



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

It doesn't slow down these days at the National Western Complex. Paul Andrews and his team just finished Rodeo Allstar Weekend. This great event is held every April at National Western, and you can enjoy everything from rodeos to concerts to lunch with the champions—they even throw in some mutton bustin' for good measure! If you've never been, I would encourage you to check it out next April.

I thought I would share some recent photos of the progress of the Yards. Demolition is happening in earnest, and as you can see, it really changes the landscape. Many are both wistful for the past and excited for the future when we see pictures like this. To me, much as I hate to see it all go, I am really eager to see what is about to be built as our plans take on three dimensions.



We have been getting inquiries about what's happening with all the old materials in the Yards—the gates, the wood, the bricks, the hardware, the water troughs, etc.—so I wanted to give you all an update. In short, the project teams intend to salvage and reuse as much as we possibly can—for practical purposes and well as historical reasons and decorative uses.

The campaign has been working with teams from the National Western Center, the City, and the Stock Show to ensure that we preserve our history as we build for our future. We will be reusing a lot of the materials from the Yards in the Legacy Building. To impart rustic comfort and familiarity, you'll find reclaimed wood on the walls and ceilings and old gates transformed into artwork throughout National Western's new home. We may even have some materials left over for sale, but we won't know that for some time. I promise to let you know of any future sales.

In addition, it is our plan as a part of the campaign to offer National Western supporters the opportunity to purchase a brick and have your name inscribed on it. We plan on using as many of the bricks from the Yards as we can (we have saved thousands of them). We will launch that phase of the campaign in about a year, along with our branding campaign, which will allow you to pay to have your brand burned into the walls of the National Western Club.



GOAL: \$100MM
RAISED TO DATE: \$50MM

The campaign continues to proceed apace. To date, we have gifts and pledges of nearly \$50MM. As I mentioned last month, I have set a goal of getting to 200 donors by June 30, but I can only do that if all of you help! Please consider being a part of the "NEXT 100," as I am calling this group who will get us to that mark. You can go online and make your gift [here](#); you can send a check or credit card payment to the address found at the bottom of this newsletter; you can meet with me, any of the Vice Chairs, or Capital Campaign Committee members (you can find a complete

list of member [here](#)); or you can call campaign director Angela Lieurance at 303-919-5214 and she will be happy to help you.

Remember, Angela has also convinced me that the NEXT 100 deserve a beer, so we will plan a late-summer gathering to say thanks to you all. A gift of ANY amount will get you an invite to that gathering!



Last month, we launched Donor Spotlight—a new monthly feature providing a brief snapshot of a campaign donor or two as well as insights into why they chose to support Honoring the Legacy... Building the Future. This edition, we profile Brownstein Hyatt Farber Schreck, LLP; and Hugh Rice and Mary Schaefer, whose donation will name a fire pit on the western terrace of the Legacy Building permanently in their honor.

Both Hugh and Adam Agron, Brownstein Hyatt Farber Schreck's managing partner, serve on the Capital Campaign Committee.

Adam says BHFS contributed to our campaign to further the firm's 50-year legacy of giving back to worthy organizations in the community.

"We're excited to be involved with this once-in-a-generation transformational project," Adam said. "We also love the fact that, through this project, the National Western will preserve for future generations its own legacy of celebrating and preserving our Western roots and values."

Hugh and Mary and Mary Rice have attended the Stock Show for years and say they were excited when the Denver threw its support behind keeping the National Western at its historic home. Hugh serves as a trustee of the Western Stock Show Association and as a member of the WSSA's Capital campaign Committee. He and Mary strongly believe the National Western Center is a cause worth backing.

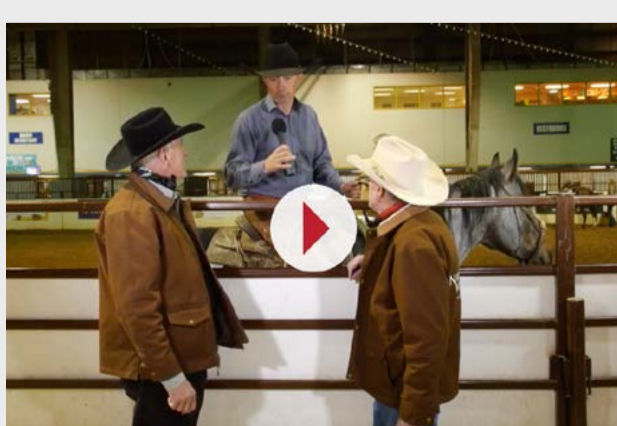
Hugh's agricultural roots run deep: he grew up on a farm, and his family's legacy in farming reaches back at least four generations. He and his son own a property in Westcliffe, Colorado, which is, as Hugh described it, "the epitome of the Western ranching community."

"Having learned much about the future plans for the National Western Center as relate to education, agricultural research, and positive economic impact on Denver, supporting the effort made sense," Hugh said.

Why the fire pit?

"Its location on the Legacy Building's western terrace will make for a great gathering place with a view of the mountains, and the fire pits will make the space usable in all sorts of weather," Hugh said.

That's no small consideration for a space we expect to be in high demand not only during the January Stock show, but also throughout the year.



Stock Show 2019 Highlight Video

We hope you enjoyed the compilation video with highlights from our 2019 Stock Show interviews last month; if you missed it, you can always see it over on our [YouTube channel](#). This month, I am pleased to introduce you to Aaron Ralston, a fine young horseman and all-around National Western fan. If Aaron is representative of the future of the National Western Show, it will be a very bright one. Catch his video [here](#).

To be one of the NEXT 100, send your gift to:

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

honoringthelegacycampaign.com