



featuring author & social media influencer, the Farm Babe, Michelle Miller

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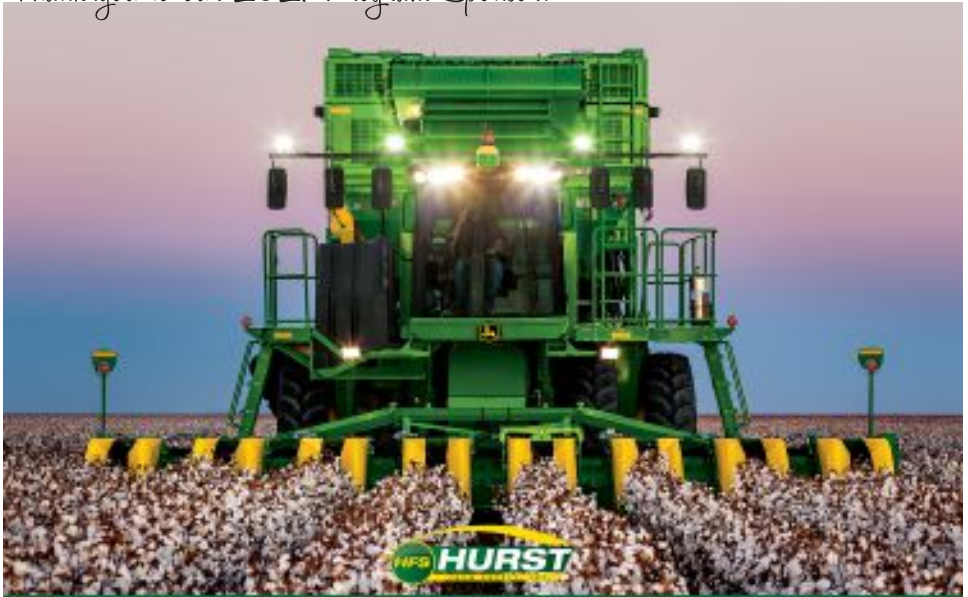
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Introduction to the FiberMax Center for Discovery

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 seven years since, the facility has hosted more than 700 events and 100,000 visitors, while giving tours to 6,000 students ranging from Pre-K to College.

Different Name but Same Great Experience

On September 29, 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's 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, 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 agriculture 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 "building" for our community, visitors, and supporters. 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 the new name and we are so grateful for your continued support, especially during this unique time of social distancing and pandemics. 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 has been added and outdoor signage will be installed in September. 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.

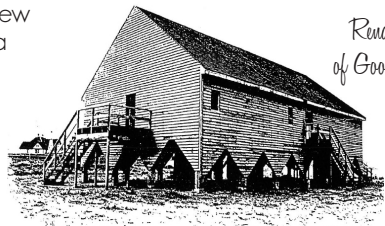
And speaking of cotton, the museum is also working on funding the relocation of a historic wooden cotton gin from the National Ranching Heritage Center to the museum grounds. The Goodman Gin was built in 1875 and moved to Lubbock from Tyler, Texas, in the 70s by the Texas Cotton Ginners Association. 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



Restoring of Goodman Gin

The Future: **AGWORKS**



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.

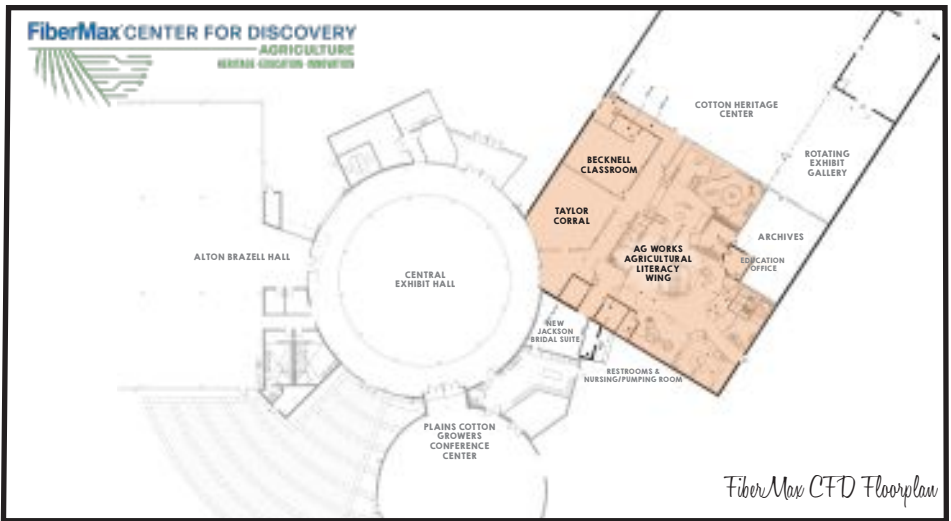
A theme throughout the gallery is careers in agriculture, opening children's minds and imaginations with unique learning opportunities - an irrigation water table, a crop cycle exhibit, a large animal vet clinic and animal barn, a GMO facts exhibit, and a cotton processing exhibit will be highlights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

