



Item: CG: A-1

Date: TUESDAY, JANUARY 29, 2019

SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS

PROPOSED BOARD ACTION

Approve naming of the kitchenette within the Barbara and Arnold Cohen Maverick Administrative Suites at Tech Runway. The proposed name of the kitchenette will be the "Burdette Beckmann, Inc. Kitchenette".

BACKGROUND INFORMATION

Donation:

Burdette Beckmann, Inc. has donated Fifty Thousand Dollars (\$50,000) for the naming of the kitchenette within the Barbara and Arnold Cohen Maverick Administrative Suites at Tech Runway.

Gift Purpose:

In honor of the generosity of the Donor, Tech Runway is requested to name the kitchenette as described above.

Donor's Prior Relationship with FAU:

Burdette Beckmann, Inc. (BBI) was founded in 1986 by Robert T. "Senior" Taylor, his wife, Sherrill S. Taylor, and his son, Robert T. Taylor, Jr. The company represents snack and confectionery manufacturers and provides sales channels for their products at the national, regional and local levels. BBI's corporate headquarters is in Fort Lauderdale. They have offices in Hollywood and Orlando, Florida; Appleton, Wisconsin; Corona, California; Indian Trail, North Carolina; Chesapeake, Virginia; Twinsburg, Ohio; Madison, Tennessee; and Vancouver and Kent, Washington. BBI supports their clients at trade shows and conventions and provides marketing services including point-of-sale development, execution, tracking and payouts through various channels such as grocery and convenience stores, vending machine operators, drug stores and buyers' clubs. BBI reported sales of \$701.6 million in December 2018 (Experian).

In 2008, Senior Taylor and Sherrill Taylor retired from Burdette Beckmann, Inc. They reside in Hollywood, Florida.

Robert T. Taylor, Jr. is the owner and president of BBI. He and his wife, Elizabeth, reside in Davie, Florida.

Facility and Program:

The FAU Tech Runway facility is a 27,500 square foot facility located within the Research Park at FAU owned by Florida Atlantic University. The facility currently houses the administrative offices of Tech Runway, Tech Garage, Tech Runway startups, and College of Medicine offices. FAU Tech Runway supports startups because FAU will house, educate, mentor and train the entrepreneurs from inception through venture funding. The impact strategy for FAU Tech Runway is to provide ACCESS for startups in three areas:

- Access to a space which inspires creativity and growth.
- Access to a platform of entrepreneurship providing educational resources, workshops, events and activities supporting all aspects of launching a startup.
- Access to people such as mentors, investors, educators, and other collaborating entrepreneur

FISCAL IMPLICATIONS

The estimated cost of signage and installation is a maximum of \$400.00 for design and execution of the signage for the named asset.

IMPLEMENTATION PLAN/DATE

Upon Board Approval.

Presented by: Danita D. Nias

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