



AUGUST 29
LUBBOCK MEMORIAL
CIVIC CENTER

*featuring Texas Tech
Chancellor Dr. Tedd Mitchell*

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FiberMax CENTER FOR DISCOVERY



AGRICULTURE
HERITAGE EDUCATION INNOVATION



Thank you to our 2023 Title Sponsor:



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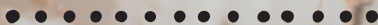


HERE'S TO THOSE WHO DREAM AND
DRAW IN THE NEXT GENERATION.



Thank you to our 2023 Program Sponsor:

Thank
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**Winners will be drawn at the conclusion of the keynote speech.
Proceeds benefit the FiberMax Center for Discovery.
Gun raffle sponsored in part by Sharp Shooters.**

History of the FiberMax Center for Discovery



Alton Brazell visits with the Crumps, early pioneers of Shallowater, at the site that would house the Lubbock County Historical Collection

More than fifty years ago, a handful of Lubbock's civic leaders, including Alton Brazell, recognized the region's agricultural heritage was slipping away.

In 1969, the Lubbock County Commissioners Court gave Brazell the authority to begin collecting machinery that was part of the technological transformation taking place on South Plains farms. The tractors, combines, plows, drills, and thousands of other farm-related artifacts became the Lubbock County Historical Collection.

In 2001, a non-profit group organized to assume responsibility and administration of the Lubbock County Historical Collection. They incorporated as the American Museum of Agriculture. In 2003, the Museum contracted with the City of Lubbock to lease a beautiful 24.87-acre tract just east of downtown and adjacent to Mackenzie Park. This prime site afforded ample space for expansion and a stunning view of the downtown skyline. It would allow the museum to interpret and showcase its tremendous collection in both outdoor and indoor settings.

In 2008, the museum finalized contract agreements with the City of Lubbock by meeting the City's goal of raising \$1 million toward the building project. The City granted the Museum a 50-year lease on the land with a 49-year option to renew. With the help of the Helen Jones Foundation and several donors, the first gallery, Alton Brazell Hall was open to the public in 2011.

With a major gift from Bayer CropScience and FiberMax, a second phase was completed in 2014, which added a central exhibit hall, conference center, catering kitchen, general store, and patio. Phase II allowed the facility to host groups from across the country. With each rental came the opportunity to tell the story of agriculture to a new audience.

In 2020, with the continued support of FiberMax, now a part of BASF, we became the FiberMax Center for Discovery, where we celebrate agriculture's heritage, education, and innovation.

Our name recognizes more than a decade-long relationship with FiberMax Cotton and came with their financial support, an upgraded FiberMax exhibit and brought us one step closer to an agricultural literacy wing, AgWorks.

What started as the Lubbock County Historical Collection has grown to encompass 24 acres, more than 35,000 square feet of exhibit space, three holograms, a cotton stripper simulator, and multiple touch screens and interactives. Our facility is a place where people can engage, create, share, and connect with agriculture, and hopefully, always discover something new. Thus, it is a center for discovery.



These are a few of our favorite things



A JOB WELL DONE



FREE FAMILY NIGHTS



DOGS & THEIR HUMANS
(ON TRACTORS)



COUNTRY SUNSETS



MILESTONES



VISITORS



GOOD HELP



A GREAT STEAK
(THANKS AGTEXAS)



AG-VOCATES



LEGACY BUILDING GIFTS



SAVING HISTORY



THE ONES WE CAN
NEVER FORGET

Under Construction: **PHASE III**



The future is now and it's under construction. On June 1, we put golden shovels in the ground and turned dirt. While this small action might have been ceremonial, it represents nearly a decade of fundraising, planning, and promoting.

Phase III construction will take 14 months to complete and will open in late summer/fall of 2024. At the heart of the new addition is AgWorks, a children's agricultural literacy wing, which will be named for Craig and Ann McDonald, the lead donors in a large group of people committed to agriculture education.

