



A
NIGHT
for the
MUSEUM
2024

AUGUST 27
LUBBOCK MEMORIAL
CIVIC CENTER

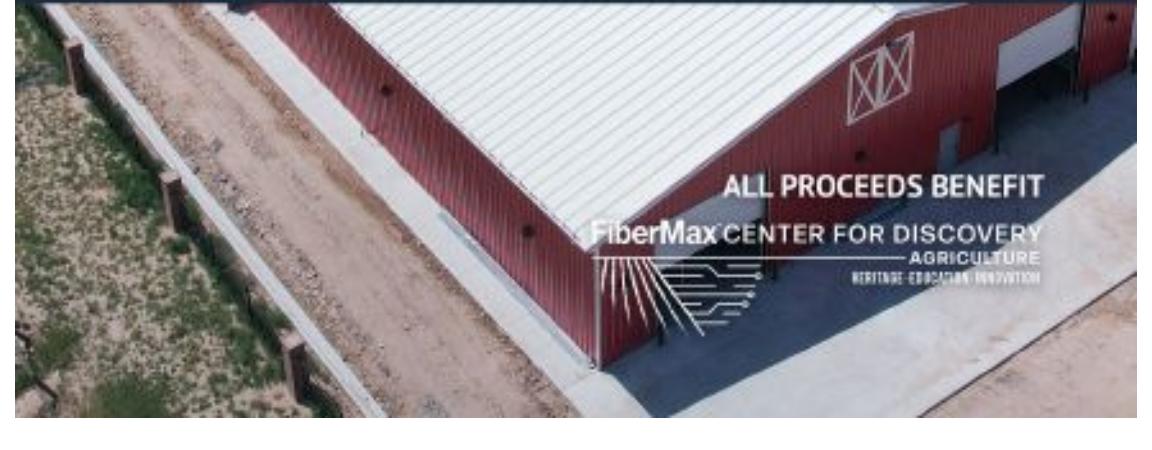
featuring Ag-Vocate & Keynote
Marcus Hill

SAMUEL JACKSON

MCDONALD & HURST
FAMILIES

RAMAR
COMMUNICATIONS

FOX34
KJTV

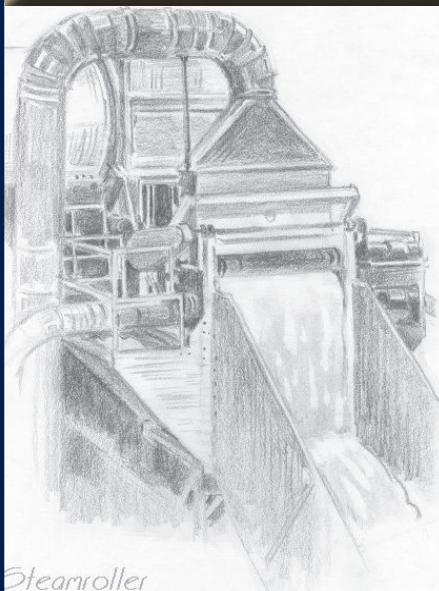


ALL PROCEEDS BENEFIT
FiberMax CENTER FOR DISCOVERY
AGRICULTURE
HERITAGE EDUCATION INNOVATION

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A PART OF OUR HISTORY STARTED ON A PIECE OF PAPER.



Steamroller



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



Thank you to our 2024 Program Sponsor:

Thank
you!



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12 GA. SHOTGUN**

**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 speaks at the Lubbock County Museum opening in 1976 in Shallowater. The collection there was the start of FiberMax Center.

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.

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



These are a few of our favorite things



TALENTED KIDS
(SEE HER LEATHERWORK IN THE AUCTION!)



FREE FAMILY NIGHTS



MAKING YOUR MARK



TEXAS NIGHTS



MILESTONES



VISITORS



GOOD HELP



GREAT FOOD
(THANKS JEANAI!)



