



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

I think I speak for all of us closely associated with last month's Stock Show when I say, "Whew – and thank you." Your support, interest, and enthusiasm brought us to new heights in so many areas. This year's Stock Show attendance was the fourth-highest in our history – topping out at nearly 703,000.

Records were smashed in all directions. The Jr. Livestock Auction alone raised nearly \$1.4 million, and the grand champion steer from LaSalle, Colo., sold for \$200,000! The Coors Western Art Exhibit & Sale had the second-best year in its history, bringing in more than \$1 million. It was tough to get tickets to most rodeos and horse shows. Ranchers came from 48 states to do business during the Super Bowl of Livestock Shows. And, of course, this campaign announced that we topped our initial campaign goal, going over the \$100 million mark.

When we launched this campaign in 2016, we believed that business and agricultural leaders, ranchers, and the community at large would dig deep to support a new home for the National Western. You might say we now have 100 million reasons to celebrate the incredible generosity of a big, diverse group of Westerners united by a conviction that the National Western is an institution worth preserving for future generations.

That, my friends, is how we like to kick off the year. Now let me highlight just a few campaign events and activities, as well as let you know what's next for the campaign.

What I have found enlightening is that, since we made the announcement that we hit \$100MM, not a single person I've come across has considered the job to be done – and it's not. I started warning everyone up to that idea once we started getting clarity around the true cost of the Legacy Building, which is going to be closer to \$90MM. So rather than close up shop, we're going to be doubling down, digging deep, and raising the dollars necessary to build the National Western's new world headquarters.

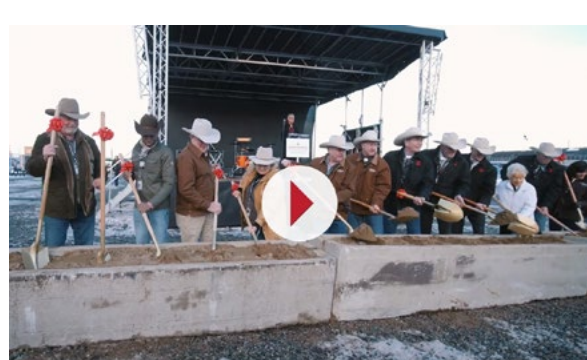
In addition, we want to ensure that we are able to program this building appropriately. That means an art museum done to standards that will allow us to partner with other museums; an American Values Conference Center that will enable year-round educational displays; and, of course, an unrivaled National Western Club.

With Stock Show going on, it wasn't the right time to celebrate this milestone, but we are planning a big party that allows us to thank all our donors. So if you have made a gift, keep an eye out for a Save the Date for a party that will be for all ages.

Now, onto the highlights. We got things kicked off in the best-possible manner on the Friday before Stock Show officially started when we did back-to-back groundbreakings for the Legacy Building and the Sue Anschutz-Rodgers Livestock Center. As WSSA Board Chair, Doug Jones noted at the groundbreaking, "The Legacy Building holds a very special place in my heart – not only because I got to dream it up with Pete, but also because of what we are creating for all of you – especially our members. This is the only building that will not bear the name of a donor. That is intentional, and it is because it belongs to all members."

We then walked to the other side of the stage – which was actually set on what will be the common wall where these two buildings will meet – to break ground with my dear friend Sue on the Livestock Center that will bear her name. I have known Sue for... well, let me just say I can't remember NOT knowing Sue!

Despite her many successes, accolades, awards, and titles, Sue describes herself as a working rancher first. That is why it is not only significant, but appropriate, that her name forever be associated with this building. Sue is a role model for all of us, and especially for all the young women in our yards and barns – today and for generations to come.



I should add that we are not aware of another major facility in the agricultural business anywhere in the world named for a woman. It's about time. Fittingly, we declared January 6 to be Sue Anschutz-Rodgers Day. You can catch some highlights from our groundbreakings [here](#), and check out the photos from that day [here](#).

We have a relatively new tradition of cohosting a Cowboy Ethics lunch with our friends from Colorado Concern. It focuses on the intersection of business and the Code of the West. This year, we were honored to have former Secretary of State Rex Tillerson as our speaker. It was a treat! One nugget among many that I walked away with: There is no gray area when it comes to doing the right thing – it's either black or white, but never gray.

