



Photo Credit Jensen Sutta

A Message from Pete Coors

Fall in Colorado is the best, isn't it? With the exception of raking leaves, I love everything about it. And, as the calendar clicks over November, it means planning for Stock Show goes into overdrive. My December Roundup will be dedicated exclusively to all the details and plans we are cooking up for you, and I can tell you, we are having so much fun brainstorming ideas that I think the actual events will be off the charts, so stay tuned!

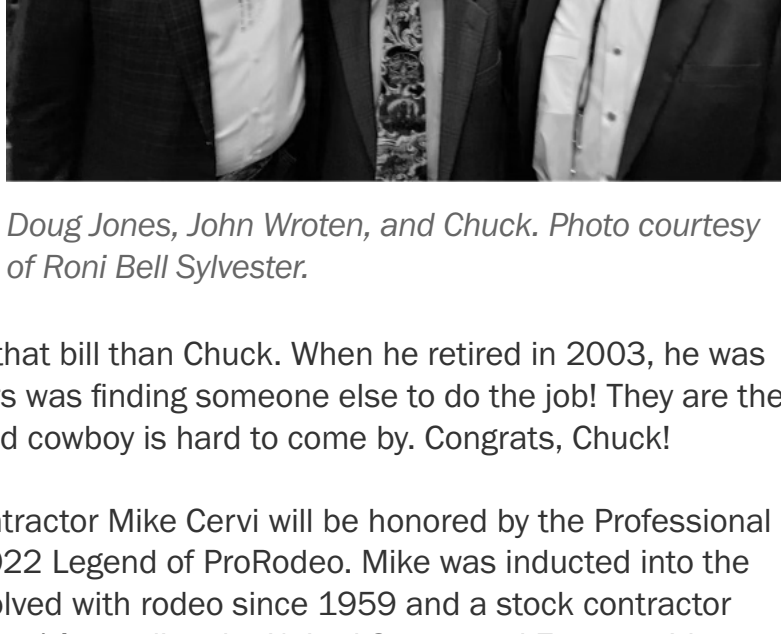
One of my favorite parts of the Stock Show are the rodeos. Our rodeos every January are typically the first stop of the year for rodeo's biggest and best stars. Changes in recent years have seen a tournament-style format develop, with more than \$500,000 up for grabs. I have always been a huge fan and attend as many as I can. In fact, there are 26 to choose from, so I typically get a good and steady diet of them throughout those 16 days.

This month, two friends of National Western – and I am lucky enough to say of mine, as well – are being honored for their commitments to the rodeo industry.



Paul Andrews with Chuck Sylvester. Photo courtesy of Roni Bell Sylvester.

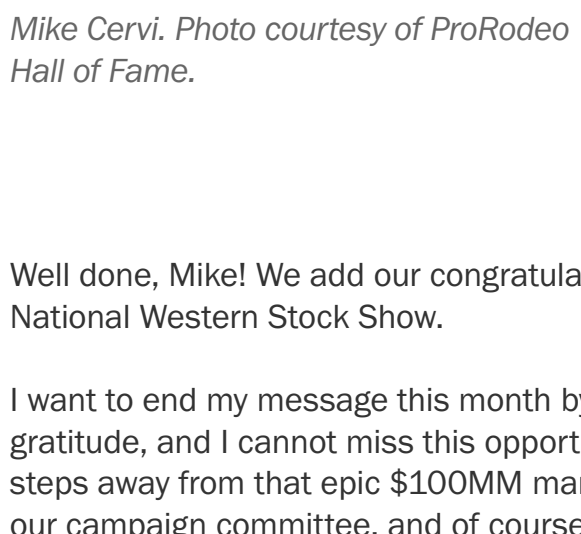
As Paul Andrews said, "Chuck Sylvester was the last General Manager at the National Western Stock Show. During his tenure, he improved every aspect of our show by adding new horse shows, new rodeos, and upgrading our livestock show to what is now widely known as the Super Bowl of Livestock Shows. He led many industry-wide committees across rodeo, livestock, and horses, and is still talked about today as one of the great visionaries of our business."



Doug Jones, John Wroten, and Chuck. Photo courtesy of Roni Bell Sylvester.

It is noted by the Cowboy Museum's Rodeo Committee that the recipient must "create a positive image for rodeo and the Western lifestyle." We can't think of anyone better to fit that bill than Chuck. When he retired in 2003, he was quoted to say, "My job description for forty years was finding someone else to do the job! They are the ones to put on the show." A truer gentleman and cowboy is hard to come by. Congrats, Chuck!

Then in two weeks, on November 28, stock contractor Mike Cervi will be honored by the Professional Rodeo Cowboys Association (PRCA) with the 2022 Legend of ProRodeo. Mike was inducted into the ProRodeo Hall of Fame in 2003. He's been involved with rodeo since 1959 and a stock contractor since 1967. Mike started his rodeo career at age 14 traveling the United States and Europe with Gene Autry.



Mike Cervi. Photo courtesy of ProRodeo Hall of Fame.

