re going to have the cleanest venue in America. I assure you every precaution will be taken, even if COVID isn’t here anymore — from hand washing, to hand sanitizer, clean door knobs, high-touch areas being cleaned constantly.

“We’re ready and we think everyone will be ready to celebrate the tradition that is the National Western Stock Show in 2022.”

INSIGHTS | Walking through the stockyard of history at the National Western

- By JOEY BUNCH joey.bunch@coloradopolitics.com
- Jan 17, 2021
- Denver Gazette



The National Western Stock Show after promising success with first stock show in 1906, the event began to take on more of an atmosphere than endures today in the Denver Stockyards.

Photo courtesy of the National Western Stock Show

The first flakes of the new year began to fall just as I began to walk around the National Western Center on a Saturday morning, a sparse lot of vehicles parked here and there.

If this 100-acre hillside could talk, I thought, it'd tell stories about a billion or so cow pies that fell on its head, the greenhorns, the stockmen and the cowpunchers it has known.

It could tell about that time I wrote a story about a monkey that rides a dog that herds cattle, the damndest thing I ever saw. His name was Whiplash, the Cowboy Monkey. Since I was a journalist of some note in this city at the time, I felt entitled to meet the monkey. I talked my way to its handler, but the monkey was resting and wasn't taking visitors. It was an out-of-town monkey, I told myself.

In two decades, I've walked all over this place. There's hardly an inch of it I'm not familiar with, or where I couldn't attach a memory.

There's only been one other time like this since the National Western Stock Show began in 1906, though.

In 1915, the annual spectacle was iced for a virus taking livestock, called hoof and mouth disease, which today is considered a bioterrorism threat.

It broke out in Michigan the summer before, then spread like wildfire to 20 states through the Chicago stockyards. By the time it faded out that year, 172,000 cows, sheep and pigs were dead, a figure higher than the human population of Wyoming at the time.

Denver was still a dusty capital city trying to figure out its national identity. Leaders knew if they hoped to emulate the great metropolises of the East, they wouldn't get there on the booms and busts of hard-rock mining, or the grifters and madams on Market Street.

A generation before, railroad barons plotting their lines called Denver "too dead to bury." Once they yielded, the city became a cow town. The stockyards and stables were effectively the city hall and chamber of commerce. Denver has traded more cows out than it might ever recoup in vapes and joints.

Red Rocks Amphitheater opened the same year as the stock show, and so did the Denver Mint, two years into the first term of Mayor Robert Speer, who would later die in the flu pandemic of 1918.

It was a year before the Mammoth Roller Skating Rink opened near East High School on East Colfax Avenue. We know it today as the Fillmore Auditorium, where I've seen more shows than I could name.

The stock show grounds divide the Globeville and Elyria-Swansea neighborhoods, always home to North Denver's working class. The stench of a massive stockyard nearby smelled like money, and once a year the cowboy carnival arrived.

Yet, soon after it began, the National Western became a red-letter social event. People came to town, along with livestock, from all over the West to see and be seen.

I caught up with my good friend Paul Andrews, the show's president and CEO, the Friday before its normal opening. I know the man pretty well, so I can tell you that putting him on the sideline this time of year is like locking the gate in the bull-riding arena.

The show courses through his DNA.

But let me back up: Before Paul took the reins at the National Western in 2011, he was the executive vice president for Kroenke Sports Enterprises, plying his trade with human athletes.

He grew up in Lakewood and graduated from Alameda High, while he worked like a mule on his grandfather's 5,500-acre ranch north of Golden, before shipping off to the University of Wyoming.

His grandfather, the late Paul Pattridge, exhibited at the stock show for 44 years. He was inducted into the American Polled Hereford Association Hall of Fame, chaired the Jefferson County 4-H Foundation and served on the stock show's board of directors.

The show is etched painfully into the family story, as well. Paul Pattridge Jr., the stock show chief's uncle, was flying from his home in Mississippi to the National Western in 1964 to once again serve as the show's veterinarian, when the plane went down and he was killed.

If anybody knows about the show's generational legacy, well, Paul has lived it.

"It's a long tradition with my family, like a lot of people's family, that I'm excited to carry on," he said. "I hope there's somebody making decisions about new facilities at the stock show in another hundred years."

The National Western is undergoing a major redevelopment using a tourist tax approved overwhelmingly by city voters in 2015. The progress, like everything else, is on hold while the economy is stalled out.

