

Special Report

Smith Takes Home 2009 AT&T Award

CoB assistant professor of marketing William Smith has taken home the 2009 *AT&T Outstanding Faculty Award*. According to sources, this was well-deserved, as Smith showed up as a Gold Star classroom performer in USMNEWS.net's recent report, [The Good, the Bad, and the U-g-l-y](#). Smith, a stellar service performer, particularly at the University level, was also shown to be no worse than the CoB median in terms of research by the recent "Our Most Talented Colleagues" series.



William Smith

The decision to award Smith with the 2009 *AT&T Outstanding Faculty Award* comes, according to sources, after a series of mixed decisions – some good and some bad. Perhaps this one will be followed by other appropriate ones, including the occasion to elevate Smith the associate professor, a status he deserves.