



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors and a



Well. . . we made it. January has come and gone without a Stock Show, and we are still standing – not as worn out with the fond memories of the 16 day Stock Show, but standing nonetheless and highly energized and excited about the future. Our Virtual Stock Show, Celebrating the Spirit of the National Western Stock Show, was well received. Thousands of you tuned in to the daily videos, Happy Hours and our Marquee Concert; you read our Roundups; your kids, grandkids, and maybe even you participated in our special kids' programming. Thank you for being with us virtually and also for the many kind notes, calls, and texts you sent to all of us to let us know how much you enjoyed the programming. I was particularly pleased to hear so many of you tell me that you'd learned something – either from one of the Stock Show icons, the students who are part of our Youth Equestrian programs, or even about hat making! We remain grateful to all who participated.

But now it's time for us to get back to the business: raising \$100 million for the Honoring the Legacy Campaign. As you know, those dollars will support the National Western Stock Show facilities that are a part of the new National Western Center. We have verbal and signed commitments that put us over the \$80 million mark – not bad given that we've been a bit stymied over the past year – but as I have said before, we expect to meet and exceed our \$100 million goal.

A special focus this coming year will be completing our naming rights in the Stockyards Event Center. You may recall that the only silver lining to there being no Stock Show this year was that construction was able to continue. We have pledged to all our exhibitors and Stock Show participants that, by the 2022 Show, the new Yards and Stockyards Event Center will be complete.

We are fortunate to have the two main components of that area named for stellar donors: the Cille and Ron Williams Yards and the Hutchison Family Stockyards Event Center. We also have the concourse inside the Stockyards event center named by the Cross H Foundation and Bill and Michele Bergner in honor of Bill's parents, Karl and Betty Bergner.

And today, I am thrilled to announce the naming of the Stockyards Show Arena. That great space will be known in perpetuity as the Stow L. Witwer Memorial Show Arena. Given the Witwer family's legendary history with the National Western Stock Show, I can't think of a better name with which to grace that arena.



Left: Stow L. Witwer; Right: Historic Witwer barn, built in 1915

Harvey E. Witwer, who raised Herefords on the SLW Ranch east of Greeley, was showing horses and cattle at the Stock Show by 1916 and was elected to the National Western board in 1924. Harvey served until he passed away in 1941, after which the board adopted a memorial resolution declaring that Harvey's "sound judgment and foresight has been of extreme value to this association, and his friendship has endeared him to all members and directors. . . ."

Harvey's son Stow, after whom the Stockyards Show Arena is named, was elected to the board in 1944 and became the long-term chairman of the Junior Show Committee. After Stow passed away in 1991, the National Western, along with the family, established the Stow Witwer Legacy Award, given each year at the Stock Show to a person who has demonstrated an enduring commitment to youth involved in agriculture and the livestock industry. That's in addition to the SLW Ranch's annual awards to the top showman in the three Stock Show [Catch-A-Calf](#) divisions.

In the mid 1920's, Stow and his brother Harvey, Jr., made ends meet by combining the Hereford operation with a dude ranch that attracted tourists from all corners of America. The ranch survived and thrived over time, and Stow's family, including wife Clara and children Joy, Carol and Stow, Jr., were fixtures at the National Western Stock Show. Stow's 10 grandchildren, along with Stow, Jr., still own SLW Ranch today. (For more on the ranch's history, Greeley Tribune detailed a bit more of it [here](#)).

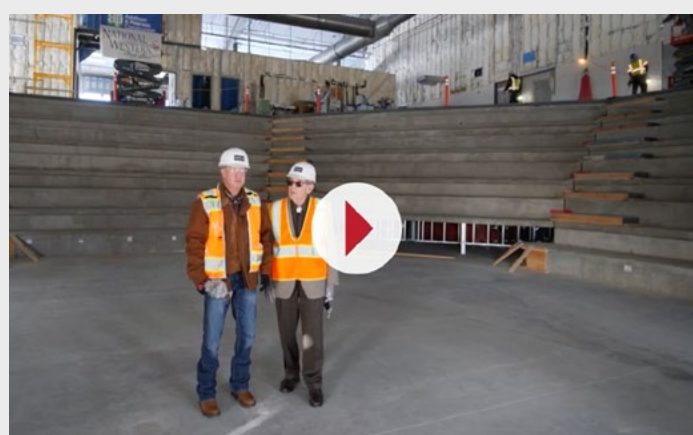
"The Stock Show is in our blood. We've been showing here for more than a century, and my dad and his dad before him took great pride in helping lead the National Western," Stow said. "My whole family has so many great memories of those 16 days in January. Giving back just made sense."

The arena itself will be a showstopper. Located within the Hutchison Family Stockyards Event Center, the Stow L. Witwer Memorial Show Arena will be one of two highly visible and critical components of the space, with seating for up to 1,000 guests.

We will look forward to cutting the ribbons for all these spaces at the 2022 Stock Show. In the meantime, check out the naming rights that remain in the Yards [here](#).

Replay...

In case you missed them, here are videos of Paul Andrews and Ron Williams [talking about the Yards](#), as well as of Paul's [tour of the Events Center](#) with Buck Hutchison. These were part of our Celebrating the Spirit of the National Western Stock Show video series last month. We'll be replaying some of them in the coming year.



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

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