

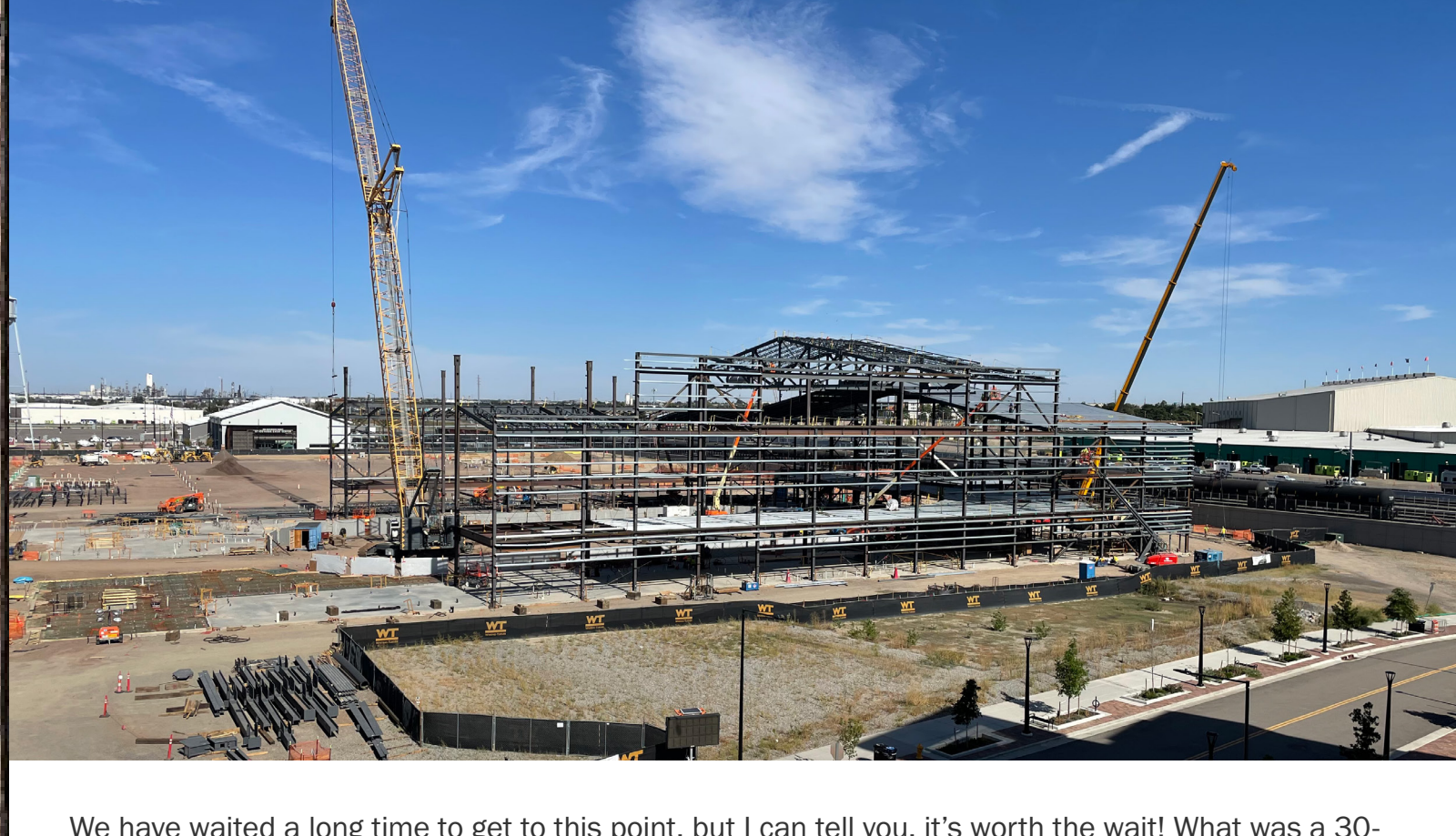
Photo Credit Jensen Sutta

A Message from Pete Coors

This past January 6, several hundred of our friends, members, trustees, and exhibitors gathered to celebrate the groundbreaking of the [Sue Anschutz-Rodgers Livestock Center](#) (and the [Legacy Building](#), too!). It was a terrific day, complete with some traditional Stock Show-like weather, the WSSA Board declaring it Sue Anschutz-Rodgers Day, and Sue's family and friends on hand to celebrate with her. You can find photos from that day linked [here](#).

