



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

### A Message from Pete Coors

Spring 2021 feels a whole lot different than Spring 2020. Last year at this time we had been “locked down” with stay-at-home orders for a month. We weren’t sure where this pandemic was going, but we remained hopeful things would return to normal by summer. Well, you know the rest of the story. But here we are in April of 2021, and there’s air of optimism all around.

Last month, we had our first in-person Capital Campaign Committee meeting in six months, and boy did it feel good. We joked that it only took a pandemic to make the prospect of a face-to-face campaign meeting feel like some exotic outing. While not terribly exotic, it was a genuine thrill to see everybody in three (rather than two) dimensions, and with no inadvertent muting. We had a great meeting.

You can see a list of our committee members [here](#). I never miss an opportunity to brag on and thank our Campaign Vice Chairs and Committee. Talk about dedicated volunteers – or gluttons for punishment. Either way, I am lucky to have each and every one of them by my side throughout this campaign. I am always grateful for their meaningful, selfless work.

A key topic of that meeting was getting the campaign back to its pre-Covid pace. We have been extremely fortunate that supporters have continued to make gifts at every level while we were forced to sacrifice face-to-face meetings and events over the past year. But now we feel it is time for a reemergence. Let me share some of our upcoming plans with you.

We will, of course, continue to follow any and all coronavirus-related guidelines, but we strongly believe that it’s a good time to get back at it 100%. We still have fewer than 800 donors to this campaign. I know for a fact that there are a lot more than 800 of you out there who value, appreciate, and downright love the National Western Stock Show. To that end, I wanted to let you know about some geographic and industry-specific plans we have in the works.

In the coming months, we will be taking our show on the road to reach more of our supporters from across the state. We are going to be hitting some key regions with campaign events, including the Roaring Fork Valley, Northern Colorado – Greeley, Fort Collins – and the Colorado Springs area. In addition, several of the Vice Chairs and Committee members will be hosting summer events throughout Denver. We will also be going beyond our state’s borders and heading to Wyoming for an event. And in mid-June, we’ll be in Amarillo for a Texas-sized BBQ with ranchers and feedlot owners.

We have reignited our efforts to raise money from the legal community, an effort led by committee members Stanton Dodge and Adam Agron. We’ll also be focusing on the construction companies, the automotive industry, and bankers.

Stay tuned for an announcement this summer of a terrific opportunity to get companies all over the West involved with our campaign. That effort will join our other “mini-campaigns” that include the [Families of the West](#), [Bricks](#), [Brands](#), [Women in Agriculture](#) and [Heritage Horseshoe](#) programs. We intend to leave no stone, area, or industry unturned!

The other big topic for discussion was fundraising for the naming rights inside the HW Hutchison and Family Stockyards Event Center. With the grand openings of both that Center and the Cille and Ron Williams Yards during the 2022 Stock Show, we really want to make a push to get as many of the naming rights completed before then as possible. If you click on this [link](#), it will take you to the donor-recognition booklet and some amazing artist conceptions of the future Center and the remaining naming rights.

I had the opportunity to tour the Yards and the HW Hutchison and Family Stockyards Event Center a few weeks ago. Let me tell you: when you see it for yourself, you will not be disappointed. There are some nice naming rights still available, but they’re going fast. If you see something of interest, give Angela a call, and she can get you more information.

Seems both crazy and wonderful to be talking about Stock Show 2022 in April 2021, but I for one cannot wait! We’ve got some big plans in the works for the 2022 Show and look forward to sharing those with you in the coming months.



#### In case you missed it...

As you know, our January 2021 Stock Show featured a series of videos and happy hours to keep everyone connected. Today I want to share one of the five “Stock Show Icons” videos we did, this one featuring Chuck Sylvester. Chuck had a lot of wonderful stories to share. I hope you enjoy it!

Stock Show Icons: [Ed Greene with Chuck Sylvester](#)

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

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