Someday soon the yards and new events center will open, and when it does you can spot salvaged bricks and wood from the original grounds prominent in the design.

"That fabric is going to be woven into all those new areas," Paul said, "so we can honor the past and celebrate the future."

The National Western is part of the fabric of our city, and to live here you need to know that and experience that and, if you can, feel that.

I can't wait for 2022.

For volunteers with the National Western Stock Show, it's a lifelong love

- **Hannah Metzger** hannah.metzger@gazette.com
- Jan 18, 2021 Updated Jan 19, 2021
- Denver Gazette



Dick and Sharon Lynch, long-time volunteers with the National Western Stock Show, wearing their uniforms.

While growing up in Colorado, Melinda Shaffer attended the National Western Stock Show every year. She remembers the excitement she felt as a child, walking past the show horses wearing her cowgirl skirt and boots, hand-in-hand with her parents.

As a teenager, Shaffer joined the Westernaires and rode horses in the show and now as an adult, she has volunteered with the Stock Show for 16 years straight.

“It’s woven through the whole fabric of my life,” Shaffer said. “When I married my husband in 2010, I told him that part of his marriage vows was that he needed to volunteer at National Western too.”

Shaffer, like many other volunteers, has turned her lifelong love for the National Western Stock Show into an annual position where she works to keep the show running.

Since 2004, 59-year-old Shaffer has volunteered for two weeks in January every year on top of her full-time job, serving as a ticket taker, usher, information booth worker and anything else the Stock Show needs.

“I absolutely love it. It’s just part of what I do,” Shaffer said. “It’s been part of my life and part of my heritage as long as I can remember.”

Volunteer Mike Searle was born and raised in Colorado, like his father and his son and grandson after him. He had started going to the Stock Show as a child, making the trip to Denver from his mountain town each year with his dad.

He eventually started volunteering for the Stock Show in 2016 when he retired. Searle said, when setting up for the horses challenge that first year, he walked into the middle of the arena of the coliseum that he had spent so many years as a spectator in.

As he stood, Searle remembered sitting in the seats as a child and the stories his dad told him about riding bulls in the Stock Show in his day.

“It’s something I won’t forget,” Searle said. “The feeling of standing in that coliseum.”

In his years as a volunteer, Searle has worked in check-in, livestock, gator driving and now as a year-round liaison, responsible for 450 other volunteers.

Searle said he loves volunteering because it allows him to feel like he's making a difference in the lives of those around him and in the success of the Stock Show that means so much to him and the community.

"It's Colorado history," Searle said. "It's something that's always been here and it's something to be proud of."

Volunteers Dick and Sharon Lynch agree, calling volunteering with the Stock Show a way to give back to the community.

The husband and wife duo have been volunteering with the Stock Show for 19 years, saying they will continue to volunteer as long as they can stand on two feet.

"It's a time to be a part of presenting our heritage to the public," said Sharon, 83.

"And it's a time to make our own contribution to the history of Colorado," said Dick, 80.

The pair have spent most of the last two decades volunteering with the junior livestock program and have sponsored a Catch-A-Calf kid each year since 2011, a program where children can catch a calf, care for it and return it a year later as a market steer.

Besides just contributing to the show, the Lynches said they keep coming back to volunteer because of the sense of community within the Stock Show.

"We're a very close-knit family even though we don't always see each other much more than once a year," Sharon said.

"Most everybody who attends the Stock Show is very happy to be there," Dick said. "We go through one whole season of Stock Show and never meet any grumps."

As the Stock Show went all virtual this year amid the COVID-19 pandemic, the family of volunteers has been left with a two-week-long void in their January.

Shaffer and Searle said they have been reminiscing by looking through videos and photos from previous years' shows. The Lynches said they've been keeping track of what tasks they would have been doing each day if the in-person Stock Show was running.

Though the pandemic has made many things uncertain, one thing is clear: the love of the volunteers has not faded and they will be ready and willing when the Stock Show returns.

"We'll be back," Shaffer said. "Bigger and better."

National Western Stock Show: Morgan County 4-H well represented in 2020-2021 Catch-a-Calf Program

Makayla Guilbert from Wiggins and Zoey Sneed from Fort Morgan participated



Makayla Guilbert, left, and Zoey Sneed are pictured with the awards they received at the Catch-a-Calf Show at the 2021 National Western Stock Show. (Morgan County CSU Extension/Courtesy photo)

- By Amy Kelley |
- January 18, 2021 at 8:15 a.m.
- Fort Morgan Times

The Catch-a-Calf Program put on by the National Western Stock Show has a very rich history. In its 84 years, there have been many participants from Morgan County.