The woman for whom this building is named has been a good friend of mine for more years than I remember. She is also a longtime member of the WSSA Board of Directors and a Vice Chair of our Capital Campaign. Sue is a great American and a Westerner through and through – and she cares deeply about the ranching tradition throughout Colorado and the West. When Sue describes herself, she says she is a working rancher first. That is why it is not only significant, but appropriate, that her name forever be associated with this building.

Now, just 10 months since that cold January day, I could not be more pleased to share the progress of that building with you. You can see from the photo below that it has burst out of the ground.



We have waited a long time to get to this point, but I can tell you, it's worth the wait! What was a 30-acre plot of empty space last January is now home to thousands of pounds of steel and concrete and a buzzing construction site. The drone footage gives you a bird's-eye view of how this is taking shape. The CoBank Arena is now defined; the Kathy and Patterson Shaw Concourse isn't far behind; and soon, the Barns will be identifiable.

We have been telling you since the beginning that this will be the hub of all livestock activities. Now it is fast becoming a reality. The Sue Anschutz-Rodgers Livestock Center will provide multi-use, flexible indoor facilities year-round. These spaces will be among the most accommodating – and used – on the entire campus.

A few highlights of the Sue Anschutz-Rodgers Livestock Center include:

- CoBank Arena with up to 5,000 seats
- CoBank Auction Arena with 700 seats
- Nearly 200,000 square feet of livestock barns, designed for flexible use
- 75,000 square-foot junior market barn
- Room for more than 1,400 head of cattle
- Trade show, retail space, and meeting rooms

This remarkable facility will be open for business by Stock Show 2026. In fact, we're already planning the ribbon cutting, complete with a big-name concert and celebration, for January 9, 2026, so keep your calendars clear!

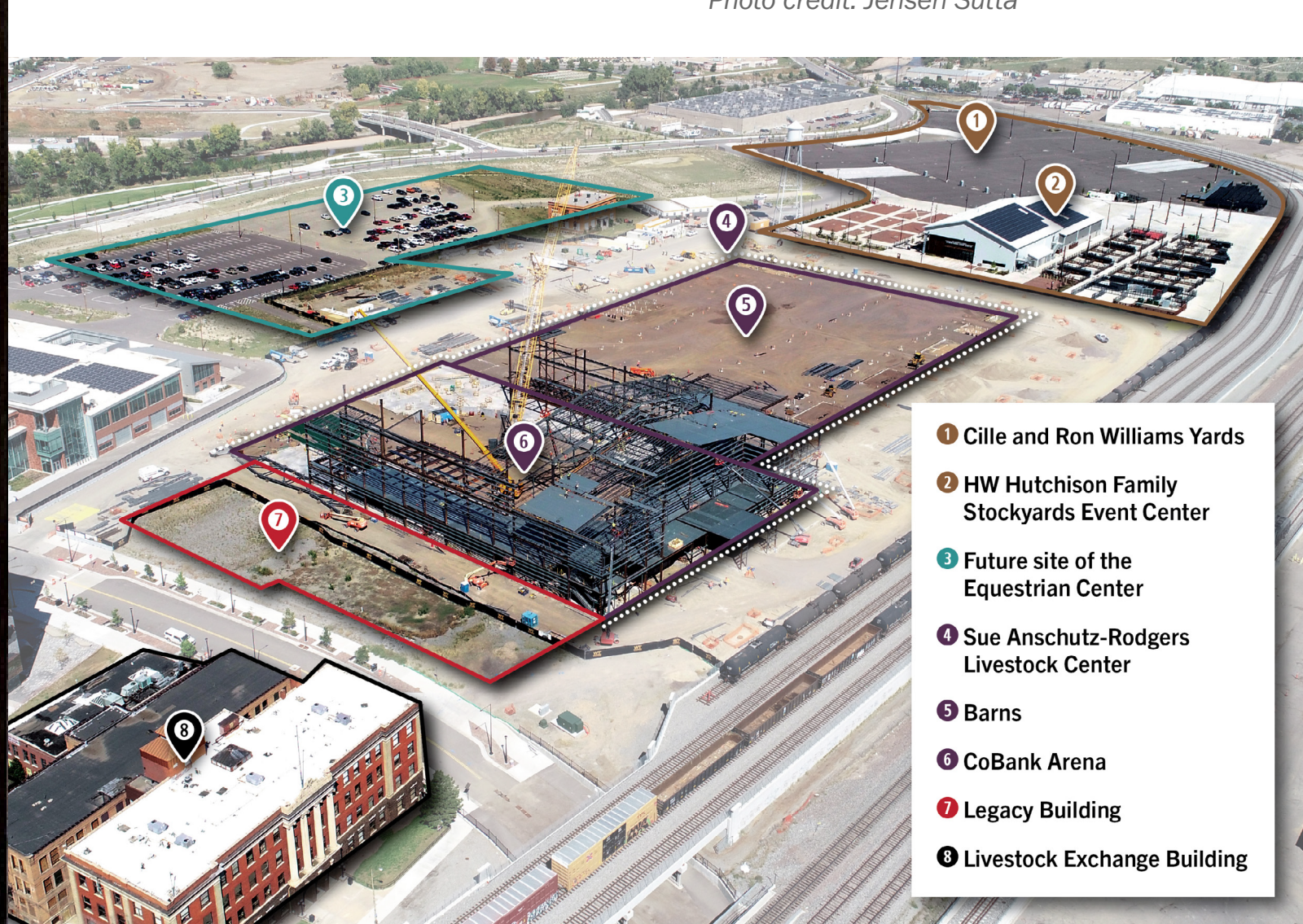
I am looking forward to keeping you apprised as we move forward.