This hands-on space, focused on 4th grade and below, is a place where children, parents, and grandparents can come together and learn where their food and fiber comes from and make a connection back to the producers. An irrigation water table, a crop cycle exhibit, a large animal vet clinic and animal barn, a silo climber and slide, and a cotton processing area are a few of the highlights in this 5,000 square feet gallery.

There is also a theme of careers in agriculture, opening children's minds and imaginations to opportunities in the industry. From truck drivers to food scientists, career mentor stations can be found in each exhibit area. We've been fortunate to work with RedBox Workshop, expert children's exhibit designers out of Chicago to make the new wing fun, functional, and safe for families and school groups.

The Hurst Family joined the McDonalds in making the largest gift in our organization's history, making Phase III a reality. While AgWorks will bear the McDonalds name, the Central Exhibit Hall will be renamed Hurst Hall in recognition of the generosity of Joe, Christy, Terry, and Sheri Hurst.

Phase III also adds the Taylor Cotton Heritage Center, sponsored by Dan and Linda Taylor, a unique space for a unique crop. We are working with Mix Design out of Indiana to design this area. Mix Design has worked on agricultural exhibits at Fair Oaks Farms, multiple state fairs, and oversaw the redesign of Texas Farm Bureau's mobile learning unit, entitled Doorways to Texas Agriculture.

With a little creativity and brainstorming with MWM Architects, the Cotton Heritage Center gave us the chance to bring another project to fruition, the historic 1875 Goodman Cotton Gin. We had long discussed moving the structure to our site from behind the National Ranching Heritage Center. Better yet, by building a 10



Marty Lindsey and Chris Berry stop for a quick pic with Lacey during Goodman Gin Takedown

ft pit in the center of the gallery, we will relocate the two-story structure inside the new building. Year round, rain or snow, visitors will be able to walk through a nearly 150-year-old cotton gin, and see the unique animal-powered bale press and gin stand.

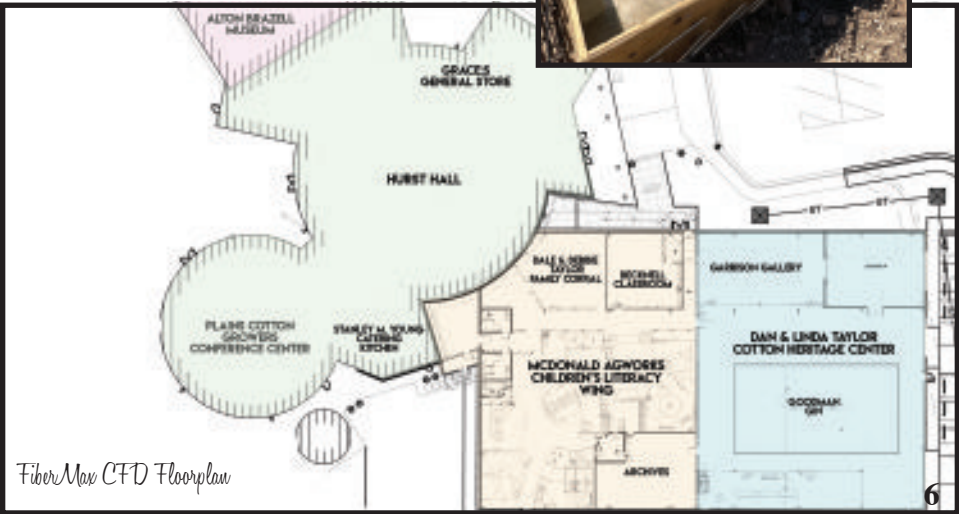
The gin has been carefully disassembled and stored at our facility. Alex and Jesse Webb with Webb Joinery out of Virginia will begin its reconstruction in September. We will then build the rest of our building around it, protecting and showcasing it for generations to come. We especially want to thank the Committee for Cotton Research, Samuel Jackson Incorporated, and all of our local cotton gins, who made the Goodman Gin Project possible.

In addition to children's exhibits and cotton heritage center, Phase III adds the Garrison Gallery for rotating exhibits, the Dale and Debbie Taylor Family Corral, the Jackson Bridal Suite, an archives and research room, additional meeting space, and more restrooms. Don't let all the names deter you though. There are still plenty of opportunities for your business or family to sponsor an exhibit in the new wing.

