



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Photo Credit Jensen Sutta

### *about* **A Message from Pete Coors**



By Doug Jones, Chairman of the Board of Directors, Western Stock Show Association

I am honored to be taking over this month's Roundup from my good friend Pete Coors. I, along with nearly 50 Coors family members and friends, returned from Oklahoma City less than 48 hours ago. We were there for one explicit purpose: to see the [National Cowboy & Western Heritage Museum](#) honor Pete with its Visionary Award. And since Pete would never write about this himself, I have stepped in to tell you all a little bit about our great weekend – and, more importantly, to take a moment to celebrate Pete Coors.

But first, if you aren't acquainted with The National Cowboy & Western Heritage Museum, I encourage you to check it out [here](#). For anyone who loves Western history, art, and culture, it's a true playground and a treasure.

Second, the Visionary Award is a truly exceptional honor. It's not presented annually, but rather only when the committee comes across someone who has, in its words, "made significant contributions and a national impact in preserving our Western heritage and ideals." In the museum's 62-year history, it has only been given twice before: to Foster Friess and Phil Anschutz.

The festivities kicked off in earnest on Friday night with a cocktail party at The Cowboy. Then our group headed to Jones Assembly (no relation!) for a private party. The former manufacturing building's history includes having produced everything from mannequins to Ford automobiles. It's been completely refurbished as a one-stop shop for food, drinks, events, and concerts in downtown Oklahoma City's historic film row. Former Secretary of State Rex Tillerson also joined our festivities on Friday night – it was great to see him again. He was with us at this past year's Stock Show and is not only a great patriot, but also a great Westerner!

Of course, the main event happened Saturday night. Thanks to an anonymous gift to be used expressly for this purpose, the Honoring the Legacy Campaign and National Western Stock Show were the presenting sponsors of the evening. When it came time for our friend to be feted and introduced, none other than the iconic CMA and Grammy award-winning duo of Brooks & Dunn took the stage to present the award.

The friendship between Pete, Kix Brooks, and Ronnie Dunn goes back decades, to when the Coors Brewing Company launched what would become a multiyear Brooks & Dunn touring sponsorship. They have been friends, hunting buddies, and partners in various shenanigans ever since. Pete's even been known to take the stage with Brooks & Dunn to play spoons – an often-overlooked, eccentric talent of our friend's.

Pete's remarks were as humbling and gracious as you'd expect. He talked about the four pillars that have shaped his life: family, friends, faith, and Western heritage. Pete told the crowd how the Code of West serves as his life's philosophy, and he even brought along commemorative cards cataloguing the Code for attendees to bring home with them.

We thought you'd enjoy seeing some photos from the weekend. There are a few here, and, in a few days, we'll have the rest up on our campaign website [here](#) for your viewing pleasure. All in all, it was a great weekend, and I was truly honored to be a part of it.

All photos: Jensen Sutta



Pete accepting the Western Visionary Award



Pete with longtime friends, Ronnie Dunn and Kix Brooks



Former Secretary of State Rex Tillerson, left, with me



Pete and his family at the Western Heritage Awards

In closing, I would like to make a few personal comments about my friendship with Pete. Ours is a relationship that goes back decades and is anchored in our love for America, the West, our families, and our faith. We have served on several of the same boards, most notably the Western Stock Show Association Board of Directors, which I now chair and Pete is a member of; and that of the Honoring the Legacy Campaign, which Pete chairs and on which I serve as a Vice Chair.

It is perhaps this work that has connected us even more strongly. We both live by that Code of the West, and our love of Western heritage, culture, and art is a further binding force. We have both dedicated a good portion of our lives to preserving and advancing Western history and values. It is not an exaggeration to say that our Capital Campaign, now at nearly \$107 million, would never have taken flight quite like this without Pete's leadership, guidance, perseverance, and grit. Future generations will owe him a debt of gratitude. For that matter, we already do.

But for now, I will end by sharing the end of Pete's remarks as he accepted the 2023 Visionary Award – because no one could say it better!

**"In closing, let me again express my deep gratitude for this great honor. And let me invoke a notion with a much longer legacy than even the Code of the West.**

*We are called to love one another as we love ourselves; to treat each other as we would like to be treated.*

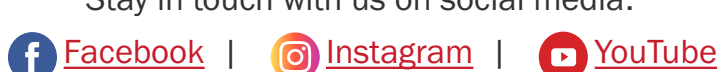
**That's where the Code of the West ultimately comes from. I sincerely believe that, if we endeavor to live our lives in ways that reflect that Code of the West and the Golden Rule at its heart, we will, through the example we set, project the legacies of both into future generations. Now THAT'S visionary and truly something worth celebrating."**

Congratulations, Pete.

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

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