



Photo Credit Jensen Sutta

A Message from Pete Coors

Last Friday night, more than 600 donors and their family members gathered so I could say thank you to them in person as we begin the six-week wind-down to the end of the Honoring the Legacy campaign. It feels like the end of an era, certainly for me! I've been involved as a member with the National Western since 1989, a member of the Western Stock Show Association Board for 32 years, and chair of this campaign for nearly a decade.

Our celebration was a great one! We're SO close – only another \$2.7 million to go until we hit our final goal of \$150 million, and I'm confident we will make that by July 31. The word “confident” was one I've used a lot over the years – even when, or perhaps especially when, someone told us they doubted we could do it or questioned how in the world we would get there.

I have always had faith, whether the goal was \$50 million or \$150 million, that the iconic National Western brand and the story we told about our need for new facilities would carry us through. And it has.

My faith in our ultimate success wasn't blind. I knew from the beginning we would meet our goal for the simple reason that we had no other choice! The daunting part came from the fact that this was, by and large, uncharted territory for the National Western.

From the start, the Code of the West guided our work. As many of you know, I carry a copy of the Code with me every day. And today, as we look to “always finish what you start,” I feel like we have run this campaign with a great deal of courage. We have always taken pride in our work – and in our donors' belief in us. We did what needed to be done, even if it meant that sometimes we had to be tough. But we always tried to be fair. We made promises and kept them all along the way; we listened; sometimes we had to say “no” because some things simply weren't for sale. We knew when and how to draw the line. And we always – always – rode for the brand.

I'm proud of this campaign; and I'm proud to have welcomed more than 1,500 donors into our efforts. And most of all, I remain grateful to all who helped with the heavy lifting every step of the way.

You can enjoy the photos from that night [here](#).

And remember: YOU HAVE UNTIL JULY 15TH TO LEAVE YOUR LEGACY!

CODE OF THE WEST

- LIVE EACH DAY WITH COURAGE.
- TAKE PRIDE IN YOUR WORK.
- ALWAYS FINISH WHAT YOU START.
- DO WHAT HAS TO BE DONE.
- BE TOUGH, BUT FAIR.
- WHEN YOU MAKE A PROMISE, KEEP IT.
- RIDE FOR THE BRAND.
- TALK LESS AND SAY MORE.
- REMEMBER THAT SOME THINGS AREN'T FOR SALE.
- KNOW WHERE TO DRAW THE LINE.

A walk down memory lane...

In case you missed this year's [Annual Meeting](#) of the Western Stock Show Association, I wanted to share the video we made that served as a retrospective on the last nine-plus years. Narrating and going through all these photos was both fun and nostalgic! I hope you enjoy it.

We lost a good one...

I want to end this month's Roundup by paying tribute to Ron Williams, who passed away last month. Ron was a fixture at the National Western. He was former chairman of the board, a Vice Chair of the Capital Campaign, and along with his wife, Cille, he seeded our capital campaign in the beginning days with a gift that allowed us to name the Yards in their honor. Ron was as strategic as he was kind and a gentleman cowboy, through and through. We're grateful for his sage counsel and unwavering support throughout his many years of service. I'm reminded of a stanza from Baxter Black's great poem, “I Know You'll Miss this Man” when I remember Ron:



*“And heaven for a cowboy is just what you might expect,
It's horses that need tunin' up and heifers that need checked.
It's long rides with a purpose and a code that lights the way
And a satisfying reason to get up every day.”*

Ride tall, my friend.

To close, a note from the editor:

We'd like to wrap up with news we were keeping secret from Pete as we prepped this penultimate Roundup for publication.

A couple of months back, George Solich told Stanton Dodge, a campaign Vice Chair, that he'd like to make an additional contribution to the campaign, but one that somehow also honored Pete.

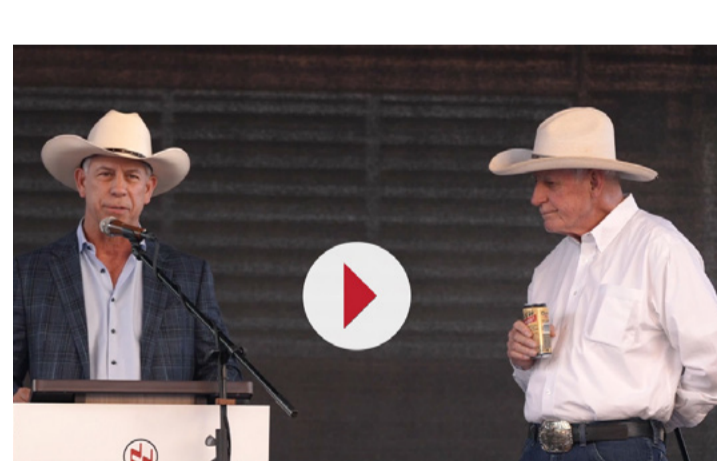
Pete had poured enormous time, treasure, passion, and energy into the campaign for nearly a decade, after all. What's more, The Legacy was mostly his idea. He wanted to create a place that protected, preserved, promoted, and celebrated Western heritage, culture, values, art, music, literature, theater, and agriculture. And he – and, quite possibly, he alone – had the clout to get it done. And he got it done.

But the seasoned executive in Pete also recognized that it would take some time for The Legacy's conference and other businesses to grow to the point that they would be economically self-sustaining. He envisioned an endowment to ensure its long-term viability. Such an endowment wasn't part of the Honoring the Legacy capital campaign's mandate.

George and Stanton decided to launch a last-minute “blitz” campaign to fund that endowment. Within weeks, they and 47 others had brought in \$7 million. It's a testament to this community's appreciation for Pete and its phenomenal support for the National Western as an institution.



Pete with the bronze, sculpted by Colorado artist Greg Kelsey; Photo credit: Jenny Marvin for Jensen Sutta Photography



Watch the surprise unveiling [here](#).

The intention of the Pete Coors Legacy Endowment Fund is to provide funding for upgrades and maintenance and repairs for The Legacy. A small portion of those proceeds went to Colorado sculptor Greg Kelsey. He created a bronze of Pete, complete with a Coors Banquet in hand, a National Western Jacket, and an Honoring the Legacy campaign belt buckle. Displayed on the pedestal are the names of the 49 donors who did so much to forever safeguard The Legacy.

The statue itself will reside in Pete's favorite spot in The Legacy: The Legacy Saloon. Be sure to check it out. And if you run into George, Stanton, or one of the 47 others who chipped in, be sure to thank them. We certainly will.





Pete with family and donors to the Pete Coors Legacy Endowment Fund; Photo credit: Jenny Marvin for Jensen Sutta Photography

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