

What's in a Name?  
Introducing Our New Brand



“Slides of March” Returns  
Equinox Event at the Lapham-Patterson House

Our history begins here. Let us start you on the journey.

On the cover: Interior of the Emily Joyner House. The home's 2016 interior renovation may have been the inspiration for our new logo colors.

# What's in a Name?

You may have noticed something different about us. As we reported throughout 2017, we entered into a re-branding process with the assistance of Dara Barwick Consulting and FM Brand & Design last January.

The project officially ended with the debut of our new name, logo, brand strategy, and website at the 2018 Annual Meeting on January 28th. That day marked the official transition from the Thomas County Historical Society to the Thomasville History Center.



Our logo was inspired by the keystone architectural features above the doors and windows of the Flowers-Roberts House as shown in the image above. You may be wondering, “Why the change?” or “What was wrong with the old name?” The answer to your questions is that there was nothing wrong with the previous name. It



served us well for the first 65 years of our history. However, in reflecting on what we do, our deep connections and outreach into the community, and in setting our intentions for the next 65 years, the Board, staff, and community stakeholders collectively felt that a change was necessary.

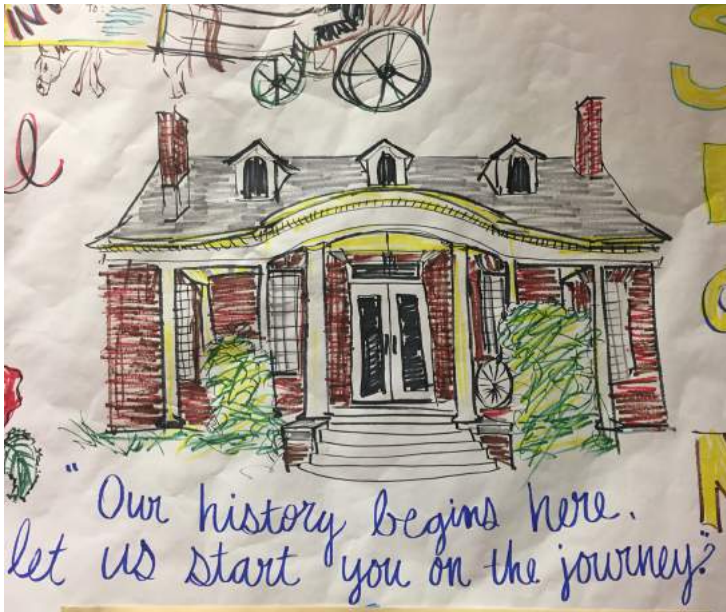
Simply put, “History Center” encompasses the role we feel that we play in the cultural heritage of Thomasville and Thomas County and our annual statistics reflect this role. Last year alone, we fielded more than 730 research questions. On a daily basis, we engaged more than 7,300 followers and facilitated their conversations on our social media platforms. Students and teachers across the community utilized

our programming to supplement state-mandated curriculum both at the Museum and within their own classrooms. And of course we toured thousands of visitors through the Museum campus and the Lapham-Patterson House.

Taking all of that into consideration, we felt that for many of our colleagues, researchers, and educators, their journey into Thomasville and Thomas County's history begins here.

So, welcome to our new brand! We are proud to introduce you to the Thomasville History Center and we invite you to take a moment and explore our new website designed by Summerhill Creative. Our new website can

# Our New Brand



be found at: [WWW.THOMASVILLEHISTORY.ORG](http://WWW.THOMASVILLEHISTORY.ORG). The site features an improved online shop, a program and events calendar, and soon, a searchable collections database.

The Board and staff thank you for your support and enthusiastic response to this change and invite you to continue to join us in our mission to “ensure that the appreciation of our unique history remains an intrinsic and unbroken thread connecting the past and future through settings that advance our story.”

Vision Statement: Our history begins here. Let us start you on the journey.

## BRAND VALUES

**ACCURACY:** It is our duty to ensure precision in each historical detail - no matter how minute - and to work to portray the truth of the intangible features of the past.

**AUTHENTICITY:** Our patrons must perceive our depictions of history in the way those living in the past viewed their own world.

**INTENTIONALITY:** We are deliberate in our actions. We work with purpose to fulfill our mission.

**COLLABORATION:** We live and work in an area known for its tradition of collaboration and service. We seek to reach out to others - to join forces and to lend a hand.

**RELEVANCY:** We aim to help our patrons draw connections from past to present, and encourage them to take part in creating the history of tomorrow.