Paul and I reflected on Mike when we heard the news. Mike is a pioneer in the rodeo world, and his history with our Stock Show is long and legendary. Paul put it this way: "Cervi Rodeo has consistently provided world-class stock for the National Western Stock Show rodeo for over 50 years. The quality of our rodeo is at the highest level due to the great work of Cervi Rodeo. Mike has personally launched the careers of well-known stock contractors throughout North America with his advice and guidance. He is one of a kind, and we are thankful for all he has done in his life to positively impact rodeo and the growth of best practices in agriculture and animal care."

As the Cervi Championship Rodeo website says, "When Mike purchased the rodeo company in 1967, all he wanted was to provide quality stock for fans to enjoy. Today Cervi Championship Rodeo performs above and beyond his dreams, as they are one of the largest rodeo producers in the PRCA."

Well done, Mike! We add our congratulations, as well as our thanks for all you have contributed to the National Western Stock Show.

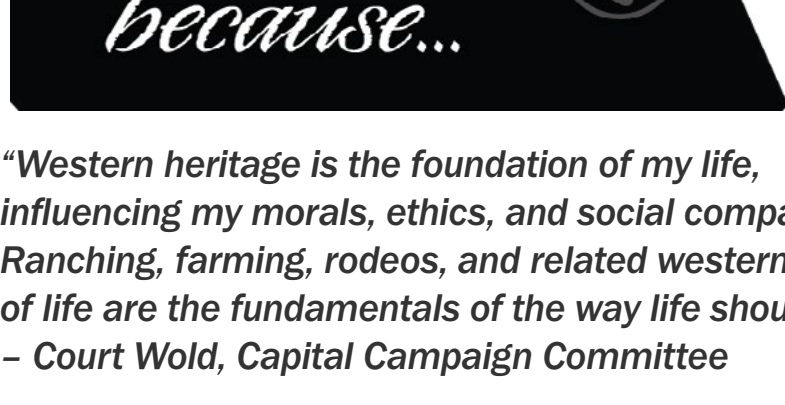
I want to end my message this month by simply saying, "Thank you!" November is the month of gratitude, and I cannot miss this opportunity to let you know how grateful I am to all of you. We are steps away from that epic \$100MM mark, and we would not be here if it weren't for my Vice Chairs, our campaign committee, and of course our donors. I am grateful to all of you and hope you all have a healthy, happy feast with your loved ones this Thanksgiving.

Members' Flag

Last month, we launched an opportunity for **members only** to fund the huge American flag that will wave 50 feet in the air in the Williams Yards. To date, more than 52 members have contributed \$16,100 towards our effort. Thank you to everyone who has already donated. But we need more of you to help! Please consider leaving your legacy by making a \$100 or \$300 donation. Every donor will be recognized on signage placed next to the base of the flag. For more information, click [here](#), or you can [donate online](#).



Court Wold and daughter Marilyn Wold. Photo courtesy of Jensen Sutta Photography.



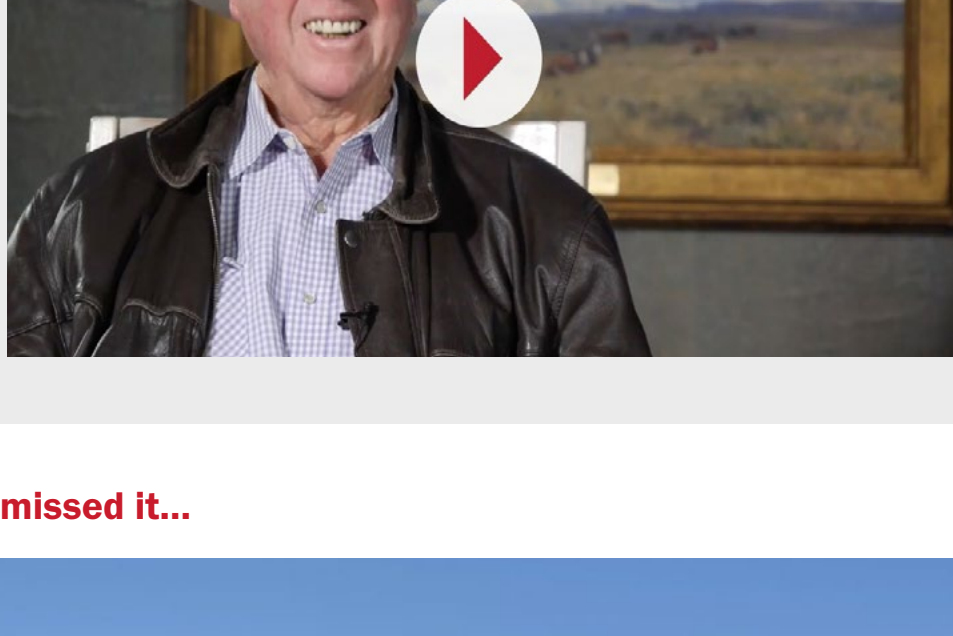
"Western heritage is the foundation of my life, influencing my morals, ethics, and social compass. Ranching, farming, rodeos, and related western ways of life are the fundamentals of the way life should be!"
– Court Wold, Capital Campaign Committee

We're collecting quotes and anecdotes from our donors as to why legacy is important to them. So please tell us: Why did you support the campaign? What does "legacy" mean to you?

