



featuring author, comedian, & Ag-Vocate Damian Mason

AUGUST 23
LUBBOCK MEMORIAL CIVIC CENTER

SAMUEL JACKSON



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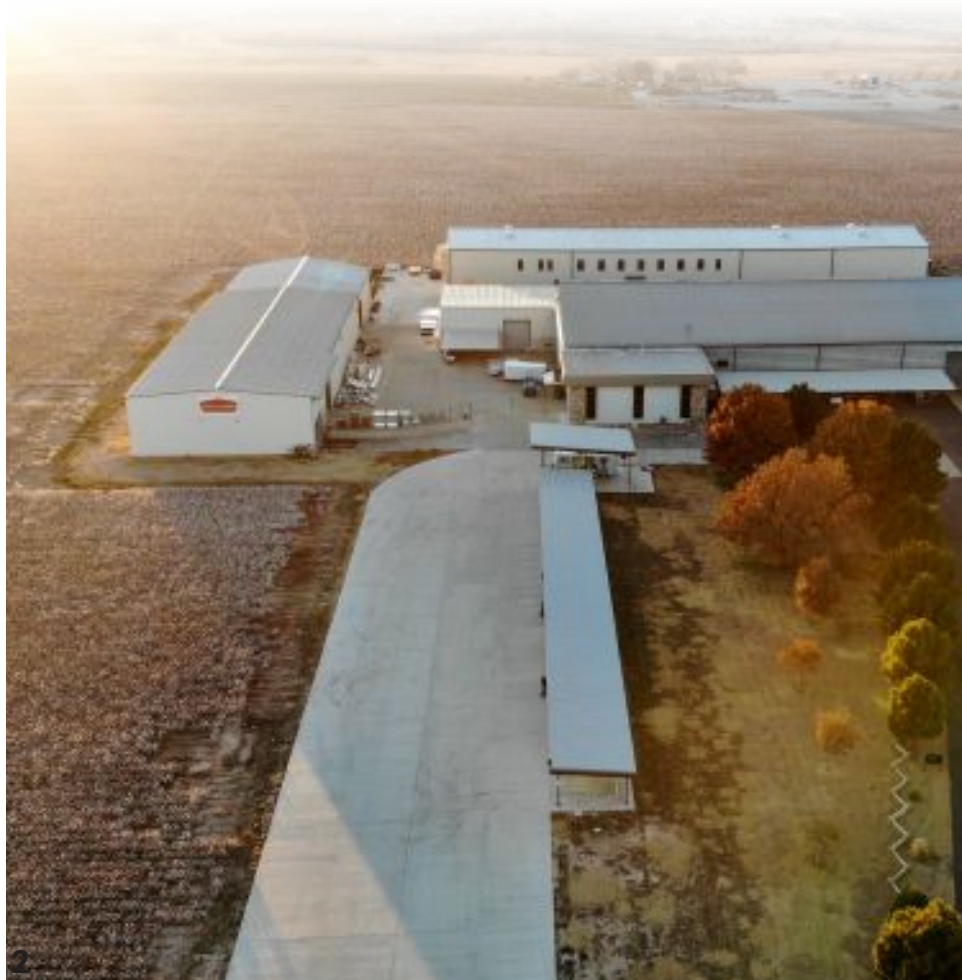
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**Winners will be drawn at the conclusion of the keynote speech.
Proceeds benefit the FiberMax Center for Discovery.
Gun raffle sponsored in part by Sharp Shooters.**

Introduction to the FiberMax Center for Discovery

Over forty years ago, a handful of Lubbock civic leaders, including Alton Brazell recognized that the region's agricultural heritage was slipping away.

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

In 2001, a non-profit group organized to assume responsibility of and administration of the Lubbock County Historical Collection and 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 on the east side of downtown adjacent to Mackenzie Park. This prime site afforded ample space for expansion and a stunning view of the downtown skyline. The site offers the museum the opportunity 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 a major gift from Bayer CropScience and FiberMax, the museum was renamed in 2013, and completed Phase II construction in March of 2014. In the eight years since, the facility has hosted more than 750 events and 100,000 visitors, while giving tours to 7,000 students ranging from Pre-K to College.

Different Name but Same Great Experience

In September 2020, during our virtual A Night for the Museum, a special message from BASF announced a new name for our facility. We are now the FiberMax Center for Discovery, where we celebrate agriculture heritage, education, and innovation.

While this name represents a new and exciting partnership with BASF, it also recognizes a decade-long relationship with FiberMax Cotton. The name comes with financial support and an upgraded FiberMax exhibit with the Seed to Store 360° virtual experience that will take visitors through a multi-stop tour of the cotton process. BASF's support also gets us one step closer to our dream of an agricultural literacy wing, AgWorks.