## BRAND ATTRIBUTES

**CLASSIC:** Ours are time-honored practices - tried, true, and exemplary.

**ENDURING:** Just as history is indelible and far-reaching, so too are our methods.

**PURPOSEFUL:** With every exhibit, every archive, every lecture, and every workshop, our practices are deliberate and well studied.

## BRAND PERSONALITY

We are thoughtful, outgoing, and professional in all we do. Our aim is to be known for our expertise and willingness to help and to exhibit each product in a captivating way.

# Project Updates

## SMITH HOMESTEAD UPDATES

We are working with contractor Steve Kirkland to draw up plans to relocate the well structure, move the large farm machinery, and construct a split-rail fence surrounding the homestead area.

These aesthetic and practical updates will compliment the interior interpretation updates made by Meme Hand in the summer of 2017.



## GEORGIA HISTORICAL SOCIETY HUB MARKER PROGRAM

Jeremy Rich, a Thomasville History Center board member and teacher at Bishop Hall, and his students have begun their assistance in cataloging and cleaning the historic markers across Thomas County. Students began with the marker at the Flipper grave site in January.



# Coming Soon



March 8: **RENOVATOR'S HAPPY HOUR**

5:30-7:30pm

Joyner House, Thomasville History Center

Presented by Thomasville Landmarks

Free & open to members



March 8: **INTERNATIONAL WOMEN'S DAY**

Facebook & Instagram, @thomasvillehistory

Learn about some of the community's most remarkable women & their contributions



March 20: **SPRING EQUINOX CELEBRATION**

3:30pm-5:30pm

Lapham-Patterson House, Free admission



March 24: **HANDS-ON HERITAGE WORKSHOP**

10am-2pm

Flowers-Roberts Basement & Patio

Cherokee Double Bottom Baskets, ages 18+,

Skill level: Intermediate; Registration: \$30/

members, \$35/non-members. Includes lunch.

## **"THE SLIDES OF MARCH" LECTURE SERIES**



March 13: "A Map, Confusion, & Collusion"

7:30pm, Thomasville History Center

Madeleine H. Carr, Historian

Did hundreds of cattle routinely walk through the Thomasville area on their way to the Caribbean? The chance discovery of a Spanish map provides the basis for Carr's presentation.



March 27: "Duck & Cover: the Architecture of Fallout Shelters"

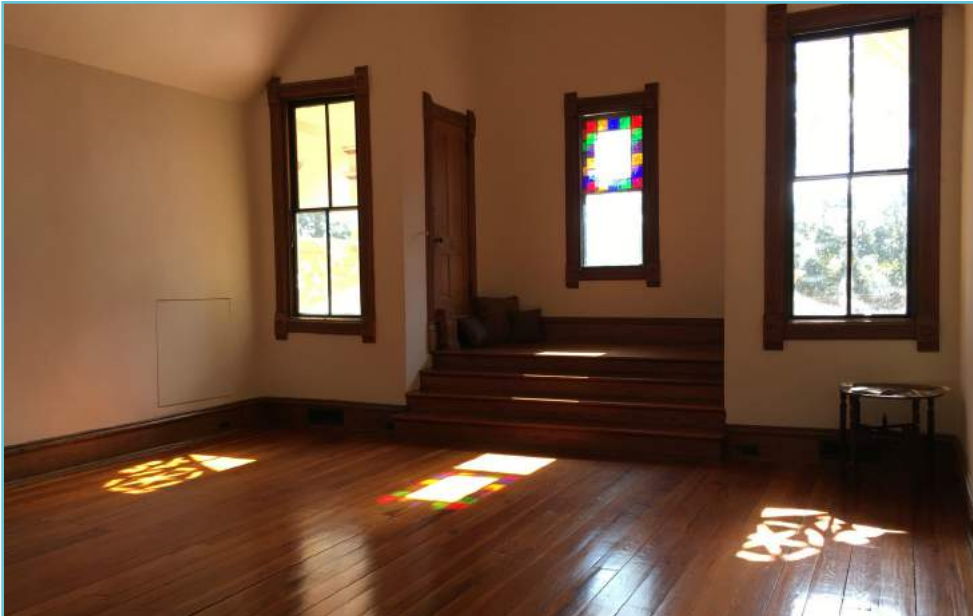
7:30pm, Flowers-Roberts Basement

Sophia Latz, Preservation Programs

Manager, Thomasville Landmarks

Learn how fallout shelters were constructed and designed, focusing on mid-20th century/Cold War-era America

# LPH Happenings



## A SALUTE TO SPRING

Tuesday, March 20, 2018

3:30pm-5:30pm

Flowers are blooming, days are longer, and it's time for a celebration! All ages are invited to join us at the Lapham-Patterson House for a special weekday edition of Make History on Tuesday, March 20th for *A Salute to Spring*. March 20th is the vernal equinox, a day marking the start of spring and a day in which there are equal day and night hours. On this day each year, a unique phenomenon occurs on the third floor of the Lapham-Patterson House.

