



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Photo Credit Tommy Collier

### A Message from Pete Coors

You could call this my “summer of legacy” since I have been writing and talking about it so much these past couple of months. In my defense, it’s really because we are constantly being bestowed gifts that come from impressive, creative donors who do so because they want to leave their legacy as a part of the National Western Stock Show’s future. And how lucky are we to have THAT as our biggest problem! Believe me, I am not complaining.

This month, I wanted to share some of the details of an absolutely delightful lunch I hosted last month along with Doug Jones and Paul Andrews. We gathered to celebrate family, philanthropy, and yes – legacy.

Laurie Leprino has been a friend for many years. Her dad Mike and I went way back, and he was a good friend until his passing in 2018. I was elated when Laurie, along with her son, Matt Leprino, stepped forward a couple of years ago to make a significant gift in honor of Laurie’s parents, Mike and Joan. That gift will allow us to do a beautiful display on cowboy ethics in the Petry Boardroom. Then Matt committed to a Companies of the West plaque via his company, [Remingo](#), a real estate firm – which anyone who knew his granddad Mike would not find a surprising vocation.

But their latest gift is the one I want to share with you, because the story is so touching and meaningful to me.

Over the course of this campaign, we have learned a lot of lessons and had a lot of theories confirmed, one being that people love gathering around food and drink. But I believe the most gratifying lesson for me is that there are others in our community who believe that legacy is as important as I do. On a Wednesday in July, three generations of the Leprino family – Laurie, Matt, and Matt’s son Rocco – gathered to pay tribute to the family matriarch: Assunta “Susie” Leprino.

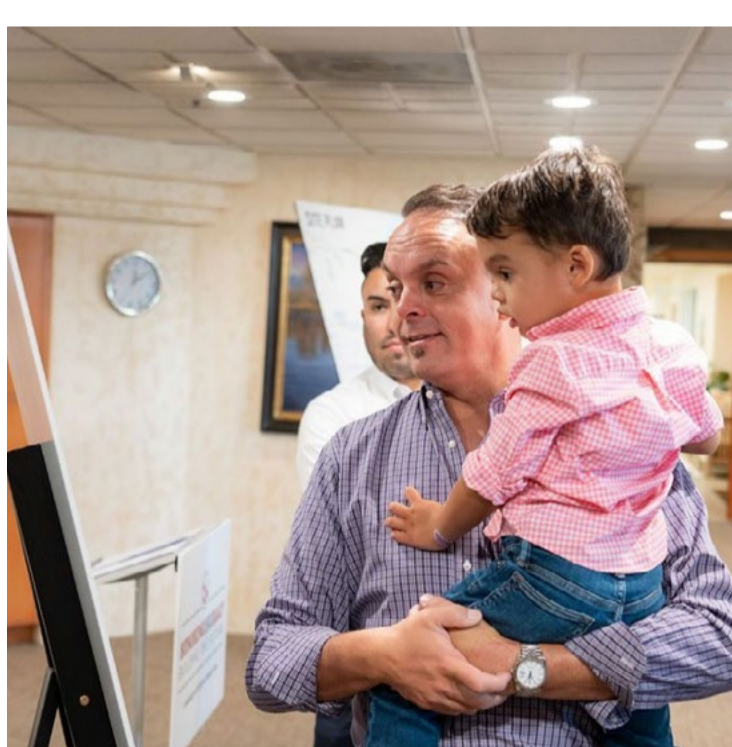


From left to right: Doug Jones, Chairman, Western Stock Show Association; Paul Andrews, President and CEO, National Western Stock Show; George Feeney; Laurie Leprino; Matt Leprino holding Rocco Leprino; Ian Leprino; and yours truly.