Above all, thank you

Above all, we are grateful for your support over the years. Everytime funding was low, or an obstacle came our way (think Covid-19), donors and supporters showed up. A staff member gave the extra 10 percent. A new board member invigorated an old campaign. Maybe it was a check, a kind word, or a phone call encouraging us to keep pushing forward, but 10,000 golden shovels wouldn't be enough to represent and thank all of the people that got us to that ground-breaking and where we are today.

Thank you for showing up. Thank you for supporting the FiberMax Center. Thank you for being passionate about agriculture. We hope you enjoy your evening, but don't let your support end tonight. Become an annual member, bring your friends to visit, volunteer. We can't wait to welcome you to the new addition in 2024.



Bios:

Dr. Tedd Mitchell, Keynote Speaker

Tedd L. Mitchell, M.D., was named the fifth chancellor of the Texas Tech University System on Oct. 28, 2018. As chancellor, Mitchell is the CEO of a nearly \$3 billion, five-university higher education enterprise consisting of Texas Tech University, Texas Tech University Health Sciences Center, Angelo State University, Texas Tech University Health Sciences Center El Paso and Midwestern State University.



Collectively, the TTU System enrolls approximately 63,000 students, has an endowment valued at more than \$1.7 billion, has an annual statewide economic impact of \$16.4 billion and operates at 26 academic locations in 22 cities across the state and internationally.

Mitchell works collaboratively with the TTU System Board of Regents, TTU System Administration and component university presidents to enhance the TTU System's profile and support shared missions of advancing higher education, health care, research and community outreach.

Mitchell was instrumental in securing the partnership with MSU Texas, which officially joined TTU System on Sept. 1, 2021, following the 87th Texas legislative session. Historic milestones were achieved under Mitchell's leadership in 2019 during the 86th Texas Legislature, when legislative support and approval was provided to establish the TTU School of Veterinary Medicine in Amarillo and the Woody L. Hunt School of Dental Medicine at TTUHSC El Paso. These achievements marked the state's first veterinary school in more than a century and the first dental school in Texas in more than 50 years. Both programs finished their first academic year in Spring 2022.

He and his wife, Janet Tornelli-Mitchell, M.D., have three children and two grandchildren. Having served as our emcee in 2022, we welcome Chancellor Mitchell back as our 2023 keynote speaker.

Curtis Parrish, Lubbock County Judge, Master of Ceremonies

Curtis Parrish's family roots run deep in the cotton fields of West Texas. He is a fifth generation West Texan. He attended LCU and Texas Tech, graduating Magna Cum Laude with a political science degree.

Parrish spent 16 years in Lubbock media as an assistant news director and chief photographer. He is the former co-host of "West Texas Today" on AM950/100.7FM, and legal analyst for Fox34 News at Nine. He is a long-time announcer for Red Raider Football, and other Texas Tech sports.

He received his law degree from Texas Tech, worked for Senator Duncan and served as the committee clerk for the Texas House Juvenile Justice and Family Issues Committee.

Parrish was elected Lubbock County Judge in 2018, serving as the probate, guardianship, and mental health judge for Lubbock County, and presiding over the Commissioners Court.





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BECOME A MEMBER OF THE CENTER TODAY!

The FiberMax Center for Discovery is a private non-profit organization dedicated to preserving the history of American agriculture for future generations.

The center does not receive state funding, and is not funded by Texas Tech or the City of Lubbock. While we proudly carry the FiberMax name, we are not a part of their company or owned by any larger business.

As a private non-profit, we truly rely and depend on the support of individuals and corporations such as yourself.

