



## HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

### Personal Message from Pete

As I mentioned in last month's Roundup, we are nearing the halfway point of the campaign. We still have a long way to go, but we've already come farther than many ever expected. We've reached this milestone with fewer than 100 donors, which is really outside the norm of how a campaign unfolds.

We are still working on some of the major naming commitments throughout our four core areas. You can always see the latest updates on the opportunities available on our website at <http://honoringthelegacycampaign.com/donations-naming-opportunities>. We will identify more opportunities as we move deeper into the design process, so this is a good spot to see the most recent materials.

So many people I run into talk with me about the new National Western Center and the campaign. It seems to have struck a chord with so many of you who want to be a part of building this new centerpiece of the West. With that in mind, I want to challenge all of you who have been thinking about getting involved to do so—and do so now.

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

I will give you an update in the April edition of the Roundup, and if you are one of the NEXT 100 and give me permission, I will list your name in this forum. Thanks in advance for helping me double the number of campaign donors by June 30. AND: Angela has also convinced me that the NEXT 100 deserve a beer, so we will plan a gathering late summer to say thanks to you all!

P.S. If you missed the last edition of "From the Corral" featuring Ron Williams, you can read it [here](#)—Ron shares his long history with the Stock Show and his love of the Yards, which came full circle last year with a \$10 million commitment from him and his wife Cille to permanently name the Yards the [Cille and Ron Williams Yards](#).



This month we are launching Donor Spotlight, a new, regular feature to these monthly newsletters. Each month, we will give a brief snapshot of a campaign donor and let them tell you why they chose to support Honoring the Legacy...Building the Future.

I can't think of a better way to kick this new feature off than by highlighting the recent \$5 million gift from [Bohemian Foundation](#). The Fort Collins-based family foundation, established in 2001 by philanthropist Pat Stryker, supports local, national and global efforts to build strong communities.

Joe Zimlich, a Bohemian Foundation board member, said the foundation is excited to support the new National Western Center, a project that will showcase our shared Western heritage to enable a new century of progress in the areas of agriculture, water and animal sciences.

"We are grateful to the project's equity partners National Western Stock Show, Colorado State University, and the City of Denver," Zimlich said. "Their vision will provide Colorado and the entire Western U.S. with a centerpiece for honoring our legacy, and a place where researchers, visitors, businesses and students can join together to focus on the global needs of the future."

On behalf of all of us working on the campaign, as well as the National Western, sincere thanks to Bohemian Foundation for their investment in the future of the National Western.



### Stock Show 2019 Highlight Video

Part of what kept us hopping during Stock Show was shooting nearly 30 new videos—from mules to the Yards and everything in between. This month, we wanted to give you a taste of what's to come by sharing the compilation video. We will be featuring a new video each month here in the Roundup and posting those and others to our YouTube channel, [Honoring the Legacy National Western](#). It will be worth your while to subscribe to our channel—you won't want to miss one of these gems. In the meantime, enjoy what Josh Gold, of Josh Gold Photography, has assembled for us [here](#).

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

Angela S. Lieurance  
Director of the Capital Campaign  
Western Stock Show Association  
4655 Humboldt Street  
Denver CO 80216

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

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