



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

### A Message from Pete Coors

Earlier this month I had the great pleasure of going to Oklahoma City to attend the annual Western Heritage Awards, presented by the [National Cowboy & Western Heritage Museum](#). I was introduced to the Museum a couple of years ago when my good friend Pat Grant was named to the Board of Directors. We have made the journey a few times now, and I am always struck by the quality of the events, the incredible contents of the Museum, and the wonderful people I get to meet and interact with while visiting.

The Museum is the premier institution of Western art, culture, and history and has been around since 1955. Its collections are internationally renowned and are bolstered by a dynamic educational program. If you don't know about them, I encourage you to check them out [here](#).

The National Western team was again treated to a behind-the-scenes tour of the National Cowboy & Western Heritage Museum. This time we enjoyed seeing one of their popular current exhibitions, Western Wares, which recounted the history of the "humble blue jeans" that became the "world's preferred pants." That exhibit also featured pieces from Denver's own [Rockmount Ranch Wear!](#) As we made our way through galleries featuring major works by everyone from Remington to Russell, we landed in the notable basement of the Museum, where a few special treats awaited us. WSSA Board President Doug Jones got to actually hold a hat John Wayne wore in *Hondo*, *Rio Bravo*, and *Train Robbers*. Check out the photo and see Doug's reaction to that experience!



Doug Jones and John Wayne's hat

I always return home from such visits energized and a little more optimistic than when I left, mainly because I have just gotten to spend a few days with like-minded people! But my visits do more than allow me to see old friends and great Western art and artifacts. They serve to remind me of the importance and vibrancy of our Western history, culture, and heritage.

While we may be very different sorts of institutions, our interests are one and the same: to honor the legacy of the West while ensuring that its lessons and ethos prevail and, ultimately, inform a bright future. Understandably, then, our sense of kinship with our friends at the National Cowboy & Western Heritage Museum runs deep.

That said, while we know better than to try and beat our friends in Oklahoma City at their own game, we do have a heritage center of our own on tap. On the first floor of the spectacular Legacy Building, you will one day soon find the Wold Family Heritage Center (WFHC). This will be the place to honor the Western way of life through showcasing the traditions of ranching, farming, and Stock Show history. It will also promote and encourage maintaining these traditions.

The WFHC will be the home for the Western Stock Show Association's vast collection of photos, Stock Show documents, and artifacts. Visitors to the WFHC will be able to experience the historic significance of over a century of the National Western Stock Show and the ranches and farms that used enterprise, commerce, and hard work to carve out the West. It will forever be the place where visitors gather to learn about the values, culture, and characters of the West as lived through the rich history of the ranching families who designed and built it.

I can't wait to explore the Wold Family Heritage Center, along with the J. Robert and Katherine Wilson Art Gallery, a fully built-out and populated American Values Conference Center, the Citizen of the West Gallery, and so much more that allows us to celebrate our history and heritage.

Learn more about these areas, as well as everything else in the Legacy Building, by visiting our website at [honoringthelegacycampaign.com](#)



Doug and I at the DBJ event

Also last month, Doug and I were honored at the Denver Business Journal's annual Who's Who in Ag event. While we were grateful to be tapped for the recognition, the real heroes to us are the ranchers, producers, and farmers who work every day, no matter the weather or challenges, to provide food for all of us. They deserve the tip of our hats!

### A Milestone Moment

We got tremendous news late last month: the Buell Foundation has awarded a \$500,000 gift to the Honoring the Legacy campaign to name the School Bus Entrance at the Legacy Building. In announcing the gift, Board Chair Dr. Reggie Washington said, "The Buell Foundation is honored to support the agricultural heritage of Colorado and the West with our contribution to the Legacy Building at the National Western. We are pleased to be a part of expanding educational opportunities as the National Western grows to provide additional, year-round programming for students in Colorado."

We are so grateful for their support and look forward to welcoming kids from all over Colorado through that door!

### Video of the Month



Doug Jones, Paul Andrews, Tom Halverson, and I with Delilah

This month we are featuring [our friends at CSU](#), who were out in full force during Stock Show. We had a great time talking with them about their commitment to agriculture and hope you enjoy it, too.

P.S. My dear bovine friend Delilah was a huge hit throughout the Stock Show. We posed with her the day CoBank made their \$5 million gift announcement. Here I am with Tom Halverson, CoBank's president and CEO; Doug Jones, WSSA board chairman; Paul Andrews, National Western Stock Show president and CEO; and the lovely Delilah.

### Looking for a special tribute for Mom?

Mother's Day is less than a month away. If you're looking for a special way to honor your mom, grandmother, aunt, or sister, consider a brick, brand, or Women in Agriculture honor. Click [here](#) for more information.



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

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

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