Some may ask, "Why did you drop the word museum from the title?" As any organization grows, it changes. 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. When we build the AgWorks wing, we will focus on education, highlighting careers and opportunities for students in the agricultural industry.

The Cambridge English dictionary defines a museum as a building where objects of historical, scientific, or artistic interest are kept. We want to be more than just a storage building for artifacts. Our facility is a place where people can engage, create, share, and connect with agriculture, and hopefully, always discover something new. Thus, it's a center for discovery.

We welcome any questions you have in regards to name change and we are so grateful for your continued support, especially as we all work to recover following a global pandemic. We are also grateful to BASF, Bayer CropScience, and all of the corporate sponsors who helped make our vision of a first-class agricultural education facility a reality.

Always Something New

Inside the Brazell Museum, you'll find the perfect picture spot. An antique John Deere tractor donated by JT Drake has been outfitted with wooden steps, handrails, and a fence courtesy of the South Plains Antique Tractor Association. Here, kids are encouraged to climb aboard and spin the wheel while Mom and Dad grab the perfect pic to remember their visit.

Outside, you'll find a recently acquired 1910 Case IH Steam Tractor from the Panhandle Plains Museum and the Underwood Family's Pullman train car restoration is complete. New interior signage and exterior reader panels have been completed. The Underwood family was instrumental in establishing the cotton warehousing industry in this area, and the train car was used by the family for office space and later travel. Several famous Texans, like George Mahon and Sam Rayburn, spent time on the train car discussing the West Texas cotton industry.

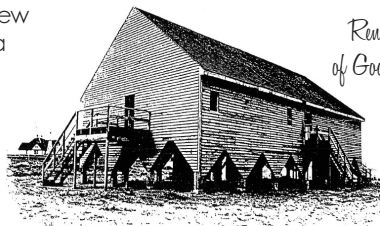
And speaking of cotton, new board member Chris Berry is leading the charge to relocate a historic wooden cotton gin from the National Ranching Heritage Center to the museum grounds. The Goodman Gin was built in 1875 and moved to Lubbock from Tyler, Texas, in the 70s by the Texas Cotton Ginners Association. From our research, it's the only gin we can find in existence that has the bale press on the interior of the gin building. Most were outside of the building.

This is a big project, as the gin would have to be dismantled and rebuilt on site, along with a new roof, repairs, and additional items to make it a useable exhibit.

Several cotton businesses and gins that are here tonight have made contributions to this project, but we'll need everyone's help to give this historic gin a permanent home.



Volunteers helped move the steam engine from Canyon to Lubbock



Rendering of Goodman Gin

The Future:



Overall Sketch of AgWorks Children's Ag Literacy Gallery

Education continues to be a primary focus as we continue to work toward our Agricultural Literacy Wing, AgWorks. The title says many things about this hands-on gallery focused on 4th grade and below. As an industry, agriculture works. The traditions of hard work, family, conservation, and pride will be found throughout the exhibits. With the incorporation of career areas throughout the gallery, our youngest visitors can learn how ag could work for them in a future career.

Many of you here tonight may not be employed directly in production agriculture, but it plays a role in our daily lives. Unless you're hungry and naked, you are involved in agriculture. Whether a bank, real estate company, or manufacturer in our area, you also know that the success and failure of our farmers and ranchers has a direct effect on your business. That's why we need your support to make AgWorks a reality.

Imagine 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.

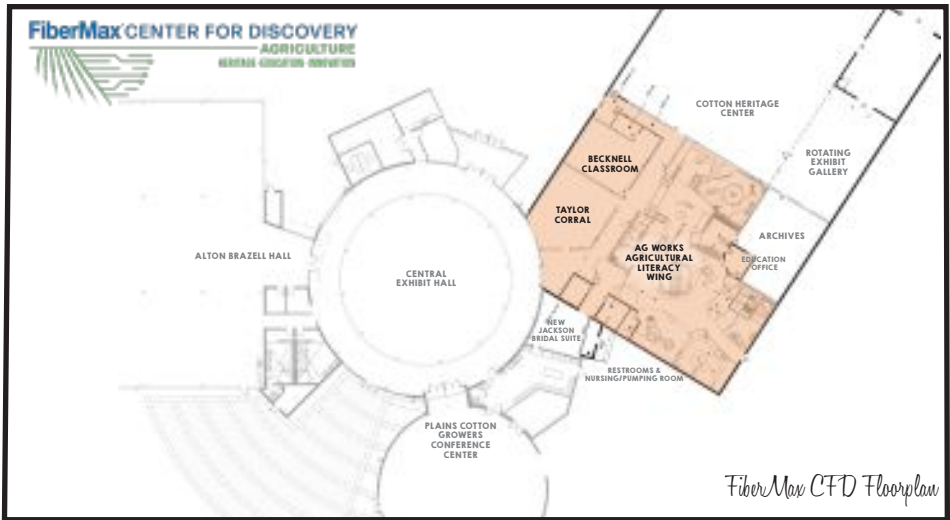
A theme throughout the gallery is careers in agriculture, opening children's minds and imaginations with unique learning opportunities - an irrigation water table, a crop cycle exhibit, a large animal vet clinic and animal barn, a GMO facts exhibit, and a cotton processing exhibit will be highlights of the 5,000 square foot gallery.