We tried to do some new and different events this year to shake things up, and I don't think anything shook us up quite like our High Tea, Whiskey and Rodeo event for women only – the first of its kind in our 117-year history. I was there only to act at the emcee, but it was so much fun. We had a bit of bad weather to contend with, but still had more than 125 women join us. The Club was a sight to see, adorned with lavender table cloths, tea sandwiches, and chocolate-dipped bacon for whiskey tastings hosted by Five Trails and my son, David Coors. It was a memorable event, and we can't wait to do it all over again next year. We had a great committee, and we are so grateful for their vision and help in making this such a success. Check out the photos from the event [here](#).

We also recorded videos over several days in the Yards, so expect to see those interviews with our exhibitors coming your way in future Roundups. Doug and I also taped a special request to our Members, asking that they contribute to the Members Flag that stands outside the HW Hutchison Family Stockyards Event Center in the Cille and Ron Williams Yards. Check that out [here](#). If you have not yet made your gift of \$100 or \$300 to that campaign, and you are a member, please consider doing so now.



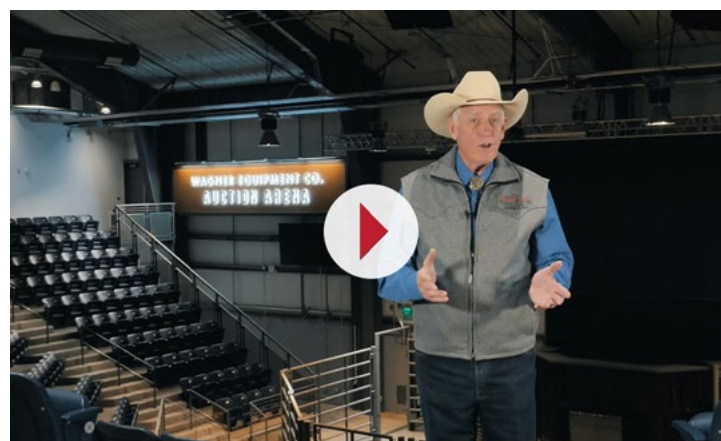
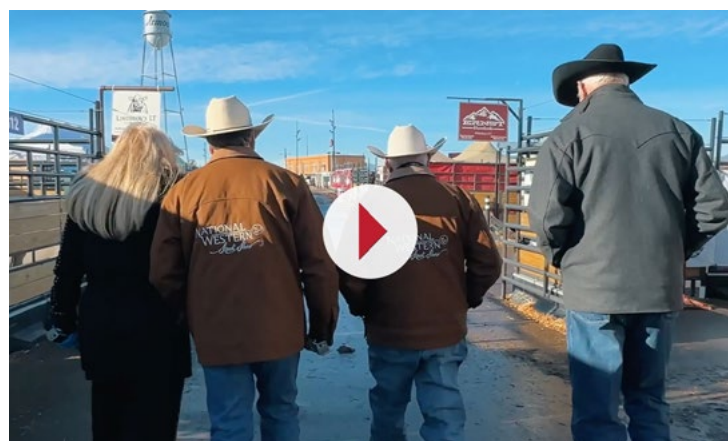
We were out in full force selling bricks, brands, and horseshoes every day of Stock Show. A hearty thank you to all who volunteered, too! We actually sold out of the leather brands – for what my campaign director, Angela Lieurance, says was for "10 minutes" – before I asked her to add a few more. Stay tuned for more information, and, if you want a leather brand, just shoot her an email to get on the list (alieurance@nationalwestern.com).

So, cheers to a great 2023 Stock Show. A special shout out to Doug Jones, Paul Andrews and his team, the WSSA Board of Directors, and our Vice Chairs and Capital Campaign Committee. The Show is successful due in large part to a shared vision, commitment, and passion for our Western way of life. And mark your calendars now for the 2024 Show, running January 6 through the 21st!

Kick Back and Watch these Videos ... You DON'T want to miss them!

Once again, we want to share our 2023 video highlights with you. This is a [compilation video](#) with snippets from all our days of taping. It's so fun to watch and relive – even a month out! I hope you enjoy it.

And we debuted a [very special video](#) at our Stock Show lunches that was the brainchild of Campaign Committee members George Eidsness and Jeff Keller. They suggested we do a video that told the story of what this campaign is all about. They wanted something that honored our legacy and celebrated what we are building for the future. I had the great honor of narrating it, but it is truly about all who came before me – and for those who will come after me.



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

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