

MID-STATES MEMBER GROWTH CAMPAIGN
HOW THE WEST WAS WON

The background features a dark, charcoal-colored field. Overlaid on this are several large, semi-transparent geometric shapes. A prominent circular arc, resembling a thick line, curves from the upper left towards the bottom right. Within and around this arc are several large triangles of varying sizes and orientations, some pointing upwards and others downwards, creating a layered, architectural feel. The text is centered horizontally and vertically within the frame.

**TOGETHER, WE BUILD
THE NEW FRONTIER.**



Welcome Kit: The Box

Purposeful, authentic, and handcrafted — the box is made of wood and designed to resemble classic barn doors, complete with a brass Western star accent. Built as a gatefold, it opens like a barn, revealing a golden interior where each item rests in warm, refined contrast.



In The Box

Welcome Card

Welcome to a tradition of builders — those who raise barns, mend fences, and shape the land with steady hands and stronger hearts. You carry that same spirit, and now, you carry it with us.

It's not the tool that builds the future — it's the hands that hold it.

Spatula

It's a tool of the trade. Durable, dependable, and made to handle the heat, it's a nod to the craftsmanship and grit that fuel every day's work.

Knife + Case

A symbolic keepsake that celebrates craftsmanship, resilience, and readiness — qualities that define the modern West.

Bag

Built tough for the long haul, this bag keeps your essentials close and your hands free for the work that matters. Whether you're heading to the job site, the ranch, or the next big idea, it's made to move with you — sturdy, practical, and proudly Western.

Collectable Coin + Case

A collectible token symbolizing membership in the shared legacy of building the modern West.

Charger

Even out here, you need to stay connected. This portable charger keeps your gear running strong — a modern tool for a modern frontier. Because building the future takes more than muscle — it takes energy, ingenuity, and the right kind of power.



In The Box

Soft Shell Jacket

Designed for comfort and endurance, this soft shell jacket blends rugged performance with a refined western edge.



TOGETHER, WE BUILD THE NEW FRONTIER.



Website

A modern hub for the next generation of farm and ranch leaders — where tradition meets innovation, and community builds the future.

Billboard

The message of progress — grounded in the strength of many.



TOGETHER, WE BUILD THE NEW FRONTIER.



**STAND OUT ON YOUR OWN,
BUT NEVER ALONE.**



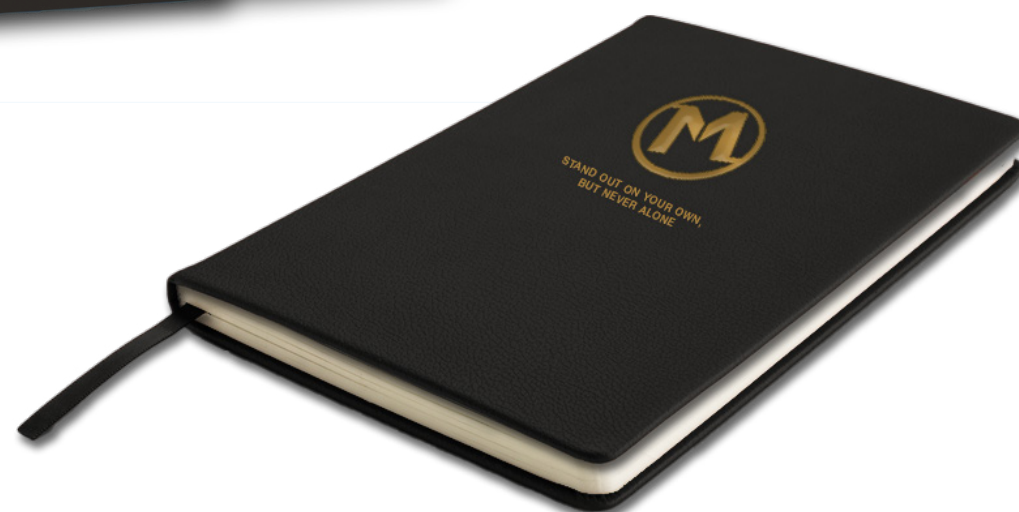
Masterclass

Masterclass pamphlet

This is your guide to the skills, stories, and insights shaping the future of the farm and ranch industry. Inside, you'll find upcoming session details, expert highlights, and pathways to hands-on learning designed to help you grow, lead, and make your mark.

Journal

To give recipients a tactile, personal connection to the campaign's values. It's both inspirational and interactive.



TOGETHER, WE BUILD THE NEW FRONTIER.



Welcome Kit

All items in box.