



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete



Pete Coors, Sharon Magness Blake, Duke Beardsley, and Lisa Blackstone.

Fall is upon us, and we have so much good stuff going on, it's hard to know where to start. The first thing I should share is that last week capital campaign committee member Sharon Magness Blake and her husband Ernie Blake joined me to celebrate and kick off a creative fundraising effort: "Thunder for Humanity." This is part of the Arabian Horse Association's "Arabians for Humanity" project, which harks back to the famous "CowParade," an international public art exhibit featuring the fiberglass cows that were so popular around the world many years ago.

Sharon and Ernie were asked to sponsor the inaugural horse, and they chose to honor the "real" Thunder who happens to be the Denver Broncos mascot. They commissioned renowned Western artist Duke Beardsley to turn a simple white fiberglass Arabian into an artistic vision, and the results were stunning.

"Thunder for Humanity" will spend the fall moving around Denver. Next, he will be at the law firm Brownstein Hyatt Farber Schreck. Then he will be making an appearance at the 25th Anniversary of Western Fantasy. He'll also be visiting the Mayor's office before he appears at the 113th National Western Stock Show in January.

In addition to sharing the beauty and majesty of Arabian horses, this project is about supporting communities through the donation of statues and the money they raise to charitable organizations. Sharon and Ernie have chosen the National Western's capital campaign to benefit from the eventual sale of "Thunder for Humanity," which will take place at an event soon. We will keep you posted about those details.



The Greatest Hits Keep Coming: Check Out This Month's Stock Show Video

This month you'll meet father-son duo Guy and Clint Laffin, whose family has been breeding Angus cattle for 118 years. They have been coming to the National Western Stock Show for 60 of those years! The one thing that really impressed me during filming is how these ranchers use our Stock Show as a marketing opportunity. Most of them told us National Western was their number-one way to market their cattle and boost sales. There's a lot of big business that goes on during those 16 days in the Yards, and I'm not sure I fully appreciated that until I spent time talking with our longtime exhibitors.

By the way, there are only 116 days till we kick off the 2019 Stock Show on January 12! Stay tuned for more details in the coming months.

[See the video »](#)

What's New



The National Western Center Authority Board has announced that after an intensive local and national search, Brad Buchanan was named the finalist for the chief executive officer (CEO) position for the National Western Center Authority (the Authority). The Authority will program, operate and maintain the future 250-acre campus and is guided by a 13-person board made up of 11 voting directors and two non-voting directors. The CEO will report to the Authority. National Western's interests are well represented on this board by WSSA Board Chairman Pat Grant and Paul Andrews, our president and CEO.

Buchanan has been serving as the city of Denver's director of Community Planning and Development; before that, he was a Denver architect for nearly 30 years. Since 2006, he and his wife Margaret have owned and operated the Flying B Bar Ranch in Strasburg, where they raise certified grass-fed cattle.

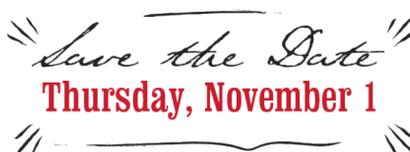
The Authority voted earlier this month to move Buchanan forward as the sole finalist for the CEO position. A two-week open comment period that will include community outreach and engagement is now open. A final board vote will follow the open comment period.

You can read the full announcement [here](#).

This fall also finds us doing a lot of "industry updates" on the National Western Center project, as well as the Honoring the Legacy campaign. In the coming months, we will be providing insider briefings to the oil and gas industry, bankers, the construction community, and other business leaders. We will also be making our way around the state in the coming months. We're working on dates for briefings in Colorado Springs and the Greeley/Fort Collins area. If you'd like more information on any of the events, send an email to our campaign director, Angela Lieurance, at alieurance@nationalwestern.com and she can get you more details

Campaign Status Report

As you probably know, National Western has a \$50MM cash obligation to the City and County of Denver as a part of our overall commitment to the new National Western Center. The first tranche of \$15MM is due on Thursday, November 1. We think this is something to celebrate, so SAVE THE DATE for an event that day at 10 a.m. We'd love to have you join us on the grounds of National Western to mark this milestone. An invitation will be coming to you in a few weeks with more details.



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

honoringthelegacycampaign.com

For questions or more information, please contact Angela S. Lieurance,
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