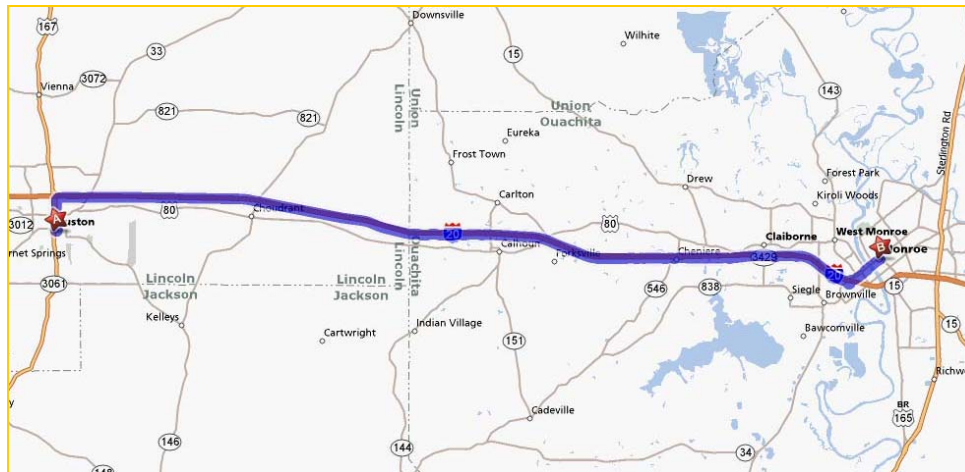


BB's New Life on Interstate-20

A LOOK AT WHAT FACULTY ARE DOING TO ESCAPE THE COB

Shortly after the 2006-07 academic year, former CoB marketing professors Barry and Laurie Babin departed for Louisiana, where Barry became the chair of marketing at Louisiana Tech University and Laurie joined the faculty at the University of Louisiana -- Monroe. Thus, the two Babins integrated a daily commute (see mapquest.com map below) into their relationship in order to leave the CoB -- one that would consume about five hours each week driving along Interstate-20.



When the news broke that the Babins were leaving the CoB and dealing with a commute, the only question that remained was: who will be doing the driving? A number of sources needed very little time in answering: "Barry."

The University of Louisiana at Monroe

The question above is pertinent because taking teaching posts at places like UL-M often means being assigned to [3-courses/3-preps](#) teaching loads, working on [Student Research Symposium posters](#), and writing papers for [IABPAD conferences](#). The fact that the Babins' children attend Monroe's St. Frederick school [indicates](#) that it is indeed Barry who is riding the big road.

Let's close with something interesting. According to the [26-July-07 UL-M press release](#) announcing the new hires for 2007-08, Laurie Babin joined the UL-M faculty as an *associate* professor of marketing, meaning that she gave up one rank to escape USM's b-school and get to UL-M. As of Feb-08, that [reduced rank](#) still held.