Makayla Guilbert and Zoey Sneed before their catch at the National Western Stock Show Rodeo. (Morgan County CSU Extension/Courtesy photo)

This year was no exception, with two local participants culminating their project at the 2021 National Western Stock Show.

For those unfamiliar with Catch-a-Calf, it requires that participants first must catch a calf during one of the National Western Stock Show Rodeo performances. They then return in May to receive their project, which they are required to feed and care for until the following year's Stock Show. At that time, participants bring their steers to be evaluated based on their rate of gain and appearance. Participants must also submit a record book, participate in an interview, and compete in showmanship. The National Western Stock Show Catch-a-Calf Program would not be possible without generous sponsors, so participants are also required to send monthly correspondence to their sponsors.

Makayla Guilbert from Wiggins and Zoey Sneed from Fort Morgan were both participants in the 2020-2021 National Western Stock Show Catch-a-Calf Program. Makayla was sponsored by the Boettcher Foundation. Zoey was sponsored by Mark Arndt with the Colorado Elks Association. They received their Charolais Angus cross steers from Wagonhammer Ranches based in Albion, Nebraska, in May 2020. Both were able to bring their steers to a clinic held in October 2020.



Zoey Sneed at the Catch-a-Calf Clinic in October 2020 to prepare for the 2021 National Western Stock Show. (Morgan County CSU Extension/Courtesy photo)

Makayla and Zoey traveled with their steers to the National Western Stock Show in January 2021. They competed in interviews and turned in their record books prior to the show on Saturday, Jan. 9.

Makayla was seventh in showmanship and live placing. Zoey was sixth in showmanship and ninth in live placing.

During the awards ceremony that concludes the program, both received many accolades.

Zoey was 10th place record book, second place in sponsor relations, sixth place in interview, third place in the production phase, and eighth place overall.



Makayla Guilbert is shown with her steer. (Morgan County CSU Extension/Courtesy photo)

Makayla was fourth in interview, 14th in the production phase, 17th overall, and third in the carcass phase.

National Western exhibitors: Don't forget what we do here

- By [MARIANNE GOODLAND marianne.goodland@coloradopolitics.com](mailto:marianne.goodland@coloradopolitics.com)
- Jan 19, 2021 Updated Jan 25, 2021
- Denver Gazette



Alli Stromberg (center) of Iliff with Monster, her 2020 Grand Champion Market Hog. Photo courtesy The Fence Post.

Were it a normal year, the National Western Stock Show would be nearing the end of its 2021 event, with more than 700,000 going through the gates.

One of the most anticipated events of the stock show, the annual Junior Livestock Auction, would have occurred Friday. The 2020 auction raised more than \$1 million for youth exhibitors and scholarship funds, with a record \$155,000 for the grand champion steer.

The National Western scholarship fund relies on four events during the Stock Show to raise its annual budget of \$550,000, and gives 100 scholarships between \$2,500 and \$15,000 per year to former Stock Show exhibitors studying agriculture, rural medicine and veterinary science at colleges in Colorado and Wyoming.

But those events, like the Stock Show, didn't happen in 2021, the result of caution over the coronavirus pandemic. It left hundreds of thousands of exhibitors, vendors, ranchers, rodeo participants, and fans missing the state's largest salute to the agriculture industry, one of Colorado's top economic drivers.

When Stock Show officials announced in September that the show would be canceled, it was already too late for many who planned to compete in the livestock show that leads to the junior livestock auction. Ranchers who rely on the stock show to help sell their livestock were left out in the cold. Thousands of participants in the horse shows and rodeos also mourned the loss of the 2021 show and the impact on their livelihoods.

They'll be back in 2022, but worry that some in the public may not. As Kendra McConnell, the horse show manager, put it: "I hope the public comes back and remembers our industry. We share our lifestyle with others. Don't forget what we do here."

A tight time window

Perhaps the saddest impact is on youth, the 4-H and Future Farmers of America members who show livestock in preparation for the auction. About 220 enter the National Western every year, and 96 make it to the auction.

A good auction sale can fund college, training or future livestock endeavors. In 2020, Alli Stromberger of Iliff showed the grand champion market hog, Monster, which brought in a record bid of \$100,000.