Science, history, and creativity

collide for a unique celebration of spring's arrival. To view nature's trick of light and shadow, please visit the Lapham-Patterson House between 3:30pm and 5:30pm.

The peak viewing hour for the "Equinox Effect" is 4-5pm. In addition to viewing the light show, we will explore the wonders of the equinox and the powers of light through experiments and activities. Together, we will test the boundaries of science and gravity-perhaps possible only on this day each year. We will also discover the relationship between color and light through the design of your own stained

glass window, like those found in the Lapham-Patterson House. This event is presented at no charge and all are welcome.



## LAPHAM-PATTERSON HOUSE BEGINS NATIONAL TREASURE APPLICATION

The National Trust for Historic Preservation through its National Treasures Program, invests \$75 million in direct intervention to save imperiled historic places and tell a complete American story through sites and landscapes. We are excited to begin this process with the National Trust for the Lapham-Patterson House and we hope to move forward in this very rigorous and competitive process. If awarded, this designation will allow the Lapham-Patterson House to have access to a variety of historic preservation resources.

# Memberships

This list reflects Personal and Business members who joined us or renewed their memberships between November 16, 2017 and February 22, 2018. Please join us in thanking them for their generosity. For questions or corrections, please contact Amelia, [amelia@thomascountyhistory.org](mailto:amelia@thomascountyhistory.org).

Mrs. Catherine Wind Abell	Mr. & Mrs. Charlton Griffin	Mr. & Mrs. H. Eugene McNease
Mr. & Mrs. Donald Albert	Mr. & Mrs. Norman A. Grimsley	Dr. & Mrs. Douglas C. McPherson
Mr. & Mrs. W. Walker Alexander	Mr. & Mrs. James Hadley	Mr. & Mrs. T. C. Metzner
Mr. & Mrs. Charles Balfour	Mrs. Roy Hallman	Ms. Connie M. Middleton
Dr. & Mrs. Ron M. Bannister	Mr. & Mrs. Murray W. Harrison	Dr. Oscar M. Mims
Ms. Kathryn Beasley	Mrs. Thomas T. Hawkins	Mr. David B. Mitchell, Esq.
Mrs. Mary Jo Beverly	Mrs. Rosemary L. Henderson	Mr. & Mrs. Richard Mooney, III
Mr. & Mrs. Max Beverly	Mr. & Mrs. Mills Herndon	Mr. & Mrs. Fred E. Murphy, IV
Mr. & Mrs. Leon L. Blair	Mr. Michael N. Herndon	Mr. & Mrs. J. Perry Mustian
Mr. & Mrs. Haywood W. Bower	Mr. & Mrs. John K. Higgins	Ms. Brenda M. Palmer
Mrs. Becky Bracey	Mr. & Mrs. Harold E. Hinds, Jr.	Mr. & Mrs. J. Mark Parker
Ms. Ruby G. Bryant	Dr. & Mrs. C. H. Hodges, Jr.	Mr. & Mrs. Robert H. Parrish, Jr.
Mr. & Mrs. Charles M. Chapin, III	Ms. Nancy Hoffman	Mr. & Mrs. Shelby J. Pope, Jr.
Mrs. Rebecca R. Cline	Mr. & Mrs. James P. Hughes	Mr. Brian Prosser
Mrs. Janice T. Cooke	Ms. Tommie Indence	Mr. & Mrs. John R. Puskar
Mrs. Betty T. Cox	Mrs. Elizabeth Roob Ireland	Lori & Harish Ramani
Mr. & Mrs. Robert L. Crawford	Mr. & Mrs. Rick Ivey	Mr. & Mrs. B. Scott Rich
Mr. A. Neil Crawford, Jr.	Ms. Sarah Gibson Jackson	Mr. Norwood B. Roddenberry
Mr. & Mrs. Phillip M. Danner	Mr. & Mrs. Frederick Jefferson	Mr. & Mrs. Robert T. Rosenbury
Mrs. Doris M. Davies	Mrs. Robert Jinright	Ms. Elva Rubio & Mr. Scott Timcoe
Mr. & Mrs. Charles E. Deal	Mr. & Mrs. Harry T. Jones, III	Mr. Steve E. Ruis
Mr. & Mrs. Gerald Delaney	Mrs. Harry T. Jones, Jr.	Mr. & Mrs. Gene Sampson
Mr. Robert R. Duncan	Mr. & Mrs. William Powell Jones	Mr. & Mrs. Richard Sanders
Mr. & Mrs. William Edwards	J's Wine & Spirits	Mr. & Mrs. David C. Scott
Mr. & Mrs. M. Tom Faircloth	Mr. & Mrs. Kevin Kelly	Silvis, Ambrose, Lindquist & Coch,
Mr. & Mrs. Rudolph Fletcher	KeySouth Real Estate	P.C.
Col. and Mrs. Howard Floyd	Mr. & Mrs. Roy M. Lilly, Jr.	Mr. & Mrs. Michael J. Simmons
FMB	Mrs. Roy M. Lilly	Mr. & Mrs. Donald P. Sims
Mr. & Mrs. Brad L. Foskey	Mr. & Mrs. Clark Lunsford	Dr. & Mrs. Thomas R. Smith
Mrs. Paul W. Goggins	Mr. & Mrs. Joseph E. May	Dr. & Mrs. Brian Szwarc

