



# 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

We are getting down to the wire with the campaign, and as such, experiencing the “last time” on many activities. Last month, we held our last Capital Campaign Committee (CCC) meeting. We had our first meeting of this group on January 25, 2017, just after our first Stock Show. Since then, we’ve met roughly 45 times.

I must brag on this group a bit. Collectively, the CCC has given more than \$55.9 million to the campaign. But they contributed much more than treasure. They gave the gifts of their enormous talent and scarce time as well. They took on special assignments, attended countless events, served as terrific advisors and door-openers, and were our stalwarts when we needed our Campaign Headquarters staffed throughout the years.

I simply cannot thank this group enough for all that they have done to make our campaign a success.

At our final meeting, we had a little fun giving our “awards” to some members who often went above and beyond. Below is a list of those award winners. Please join me in congratulating them!



#### 2026 Campaign Award Recipients:

The Twinning Award: [Bruce Wagner and Jeff Keller](#)

Most Tenacious Fundraiser: [Pat Shaw](#)

Fearless Caller Award: [Pat Grant](#)

Milestone Maker Award: [Bruce Wagner](#)

Shakedown Award: [George Eidsness](#)

Honesty Police: Sharon Magness Blake and [Tim Travis](#)

Yes-Man Award: [R. Stanton Dodge](#)

Framework Agreement Wizard: [Paul Andrews](#)

Pie Master Award: [Mark Honnen](#)

True Grit Award: [Pete Coors](#)

#### Introducing...one last new mini campaign

As the campaign ends, we wanted to introduce one last “mini campaign.” It’s called Trainers of the West, and it’s a way to honor some very important, but often overlooked, workers in the equestrian community.

Trainers of the West offers a unique way to pay tribute to the unsung heroes who make the equestrian world go ‘round: horse trainers. If it weren’t for trainers’ hard work in starting, physical conditioning, health and wellness management, and much more, there would be no riding, whether that’s dressage, show jumping, racing, Western, or recreational. Trainers’ efforts, done far from the spotlight, turn these big, essentially wild animals into the companions we love.

I encourage you to check out [this link](#) to the program, which will provide all the details. My thanks for CCC members George Eidsness and Sharon Magness Blake for all their help in creating this program.

IT TAKES AN EVEN

**TOOK A HERO**

...TO REACH \$100 MILLION

**BIGGER HERO**

TO REACH \$150 MILLION

**PETE COORS INVITES YOU AND YOUR FAMILY**

to a thank-you event for all donors celebrating the end of the Honoring the Legacy..Building the Future Campaign

<p><b>FRIDAY, JUNE 12, 2026</b></p> <p>5:00 p.m. to 9:00 p.m. Brief Program at 6:30 p.m.</p> <p>THE LEGACY AND PLAZA 4800 National Western Drive Denver, CO 80216</p> <p>BBQ Dinner Casual/Western Dress</p>	<p>Activities for Kids</p> <p>Petting Farm</p> <p>Live Music</p>
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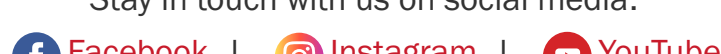
Valet parking provided

[RSVP 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](mailto:alieurance@nationalwestern.com)  
303-919-5214

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](http://honoringthelegacycampaign.com)