

a campaign for the National Western Stock Show

Photo Credit Jensen Sutta

A Message from Pete Coors

Campaign Roundup

Hope you are all having an enjoyable fall. We are pushing full steam ahead in reaching \$100MM – we are now at \$96.9MM in cash, pledges, and verbal commitments – and planning for an off-the-charts 2023 Stock Show! I feel so fortunate to have the help of the fine people in the photo above. Speaking of: That photo is brand new. We finally all got together earlier this month for a new photo that includes our two newest Vice Chairs, Bruce Wagner and Stanton Dodge. We decided to take the photo in the historic National Western Club. While we are counting down the days for a new Club and Bar, we find ourselves somewhat nostalgic these days, as well.

Even though we are only three weeks into September, we have had a terrific month. On September 8, we celebrated our annual Donor Thank You Happy Hour with more than 200 friends joining me, Doug Jones, and Paul Andrews for good music, food, drink, and a few updates. It was so great to see so many old friends and watch people making connections! <u>Check out the photos from the event here.</u> And I want to say again how deeply grateful we are for every donation we receive!



Photo credits: Jensen Sutta

Cherishing our History

What made September 8 even better was that Angela Lieurance and I got to start it over breakfast with Peter, Jack, and Court Wold. As you may recall, the Wold family chose to direct their gift towards the creation of the Wold Family Heritage Center (WFHC), which will be on the first floor of the Legacy Building.

As you will often hear us say, National Western has never met a piece of paper it wants to throw away. But the archives are so much more than that. They are so many threads of a rich tapestry of the Stock Show's history and a vital record of the West and the agriculture that helped shape it.

The Wold Family Heritage Center will be a place to honor the western way of life through showcasing the traditions of ranching, farming, and Stock Show activities. It will also promote and encourage maintaining these traditions. It will be the home for the Western Stock Show Association's vast collection of photos, Stock Show documents, and artifacts. Visitors to the WFHC will be able to experience the historic significance of over a century of the Stock Show and the ranches and farms that used enterprise, commerce, and hard work to carve out the West. And it will forever be the place where visitors gather to learn about the values, culture, and characters of the West as lived through the rich history of the ranching families who designed and built it. The WFHC will also be a place where the WSSA showcases its educational mission. Exhibits in the WFHC will be rotated frequently, so throughout the year visitors will have an educational opportunity to experience a wide range of stories and artifacts.

At Stock Show 2023, we will be hosting an "Afternoon at the Archives" which will feature 50 neverbefore-seen items from our archives. So, what might you see that afternoon? We have books and items produced by the Stock Show – Livestock and Equestrian Premium Books, Catalog of Results and Entry Books, Guest Guides, and Rodeo Day Sheets. There are programs, ribbons, trophies, and pennants. We have badges – and lots of them. We keep a terrific anthology of newspaper and magazine articles about the Stock Show, the WSSA board, and members. We even have items related to the Denver Union Stockyards and the Denver Union Stock Yards Company. You'll find all our "logoed" items from throughout the years: T-shirts, bolo ties, ball caps, and buckles. And of course, there is a plethora of items related to Stock Show events like Citizen of the West, Boots 'n Business, Coors Western Art, Young Guns, Catch-a-Calf, the Junior Livestock Auction, and my favorite, Mutton Busting!

National Western's archivist/historian, Keith Fessenden, pulled photos of a few items just for this month's Roundup. Keith has served as our archivist since 2011. Pat Grant, predecessor to our current President and CEO, Paul Andrews, had begun the process of designing and storing the National Western archives. When Paul



took over from Pat in 2010, he quickly realized the importance of this effort and created a consulting position for Keith. Keith averages about 70 hours a month, although that balloons to much more in January.



As we develop the Wold Family Heritage Center, we know there are gaps in the items the NWSS Archives has in its collection. We are seeking additional items which will help us share the history of the agriculture in the West, the Denver Union Stockyards, the Western Stock Show Association, and the National Western Stock Show. We will also be seeking additional items that will help provide the historic background of the Stock Show and individuals, ranches, companies, etc., involved with the Stock Show and stockyards.

Keith is always on the lookout for things that will enhance and complement our collection – and he finds them everywhere, from eBay to garage sales to antique malls. In fact, he just found a pristine 1913 Stock Show program for \$67.75 on eBay! If you have something that you think belongs in our archives, feel free to contact Keith directly at 303-907-5184. I would be remiss if I didn't mention that not only is Keith a member of the National Western Stock Show Association, but he's also a donor to this campaign. Thank you, Keith, for all you do for the Stock Show!



Photo credits: Keith Fessenden



Doug with granddaughter Lane Elizabeth Paton Photo credit: Jensen Sutta



"I left a legacy because our children, grandchildren, and great grandchildren must understand and know why this country and its western values are so important to our future. The National Western Stock Show and our Legacy Building will educate and share the values, the spirit, and the freedoms we enjoy and appreciate as Americans."

 Doug Jones, Chairman of the WSSA Board and Capital Campaign Vice Chair

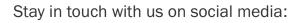


Speaking of history, the family featured in this month's Stock Show 2022 video has a lot of it. Bobcat Angus and Bryan Ratzburg have been coming to Stock Show for more than a decade from Northern Montana. I know you'll enjoy <u>hearing our</u> <u>conversation</u>!



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

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

honoringthelegacycampaign.com