She had already bought the pig she would have shown in January, according to Ben Cooley of Sterling, who raises show pigs.

About 550 compete for the August lottery drawing just to get into the Stock Show, Cooley explained. Then it's off to buy the pig. Yes, the pig isn't purchased until just months before the event.

It's a time-sensitive issue. Cooley said pigs are only about seven months old at harvesting age; they're born in the summer and ready for purchase in August or September. By stock show time, they're at 260 pounds or more.

“Pigs grow fast,” Cooley said.

It isn’t only the pigs that were being readied for exhibition, Cooley said. “All of those kids who had gotten in for the pig show, lambs, goats and steers were already on feed. All those animals were [already] purchased by exhibitors.”

This isn’t a situation where you can hang onto the animal and exhibit them the next year. There’s a small window when the animals reach a required weight limit. “You buy a specific animal for the show,” he explained.

There were alternatives to the National Western for some exhibitors, including Stromberger, Cooley said. Shows in Texas and Oklahoma have been more than happy to take those entries, but it isn’t the same. For one, there’s no big money auction that can finance an exhibitor’s future, he said. “These alternative shows don’t have that opportunity,” and that becomes a financial burden for the exhibitors.

It’s also something of a game of chance, Cooley said. All those kids who purchase know it’s tough to get into the Stock Show. “It was the opportunity that you could have that reward in the end. That’s what was taken away from them.”

It’s tough for him, too. The pigs he breeds are high-dollar animals with prize genetics. “You make decisions to breed quite a bit in advance” to meet customer demand. If his customers are discouraged and take a year off from showing, that cuts into his bottom line for the entire year. “That uncertainty has been challenging.”

The National Western “drives the bus in our industry,” Cooley added. “We survived 2020, but we can’t have another year like it. It’s vitally important these shows happen.”

Missed opportunities

Its impact isn’t lost on other industries, either.

Take horse shows, for example. Kendra McConnell is the horse show manager for the National Western. Youth programs outside of the stock show also were impacted by the pandemic, she said.

The horse shows in January are the lead-off events for the horse associations every year, she said. Competitors can earn points or prize money that will help them later in the season.

Thousands participate in the horse shows, whether it’s the riders, farriers (who shoe horses), vets, trainers, those involved in the production of the horse shows and more than 450 volunteers, McConnell said.

The show is also an opportunity to market horses, find stallions to breed with mares, or for trainers to solicit new customers. McConnell pointed out that one company, Ames Construction, uses its company mascot, a draft horse known as a Percheron, to market the company.

The biggest reaction from those who aren't at the National Western this week is sadness. "This is a part of their life, a tradition," she said.

Clancy Anderson, livestock manager for the National Western, said the show is where ranchers, especially those in remote areas far from Denver, find buyers for their livestock or breed opportunities their cows and bulls. "They're selling genetics," Anderson explained.

At the Stock Show yard, a rancher from Nebraska might bring some of his best cattle to Denver, not only to showcase the animals but to expose his cattle to new customers. A rancher showing as many as 10 cattle shows consistency, which is important to customers.

"Nowhere else in the United States allows that kind of marketing opportunity to rural ranchers," Anderson said.

It's also a matter of timing. "You can't stop time," he said. A rancher might bring a one-year-old bull that has to be sold at that age, from a genetic standpoint.

The livestock industry has managed something of a workaround for the pandemic, Anderson said. A lot of groups were able to coordinate other events and serve the industry, although those events didn't take place in Colorado.

"The cool thing is that the ag community is used to facing hardship: droughts, higher prices, cost increases, a calf dies. They're used to losses" but they're resilient and persistent people. "When one falls short, the others pick up the slack."

The livestock business is still done with trust and a handshake, Anderson said, and there's a huge sense of community rather than one of rivalry. But "there's no sense in dwelling on it."

Anderson and others still look forward to what comes next.

"How lucky we are to have something so great that we miss so much," he said. "I'm excited for what is to come. If 2020 taught us anything, it is that change is inevitable and to keep up with the times, and to make it a better experience for everyone."

Young animal exhibitors saddened about this year, but are ready for next

- [David Mullen David.mullen@gazette.com](mailto:David.mullen@gazette.com)
- Jan 21, 2021
- Denver Gazette



Alli Stromberger poses with her family after being crowned Grand Champion in the hog division at the Junior Market Show in 2020.

- Courtesy of Alli Stromberger



Alli Stromberger poses with her hog after being crowned Grand Champion in the Junior Market Show in 2020.

