


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 am writing this fresh off the Independence Day holiday weekend. I hope everyone had a safe and happy one and is enjoying summer to its fullest. There really are no breaks in our campaign work – or for the ambitious construction projects it's supporting – any longer. For many years, we waited with great anticipation for these buildings to come out of the ground. Now, there are days when they feel like they are coming at us like freight trains, and I could not be more thrilled!

The Fourth of July took on a special meaning to me this year. It struck me that, two years from now – on July 4, 2026 – we will hold our grand celebration marking the end of the Honoring the Legacy campaign. While that will be a bittersweet moment for so many of us, it will also be a time of great reflection. Most of all, I hope it is a day filled with immense pride and satisfaction for our donors, team members, Vice Chairs, and Campaign Committee. But it really serves as a reminder to me that, despite having been at this Campaign for nearly 8 years, the end is in sight and we've got a lot to do!

Western Stock Show Association Board Chair Doug Jones kicked us all into high gear in June by forming five task forces whose work is aimed at getting us into peak condition – not only for the grand opening of the Sue Anschutz-Rodgers Livestock Center and Legacy Building, but also for the years to follow. The teams are looking at strategy and what our new business model needs to look like; the uses of the Legacy Building; our livestock program and what needs to happen to get ready for the new facilities; membership and development, in particular how we need to be rethinking our relationship program and how we fundraise post-campaign; marketing and communications; and our relationship with the National Western Center.

The task forces are led by WSSA Board members and include members, trustees, and community experts – all who have volunteered their time to help us create our blueprint for the future. In all, more than 40 volunteers are involved with our efforts. Sue Anschutz-Rodgers and I teamed up to lead a Legacy Building task force group. I will be sharing some of our ideas and thoughts as we go about our work.

Doug gave us marching orders to be succinct, creative, and bold, with the mantra that January 9, 2026 represents a once-in-a-lifetime opportunity for our storied National Western brand. By this coming fall, all chairs and co-chairs will present preliminary plans to the WSSA Board of Directors. By the end of 2024, we will have created a strategic plan that will serve as our compass during this chapter of transformation for the National Western Stock Show and Rodeo. I am so excited to be a part of this work and applaud and thank everyone for their service.

And speaking of service: The Campaign's success has been built on the backs of our Vice Chairs and Capital Campaign Committee. Those are the folks – most of whom have been with me since day one – who support me the most. They serve as trusted advisors, solicitors, brainstormers, and donors. Quite frankly, we would never be close to the \$120MM mark, and marching onward to \$150MM, without their support.



Every once in a while, we realize we need a little extra power in our Vice-Chair ranks. Now is one of those times. This month, I am pleased to announce the addition of George Eidsness as Vice Chair of the Campaign. George has served as a member of our Campaign Committee for several years and was a member of the Scholarship Trust Committee for eight years. He's no stranger to the Stock Show – and most of the 16 days finds him either in front of the Club at Campaign Headquarters or at his Transwest/Cimarron horse trailer booth on the trade show floor. He and his wife Barb have been terrific supporters of the campaign, having named the Concourse in the Equestrian Center as well as having funded a Tier 1 Company of the West. George is a stalwart supporter of all things Stock Show and has supported the Jr. Livestock Auction for over 25 years. We are all lucky – as well as elated – that he agreed to help us in this way!



In Memoriam

It's with a heavy heart that I share news of the passing of Buck Hutchison. He was a big-hearted supporter of the Capital Campaign, but his legacy at the National Western is about so much more than simply the gifts he made. I asked his good friend, Bruce Wagner, to provide a few thoughts about Buck:

"The National Western has lost a great friend and supporter with the passing of Buck Hutchison. Buck chaired the Jr. Auction Committee for many years, served on the Western Stock Show Association Board for 28 years, and made many generous donations to include The HW Hutchison Family Stockyards Event Center. All of us that served on the Jr. Auction Committee with Buck benefited from his knowledge and desire to have the best Jr. Auction in the West. Buck will be dearly missed by everyone associated with the National Western."
– Bruce Wagner

We wanted to share this picture from the ribbon cutting of the HW Hutchison Family Stockyards Event Center from January of 2022, where Buck's legacy will live on in perpetuity. The entire Stock Show family sends our deepest condolences to Janie and their family.

