



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

To succeed in our ever-changing world, one must continually innovate. That's as true for a tech company (or a beverage company) as it is for a \$100 million capital campaign. So, it's my pleasure to introduce our latest program: [Companies of the West](#).

Companies of the West presents a high-profile opportunity for companies to show their support for – and, in perpetuity, identify their names and logos with – the National Western Center. This one-time opportunity enables companies to associate their brands indelibly with the National Western and all it represents. Two companies, the law firm Brownstein Hyatt Farber Schreck and Cherry Creek Mortgage Company, signed on before our official launch. I expect many more to join them soon.

This program consists of three tiers, a range that enables organizations of all sizes to show their support for one of the nation's great urban redevelopments, the wildly popular National Western Stock Show, and the year-round entertainment, cultural, and educational programming the National Western Center will enable.

This program will recognize donors in a variety of ways, and all donors will be listed on a striking, custom-designed donor board in the Legacy Building. The donor board's compelling design and central location between the main lobby and the Conference Center will make it a focal point for all who visit the second floor of the Legacy Building.



Mark Honnen

Mark Honnen, president of Honnen Equipment Co., has taken the reins of the committee leading the campaign's Companies of the West initiative.

"This is a great way for companies across the West to be a part of something truly special – the creation of a new global destination for agricultural heritage and innovation," Mark told me. "Much more than a new home for the Stock Show, the National Western Center will anchor our values and culture for generations to come."

Joining Mark, myself, National Western CEO Paul Andrews, WSSA Board Chair Doug Jones, and Capital Campaign Director Angela Lieurance on the Companies of the West Program Committee are Adam Agron of Brownstein Farber Hyatt Schreck, George Eidsness of Transwest Truck Trailer RV, Mike Long of Arrow Electronics, Hugh Rice of FMI, Hassan Salem of US Bank, and Pat Shaw of Shaw Resource Management. I have no doubt that this group will waste little time in filling that donor board, and I can't thank them enough for applying their many talents to further the cause of the National Western Center.



Happy Hour for all campaign donors next Thursday – LAST CHANCE TO RSVP

We've wanted to do this for more than a year now, and it's finally happening: **from 4:30 p.m. to 6:30 p.m. next Thursday, Oct. 28**, we're celebrating all our campaign donors at the National Western Club, 4655 Humboldt St. in Denver. If you haven't done so already, the **deadline to RSVP is tomorrow, Wednesday, Oct. 20** – just send Chloe Mercardante, cmcardante@nationalwestern.com, a quick email by end of day tomorrow.

This is an exclusive event for campaign donors. I'll be there along with Paul Andrews, Doug Jones, and other familiar faces. In addition to catching up, Paul, Doug, and I will bring you up to date on the campaign, the National Western Center construction work, and our plans for the 2022 Stock Show. If you'd like to join us but have yet to make a gift, [please do](#) and plan on being there for this very special evening. We have more than 100 friends and donors joining us; it would be great to see every one of you there!

Remember to Vote YES

For my Denver friends, I ask that you vote YES on Ballot Measure 2E. The measure will fund the building of a new multiuse arena as well as a major revamp of the historic 1909 Building into a public market that, according to the official Denver voter guide, will provide "the Globeville and Elyria-Swansea communities, a USDA recognized food desert, with fresh, healthy, and local foods that will help satisfy the everyday shopping needs of residents." **2E will do all that without raising taxes.** For more information, check out the [Op-Ed piece](#) Doug Jones and Paul Andrews recently published in the Denver Gazette.



The passage of 2E is vital for realizing the completed vision of the National Western Center. 2E is about more than just a rodeo arena. This new facility will be used year-round for concerts, events, high-school sports, and much more. Plus, it will drive more than \$150 million of economic impact a year to the City and County of Denver, not to mention creating hundreds of jobs! I urge you to carefully read – and share – Doug and Paul's Op-Ed. There's a lot of misinformation out there, and it's obscuring the immense benefits 2E will bring the National Western's neighbors and greater Denver. Please VOTE YES on 2E!



Video of the Month

[This month's video](#), filmed for the virtual Stock Show in January, features a rundown of two important National Western educational programs. First, Pat Grant talks with Ben Duke about the National Western Catch-a-Calf Program. Then Ed Greene interviews Sue Anschutz-Rodgers about that same program. Finally, Pat Grant catches up with Steve Bangert about the National Western Denver Scholarship Program. Enjoy!

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

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Stay in touch with us on social media:



For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

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