- Courtesy Alli Stromberger



Mikala Grady is showing her hog in the 2020 Junior Market Show in Denver apart of the National Western Stock Show.

- Courtesy of Mikala Grady

When 16-year-old Alli Stromberger of Iliff opens her Facebook app, she is reminded of a life-long dream that came true just one year ago.

Although joy and happiness fills Alli as she scrolls through the numerous pictures and videos of her animal winning Grand Champion in the hog division at the Junior Market Show last year; she's also saddened.

"There's been a ton of stock show memories that have come up on my feed from a year ago, and it really makes me sad knowing we won't be able to create similar memories this year," she said.

For more than 80 years, children under 18 have spent countless hours, blood, sweat and tears raising steer, lambs, goats and hogs in hopes they will be selected as the Grand Champion at the Junior Market Show in Denver.

But for the first time since the junior shows began in 1940, the show -- along with the National Western Stock Show itself -- was cancelled as a result of the ongoing coronavirus pandemic.

Mikala Grady, a Texas native and former Reserve Grand Champion in the hog category, can only imagine how devastating the loss of the show is to those who were scheduled to participate.

"If I was in that position, I don't even know ... (it) would have been really, really hard for me to get (the show) turned out from under me last year. It's heartbreaking," said Mikala.

Mikala, now 19, is too old to participate in the Junior Stock Show. But her younger brother was scheduled to make the trip from Grandview, Texas -- about 40 minutes south of Fort Worth -- to Denver this month.

"At the end of the day, this is just a part of life and you have to cut your losses and move on, but that's way easier said than done," Mikala said. "It would've been really tough for me for sure."

Each year around 2,000 children from all over the United States between the ages of 9 and 18 flock to Denver in hopes they have raised a Grand Champion.

Following the show, 95 of the top animals are selected to be sold at the Junior Livestock Auction that traditionally brings in a total of over \$1 million, said Morgan Unks, NWSS event director and scholarship manager.

"The last few years our auction totaled a little over \$1 million dollars and last January the Grand Champion Steer sold for \$155,000," Unks said.

For each animal sold, the contestant responsible for raising and showing it receives 75% of the proceeds. An additional 10% goes toward the National Western Scholarship Trust that helps around 100 students each year attend college.

Although this year's show was cancelled, Mikala Grady says participants still learned the valuable experience of raising and caring for an animal.

"They're in our care for a year and it's an every day job," she said.

"I can't remember when I didn't have an animal in the barn, or was even able to take a day off, unless we were at a show. The responsibility needed to care for those animals really helps anyone mature."

Alli echoed Mikala's thoughts, adding she's gained invaluable leadership skills throughout her years of showing hogs.

"I've gotten so many opportunities through our 4-H club by helping younger kids and other opportunities that will stick with me after I'm done showing," Alli said.

So despite the lack of a show this year, Alli says she and her showing friends are motivated more than ever before for next year's show.

"It's literally the Super Bowl of livestock shows and it's such a huge event, she said.

"And although the show isn't happening this year, it just makes me so excited for what the future holds."

Likewise, show and auction officials are eager for next year's show and are already preparing for the annual event.

"I'm really excited to see all of our planning come to fruition and see all the hard work, teamwork we put into the show," said Clancy Anderson, the livestock coordinator for NWSS.

"We generally care about the industry and care about the agriculture and we're all just super excited for next year."

Yeehaw! Honoring the Legacy Moves Stock Show Action Online

Patricia Calhoun / January 21, 2021 / 6:40am
Westword



Jim Salestrom has been serenading the city during Honoring the Legacy.
Jim Salestrom

Normally at this time in January, people would be kicking up their heels at the National Western Stock Show and connected country and cowboy bashes around the city. But the coronavirus pandemic put an end to the 2021 Stock Show — only the second to be canceled in 115 years (the first cancellation was over a century ago, during a hoof-and-mouth disease epidemic that affected animals, not people). Still, some of the folks behind the billion-dollar makeover of the National Western Complex determined that the show must go on, and produced a two-week Honoring the Legacy virtual celebration of the spirit of the National Western.

“We’re doing it because the Stock Show got canceled,” says Pete Coors, who's heading the Honoring the Legacy campaign. “We decided to do a series of virtual events to keep people from being lonely during the Stock Show. It was fun, and a lot of work to pull together.”

