



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

A Message from Pete Coors

2020 is coming to a close, and like almost everyone else, I'll welcome turning that page. I know, however, that the start of a new calendar won't bring a fresh beginning, but rather a time to dig deeper, persevere, and know that things will most definitely be getting better as 2021 chugs along.

The typical magic of the season feels different this year—especially at National Western. We would normally be knee-deep in Stock Show planning right now. But as you all know, we won't be gathering in Denver for the "Superbowl of Livestock Shows," rodeos, turkey legs, shopping, and boot shins. Instead, as I have been mentioning in my last several Roundups, the campaign will help celebrate the spirit of the National Western Stock Show through a series of largely virtual events. I and others passionately believed that, somehow, we have to keep people connected – and maybe just a little less lonely – during a time when we should all be together. We know we couldn't replace the actual event. But we wanted to keep the heart and soul of National Western alive and in front of people.

As I write this, Denver remains at a Code Red level on the State's COVID-19 dial, meaning no in-person events. While we will remain hopeful, we are not optimistic that we'll do any in-person, on-site events in January at the National Western. But what we have in place is a series of videos we will be sharing with you each day of our virtual event. They'll highlight Stock Show Icons, our new facilities, the Martin Luther King Day rodeo, the art of Western Hat making, and a whole lot – and I mean a whole lot – more. Those links will be coming to your inbox every morning.

We also reached out to musicians, entertainers, and familiar faces to see if they might be willing to help us. The response has been incredible, and so are the shows and activities we've been able to put together. For those who can't join live during those 16 days in January, it will all be available on our campaign website, honoringthelegacycampaign.com, as well as on social media and our YouTube Channel.



Subscribe to it and listen to performances from the likes of Michael Martin Murphey, Baxter Black, the Nitty Gritty Dirt Band, Brooks & Dunn, and many other artists. We'll have shout-outs from people including Peyton Manning, John Elway, Ken Burns, and others. And who knows – you might even get a special delivery of some beer to go with your Happy Hour. Guess what kind! And speaking of beer, I would be remiss if I did not give a huge shout-out to my friends and colleagues from Molson Coors for some incredibly special help. I am thrilled to report that Coors Banquet will be the presenting sponsor for all the Happy Hours and our Marquee Concert.

We'll also have videos for kids – or the young at heart. They'll include two special programs that will consist of lessons only cowboys and cowgirls can teach you and a scavenger hunt featuring everyone's favorite rodeo clown, Justin Rumford!

We will again gather (virtually) to celebrate our Founders Memorial and Cowboy Church. We are honored that our sermon will be delivered by Dr. Alveda King, niece of the late Martin Luther King, Jr. And, just like during our typical Stock Shows, we hope to have a special announcement or two.

Let me close by saying I can't tell you how thrilled I am with these virtual events, and I can't thank the dozens of longtime friends of National Western, board and campaign members, musicians, performers, and leading lights of the West enough for their contributions.

So, watch your inbox for more information. We'll be sending out a calendar of events the first week of January so you can plan your month with us. In the meantime, I hope you all have a very Merry Christmas, warm holidays, and a healthy start to the New Year.

Goodbye to a Good Friend

On October 31, National Western lost a dear friend when community activist and National Western supporter Bettie Cram died. She was 98 and passed in the Josephine Street home she and her husband Eddie, a cowboy who also worked in the Yards, bought after they were married.

Bettie was a longtime National Western employee, and as she recounted in a 2013 Denver Public Library oral-history [interview](#), "I started work about 1941, and as I worked there, then I met one of the local cowboys. I married one of the local cowboys. We raised two children, two girls, in this area," she said. "Most of the people were from this area. On their lunch hours, they would ride their horses home. And it was just a fun, fun time that I felt I experienced in those years."

Bettie served as an honorary member of the Honoring the Legacy...Building the Future campaign. When I called her in 2016 to invite her to serve on the campaign leadership committee, she said "yes" immediately, and added that she hoped she didn't need to attend meetings! And while we excused her from meetings, she was a regular at our campaign celebrations. Our sympathy goes to her family, along with our gratitude for sharing her!



Bettie attended our event in December 2017 when we unveiled the Legacy Building and announced the Cille and Ron Williams Yards.

Stock Show Video

For those of you needing a Stock Show fix right now, check out the compilation videos from our last two Stock Shows: [2019](#) | [2020](#)



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

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