CONSTRUCTION Update

As I said earlier in this edition, there's no stopping us now with fundraising or construction! This has been a big month on both fronts.

First, I am delighted to announce that, thanks to a significant gift, the main lobby in the Sue Anschutz-Rodgers Livestock Center will bear the name of the **Penny and Mike Guttersen Family**. We could not be more thrilled and grateful.

The Guttersen family's name has been synonymous with ranching and agriculture for decades. In the early 1960s, Penny and Mike moved from Galveston, Texas to Northern Colorado, where they established the Guttersen Family Ranch. Over the next 60 years, Mike grew and operated a large family ranch, along with many other businesses. Today, the family still maintains that family ranch, and Penny and Mike's son Art, along with Art's son Parker, actively ranch and run 3,000 head of cattle. Mike was a treasured member of the Roundup Riders of the Rockies.


We want to extend our deep gratitude to Penny and the entire Guttersen family for this very significant gift.



The Legacy Building recently hit a significant mark when the first crane was erected! Steel beams started going in a week ago, as well. We hit another big milestone this past week with the steel erection starting on the West side of the site. As this work progresses, the structure of the 4th-Floor Coors Family West Terrace will start to take shape – which makes my heart sing! On the East side, the stair cores are expected to be completed by the end of this month. The photos really give you a good sense of the momentum.

Donors to the campaign should **SAVE THE DATE** (see below) for September 24 and join us for a joint celebration to thank all of you and commemorate the raising of the final beam!


SAVE THE DATE



Raise a Glass as we
RAISE
THE
FINAL BEAM

AT THE

LEGACY TOPPING OFF CEREMONY
and
DONOR THANK YOU CELEBRATION



Tuesday, September 24, 2024

3:30 PM to 6:30 PM
at the Legacy Building Construction Site

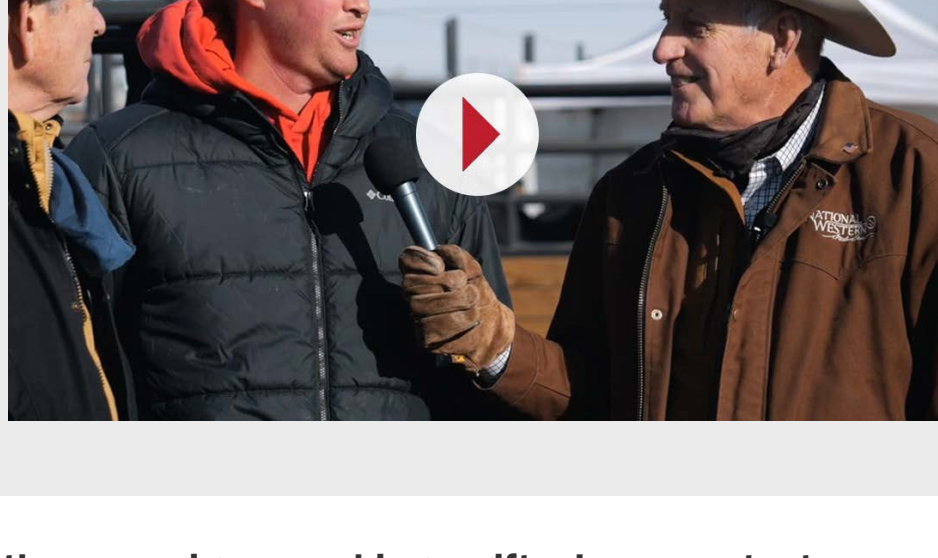
Tours of the Sue Anschutz-Rodgers Livestock Center and
Legacy Building will be available

Reception at CSU Terra Building to Follow

Invitation Coming Soon

Video of the month

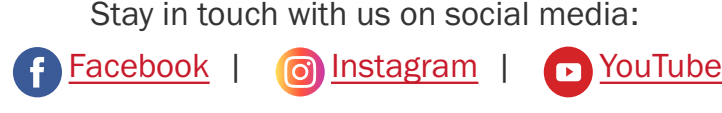
This month's video features Matt Raile of [Raile Cattle Company](#).



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

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Stay in touch with us on social media:



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

honoringthelegacycampaign.com