Sue and family at the ribbon cutting.
Photo credit: Jensen Sutta



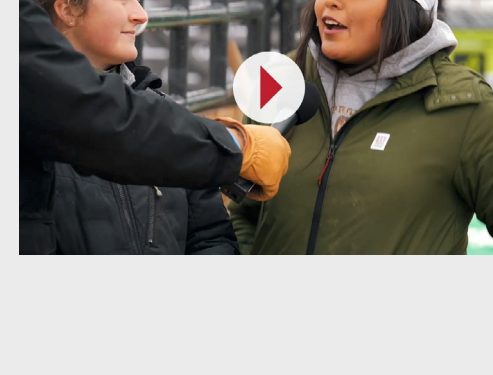
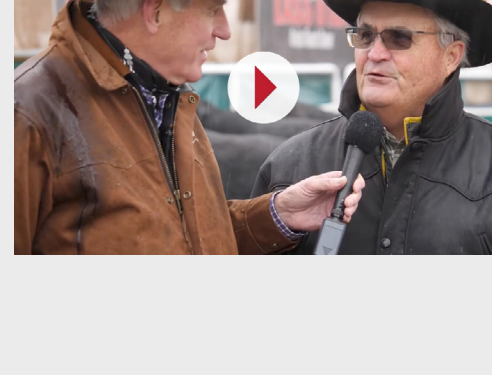
WSSA Board Chair Doug Jones, NWSS President and CEO Paul Andrews, and I joining Sue to turn the dirt!
Photo credit: Jensen Sutta



Rendering courtesy of Populous Architects

Some Final Thoughts

This month marks the start of our 7th year in campaign mode, which is what made sharing this update on the Livestock Center's progress all the more special, and, quite frankly, necessary. We have hit some bumps on the road along the way: a pandemic, construction-cost increases, supply-chain issues, worker shortages...and yet, we have persevered! Having raised nearly \$108MM from just over 1,000 donors, I must tell you I am more enthusiastic than ever about our future. In the coming months, we will be sharing some plans with you about that future. Until then, please know how grateful I am for your support!



This Month's Videos




This issue of the Roundup is dedicated to our livestock exhibitors from across the country. YOU make us the Super Bowl of livestock shows. We look forward to growing with you! Now, please enjoy a few of our favorite livestock videos through the years.

[Megan Douthitt with Douthitt Hereforbs](#) | [Eldon Krebs with Krebs Ranch](#)
[Colorado State University Seedstock Team](#)

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

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honoringthelegacycampaign.com