Membership Levels

**SUPPORTER
TOP HAND
CREW BOSS
SOD BUSTER**

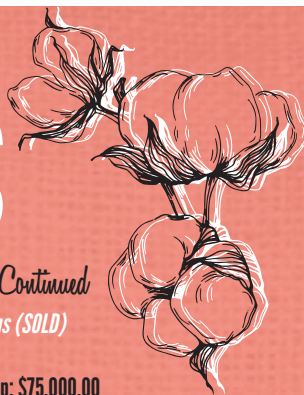
Membership Perks

- **Free admission to the center!**
- **Discounts on rental rates!**
- **Discounts on gift shop items in Grace's General Store!**
- **Subscription to The Plow Magazine!**



**Purchase a membership at the auction or online at:
<https://agriculturehistory.org/about/membership/>**

SPONSORSHIP OPPORTUNITIES



Building Naming Rights

1. Central Exhibit Hall (SOLD)
2. AgWorks Children's Agricultural Literacy Wing (SOLD)
3. Cotton Heritage Center (SOLD)
4. Classroom in Agricultural Literacy Wing (SOLD)
5. Rotating Exhibit Gallery (SOLD)
6. Archives & Reading Room: \$175,000.00
7. Welcome Corral (SOLD)
8. Education Director's Office \$35,000.00
9. Bridal Suite (SOLD)
10. Nursing Mother's Room \$25,000.00

Ag Literacy Wing Exhibit Sponsorships

1. Crop Cycle sponsorship: \$300,000.00
2. Cultivate Water Table sponsorship (SOLD)
3. Farm Tech (SOLD)
4. Animal Barn (SOLD)
5. Farm to Table Market (SOLD)
6. Farmhouse: \$100,000.00
7. Sow/Piglet Ultrasound: \$100,000.00
8. Farm Garden & Crawler \$75,000.00
9. Story Barn (SOLD)

Exhibit Sponsorships Continued

10. Agricultural Occupations (SOLD)
11. Silo Tower 1: \$75,000.00
12. Silo Tower 2 sponsorship: \$75,000.00
13. Discovery Bridge: \$50,000.00
14. Early Learner Wall: \$50,000.00
15. Farm Vet sponsorship (SOLD)
16. Crawler Patch Toddler Area: \$50,000.00
17. Pedal Tractor Park (SOLD)
18. One-of-a-Kind Cotton (SOLD)
19. Farm Planting Garden (SOLD)
20. The Ins and Outs of Animal Nutrition: \$25,000.00
21. How Big is an Acre? Exhibit (SOLD)
22. Barn Designer Station: \$10,000.00
23. Denim Weaving Wall: \$10,000.00

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MORE SPONSORSHIPS COMING WITH DEVELOPMENT OF
COTTON HERITAGE CENTER *Stay tuned...*



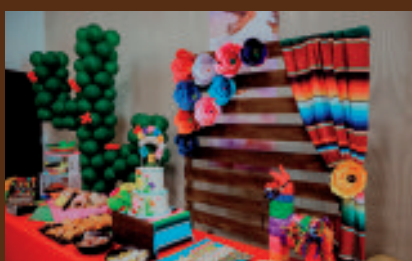
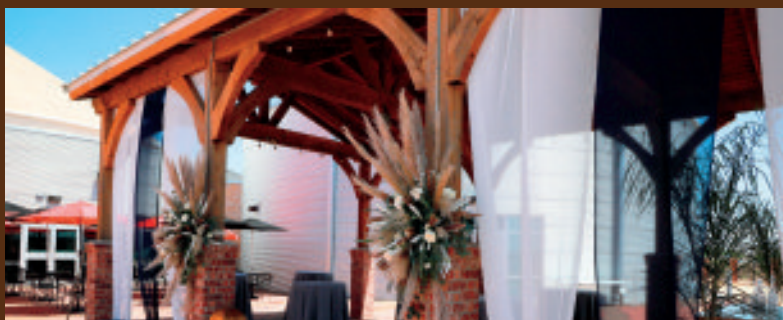
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Program

