



FLORIDA ATLANTIC UNIVERSITY

Board of Trustees

Item: VI. b.a.

Date: Tuesday, November 19, 2024

SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS

PROPOSED BOARD ACTION

Approve naming of the Room 108 F Study Room in the Executive Education Building within the College of Business. The proposed name of Room 108 F Study Room will be the "TBC Corporation Study Room".

BACKGROUND INFORMATION

Donation:

TBC Corporation is making a gift in the amount of \$100,000.00 for a recognition opportunity to name Room 108 F Study Room in the Executive Education Building within the College of Business, the "TBC Corporation Study Room".

Gift Purpose:

The purpose of the Donor in making this Gift is to support the Dean's Excellence Business Fund and enhance the activities of the College of Business and to name Room 108 F Study Room in the Executive Education Building in the College of Business.

Donor's Background:

TBC Corporation (Tire & Battery Corporation) is a marketer in North America for automotive tires. TBC Corporation provides a variety of automotive services, including retail, wholesale distribution, supply chain, and fleet.

Donald "Don" Byrd Donald Byrd is the President and CEO of TBC Corporation. Mr. Byrd has over 30 years of history and knowledge in the global automotive industry. He joined TBC Corporation

in April 2018 as the executive vice president. Mr. Byrd previously served as the COO of Tire Centers Incorporated (TCI) and National Tire Wholesale (NTW). He also worked 19 years at Procter & Gamble in the marketing. Mr. Byrd received an M.B.A. from the University of Michigan and a bachelor's degree from the University of Illinois Urbana-Champaign. Mr. Byrd and his wife, Juliet, reside in Jupiter, Florida.

FISCAL IMPLICATIONS

Cost of signage and installation – TBD

IMPLEMENTATION PLAN/DATE

Implementation date is to be determined.

Presented by: David Green

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