

**CELEBRATING
THE SPIRIT
OF THE NATIONAL
WESTERN
Stock Show
2021**

GIFT ANNOUNCEMENT

Equestrian Center Lobby and Ticketing Area to be named to honor Robert and Judi Newman



Bob and Judi Newman's generosity is no secret around Denver: you may have heard of the Robert & Judi Newman Performing Arts Center at the University of Denver or the new Freyer-Newman Center at the Denver Botanical Gardens, and that's just two of many examples of their giving. Well, the National Western's new Equestrian Center now counts itself as a beneficiary of that generosity, too, thanks to a major gift.

I'm thrilled to share with you that the Equestrian Center's Lobby and Ticketing Area will be named after Bob and Judi in perpetuity.



The multiple entrance doors to the Lobby and Ticketing Area will be among the Equestrian Center's highest-profile locations, serving as the facility's front door and vestibule. It's quite a vestibule: about 5,000 square feet in total, including ticket and will-call windows, guest services, and office spaces. The Robert & Judi Newman Lobby and Ticketing Area will serve as the public entry point for the entire facility and a main gathering place for guests attending events in the Equestrian Center. The lobby will open up to the second-floor concourse and arena, giving it an open and expansive look and feel. The space will also be home to the Equestrian Center's public art and Western heritage displays.

The Robert & Judi Newman Lobby and Ticketing Area will provide entrée to one of the planet's finest equestrian facilities. The details are [here](#), but to point out a couple of highlights: there will be a 5,000-seat, 173,000-square-foot arena; a 132,000-square-foot horse barn with 600 stalls; and two 24,000-square-foot enclosed paddocks directly attached to the arena. There will truly be nothing else like it, and it will open up new frontiers for the Stock Show and, more broadly, the National Western and the West.

The Newmans hadn't been in Denver long when they found themselves at their first National Western Stock Show in the mid-1970s.

"It was a big deal – it seemed like everyone went," Judi recalled. "We would go see the rodeo and equestrian events, viewed the livestock, and did some shopping."

She, like Bob, worked with computers: she was a rising star in the United Airlines IT department; Bob co-founded what would become J.D. Edwards, one of the world's largest enterprise resource management software companies (it's now part of Oracle).

The Stock Show brought back childhood memories for Judi. Her dad had raised rabbits and chickens when she was growing up in St. Louis. Like many little girls, she had loved riding ponies when the chance arose, and she wouldn't let her mom past the mechanical version in the local supermarket without begging for a penny to ride it. As the Newman family's pennies added up over time, they spent time at the C Lazy U Dude Ranch in Granby, which Judi describes as the source of "some of the best family memories we have."

Like many of us, Bob and Judi still love the Stock Show: the tradition, the pageantry, the longhorns lumbering down the streets of Denver, and the prize steer in the Brown Palace Hotel lobby. They recognize the immense economic benefit the Stock Show delivers to Denver. They also understand the National Western's importance as a vivid reminder that the digital foundations of our modern lives – foundations Bob and Judi's technology work helped enable – ultimately rely on our farmers and ranchers. That's a vital message to carry forward, they say.

"We believe this facility and the new National Western Center will boost awareness and interest in all things agricultural and equestrian among young people," Judi said.

We couldn't agree more. Bob and Judi, sincere thanks from all of us at the National Western.

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