Welcome

County Judge Curtis Parrish, Master of Ceremonies

Invocation

CW Johnson - District 2 4-H President & State 4-H Council Member,
Happy, TX

Pledge of Allegiance

Rylee Sassenberg - Texas FFA State Vice President, Cedar Park, TX

Singing of our National Anthem

Berklee Timmons

Introduction of Special Guests

FiberMax Center Update

Lacee Hoelting, Executive Director

Introduction of Speaker

Summer Bowman - Texas FFA State Vice President, Whiteface, TX

Keynote

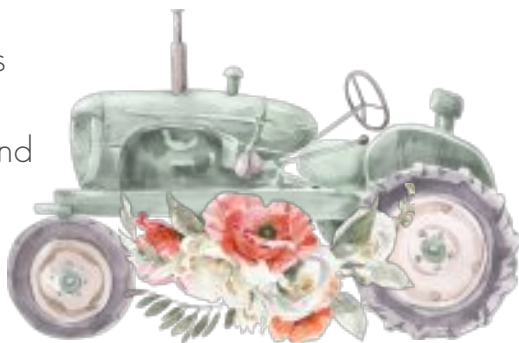
Chancellor Tedd Mitchell

Auction Closes at 8:30 pm

Gun Raffle Drawing & Closing Remarks

Thank you to our Table Sponsors:

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Glasscock County Co-op
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Huffaker & Harris LLP
Idalou Co-op Gin
Isom Co.
JJJ Farms / JJJ Coordinating
King-Mesa, Inc.
Kitten Land Company
Kitten Pump Supply
KS Supplies, Inc.
Lamb County Electric
Lone Star Bearing
Lone Star State Bank of West Texas
Long S Gin - 2 Tables
Lubbock Chamber of Commerce
Lubbock County Farm Bureau
Lubbock Cotton Growers
Lubbock National Bank
Lummus
M.B. McKee & Co.
Mask Family / McDougal Family
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Laurin & Sharon Prather

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PYCO

Quarterway Cotton Growers - 3 Tables

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South Plains Antique Tractor Association

South Plains Compost, Inc.

South Plains Electric Co-op

South Plains Implement

Southwest Cotton Growers

Street Gin

Dale & Cheryl Swinburn - 2 Tables

Dale & Debbie Taylor

Dan & Linda Taylor

Texas Agribusiness Insurance

Texas Pork Producers

Texas Star Co-op Gin

Texas Tech University Davis College of Agricultural Sciences &
Natural Resources

Texas Tech University Department of Agricultural Education &
Communications



Texas Tech University Department of Animal & Food Sciences
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West Texas A&M University
Western Bank
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Windstar, Inc.
Woolam Gin
Stanley Young



Tonight's photos were taken by:

Kyler Stone
PHOTOGRAPHY



All photos from tonight's event will be posted on the FCFD Facebook page. To download your images, scan the QR Code, follow us on Facebook, and be on the look out as we post the photos in the next couple of weeks!

Additional Thanks

Event Co-Chairs:

Steve Moffett
Todd Straley, Quarterway Cotton
Growers

Fundraising & Charitable Auction

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Mary Birkelbach
Cindy Buxkemper
Patsy Crenshaw
Lisa Gentry
Christy Hurst
Elaine Johnson
Jim Johnson
Linda King
James Pendergrass
Judy D'Mello Stout
Cheryl Swinburn
Linda Taylor

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Lubbock Coronado FFA
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South Plains Antique Tractor
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American Quarter Horse Museum - Amarillo	High Cotton Creations
Lloyd Arthur	Homestead Cotton Co.
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Astros Baseball - Houston	Hotel Turkey - Turkey
August Bleu	HTeaO
BASF FiberMax	Hulla B'Lu
Bahama Buck's	Terry Hurst
Becknell Wholesale	Italian Garden
Blue Sky	J Hoffman's
Board and Brush	James Avery
Bone Daddy's	Jeana's Feedbag
Bubba's 33	John Russell Thomasson
Bybee's Boutique	Josh Abbott Band
Cactus Theater	Kendra Scott
Caison Burrus Custom Leather	KennediCPhotography
Capital Farm Credit	Laura Lewis
Capital Pizza	LB's Designs - Levelland
Carpet Tech	Linde Gas & Equipment
Chick-fil-A	Little Buster Toys
Chop Chop Rice Company	Lyntegar Electric Cooperative Inc.
Chuy's	Mabel & Co. Designs - Henrietta
Cinemark - Tinseltown	Liz McDowell
Circle E Candles - Fredericksburg	Mister Car Wash - Tucson, AZ
City Bank	Sally Murray
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Cookston Enterprises - Levelland	National Museum of the Pacific War - Fredericksburg
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Dillard's	P.F. Chang's
Dollar Western Wear	Painting with a Twist
Dr Pepper Museum - Waco	
Eddins Furniture	

