

Special Report

The Longest Drive: The Babins at the 1999 SMA An Investigative Series on CoB Faculty Travel

Investigators at usmpride.com have uncovered more details of the University-related travels of Barry and Laurie Babin, professors of marketing at USM. Our growing travel records database indicates that, in August of 1999, Barry Babin (now Chair of Management and Marketing) traveled to San Francisco to attend a Summer (Marketing) Educators' Conference. Babin's reported expenses for that trip totaled \$1,240.40, out of which he was reimbursed \$800. At the time, CoB travel allowances were only \$600 per faculty member.

New evidence has arrived indicating that the Babins attended the Society for Marketing Advances (SMA) Meeting in Atlanta during the fall semester of 1999. As a part of that trip, the Babins participated in the 1st Ever Society for Marketing Advances/Sherwin Williams Golf Tournament (late October, 1999), held at the Trophy Club of Gwinnett. The banner for that tournament, as it appeared in the Spring 2000 SMA Newsletter, appears below:



Many Strokes Observed at SMA/SW 1999 Golf Tournament

Not only did the Babins participate, they took home awards, as the announcement below indicates (announcement also from Spring 2000 Newsletter):

Prizes were awarded in numerous categories including:

Overall Champions	Dave Owenby, Buddy LaForge, Jim Boles
Closest to the Pin (2 awarded)	Buddy LaForge and Buddy LaForge
Best (and Only) Performance by a Female Participant	Laurie Babin
Longest Drive (2 awarded)	Dan Goebel and Barry Babin
Most Entertaining/Dangerous Golfer	Mitch Griffin

As the insert above shows, Laurie Babin won the award given to the "Best (and only) Performance by a Female Participant." Barry Babin won one of two "Longest Drive" awards. The other went to Dan Goebel, a former assistant professor of marketing at USM. The winners of the 1999 golf event promised to defend their "Crown" at the 2000 SMA Meetings in Orlando. Thus, the Babins' participation in the SMA golf tournament has perhaps been an annual event since October of 1999.