



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Stock Show



Photo Credit Jensen Sutta

A Message from Pete Coors

When you've been involved with a capital campaign as long as we have – and we still need to do more – it can be hard to keep the energy boundless. Luckily, I have a great group of Vice Chairs and a Campaign Committee, as well as nearly 1,000 donors, who ride for the brand right alongside me. And I am so pleased that we've been making some real progress!

You may recall that, before we officially kicked off Stock Show in January, we held groundbreakings for the Sue Anschutz-Rodgers Livestock Center and the Legacy Building ([view photos here](#)). Obviously, no construction could start until after the Show, and the City is working in conjunction with the WSSA leadership to confirm start and finish dates for construction of the Sue Anschutz-Rodgers Livestock Center and our Legacy Building. Once timelines are complete, we will share the details in an upcoming Roundup. The Legacy Building, which shares a wall with Livestock, will actually begin construction a bit later this year to ensure that the Livestock site can be properly prepped. I'll take progress in any and all forms, and I look forward to keeping you apprised of the development as we move forward.

Speaking of progress, we've been spending a lot of our time working through the details of many Legacy Building spaces. Every meeting, Zoom, and email stokes my level of excitement for this amazing project of ours. Let me share just a few updates on some of the key spaces and projects we are working on right now.

Late last fall, we selected most of the Legacy Building's exterior finishes, and in early summer, we will be putting together the Interior Design Committee led by Sue Anschutz-Rodgers. While the building won't be open until 2025, now is the time for this kind of preparation.

I have enthusiastically taken the lead on helping with the design of our new Legacy Saloon on the first floor of the building. A donor has taken the naming right for this space and requested that, like the building, it not bear an individual's or family's name, but rather simply be called the Legacy Saloon – open year-round to everyone. Our goal will be to have this space live up to its name in part by decorating it with heritage items and quotes. There will be a small stage for live music; a signature sandwich; and lots of cold beer, wine, and even coffee. I cannot wait to share these plans with you in the coming months.

Tomorrow, the selection committee for the Armed Forces Memorial will meet to review proposals and designs for that significant monument, to be located at the entrance to the Legacy Building. The leadership of both the National Western Stock Show and this capital campaign are committed to celebrating and carrying forth the values of patriotism and of the American West by creating a memorial honoring those who have served and continue to serve our great country. I'll give you a status report in the April Roundup, and we are hopeful to have a rendering of the entire space, along with opportunities for donors to participate, identified in the near future.

We have also started work on designing the Tointon Family Citizen of the West Gallery, which will be located on the Legacy Building's second floor. We have never had the space to properly honor our Citizen of the West recipients, and this gallery will allow us to rotate the photos and brief bios of our recipients throughout the space. Each year's current recipient will be prominently displayed during that Stock Show. We are eternally grateful to Bob Tointon, who has made this possible thanks in large part to his late wife Betty's love of this marquee Stock Show event.

A few other updates on the Legacy Building's naming rights opportunities:

- All fire pits have now been funded.
- We have one bar remaining on the second floor – proving how much our crowd loves gathering spots and watering holes!
- As soon as we have renderings for the Armed Forces Memorial, we will share those with you. There will be naming rights ranging from the flags to the overall Memorial.
- Due to heightened demand, we have increased the number of \$100,000 slots available on our Companies of the West wall from 12 to 24. There are still four places available at the \$250,000 level and 43 at the \$50,000 level.
- We sold out of our leather brands during Stock Show, and so many people reached out after the Show and asked about adding more that we will be adding more. If you are interested, I would encourage you to reach out now.

You can see a full list of the remaining naming rights on our [website](#).

So here we sit, now well over the \$100MM mark, and I marvel at that fact. I've been living my own version of March Madness these last couple of weeks with lots of travel. It's given me some uninterrupted time to really think about how far we've come from October 2016 when I took on the campaign chairmanship. While we still have some heavy lifting to do, I remain as confident as I was back then that we will finish what we started. I should add that I am even more grateful than I am confident. This campaign has hinged on paying homage to all who have come before us while determinedly planning for our future. That message will, I believe, continue to resonate.



Save the Date

If you're a donor to our Campaign, mark June 16 on your calendars. That's when we'll celebrate hitting \$100MM! And, there's still time: If you and your family want to join the herd for what I know will be a blowout party, make your gift now [online](#), and you'll be included!

Congratulations to One of Our Own

Please join me in congratulating WSSA Board of Directors Treasurer and Capital Campaign Vice Chair Bruce Wagner, who will be recognized next week as one of this year's Who's Who in Agriculture by the Denver Business Journal.

Photo Credit: Jensen Sutta Photography



You're the Emblem of the Land I Love...

No other symbol means as much to me – nor more completely embodies freedom, glory, valor, and bravery – as the American Flag. Our campaign is working hard to ensure Old Glory's presence across the entire 250-acre National Western Center campus. Right now, members have a special opportunity to be a part of the first flag installed in the Cille and Ron Williams Yards. The Members Flag will fly 24 hours a day, seven days a week. If you want to support this very special inaugural flag, and you are a WSSA Member, please [donate](#) today. Time is running out for you to be a part of this special legacy opportunity. Check out this [video](#) Doug Jones and I taped during Stock Show. The wind was definitely in our favor that day!



Video of the Month

We love spending time in the Cille and Ron Williams Yards during Stock Show and talking with our exhibitors. This month, meet [Kevin Ochsner](#) from Ochsner Limousin.

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

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Stay in touch with us on social media:



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