



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

I hope you all had a nice Valentine's Day yesterday and were able to spend it with your sweethearts. And speaking of sweet: How sweet was January 2022? After a one-year absence, the 116th National Western Stock Show and Rodeo took center stage for 16 days. Even with all the cards that were dealt against the Show, it was by all accounts an incredible success. Personally, it was good to be reminded just how much a NWSS in January means to me, and evidently a lot of folks agree with me!

More than 586,000 visitors enjoyed all that the Stock Show had to offer – amazing numbers considering the daily challenges our President and CEO, Paul Andrews, and his team encountered. The Jr. Livestock Auction topped the 2020 record by more than \$100,000. This year's Coors Western Art Show saw its third most successful year in its 29-year history. And after the 2020 hiatus, the rodeos felt even more vibrant and exciting.

I tip my hat to Paul and his team. And I applaud my friend Doug Jones, who chairs the Western Stock Show Association Board of Directors. Doug provided not just excellent leadership to get us to this point, but also steady, optimistic, and unwavering support! Kudos to you, Doug, and the entire Board of Directors.

The campaign set big goals for this Stock Show: We wanted to get to \$100 million by January 31. We knew that was overly ambitious, but we sure took a swing at it! Today, we are at over \$92 million in gifts, pledges, and verbal commitments. But most importantly, we garnered a lot of new interest.

We started our activities several days before Stock Show, when – in the midst of a snowstorm – we plowed ahead to host a thank-you dinner exclusively for our Yards and Stockyards Event Center donors. Two days later, we celebrated in a major way with 1,000 friends joining us at the grand opening of the Cille and Ron Williams Yards and the HW Hutchison Stockyards Event Center. That was an event for the books – we cut the ribbons on nine major areas in 47 minutes, and then hundreds joined us for BBQ. The kids' programming was also a terrific success and highlighted our partners from CSU and the Denver Museum of Nature and Science. To top all that off, country artist Jenny Tolman inaugurated the Stow L. Witwer Show Arena with a spectacular performance. I encourage you to check out the photos from January 7 [here](#).

Our first official event of Stock Show was the gift announcement of CoBank's \$5 million commitment to name the arena and auction arena in the Sue Anschutz-Rodgers Livestock Center. This was the largest philanthropic gift CoBank had ever made. We are thrilled that these areas will, in perpetuity, be known as the CoBank Arena and the CoBank Auction Arena. We also had some extraordinarily successful lunches promoting our Companies of the West program, led by Capital Campaign Committee member Mark Honnen. This is a terrific way for our regional companies and businesses to be a part of this campaign.

WSSA Board member Brooke Fox, who is overseeing our Women in Agriculture wall, also hosted a lunch, and our friends at Colorado Concern joined us for a panel on Cowboy Ethics. We wrapped up our campaign activities by doing one last ribbon cutting in honor of the Del Hensel Bison Facility, an honorific naming done by Bob Dineen, Mike Duncan, and Brian Ward. Check out those snowy pictures [here](#).

I should also mention that Doug and fellow WSSA Board and Capital Campaign Committee member Bruce Wagner joined me several days in the Yards for interviews with our exhibitors. Everything was new this year – from the roads to the pens. But it was the warm water at the wash racks and the electricity in the pens that everyone raved about. You can see the [compilation video below](#), and we look forward to sharing all of our interviews with you in future editions of the Roundup.

Overall, I could not have been happier to be back at the NWSS, and I'm already looking forward to the 117th Show!



What's Next?

So here we are in the middle of February with some very heavy lifting to do in the coming months. Our immediate goal is to reach our \$100 million. As I mentioned in a Roundup late last year, we already know that we will need to raise more to cover the costs of our new world headquarters, the Legacy Building. And as I have also mentioned on numerous occasions, with fewer than 800 donors, we still have a lot of steam left in our engine. In the coming months, the Vice Chairs and I will be meeting to determine how much more will be necessary, and we will share that with all of you. And here are a few other priorities:

- Mark Honnen and his committee will be making an all-out push on the Companies of the West program. You can learn more about the program and see who is a part of it already [here](#).
- Brooke Fox will be working on adding prominent women to our Women in Agriculture wall. More info on those \$25,000 opportunities can be found [here](#).
- We will be working to identify more naming rights in the Legacy Building as we refine the renderings. For now, you can see what is still available [here](#) (and you will also notice that the Families of the West program is SOLD OUT!)
- We will be rolling out details on our American Values Conference Center as well as our Armed Forces Memorial. Both of these opportunities have education at their core and will offer several high-profile naming rights.
- Our friends in the bison world can expect to hear more from us about the chance to name one of the 38 permanent bison pens! Those naming rights are going for \$10,000, payable over five years.
- We'll be planning events throughout the spring and summer that will take us from Greeley to Grand Forks to Colorado Springs, and of course to gatherings here in metro Denver, so stay tuned as the campaign hits the road.

I want to end by saying thank you to everyone who has contributed to get us to this point. When we started fundraising in earnest four years ago, it felt unfathomable that we would be able to reach \$90 million-plus, and here we are within striking distance of \$100 million. My Vice Chairs continue to be my rock and biggest cheerleaders, so a big thank you to Doug, Paul, Pat, Ron, and Sue, too!

If you are interested in learning more about the campaign or hosting an event for us, just contact Angela, whose information is below.

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

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216
alieurance@nationalwestern.com
303-919-5214

Stay in touch with us on social media:

[Facebook](#) | [Instagram](#) | [YouTube](#)

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

honoringthelegacycampaign.com