## ...Memberships continued

The Gift Shop

The Plaza Restaurant

Thomasville Genealogical Library

Thomasville Motor Court, Inc.

Ms. Claire Thomas Timm

Mrs. Sheila Massey Tucker

Mrs. Linda O. Tumlinson

Mr. & Mrs. Heath Varnedoe, III

Mr. & Mrs. Heath Varnedoe, IV

Ms. Elizabeth Ausley Wade

Dr. & Mrs. Michael W. Wager

Mr. & Mrs. Wylie M. Watt, Sr.

Mrs. Frank E. Williams

Dr. & Mrs. Robin Wise

Mr. & Mrs. John F. Wood

Mr. Paul Woody

Dr. & Mrs. Ted Wright

Mrs. Pam Wright

Mr. & Mrs. Arlen Yokley

### Did You Know?

Membership dues comprise 15% of our annual operating budget. A generous matching grant from the Jasper & Marthalene Davis Foundation adds \$1 for every \$2 of every donation made for less than \$499.

## In Memorium

### Dr. William Warren Rogers

Dr. Rogers, a longtime professor of history at Florida State University, authored four scholarly histories of Thomas County. These histories were commissioned by the Historical Society between 1963 and 2002. He also authored histories of Pebble Hill Plantation, Foshalee Plantation, and many books and articles about Florida and his native Alabama. He was a gentleman and a scholar whom everyone here at the Thomasville History Center will miss dearly.

A memorial gift in his honor was given by:

Mr. & Mrs. Murray W. Harrison

## Collections Spotlight

This key and keychain comes from the Tosco Hotel which was located in what was originally the Masury Hotel at the corner of N. Broad and Jefferson Streets

(built in 1885). The Tosco Hotel first welcomed guests in January 1913.

The 75-room hotel was operated by the Thomasville Hotel Company and featured

hardwood floors, steam heat, an electric elevator, and long distance phones in every room. The key and keychain from c. 1920 were donated in 1975 by the Town & Country Antique Shop in Thomasville.



## Wish List

Thank you to Don Rome who fulfilled our “wish” for garden hoses featured in the last newsletter. Please contact us if you can contribute the following items:

Computer Monitors (3)

Cordless Handheld Vacuum

Handheld Water Sprayer

Electric Pencil Sharpener



Thomas County Historical Society  
P.O. Box 1922  
Thomasville, GA 31799-1922

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
THOMASVILLE, GA 31792  
PERMIT NO. 55

## 2018-2019 BENEFACTOR & PATRON BUSINESS MEMBERS



Fletcher & Associates, P.C.  
CERTIFIED PUBLIC ACCOUNTANTS



Thomasville National Bank



## CALLING ALL VOLUNTEERS:

Do you have a particular historical interest, skill, or handicraft you would like to share with our visitors? We invite you to get in touch and discuss volunteer opportunities with us. Call or email Anne, [anne@thomascountyhistory.org](mailto:anne@thomascountyhistory.org) to learn more!

## KEEP IN CONTACT - SUBSCRIBE TO OUR EMAIL LIST!

Subscribe today on our website to receive bi-monthly updates on upcoming programs, events, and history-related opportunities throughout the community. Please note that we have experienced difficulty sending to Rose.net email addresses. If you have an alternate service provider (Gmail, Hotmail, Yahoo, etc.) please use that address to subscribe at [www.thomasvillehistory.org](http://www.thomasvillehistory.org).



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