Tonight, you will see a video on why our board and supporters think this is an essential next step for our development - AgWorks: Growing a Legacy.

Covid-19 inflation has increased

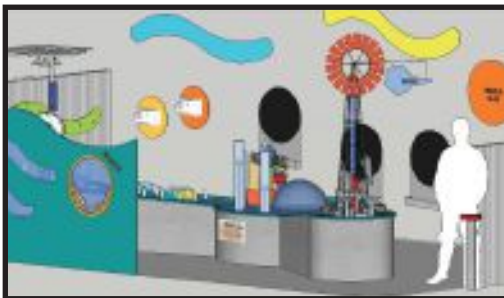


Hand sketch of Pig Health Station- one of many exhibits looking at livestock



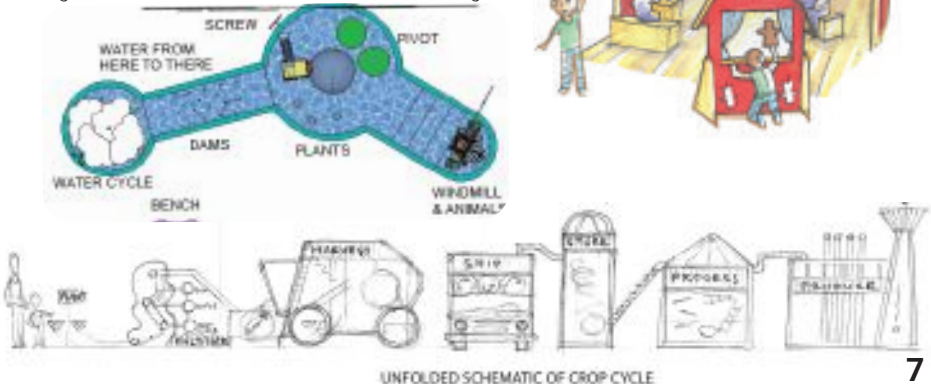
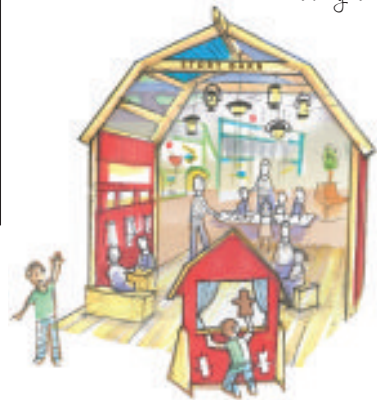
our \$4.3 million dollars project budget to \$6.4 million. We need your help and the investment of our community into a project that can benefit all of us, and help develop our most important resource, our children.

The FiberMax Center for Discovery continues to evolve and serves as a living memorial to the thousands of farm families that were pioneers in agriculture. We thank you for your attendance and hope you will continue your support by becoming annual museum members and pledging your time and/or resources to preserving our agricultural heritage and educating future generations.



Ag-themed Water table with pivots, windmills, and terracing

*Story Barn Flex Space
for programming, speakers, and
rotating content*



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Bios:

Damian Mason

Imagine a talk show host mixed with an agricultural economist and a healthy dose of comedian. That's Damian Mason. He speaks on the two subjects he knows best: Business and Agriculture. Since 1994, he has spoken to over 2,400 audiences in all 50 states and seven foreign countries.

Damian is the author of multiple books, the two most recent being "Do Business Better" and "Food Fear". He's also extremely active on social media, Fox News, and Cheddar News, spreading information and dispelling misinformation about the world's most important industry, agriculture.

Damian was raised on a dairy farm, owns and manages 300 acres of farm and timber land, and holds a degree in agricultural economics from Purdue. He also studied comedy writing and improvisation at The Second City - Chicago. When he's not traveling for work, Damian can be found on his Indiana farm with his wife Lori or escaping from winter at their Arizona residence.



Dr. Tedd Mitchell, Texas Tech Chancellor, Master of Ceremonies

Tedd L. Mitchell, M.D., was named the fifth chancellor of the Texas Tech University System on Oct. 25, 2018. Prior to that, he was the longest serving and eighth president of Texas Tech's Health Sciences Center starting in 2010.