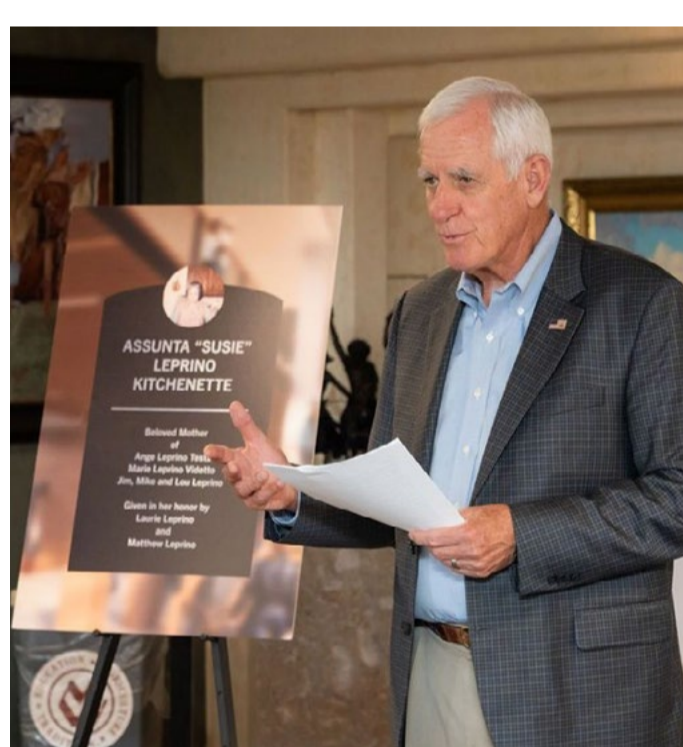
Susie was a woman who was, in many ways, ahead of her time. She not only played the role of the doyenne of a large Italian family, but also was integral to building a company that today is the largest mozzarella cheese producer in the world: Leprino Foods. Laurie recounted that one of her clearest memories of her grandmother was her being in the kitchen – the heart of the home – cooking for the family, cheese-factory workers, and anyone else who just needed a good meal.

When we started looking at a naming right worthy of Susie’s name, we looked no further than our own (future) kitchen, to be located in the heart of our home, the Legacy Building. The Western Stock Show Association Boardroom’s kitchen will in perpetuity be called the Assunta “Susie” Leprino Kitchenette.

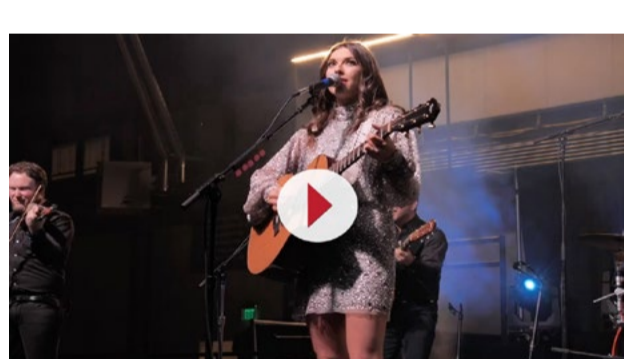
Given that my wife Marilyn comes from a strong Italian family, I know firsthand just how important food is to Italian Americans. But a big part of the Stock Show’s culture includes socializing, celebrating, and doing business with a good meal. So, we thank you, Matt and Laurie, for making a first-rate boardroom kitchen possible. We’ll think of Susie with every meal we enjoy!



Matt Leprino shows son, Rocco, the sign and photo of his great, great grandmother.



Making remarks during the lunch announcing the naming of the Assunta “Susie” Leprino Kitchenette.



### Summer Concert Series: Part 2

What better time than August to throw it back to the chillier days of last January’s Stock Show? Check out the final installment of our Summer Concert Series, featuring our favorite, Jenny Tolman. Enjoy [this set](#), and next month, we’ll be back to the Yards.

### Have you RSVP’d?

If you are a donor and have not RSVP’d yet for our Donor Thank You event on September 8 – what in the world? Register [here](#) to hop on the list. We can’t wait to celebrate YOU!



### Attention all who have left a legacy...

Tell us what inspired you to leave your legacy and be a part of the National Western’s historic campaign. Please send us your quote!

For a bit of inspiration, check out our own Paul Andrews’s quote [HERE](#).

Please take a few moments to email your thoughts to Angela Lieurance, our campaign director, at [alieurance@nationalwestern.com](mailto:alieurance@nationalwestern.com). Or, if you prefer, just visit the website, download the form and mail it back to us. We’ll share them on the website, in this newsletter, on social media, and at the campaign’s headquarters at the Stock Show in January.



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

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Stay in touch with us on social media:



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

[honoringthelegacycampaign.com](http://honoringthelegacycampaign.com)