



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Campaign Roundup

from Pete Coors

Photo Credit Jensen Sutta

A Message from Pete Coors

If you were to consider the December editions of this Roundup from the past six years I've been sending them, I'm guessing you'd note a common thread: something along the lines of, "I can't believe it's already the end of the year!"

But here we are, on the cusp of 2025 and the 119th Stock Show, with the holidays thrown in for good measure.

As of this edition, we're at nearly \$122 million in cash and pledges with another \$9 million in progress. And with Stock Show being our most successful time to fundraise, we must be out in full force again during the 2025 Show.

We're going to have a lot to show our visitors this year. Last year, the Sue Anschutz-Rodgers Livestock Center was out of the ground but not really far enough along to allow for tours. At the 2024 Stock Show, we had not even broken ground on The Legacy.

Well, that's changed, to say the least. WSSA Chairman Doug Jones and I led a group of board members and trustees through the new facilities last week, and I want to share our three biggest takeaways:

1. These are two extraordinary facilities.
2. They are much bigger in person than even those of us involved in the planning could have imagined.
3. If you come on one of the tours we'll be offering during Stock Show, bring extra socks, because yours are going to be knocked off!



WSSA board members and trustees tour The Legacy

These are incredible structures, and we cannot wait to show them off. In fact, our plan is to do most of our events during Stock Show on the construction sites. We have several events planned for The Legacy that will allow our guests to get a feel for what the inside of that building is actually going to look like, and everything from finishes to some of the furnishings will be on display in a 60-foot trailer parked right outside the construction fence. Guests can then walk next door, where Saunders Construction will lead us on a tour through the four-story building.



Construction on both facilities is coming along nicely – we can't wait for you to see these buildings in person during Stock Show.

Thanks to Campaign Committee member Pat Shaw, we now have a new fundraising committee that is focused on selling the remaining naming rights within the Sue Anschutz-Rodgers Livestock Center. With nearly \$8 million to go, it's great to have the focus and extra help of Pat and his committee. We will also be offering tours of that building during Stock Show and stage them from a large Tuff Shed that will be located directly in front of the HW Hutchison Stockyards Event Center.

We will be hosting myriad other events throughout the 16 days, as well. Mark Honnen, who chairs our Companies of the West program, will host a lunch at The Legacy trailer on January 21, complete with a building tour. We will be co-hosting our annual Colorado Concern Lunch, which we bill as an event where business meets cowboy ethics. We're shaking things up this year and hosting Grant Gollither of Diamond Cross Ranch. Grant is a horse trainer, rancher, and renowned speaker who uses horses to teach some profound leadership lessons. Grant and his horses will also be front and center at an event for our equestrian friends.

On January 23, the campaign will host the third-annual Cowgirls & Cocktails event – a women's-only event that's part of our newly formed Women of National Western group. We outgrew the Club last year, so this year's event will be held in Stadium Arena. There's still time to get on that invite list, but don't delay – just [click here](#) for the registration form.

There will be a lot of "lasts" and "finals" throughout Stock Show this year as we prepare to move into The Legacy and the new Livestock Center. The campaign will be celebrating the end of the National Western Club bar era with a "Last Call" happy hour the final Saturday of Stock Show for donors of \$5,000 and above. And following along that "last call" theme, we will also be wrapping up our [Legacy Bricks](#), [Legacy Saloon Bricks](#), and [Branding Walls](#) campaigns after this Stock Show. Believe it or not, it's time to go into production. As with the Legacy Bricks, the Legacy Saloon Bricks were salvaged from the old Yards, and they will form the flooring around the bar in the Legacy Saloon. That's a limited space, so they're limited in number. I decided these bricks were a perfect way to pay tribute to the legacy of my great grandfather Adolph, who launched our brewery in Golden back in 1873. In fact, I'm going to purchase bricks for him and all his siblings! Our campaign is rooted in legacy – and making sure we never forget our Western heritage and culture – and so is my family, so I'm proud to have bricks with their names on them adorning the bar in the Legacy Saloon. You can get them at Stock Show or by [clicking here](#).

We will still have a daily presence at our Campaign Headquarters in front of the National Western Club, so we'll be easy to find. I hope to see you there! Until then, I wish everyone a Merry Christmas, Happy Holidays, a healthy New Year, and great Stock Show!



2025 Citizen of the West

I would be remiss if I did not congratulate my friend and Capital Campaign Committee member Sharon Magness Blake, who will be receiving the 2025 Citizen of the West award on January 13. Sharon's passion for and dedication to all things Western and equestrian are legendary, and we could not be prouder to see her honored in this way!

Video of the Month

To get everyone in the mood for our 2025 Show, please enjoy this [compilation video](#) from the 2024 Show! And it's time to get your tickets for the upcoming Stock Show from January 11-26 at [nationalwestern.com](#).



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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