As a physician, his research interest focused on the effects of activity and lifestyle on health. He is a published author and noted lecturer both nationally and internationally.

He and wife, Janet Tormelli-Mitchell, M.D., have three children, and welcomed their first grandchild in 2020.



Lone Prairie

A smooth blend of Cowboy and Western Swing music, combined with the band's well known writing talents will launch you on a musical journey into the true "Last Frontier" of the Great American West. Featuring Dave Branson on guitar, Carrie Tungate with vocals, Mark Brown on Fiddle, and Kurt Melle on Upright Bass. For more info, visit: www.loneprairie.us.



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 museum 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 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!



Membership Levels

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SPONSORSHIP OPPORTUNITIES

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1. Central Exhibit Hall: \$1,000,000.00
2. AgWorks Children's Agricultural Literacy Wing: \$1,000,000.00
3. Cotton Heritage Center: \$500,000.00
4. Classroom in Agricultural Literacy Wing: \$250,000.00 (SOLD)
5. Rotating Exhibit Gallery: \$250,000.00 (SOLD)
6. Archives Room: \$150,000.00
7. Welcome Corral: \$100,000.00 (SOLD)
8. Education Director's Office: \$35,000.00
9. Bridal Suite: \$25,000.00 (SOLD)

Ag Literacy Wing Exhibit Sponsorships

1. Crop Cycle sponsorship: \$300,000.00
2. Cultivate Water Table sponsorship: \$175,000.00 (SOLD)
3. Farm Tech: \$200,000.00 (SOLD)
4. Animal Barn: \$175,000.00 (SOLD)
5. Farm to Table Market: \$150,000.00 (SOLD)
6. Farmhouse: \$125,000.00

Exhibit Sponsorships Continued

7. Sow/Piglet Ultrasound: \$100,000.00
8. Farm Garden & Crawler: \$75,000.00
9. Story Barn: \$75,000.00 (SOLD)
10. Agricultural Occupations: \$50,000.00 (SOLD)
11. Discovery Silo Tower 1: \$65,000.00
12. Discovery Silo Tower 2 sponsorship: \$65,000.00
13. Early Learner Wall: \$50,000.00
14. Farm Vet sponsorship: \$50,000.00 (SOLD)
15. Crawler Patch Toddler Area: \$40,000.00
16. Pedal Tractor Park: \$35,000.00 (SOLD)
17. One-of-a-Kind Cotton: \$35,000.00 (SOLD)
18. Farm Planting Garden: \$25,000.00 (SOLD)
19. The Ins and Outs of Animal Nutrition: \$25,000.00
20. How Big is an Acre? Exhibit: \$15,000.00 (SOLD)
21. Barn Designer Station: \$10,000.00
22. Denim Weaving Wall: \$10,000.00

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Plains Cotton Growers Conference Center



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Program

Welcome

Dr. Tedd Mitchell, Master of Ceremonies

Invocation

Graden Allen - District 2 & State 4-H Council President

Pledge of Allegiance

Ty Williams - Texas FFA State Vice President

Singing of our National Anthem

Bella Molligan

Introduction of Special Guests

FiberMax Center Update &

AgWorks: Growing a Legacy

Lacee Hoelting, Executive Director

Gun Raffle Drawing

Introduction of Speaker

Campbell Offield - Texas FFA State Vice President

Keynote

Damian Mason

Auction Closes at 8:00 pm

Closing Remarks

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Western Equipment
WesTex Co-op Gin
Willingham Southwest Gin - 2 Tables
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:

Floral:

United Supermarkets (In-Kind)

Event Co-Chairs:

Steve Moffett, Lubbock Electric Co.
Todd Straley, Quarterway Cotton
Growers

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Patsy Crenshaw
Lisa Gentry
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Cheesecake Factory	Painting with a Twist
Chick-fil-A, Slide	Pei Wei
Chop Chop	James and Sandra Pendergrass
Chuy's	Picoso's
Cinnemark Movies 16	Piper Lubbock
Circle E Candle	Quarterway Cotton Growers, LLC. - Plainview
City Bank	Raising Cane's
Coco Curtains - Amarillo	Razoo's Cajun Cafe
Vic and Judy Coker	River Smith's
Defaid Emporium - Snyder	San Antonio Zoo
Diamond Industrial Supply - Plainview	Sassie Rose Boutique
Dillard's	SeaWorld San Antonio
Dion's	Slash G Boutique - Whitharral
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From Farm to Foto	The Funky Door
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Gold Stripe Coffee Roasters	
Haskell Drugstore - Haskell	
Heavenly Paws	

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 - Olton

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NOVEMBER 1

DECEMBER 6



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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.

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