



The State University
of New York

Office of the Chancellor

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MEMORANDUM

July 28, 2025

TO: Members of the Board of Trustees

FROM: Dr. John B. King Jr., Chancellor

SUBJECT: Resolution to Name the Murchie Shore Data Theater in the School of Management, at University at Buffalo

Action Requested

The proposed resolution names the Murchie Shore Data Theater in the School of Management at the University at Buffalo.

Resolution

I recommend that the Board of Trustees adopt the following resolution:

Resolved that, in recognition of the philanthropic commitment by Tunney S. Murchie, the Murchie Family Data Theater at the University at Buffalo is hereby approved.

Background

Tunney S. Murchie (MBA 1976, Bachelor of Science in Management 1975) is the owner and president of Lackawanna Products Corporation. He played hockey for the UB Bulls from 1971-1973 and was an assistant coach with the program in 1974. His wife, Deanna, is a 1974 graduate of UB with a degree in public health.

Mr. Murchie and the Murchie Family are longstanding, generous supporters of the University at Buffalo, engaging in both events and philanthropic efforts, especially in the Division of Athletics. He holds degrees from the School of

Management and maintains a strong connection with the university through his family and philanthropic donations.

The Murchie Family Data Theater in the School of Management is an interactive learning environment that creates an immersive space where students can engage with data visualizations and simulations to foster active learning and collaboration. This hands-on approach allows students to better understand complex concepts in management and data analysis. By visualizing real-world data and case studies, students can learn enhanced decision-making skills and practice making informed decisions based on analytics. This experiential learning helps bridge the gap between theory and practice, equipping future managers with essential data-driven decision-making skills. The data theater encourages collaboration among different departments by providing a shared platform for analyzing and presenting data. This interdisciplinary approach enhances students' ability to work in diverse teams and understand various perspectives within management.

The School of Management recently honored Mr. Murchie as a "Centennial honoree" in celebration of the school's 100-year anniversary.