AG-VOCATES



SPONSORS



SAVING HISTORY



THE ONES WE CAN NEVER FORGET

Under Construction: PHASE III



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

Phase III construction is nearing completion with opening planned in late 2024 or early 2025. 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, 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 put together a great team 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 ft



The Committee for Cotton Research takes a tour of the Goodman Gin after it was rebuilt inside the new Taylor Cotton Heritage Center.

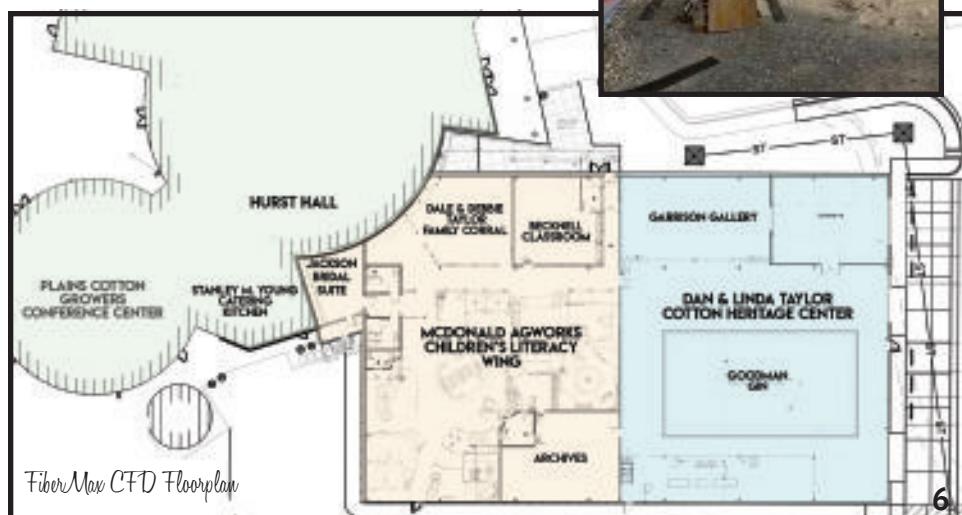
pit in the center of the gallery, we relocated the two-story structure inside the new building in Fall of 2023. Year round, rain or snow, visitors will be able to walk through a nearly 150-year-old cotton gin, and see the unique animal-powered bale press and gin stand.

We 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, we are grateful for your support over the years. Every time 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, and volunteer. We can't wait to share our new addition with you in the near future.



Marcus Hill, Keynote Speaker

Raised in East Texas, Marcus joined 4-H at age nine. In high school, he served as student body president and was active in the FFA. He was elected Texas State FFA President in 1966, so he delayed college entrance and traveled across Texas to speak and promote agriculture.

Marcus attended Texas A&M University on the Houston Livestock Show Scholarship and earned his degree in agricultural education. He took graduate classes at A&M in Educational Psychology, before earning his general lines agents license, and became a Chartered Life Underwriter (CLU).



He began his career in 1970 with National Farm Life and its subsidiary, Ag Workers Mutual Auto Insurance Company. Marcus was named Vice President of Ag Workers in 1982, appointed to the board in 1984, became President in 1988, and Chairman of the Board in 2006.

While Marcus led Ag Workers to record growth and saw the company through many changes, he has always prioritized giving back to the community and agriculture over his career. He has mentored countless youth through an internship program he started in 1988. He has served as president of both the Texas FFA and Texas 4-H Foundations and has been an advisory board member at Texas Tech, Tarleton State, and Tarrant County College of Business.

Currently, Marcus serves on the Texas Agricultural Lifetime Leadership (TALL) program board and is an Honorary Vice President of the Southwestern Exposition and Livestock Show, in addition to leadership roles in extension and the A&M system. Marcus has also been instrumental in starting scholarships at Texas A&M University, Texas Tech University, and 4-H.

Marcus is married to Adriana, and they have four children and three grandchildren. Marcus loves to spend time with family, work on his beef cattle ranch in East Texas, and travel as much as possible.

A familiar face at any ag gathering, and a trusted advisor and friend to many organizations across the state, the FiberMax Center for Discovery welcomes Marcus as the 2024 A Night for the Museum Keynote.

