



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Photo Credit Jensen Sutta

A Message from Pete Coors

At our thank-you event last month to all donors who helped us reach our \$100 million milestone, I was struck by the number of kids attending (check out the photos from the event [HERE](#)). We hosted everyone from babies in strollers to teenagers who had a lot more fun than they thought they might. As I soaked it all in, I couldn't help to think: This is why I'm chairing this campaign. While my heart is solidly into honoring our legacies, my soul yearns to build for the future. And all those kids are the reason!

It was so great to see all these generations gathered together, and we took a lot of photos. As I looked them over, the one below really stood out to me. It's of Megan Holtmeyer and her daughter, Nina – who I bet was laughing as hard as her mama – having the time of their lives. Megan and Nina are the daughter and granddaughter of Bruce and Bev Wagner. Bruce is treasurer of the WSSA Board of Directors and a Vice Chair of this campaign. The photo epitomized why we wanted to do a family event to say thank you to all our donors.

Preserving our Western way of life, heritage, and culture is imperative to so many of us connected to the National Western. We recognize that passing it down to the next generation is vital. Cultural preservation of this sort is not something to be taken for granted. Rather, it must be taught, focused on, talked about, and celebrated. Doing so has become a passion, and even an obsession, for many of us.

That's why the completion of the National Western Center is so important. The new buildings that will make up the National Western Center campus will afford us opportunities we simply don't have now. What we're building will give us the wherewithal to preserve our rich history even as we innovate and look to the future. We will be able to expand the Stock Show; become an even greater economic engine to the entire region; offer year-round programming; and truly be a catalyst for the new West and a new way of thinking.



Photo credit: Jenny Marvin on behalf of Jensen Sutta Photography

Through what we have inherited and through the blessings of NWSS, these buildings represent much more than simply new and updated facilities. They will set a fresh and higher standard that focuses on the stewardship of our land and investment in our agricultural resources to become a global leader in food production, research, water, energy, and agriculture. What goes on in these buildings will allow us to tell the story of our frontier spirit through strong partnerships, a celebration of our Western heritage, and pioneering opportunities for the future. The Legacy Building, the National Western's new world headquarters and so much more, in particular represents the dawning of a new era – not only for this organization and the National Western Stock Show, but also for the West and all it stands for.

When asked why I am chairing this campaign, I offer a simple answer: It's for my grandkids. That same sentiment prevails among those involved with this campaign. We are doing this so future generations may also savor the experiences we have been blessed with through our engagement with the National Western Stock Show.

It's why we keep going with the campaign. We keep raising money and asking all of you to be a part of this shared mission of leaving a legacy to help build for the future. And speaking of that, check out the latest naming rights [HERE](#).



Video of the Month

This month, we are delighted to feature an interview [Doug Jones](#) and I did this past Stock Show with Kate and Dan Warner. They started coming to the Stock Show as kids themselves. Now they have four of their own – all of whom are involved in the Warner family business. We hope you enjoy getting to know a bit more about this terrific Stock Show family.

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

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