Panhandle Popcorn Company -
 Plainview
 Panhandle-Plains Historical Museum
 & Texas Musical - Canyon
 Pei Wei
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 Quarterway Cotton Growers, LLC.
 - Plainview
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 Red Raider Outfitter
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 Rustic Charm Candles - Breckenridge
 Rusty's Bug Stop
 SeaWorld San Antonio
 Southwest Aqua Sports
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 Show - Fort Worth
 Stars and Stripes Drive-In
 Steel Grace - Olton
 Stock Style Shop
 Stockyards Museum - Fort Worth
 Stuffology - Crosbyton
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 Texas Panhandle War Memorial
 Center - Amarillo
 Texas Rangers Baseball - Arlington
 Thacker Jewelry
 The Cheesecake Factory
 The Confectionary Bake Shop -
 Olton
 The Cotton Court Hotel
 The Funky Door
 The Haskell Drugstore - Haskell
 The Luggage Shop
 The Matador

The Plaza
 The Shack BBQ
 Tiff's Treats
 Total Wine & More
 Tradition Turquoise - Southhaven, MS
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Auction will close at 8:30 p.m. on Aug. 29. Winners will be notified by text and email. You may pay online through OneCause or in person at the conclusion of the evening. Items may be picked up following the program or from the FiberMax Center no later than Sept. 15. If you need to make arrangements for curbside pickup or to have your items shipped, please call (806) 744-3786 or email us at info@agriculturehistory.org. Buyer is responsible for any shipping charges.



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- HOLIDAY HARVEST
NOV. 4 | 10 AM - 4 PM
- FARM CHARM KIDS CHRISTMAS
DEC. 3 | 1 - 5 PM
- CHILI FEED & ANNUAL MEETING
JANUARY 2024
- PARTY ON THE PRAIRIE
APRIL 2024



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5-7 pm



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UPCOMING 2023 DATES

September 12
October 10
November 14
December 12





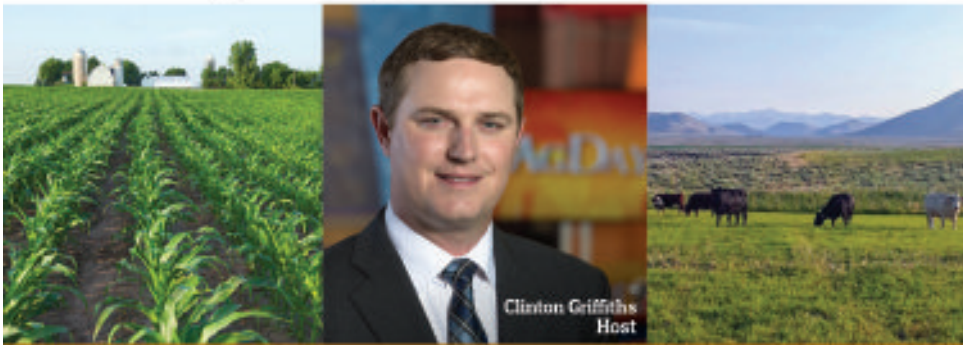
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The FiberMax Center for Discovery is a 501(c)(3) non-profit organization whose mission is to preserve the history of, tell the story of, and instill pride in American agriculture and values.

1121 Canyon Lake Drive
Open Tues. - Sat. from 10:00 a.m. to 5:00 p.m.

806.744.3786

www.agriculturehistory.org