But then, his group is used to working hard. The Honoring the Legacy campaign is focused on raising \$100 million for four core National Western facilities — the Legacy Building, a David Tryba-designed facility that will house a new, improved National Western Club that can hold 700; the Sue Anschutz-Rodgers Livestock Center; the Cille and Ron Williams Yards (Ron Williams was just named Citizen of the West, and will be honored in January 2022); and the Equestrian Center. And over the past few months, it also created the online Stock Show series.

“It's been crazy to put this together, all since October,” says Coors. The lineup includes interviews (most of them conducted by Coors himself), happy hours, updates on the National Western project, the Junior Livestock Auction and music...lots of music.

After a marquee concert event on January 22 featuring Brooks & Dunn, Michael Martin Murphey, the Nitty Gritty Dirt Band, Jim Salestrom and more, the series will conclude on January 24 with a “Special Roundup From Pete Coors” and the rodeo finals replay.



EXPAND

The future Legacy Center.

Tryba Architects

The series is free to watch — just sign up at honoringthelegacycampaign.com, and you'll get a link to that day's entertainment emailed to you at 7:30 a.m. — but Coors wouldn't mind if you made a donation. "It was designed as a fundraiser," he notes...not that his group still needs much help. The Honoring the Legacy campaign's original goal was \$50 million, but added expenses pushed the goal to \$100 million — and the campaign has already raised \$80 million.

As Coors sums it up: "Things are moving along."

See just how far at the 2022 National Western Stock Show next January. In person.



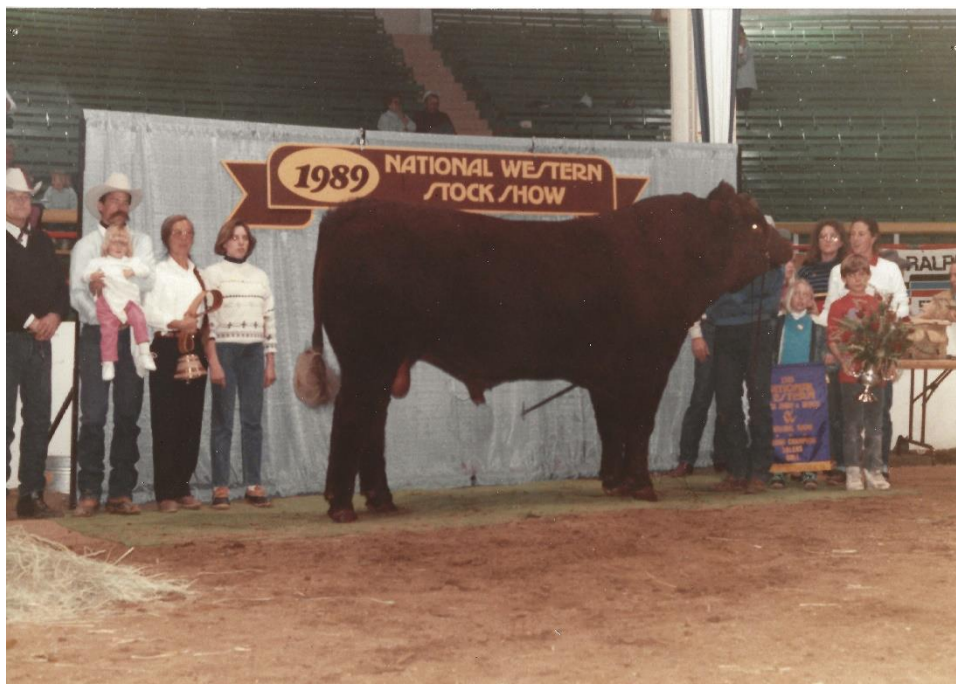
Whitham Family Foundation donates \$1 million to National Western Capital Campaign

January 22, 2021

The Whitham family has stepped up for Denver and the West yet again, this time with a \$1 million donation to the Honoring the Legacy campaign for the new National Western Center.

As you can see in the photos below, the Whitham family has been part of the Stock Show for almost 70 years: showing livestock, buying and selling breeding stock, meeting with cattle nutritionists and animal-health experts, and engaging in various other Stock Show activities that are so familiar to agricultural producers from across the West.

“Our cow-calf operations, yearling grazing program, commercial finishing operation, and farming programs all benefited from the information and best-practice exchanges that took place in and around the National Western,” Barth said.