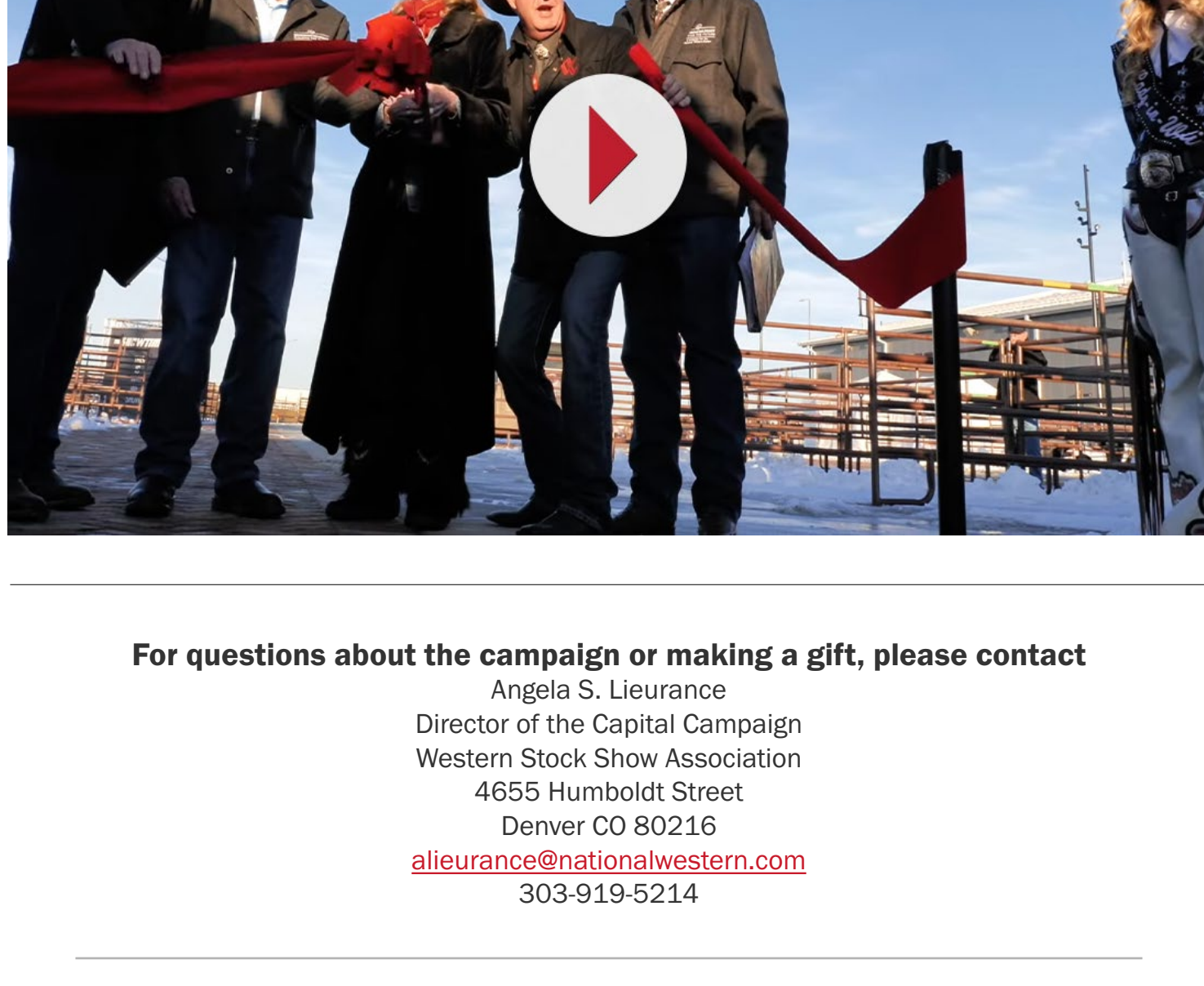
Please take a few moments to email your thoughts to Angela Lieurance, our campaign director, at alieurance@nationalwestern.com. Or if you prefer, just visit the website and submit your quote online [here](#), or download the [form](#) and mail it back to us. We'll share them on the website, in this newsletter, on social media, and at the campaign's headquarters at the Stock Show in January.

Stock Show Video

In keeping with this month's theme, we thought we would share a video we did during our Virtual Stock Show in 2021 with [Chuck Sylvester](#) as part of our Stock Show icons series. And as a reminder, the 2023 Stock Show is just 53 days away! Visit the Stock Show website, www.nationalwestern.com, for more information on tickets and schedules.



SAVE THE DATE: In case you missed it...



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

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