



Photo Credit Tommy Collier

A Message from Pete Coors

As we work to achieve our initial campaign goal of \$100MM, most days find us charging forward – planning our next event, closing our next gift, thanking the next batch of donors who have gotten us here. But today, I want to stop and take the time to look back, because this month, we are celebrating an anniversary of these words.

On May 22, 2018, the first Roundup dropped into your email boxes. At that time, I told you that “My hope is that these Campaign Roundups do more than just serve up our news. I’d like to engage you and others in this vital effort.” I am proud to say that we have come to you at 7:30 a.m. on the third Tuesday of each month ever since. Rain, shine, or pandemic notwithstanding, we were there. And boy, have you been there for us!

I am still pleasantly astounded at our open rate, which is in the high-30% range – far above what is considered a “good” open rate for these types of emails, which is typically about 15%. I am even more pleased by the number of people who tell me how much they enjoy these updates, or comment on a specific story, video, or gift announcement. And of course, it’s especially gratifying when these messages spur you (no pun intended) to buy a brick, brand, or horseshoe or honor your mom, dad, family, business, ranch, or horse. We have actually had a couple significant gifts come in due to someone reading about a naming right that struck them. We remain so grateful for your support and interest.

As I was getting ready to write this month’s Roundup, I went back and reread that very first one. I will tell you, it made me feel pretty good. At that time, we had raised just over \$19.5MM in cash and pledges from 40 donors. Our first installment of \$15MM in cash towards our \$50MM commitment to the City and County of Denver was due six months later on November 1, and I was hopeful we’d get there. I had my trusty Vice Chairs – Paul Andrews, Sue Anschutz-Rodgers, Pat Grant, Doug Jones, and Ron Williams – with me in lockstep. We had a great campaign committee recruited and committed. We were off to a great start!

And here we sit in May 2022. We are at \$95MM in cash and pledges and just shy of 800 donors. We made that first payment – and more – to the City. We’ve added Bruce Wagner and Stanton Dodge to our Vice Chair roster. We have expanded our Capital Campaign Committee (more on that below). We have [programs that allow you to participate at every level](#), from a brick to a building.

People often ask me how we have been successful, especially when this was really our first rodeo as far as raising money at this level. I think there are a lot of reasons that go into that answer, but in short, I believe our success rests on three main factors:

1. The iconic brand of the National Western Stock Show and all that it has stood for since its beginnings in 1906.
2. A thirst among many to leave a legacy for themselves and their families, combined with naming opportunities in perpetuity that resonate.
3. And finally, a commitment to and understanding of just how precious and important the West and the Western way of life – its values, heritage, and work ethic – are to all of us.

I want to end my message this month by saying thank you to the thousands of you who take time every month to open our humble newsletter. Thank you for letting us continue to tell you our stories and share our challenges. Thank you for celebrating with us and supporting us. YOU have made all the difference.

New Capital Campaign Committee Members

And speaking of making a difference, I am thrilled to let you know that we have expanded our Campaign Committee to prepare for the next phase of our work. As we push to \$100MM, we must also begin to plan to go beyond that goal. I am so grateful that the following friends said yes when called upon to help the National Western Stock Show. They join our already terrific group of [supporters](#). I look forward to working with all of you.

Rye Austin
Malone Family Land Preservation Foundation

Jim Johnson
GE Johnson Construction

Bob Dineen
Rocky Mountain Natural Meats LLC

Jeff Keller
APC Construction Co.

George Eidsness
Transwest Truck Trailer RV

Pat Shaw
Shaw Resources Management LLC

John Freyer, Jr.
Land Title Guarantee Co.

Annual Meeting Video

Last week the Western Stock Show Association held its annual meeting – its first in-person gathering of the group in two years. Unfortunately, Foundation business prevented me from being there in person, so we taped my message. Check it out [here](#) to learn about our milestones and achievements over the past year, as well as what’s coming next for the campaign.



Birth Announcement: Meet Banquet!

I have been fortunate throughout my life to receive some great honors, but last week, I was informed of an incredibly special tribute: the Colorado State University Seedstock Team let me know that Delilah, my favorite bovine who graced this newsletter again just last month, had given birth to a bouncing baby bull. And they named him Banquet in honor of... yep, you guessed it, the beer that my uncle said was “fit for a banquet.” Mom and baby are doing well, and I can’t wait to meet you, Banquet!

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

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honoringthelegacycampaign.com