



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

You've probably heard the quote, "If you want to go fast, go alone; if you want to go far, you need a team." We have known since day one of this campaign that we want and need to go far. An iconic institution like the National Western deserves nothing less. If I have done anything right, it is to surround myself with a great team: the finest of Vice Chairs and committee members. We would not be where we are today, with more than \$93MM committed, and with verbal commitments at nearly \$95MM, without the steady support, help, and flat-out work of our volunteers.

But we also know that, even though we have come so far, so fast, there is still a long way to go before we declare the campaign over and cut even more ribbons than we did this past January. It takes patience, stamina, and resilience to run a campaign of this size, and sometimes, you decide you need a little more help. That is why I and my fellow Vice Chairs are thrilled to announce the addition of two new Vice Chairs to the campaign: Bruce Wagner and Stanton Dodge. Neither are strangers to most of you – they are among our most active National Western volunteers.

Bruce is the chair of the Junior Livestock Auction and serves as treasurer of the Western Stock Show Association's Board of Directors. He has also been a member of our Capital Campaign Committee since its inception.

Bruce grew up in Texas, where his family had horses, and went on to Texas Tech in Lubbock. Friends in the cattle and feedlot business sparked an interest in livestock. He got to know the National Western soon after moving to Colorado in the mid-1970s. As Bruce put it, "It quickly became apparent that the National Western had everything I had grown to enjoy, so it was kind of like love at first experience."

It also happened that Bruce had grown up in Dallas with our own Doug Jones, the Chairman of the WSSA's Board of Directors. Bruce and his daughter competed in team penning at the Stock Show, and Doug got him into goat roping and then onto the Junior Auction Committee.

"It's been a fun ride ever since," Bruce said of the 50-year-plus friendship with Jones.

The names of Bruce, his wife Bev, and the entire Wagner family grace our new West Plaza in the Yards. Inside the HW Hutchison Stockyards Event Center, the Wagner Equipment Co. name is up in lights in perpetuity above the auction arena.

"It's easy to put your money behind people who live and die by the ethics, morals, and hard work that is represented by the West and an organization like ours," Bruce said. And we are better and stronger for Bruce and his family's support.



Doug Jones and Bruce Wagner

Stanton serves as Chief Legal Officer of DraftKings Inc. He, too, has been a member of the Capital Campaign Committee since the beginning. Stanton and fellow committee member Adam Agron have spearheaded our lawyers initiative, and Stanton is also a member of the Companies of the West Committee.

An East Coast native, Stanton came to Colorado in 1995 to clerk for the Hon. Jose D.L. Marquez of the Colorado Court of Appeals. At the encouragement of one of his co-clerks, he attended his first Stock Show in 1996 – and has been back every year since. After the Court of Appeals, Stanton went straight in-house at DISH Network, which has its roots in the distribution of satellite systems that provided many ranchers throughout the West with their first access to cable television programming.

"To me, it's all about the values and culture of the West – nothing epitomizes that better than the National Western. I am honored to be a part of preserving and passing that along to future generations – my kids, grandkids and beyond," said Stanton when asked about why supporting the National Western is a priority for him.



Stanton Dodge and family

The Dodge family were early supporters of the campaign, naming one of the Coors Family West Terrace Firepits. As Stanton said, "I can't think of a more iconic image of the West than cowboys sitting around the campfire telling stories after a hard day's work. In that spirit, we are delighted to sponsor a fire pit as a place for folks to convene and share their own stories of the modern West."

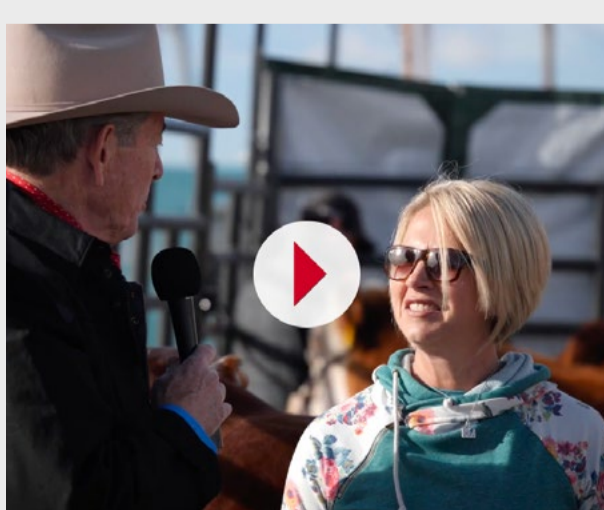
We could not have two better, more dedicated, creative, and thoughtful volunteers agree to help us. My Vice Chairs and I welcome you both and thank you for all that you do for us and the National Western.

And now, a Milestone Moment

You know someone believes in a cause when their second gift is even bigger than their first. So it is with the Daniels Fund, which I'm thrilled to announce has made a second gift of \$1.5MM to our campaign. This is in addition to the \$500,000 gift they made in 2019.

"The Daniels Fund is excited to invest in the future of the National Western Complex," said Hanna Skandera, the Daniels Fund's President and CEO. "This project will have an enormous impact on everything from amateur sports to building character to promoting agricultural careers among youth. We are proud to participate."

And we could not be prouder to have the Daniels Fund so firmly in our corner. Our sincere thanks to the Board of Directors and Hanna for believing in what we are building!



Video of the Month

Doug Jones, Bruce Wagner, and I had a great time doing interviews in the Cille and Ron Williams Yards in January. The exhibitors were thrilled and gushed about the warm water and power! This month's video features one of our longtime exhibitors and friends, Megan Douthit from St. Francis, Kansas. We had the pleasure of interviewing Megan several years ago when our new Yards were but a glimmer. This year, we went back and asked if we delivered on our promises. Watch her answers [here](#).

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

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216
alieurance@nationalwestern.com
303-919-5214

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