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.



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

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LUNCH, WINERY AND OLIVE OIL PRESS TOUR & TASTING, HOTEL PONTE SISTO ROME 2-NIGHT STAY, RENAISSANCE TUSCANY IL CIOCCO RESORT & SPA 5-NIGHT STAY WITH AIRFARE FOR 2

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EAT YOUR WAY ACROSS CHARLESTON AND TOUR AN OYSTER FARM BY LAND AND SEA



BE SURE TO GET YOUR BID IN ON THESE VACATION PACKAGES FROM WINSPIRE. PROCEEDS BENEFIT FIBERMAX CENTER FOR DISCOVERY.

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
CORPORATE

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 (**SOLD**)
9. Bridal Suite (**SOLD**)
10. Nursing Mother's Room \$25,000.00

Ag Literacy Wing Exhibit Sponsorships

1. Crop Cycle sponsorship: \$350,000.00
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. Story Barn (**SOLD**)

Exhibit Sponsorships Continued

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

SPONSORSHIPS CAN BE PAID OVER MULTIPLE YEARS. PLEASE CONTACT LACEE FOR MORE INFO AT 806-239-5796.

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

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Call or email to book: 806-744-3786
info@agriculturehistory.org

Program

Welcome

County Judge Curtis Parrish, Master of Ceremonies

Invocation

Mason Hart - District 2 4-H Council President
Abernathy, TX

Pledge of Allegiance

Thomas Barton - Texas FFA State 1st Vice President
Sheppard FFA

National Anthem

Introduction of Special Guests

FiberMax Center Update

Lacee Hoelting, Executive Director

Introduction of Speaker

Hunter Lawson - Texas FFA State President
Paradise FFA

Keynote

Marcus Hill

Auction Closes at 8:30 pm

Gun Raffle Drawing & Closing Remarks

Thank you to our Table Sponsors:

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BASF Fibermax- Jeff Brehmer
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KS Supplies, Inc.
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Lamb County Electric
Lone Star Bearing
Lone Star State Bank of West Texas
Long S Gin
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Lubbock Cotton Growers
Lubbock National Bank
Lummus
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Street Gin

Dale & Cheryl Swinburn - 2 Tables

Dale & Debbie Taylor

Dan & Linda Taylor

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Stanley Young



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KDC CREATIVE
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

Volunteers (Non-Board):

Cindy Buxkemper
Patsy Crenshaw
Lisa Gentry
Elaine Johnson
Jim Johnson
Linda King
Judy D'Mello Stout
Cheryl Swinburn
Linda Taylor



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District 2 4-H Council
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Lubbock Talkington FFA
Ropesville FFA
Slaton FFA
Texas Tech Wool Judging Class

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Llano Waste
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David Swaringen
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Additional Donations:

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Laurin & Sharon Prather
South Plains Implement
TXCOT Co-op Gins

Antique Tractors:

South Plains Antique Tractor Association

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Jeana's Feedbag
Raider Red Meats

Balloons:

Studio K Creations

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Hotel Turkey- Turkey
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John Russell Thomasson
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Midland RockHounds- Midland
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Total Wine and More- Dallas
Wild West Vintage Decor
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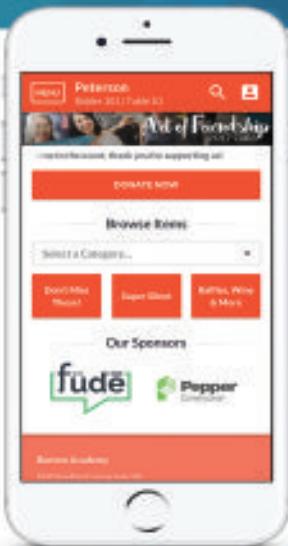
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1) Find the item. 2) Select it. 3) Press Bid.

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and **HIGH!**

Auction will close at 8:30 p.m. on Aug. 27. 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. 13. 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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JANUARY 2025

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OCTOBER 8

NOVEMBER 12

DECEMBER 10

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Free Admission
For all ages

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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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