While farming and ranching runs in his blood, Barth has met with success in the Natural resource development business and is CEO of Enduring Resources. He and Maureen have shared the fruits of that success – and a whole lot of their time and talent – in many ways. We’ve been a beneficiary for some time now: Barth has been a longtime member of the Western Stock Show Association board and a staunch National Western supporter, as well as a member of the Capital Campaign Committee.

But that’s just the start of it. On the higher-education front, Barth helps out his alma mater as a Colorado School of Mines Foundation governor, and he is also a Regis University trustee. He chaired the Children’s Hospital Colorado board of directors.

And speaking of capital campaigns, Barth and Maureen have set quite an example: they cochaired the Children’s Hospital Colorado Foundation’s \$400-million campaign that wrapped up in 2019. It brought in \$23 million more than its goal. But then, Barth makes a habit of exceeding expectations.

“The National Western is a major economic engine, a vital educational institution, and an indispensable link between the rural and urban West,” Barth said. “Maureen and I feel fortunate to be able to help shape its future.”

Barth says he hopes the Whitham family’s gift sets an example for others.



“As I’ve watched the plans for the National Western Center take shape over these past few years, I’ve been more and more convinced that contributions to the campaign equate to investments in Denver, the state of Colorado, the West, and agriculture in general,” Barth said. “I’m hoping others join us in making the vision a reality.”

Well said. From all of us at the National Western and the Honoring the Legacy campaign, sincere thanks to Barth, Maureen and the entire Whitham family for being a shining example and for all you do.

A Message from Pete Coors

January 24, 2020



You've heard a lot from me and the campaign recently, so I'll keep this short. Today marks the final day of Celebrating the Spirit of the National Western Stock Show, and some thank-yous are in order.

First, thanks to the many musicians, entertainers, and familiar faces whose contributions made this 16-day virtual event possible. We've put together a list of them – check it out below. When I look that list over, I'm awestruck and humbled that so much extraordinary (and busy) talent took the time to support the National Western. Their generosity helped us keep the Stock Show in our collective consciousness despite a pandemic that kept us from gathering at the great event in person this year. And a special thanks to Jim Salestrom, my

old friend and duet partner. He went through his Rolodex, and many of the artists on that list emerged from it.

Second, thanks to our sponsors, Happy Hour and Marquee Concert sponsor Molson Coors Beverage and the Coors Banquet brand; kids'-programming sponsor Wagner Equipment Co.; media sponsor The Denver Gazette; and Stanton Dodge and family. We couldn't have pulled this off without your help.

Third, thanks to my fellow Western Stock Show Association board members and capital campaign committee—and to everyone whose hard work made the last 16 days possible. We could not have done it without you!

Finally, thanks to you for joining us for Virtual Happy Hours, the Marquee Concert, and for watching videos ranging from interviews with Stock Show Icons to a tour of the Cille and Ron Williams Yards. (By the way, congratulations are in order: it was just announced that Ron will be the 2022 Citizen of the West when the Stock Show reconvenes next year.) If you missed some of the videos, many are available on our YouTube channel. We've received countless calls, emails, and texts letting us know you enjoyed the programming.

This event came to be because a few of us couldn't quite come to grips with the idea of letting a Stock Show January pass us by without the warmth of some sort of shared experience. Little could we have imagined such an outpouring generosity from so many corners of the West.

And now to get back to the business at hand: achieving our \$100 million campaign goal – and even exceeding it. There are still plenty of ways to be a part of this exciting effort, and I encourage you to take a look at the many donor opportunities on our website. There really is something for everyone: from bricks and brands and horseshoes to benches in the Legacy Building and paddocks in the Equestrian Center. I hope you will join us in what I refer to as one of the most transformational projects this region has ever seen.

Thanks again to everyone for helping me feel a little less lonely and a little more connected this month. All those thank-yous stack up to one obvious conclusion: the future of the National Western is indeed bright. See you there in person in 2022!

Thanks to the Western Stock Show Association Board of Directors

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With special thanks to all our entertainers and friends who made this event possible:

| | |
|--|----------------------------------|
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| James Dean Hicks, Ira Dean & Brice Long of | Lauren Weaver |
| Tunes Tales and Troubadours | John Weaver |

Honoring the Legacy.... Building the Future Campaign also wishes to thank the following individuals for their vital roles in making these Virtual Happy Hours and Concert a success

Chloe Mercardante
Amanda Cordsen
Casey Salestrom

With deep appreciation to Molson Coors Beverage and Coors Banquet

