



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

### Personal Message from Pete

This month, I come to you direct from my home office! As with millions around the globe, I have been at home for the last several weeks and getting used to a “new normal.” Like so many of you, I find myself doing lots of conference calls, working on some early spring gardening, doing an occasional puzzle, and taking a lot more walks than I ever have in my life. Weekly Zoom calls with the kids and grandkids have replaced weekly dinners and are keeping our spirits high.

We also continue with the work of the campaign, albeit at a different pace and design than was the case just a few weeks ago. While we are not actively fundraising right now, we are staying in touch, and donors are reaching out, checking in, and even making commitments.

That brings me to telling you about some very exciting news. I am thrilled to announce that Land Title Guarantee Company and the Freyer family have each made significant gifts to the campaign. In recognition of those gifts, the elevator bank in the Legacy Building will bear the Land Title Guarantee Company name, and the Freyer family will one of only 15 families honored Families of the West portrait wall.

Land Title is a Colorado institution through and through. Founded in 1967 by [Bill Vollbracht](#), the company started with one person, one customer, and one order. Today, under the ownership and leadership of John Freyer and John Freyer Jr., Land Title now has more than 700 employees at 50 offices statewide handling over 50,000 real estate transactions per year—with all work done locally.



John Freyer Jr. and John Freyer

John Freyer currently serves as chairman of Land Title Guarantee Company after being president for over 30 years; John Freyer Jr., who also serves as a trustee of the National Western, took the over the reins as president of Land Title Guarantee in 2017.

“Colorado’s ranching and farming families lay the foundation for the growth and prosperity that citizens of Denver and Colorado benefit from today, and Land Title and our family have been beneficiaries of the hard work and contributions of these families. We believe that, by supporting the National Western, we are ensuring that the legacy and values of these pioneering families remain an integral part of ours and our children’s communities going forward,” John Jr. said.

Ginny and John Freyer will celebrate their family’s legacy with a [Families of the West](#) portrait. Limited to just 15 families, these portraits will highlight some of the West’s most prominent families and will permanently augment the [Fred and Coleen Orr Western Lounge](#), the new National Western Club’s most prominent bar, to be located on the fourth floor of the Legacy Building. The Freyer family has a lot of legacy to celebrate: they go back seven generations in Colorado, and ranching and ranches were a part of life for all of those generations.

I have even more good news: in addition to the gifts from Land Title Guarantee Company and John and Ginny, many of their grandkids have also taken brands on the Legacy Branding Wall.

Countless not-for-profits and organizations throughout Colorado have benefited from the Freyer family’s and Land Title Guarantee’s dedication and passion, and we are delighted to be a recipient as well. For all that they have done for us and our community at large, I offer my deep and heartfelt thanks!

In addition, we have had several individuals and families take [bricks](#) and [brands](#), and a donor has just taken the Art Gallery Office. So, while things might not be “normal,” there is progress and tremendous belief in all that we are doing. To everyone who has made a gift, volunteered, or just stayed up to date by opening our emails month after month, let me just say “thank you”!

I want to leave you with this thought: my confidence in this campaign remains unshakable and my optimism as great as ever. We went into this campaign knowing that raising \$100MM was never going to be easy. To us, Covid-19 is yet another challenge—if a serious one—to overcome. Given that our campaign will run through the opening of the new campus in Summer 2023, I am certain we will recover—and not only reach, but also exceed our goals.

I hope you are all staying safe, healthy, and sane. Even though we must keep our distance, let’s not lose touch. You can stay up to date with the campaign as well as catch up on any past Roundups you may have missed by visiting our website at [www.honoringthelegacycampaign.com](http://www.honoringthelegacycampaign.com). And if there’s anything you need in the meantime, just call Angela at 303-919-5214 or email her at [alieurance@nationalwestern.com](mailto:alieurance@nationalwestern.com).

### Stay Tuned for our Thank You for Donors

Our Spring Jamboree and Thank You for Donors had to be postponed, but we will get a new date set as soon as we can. I guarantee you, it will be a great party!



### A Look at this month’s 2020 Stock Show Video

We had a lot of fun with the 2020 Stock Show videos. Here’s another great one, featuring Ron Rutan from Ohio. Ron has been coming since 1968 and says, “This is the show I live for, year in and year out.” Hope you enjoy [this one](#).

### 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](http://honoringthelegacycampaign.com)