To: Board of Trustees

From: Mitchell E. Daniels, Jr., President

Re: Request to Name the Beck's Floor for Agricultural Economics

Date: September 15, 2014

I am pleased to endorse the request to name the Beck's Floor for Agricultural Economics. This request honors the generosity of Beck's Hybrids investment which is expected to cover the entire cost of the project. This space is located on the 7th floor of the Krannert building and it will be repurposed to house the Center for Food and Agricultural Business and the Center for Commercial Agriculture. Supporting documentation for this request is attached.

Thank you for your consideration.

Cc: Steven Schultz
TO: Bill Sullivan, Treasurer and Chief Financial Officer  
Deba Dutta, Executive Vice President for Academic Affairs, Provost

FROM: Amy Noah, Vice President for Development

DATE: September 10, 2014

RE: Request approval to name Beck’s Floor for Agricultural Economics

The attached memo from Jay Akridge, details a request to officially name the Beck’s Floor for Agricultural Economics.

This approximately 5,000 square foot space is located on the 7th floor of the Krannert building. The space will be repurposed to house the Center for Food and Agricultural Business and the Center for Commercial Agriculture. Within this space, faculty and staff associated with these two centers will focus on addressing the management and technological challenges of production agriculture and agribusiness management. The request honors the generosity of Beck’s Hybrids investment of $1.4M, which is expected to cover the entire cost of the project.

As a member of the Purdue Naming Committee, I recommend we move this naming opportunity forward to the president for Board approval. I respectfully request your endorsement to name the Beck’s Floor of Agricultural Economics as this naming is an appropriate recognition of Beck’s Hybrids and the Beck family’s generosity and continued support of this project and the College of Agriculture.

PURDUE NAMING COMMITTEE APPROVAL:

Amy Noah  
Vice President for Development  
9-10-14  
Date

Bill Sullivan  
Treasurer and Chief Financial Officer  
9/10/14  
Date

Deba Dutta  
Executive Vice President for Academic Affairs, Provost  
9-11-2014  
Date
TO: Amy Noah, Vice President for Advancement
FROM: Jay Akrige, Glenn W. Sample Dean of Agriculture
THROUGH: Eric Putman, Director of Advancement, College of Agriculture
DATE: September 4, 2014

RE: Official Title of Naming being Requested

I am requesting approval to name the BECK’s Floor for Agricultural Economics. This approximately 5000 square foot space is located on the 7th Floor of the Krannert Building. The space currently consists of a computer server room that is no longer being used, some office space, and two computer labs that are no longer being effectively utilized. The space will be repurposed to house the Center for Food and Agricultural Business and the Center for Commercial Agriculture, to provide distance education studio capacity, and to provide conference/experiential learning space for extension and undergraduate and graduate students. Within this space, faculty and staff associated with the Center for Commercial Agriculture and Center for Food and Agricultural Business will focus on addressing the management and technological challenges of production agriculture and agribusiness management. In addition, this group will focus efforts on educating tomorrow’s leaders through a variety of undergraduate experiential learning activities such as the Farm Management Challenge case study competition and graduate programs such as the MS-MBA in Food and Agribusiness Management dual degree program.

Enhancing the Department of Agricultural Economics’ ability to support student and adult learner growth and to conduct research, the redesigned floor plan will include a state of the art conferencing studio and collaborative learning spaces for program delivery to students and on-campus stakeholder audiences, as well as a wide range of stakeholders via distance learning technology. The configuration and quality of the existing space does not allow for growth of these key programs, limiting capacity to house necessary faculty and staff and to develop programs in an effective manner. The new space will also free up badly needed office space in a Department that has outgrown its current facility.

This request honors the generosity of Beck’s Hybrids. The investment in this space by the Beck’s organization is $1,400,000, which is expected to cover the cost of the project. Led by President Sonny Beck and Vice President Scott Beck, Beck’s Hybrids is the largest family-owned, retail seed company in the United States, serving farmers in Indiana, Illinois, Ohio, southern Michigan, western Kentucky, Tennessee, eastern Iowa and eastern Missouri. The organization has been a long-time and very generous supporter of the College of Agriculture and Purdue University.

I believe naming this space is an appropriate recognition of the Beck Family’s generosity and support of this project and request your approval for the naming of the BECK’s Floor for Agricultural Economics.

cc: K. Foster
    T. Kettler