



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

For many of us, January was a blur! This year saw the third-highest attendance at the National Western Stock Show ever, with more than 700,000 people visiting throughout the 16 days. I tip my hat to Paul Andrews and his team, the many dedicated volunteers, and our loyal exhibitors on a very successful Stock Show.

The campaign was out in full force throughout the Show. We hosted more than 200 people at campaign lunches and events—everyone from bankers to lawyers to oil and gas execs, donors and friends joined us to hear the latest updates and get a firsthand look at a newly produced 3D fly-through video which lets you experience the campus fully built-out. This video gives you a real sense of what the new campus will look like; I would encourage you to check it out [here](#).

We did dozens of interviews that will translate into more videos from our longtime exhibitors coming your way, starting next month. We tried to have a presence at every major event that would allow us to talk about the campaign—from the Art Show to Citizen of the West to the Red Meat Club dinner to countless rodeos.

But I think my two favorite days were when we made announcements of major naming opportunities. On January 16, we announced the naming of the Livestock Center in honor of Sue Anschutz-Rodgers' extraordinary support. The new Livestock Center will henceforth, and in perpetuity, be named [The Sue Anschutz-Rodgers Livestock Center](#). This is a really big deal—not only because it cements a Western icon's name to our livestock center, but also because we are not aware of another major agriculture-business facility anywhere in the world that's named after a woman. Sue is a role model for all of us, and especially for all the young women who will come through our yards and barns. You can read my special edition of the Campaign Roundup about Sue's gift [here](#) in case you missed it.

Ten days later, we announced the naming of our Heritage Center after the Wold family. The Wold Family Heritage Center, which will be located in the [Legacy Building](#), will become the home for the Western Stock Show Association's vast collection of photos, Stock Show documents, and other artifacts. It will also be, forever, a publicly accessible trove of the rich history of the West, its values, cultures and character as lived through the ranchers who designed, built and lived it.

The Wold family of companies, with offices in Casper and Denver, is a diversified organization focused on oil, gas, commercial real estate and cattle ranching. But perhaps the family's greatest love is agribusiness and the raising of grass-fed Black Angus cattle. The family's Hole-in-the-Wall Ranch in southwest Johnson County, Wyoming, is adjacent to the "The Hole in the Wall" of Butch Cassidy and the Sundance Kid fame. The Wold family is a pillar of the West, with a singular focus of making our country a better place to live. We will forever be proudly welcoming visitors and guests to the Wold Family Heritage Center. You can read more about the new Wold Family Heritage Center [here](#).



Coming soon...

With the Oscars right around the corner, the celebration of film is top-of-mind. We at the Honoring the Legacy campaign have our own reasons to celebrate film... our videos featuring long-time exhibitors in the Yards during the 2018 Stock Show proved to be so popular that this past Stock Show, we doubled down on our efforts. We produced more than 25 videos, featuring draft horses, hunter jumpers, icons of the horse world, and a few special interviews. We will feature those videos in this space each month, and they will also be available on our website as well as our YouTube channel. If you missed any from last year, check them out on our [website](#) or on our [YouTube channel](#).

Campaign Status Report

Our goal was to reach the halfway mark of the campaign by the end of Stock Show, and I am pleased to report that we are essentially there. We are at more than \$48MM in gifts and pledges and working on several more that will put us over the \$50MM mark. This is a great milestone, but we have a lot of heavy lifting still in front of us. I remain grateful for the support to date and I am confident our positive trajectory will continue. Thank you to everyone who has helped get us to this point!

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

honoringthelegacycampaign.com

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