



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

Welcome to our second *Campaign Roundup*, a monthly newsletter to keep you up to speed on the activities and progress of National Western’s Capital Campaign.

We received two remarkable gifts this past month. A \$2.5MM gift will permanently name the Heritage Center, which will be in the Legacy Building. The Heritage Center will honor the Western way of life by showcasing the traditions of ranching, farming and Stock Show activities and promoting and encouraging these traditions into the future. True to its name, it will be home to National Western archives dating back more than a century.

The second gift, a \$1MM unrestricted gift, I can assure you will be put to good use. In the coming months we will be announcing the names of our campaign donors so we can all thank them publicly for their support.

I don’t have to tell you that the National Western Center is a landmark project, a testament to a thriving West and truly a once-in-a-century opportunity to reshape, energize and celebrate our Western values and heritage. I am so humbled and proud to be playing a part in this effort.

Remember, if you have ideas, questions or thoughts to share, don’t hesitate to drop me an email at pcoors@nationalwestern.com.

P.S. In case you missed it in the first issue, the folks pictured with me above are your campaign Vice Chairs, from left, Doug Jones, myself, Paul Andrews, Sue Anschutz-Rodgers, Ron Williams and Pat Grant. If you run into them when you are out and about, tell them thanks! They are working tirelessly on this campaign.



The Greatest Hits Keep Coming: Check Out This Month’s Stock Show Video

During the 2018 Stock Show, longtime friends and exhibitors told us what the National Western means to them, their families and their ranches. This month’s video features longtime exhibitor Megan Douthit. Megan’s family’s rich history with National Western Stock Show illustrates how deep our exhibitors’ roots with this Show run – and how enduring their passion is.

[See the video »](#)



What’s New

The National Western Center is well into its journey from dream to reality. Case in point, check out the latest renderings of the Legacy Building, the Equestrian and Livestock Center, and the Yards on [our website](#).

The Legacy Building, which will be the new world headquarters for National Western, is further along in design than the other areas, but these renderings give you a sense of how the new campus is taking shape.

In upcoming editions of *Campaign Roundup*, I will go into greater detail on each of the new National Western facilities. They are going to be spectacular, and I look forward to giving you a more in-depth look at each in the coming months.



Campaign Status Report

Thanks to the pair of seven-figure gifts in the month of May I mentioned above, we are now \$23MM towards our \$100MM goal. One of my main goals when I took on the role of campaign chair was to open up avenues for everyone to participate. As the campaign evolves, you will have opportunities to join in everything from a brick campaign to a “branding party” in the new Club (during which you can burn your brand into one of the Club walls). We want you to be a part of our efforts: together, we will position the National Western to thrive and grow for another 100-plus years.

For news, updates and more on the Honoring the Legacy Campaign, visit

honoringthelegacycampaign.com