The project, building and exhibits are estimated at \$4.3 million dollars,

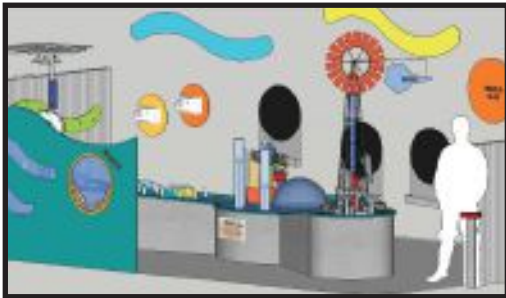


Hand sketch of Pig health station- one of many exhibits looking at livestock



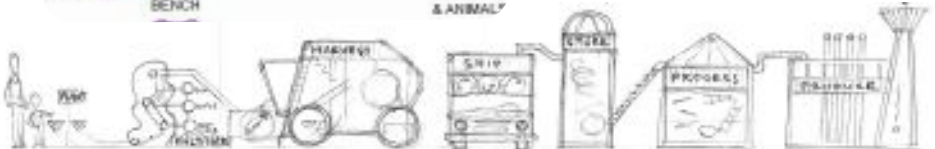
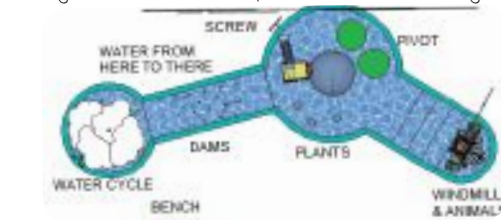
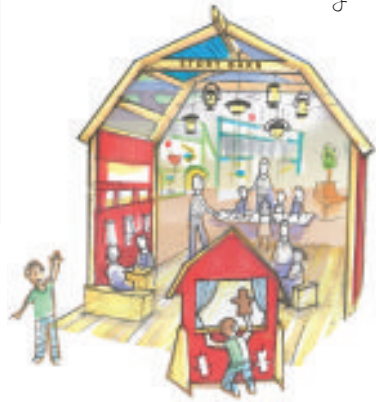
and to date we have raised nearly 75% of the funds. We need your help and the investment of our community into a project that can benefit all of us, and help develop our most important resource, our children.

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:

The Farm Babe, Michelle Miller

Michelle grew up in Wisconsin with some knowledge of agriculture, but after high school, she headed west for college and a career in fashion. She worked for Gucci On Rodeo Drive in Beverly Hills followed by a number of years in downtown Chicago, where she bought into organic, grass-fed, "Monsanto is the devil" food idealism.

While completing her goal of traveling the world and visiting all seven continents by age 30, (67 countries) she became fascinated with culture and learning where our food comes from. While dating a commercial scale farmer in Iowa for nearly eight years, she began learning the real truths of modern agriculture firsthand. She began debunking the myths she once believed in as a former city girl, through her social media advocacy platform launched in 2014.

Better known as the Farm Babe, Michelle is an internationally recognized speaker; writer and columnist for AGDAILY.com and Acreagelife magazine. With nearly 200,000 followers and an average social media reach of 2-3 million views monthly, she has been featured in Forbes, has been a guest on Dr. Drew, has influenced corporations such as Burger King, while proudly speaking alongside some of the biggest names in food and farming today.

Farmers, ranchers, and the story of our food origins have an amazing, uplifting story to tell and Michelle's mission is to give them a bigger voice in the food space.



Kent Hance, Texas Tech Chancellor Emeritus, Master of Ceremonies

After a highly successful seven-year tenure as Chancellor of the Texas Tech University System, the Honorable Kent R. Hance rejoined his Austin, Texas, law firm. During his time at Tech, Chancellor Hance raised more than \$1.2 Billion, increased student enrollment by 45% and added a groundbreaking new medical school in El Paso.

Mr. Hance has more than 40 years of experience in the public and private sector as an attorney, businessman, Texas State Senator, U.S. Congressman, Chairman of the Texas Railroad Commission, and Chancellor of Texas Tech.



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Program

Welcome

Kent Hance, Master of Ceremonies

Invocation

Campbell Offield - District 2 4-H Council President

Pledge of Allegiance

Jeremiah Steph - Texas FFA State Vice President

Singing of our National Anthem

Machayla Parkinson

Introduction of Special Guests

FiberMax Center Update &

AgWorks: Growing a Legacy

Lacey Hoelting, Executive Director

Introduction of Speaker

Gunnar Griggs-Bell - Texas FFA State Vice President

Keynote

The Farm Babe, Michelle Miller

Auction Closes at 8:00 pm

Gun Raffle Drawing & Closing Remarks

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Wellington State Bank
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WesTex Co-op Gin
Willingham Southwest Gin (2 tables)
Windstar, Inc.
Woolam Gin
Larry Work & Nathan Boardman
Ricky Yantis
Stanley Young



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South Plains Antique Tractor

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Patti Jones - Vice President

Curtis Griffith - Secretary

Stanley Young - Treasurer

Steve Moffett - Member-at-Large

Ron Chandler - Member-at-Large

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on Aug. 31.

Winners: you will be notified by text and email. You may pay online through OneCause or in person at the event.

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19. The Ins and Outs of Animal Nutrition: \$20,000.00
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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.

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