

**COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE**

**Date: Tuesday, November 16, 2021**

**SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS**

---

**PROPOSED COMMITTEE ACTION**

Recommend that the BoT approves naming of a new center within the College of Business, to be named the “Madden Center for Value Creation”.

**BACKGROUND INFORMATION**

**Donation:**

The Bartley J. Madden Foundation is donating Three Million Dollars (\$3,000,000) to support the creation of the Center for Value Creation within the College of Business. The Donor will receive recognition for a termed naming of the center until May 31, 2024.

**Gift Purpose:**

The mission of the “Madden Center for Value Creation” is to benefit society in general, and to engage in education, research, and service regarding value creation as a foundational guiding principle to achieve widespread prosperity, including, but not limited to: contributing to a worldwide educational platform that provides an intellectual foundation to the University’s students to motivate and assist them in becoming their own value creators; and focusing research on the firm as the fundamental unit of analysis for economic progress giving particular attention to knowledge building, systems thinking, and value creation.

**Donor’s Background:**

**Bartley J. Madden Foundation**

In 2015, Bartley J. Madden established the Bartley J. Madden Foundation in Illinois. He serves as chairman and director. His son Gregory serves as president, secretary, and director.

His son Jeffrey serves as treasurer and director. The Foundation primarily supports public affairs programs as well as economics, education, social sciences, human services, and community and economic development. Population groups the Foundation supports include academics, adolescents, children and youth, economically disadvantaged people, families, low-income people, students, and working poor. The foundation is located in Naples, Florida.

### **Bartley J. Madden**

Bartley J. Madden is self-employed and is an independent researcher and author. Madden is a member of the Advisory Board for The Center on Capitalism and Society at Columbia University. He serves as policy advisor for The Heartland Institute, a conservative and libertarian think tank in Arlington Heights, Illinois.

In 2003, Bart Madden retired as a managing director from Credit Suisse/HOLT, a year after Credit Suisse acquired HOLT Value Associates. In 1992, Mr. Madden became a partner at HOLT Value Associates. In 1984, he served as senior vice president and portfolio manager for Harbor Capital Advisors. In 1969, Bart Madden and partner, Charles G. Callard, founded Callard Madden & Associates. He served as a senior fellow for the National Center for Policy Analysis, a non-profit public policy research institute that was dissolved in 2017. From 1966 to 1968, he served in the U.S. Army. Bart Madden earned a B.S. in Mechanical Engineering from the University of Southern California in 1965, and he earned an M.B.A. from the University of California, Berkeley in 1970.

Bart Madden has authored many books. Some are self-published, and they include A Foundational Explanation of Human Behavior (c2021) and Value Creation Thinking (c2016). Wealth Creation: A Systems Mindset for Building and Investing in Business for the Long Term (c2010) was published by John Wiley and Sons, Inc. and Free to Choose Medicine: How Faster Access to New Drugs Would Save Countless Lives and End Needless Suffering (c2010) was published by The Heartland Institute.

In 1995, Bartley Madden married Maricela Elizondo. The couple resides in Naples, Florida.

### **FISCAL IMPLICATIONS**

Cost of signage and installation: TBD

### **IMPLEMENTATION PLAN/DATE**

Installation of signage: TBD

---

**Presented by: Christopher Delisio**

**Phone: 561-297-3015**