

The SMS: Past, Present, Future*

Sharon Beatty, University of Alabama

Mike Brady, Florida State University

*History up until 2018.....



History of SMS

- 2006: Mike visits UA and an idea is born...



History of SMS

- 2006: Soon after, Mike calls Sharon with the idea
 - Sharon says...“nope, too much work”
 - Mike says... “but I’ll do the first one”
 - Sharon says....“well okay then, let’s go...”
- 2007: We brought 4 other schools onboard (total: 6)

The First SMS: Feb, 2007

Southeast Marketing Symposium

Proceedings of the Inaugural
Southeast Marketing Symposium
Tallahassee, Florida
February 8th – 9th, 2007

Participants:

Florida State University
Louisiana State University
Mississippi State University
University of Alabama
University of Memphis
University of Mississippi



LOUISIANA STATE UNIVERSITY



THE UNIVERSITY OF
MEMPHIS®



MISSISSIPPI STATE
UNIVERSITY™



THE UNIVERSITY of
MISSISSIPPI

History of SMS

- 2009: We brought 2 more schools onboard (total: 8)

Southeast Marketing Symposium

Proceedings of the Third Annual
Southeast Marketing Symposium

Hosted by The University of Alabama
February 5–6, 2009

Participants:

Florida State University
Louisiana State University
Mississippi State University
University of Alabama
University of Kentucky
University of Memphis
University of Mississippi
University of Tennessee



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

History of SMS

- 2011: South Carolina joined



UNIVERSITY OF
SOUTH CAROLINA



History of SMS

- 2012: Arkansas joined



UNIVERSITY OF
ARKANSAS

- 2017 Georgia's first SMS:

**Welcome,
Bulldogs!**



UNIVERSITY OF
GEORGIA

Past Consortiums

- 2007 – Florida State University – February 8 & 9
- 2008 – Mississippi State University – February 7 & 8
- 2009 – University of Alabama – February 5 & 6
- **2010 – University of Memphis – February 4 & 5**
- 2011 – University of Mississippi (Ole Miss) – Feb 3–5
- 2012 – University of Tennessee – February 2–4
- 2013 – Louisiana State University – Jan 31–Feb 2
- 2014 – University of Arkansas – March 6–8
- 2015 – Florida State University – February 5–7
- 2016 – Mississippi State University – February 18-20
- 2017 – University of Kentucky – April 6-8
- 2018 – University of Alabama –February 15-17

Why SMS?

- How your first AMA/ACR conference looks:



Why SMS?

- How it feels:



Why SMS?

- It's a comfortable place to meet new friends and coauthors



Why SMS?

- We didn't say it was perfect!



Quotes from previous attendees

- “When I went up for tenure and needed external reviewers to look at my work (people who I had never published with), I asked people who have known me 8-10 years, originally from SMS.”
 - Mary Harrison, UA grad, attended 2007-2011
- “SMS is a great time! Since beginning my academic career in 2012 I have met approximately 50% of my co-authors, 75% of my academic friends, and 90% of my conference drinking companions (faculty included!) through SMS!”
 - Matt Lastner, LSU grad, attended 2013-2016



Quotes from previous attendees

- “SMS was the first event that made me realize how incredibly collaborative our field can be. I built relationships with individuals that have now become some of my closest friends and colleagues.”

Jessica Ogilvie, UA, attended 2014-2015



- “SMS was the first environment I encountered beyond the boundaries of the doctoral coordinator’s office that was actually *about* socializing doctoral students into the community. I learned how professional colleagues behave with each other as equals, and just how much fun this profession could be.”

Frank Adams, UA, attended 2010-2011



Quotes from previous attendees

- “Two years of SMS for me has been the ‘Stunning Memories Symposium.’ Forever Friendships and Memories to Cherish.”

Prachi Gala, Ole Miss, attended 2016-2017



- “The opportunity to see other doc student work, connect with faculty across the southeast on a more personal level, and bond with our peers and our own faculty away from the daily routines of our own institutions were invaluable benefits.”

Cinthia Saturnino, FSU, attended 2011-2012



Why SMS?

- How your first AMA/ACR presentation feels:



Why SMS?

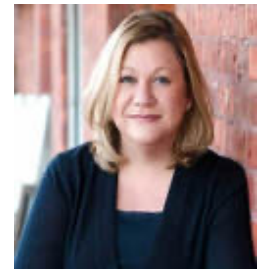
- Opportunity for students to present
- “SMS was my first time presenting as a doctoral student. It offered a constructive, gracious platform to get my ideas out there without the fear that comes with many larger conferences.”

Lisa Beeler, UT grad, attended 2014-2017



- “It was a great confidence builder ... and the faculty provided great feedback.”

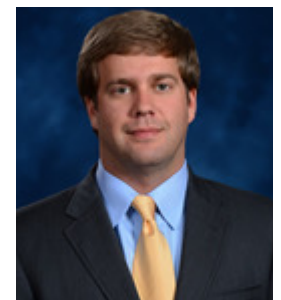
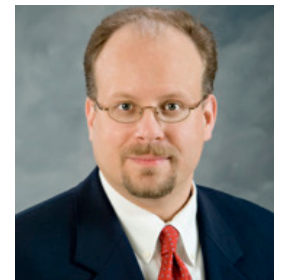
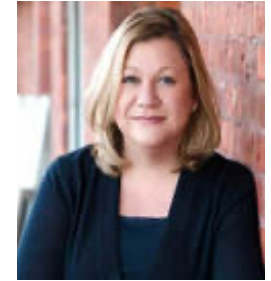
Stacey Robinson, FSU grad, attended 2008-2010



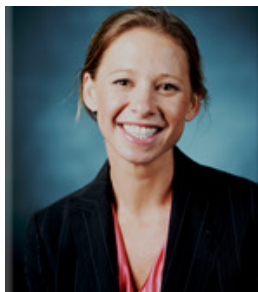
Why Else SMS?

- Opportunity to meet others in nearby programs (mostly SEC schools)
- Development of relationships that last a lifetime
- Opportunity to see (and show off) facilities
- *Opportunity for faculty to meet future potential hires

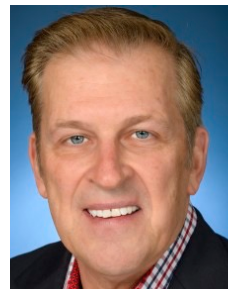
SMS Graduates on SMS Faculty



SMS Graduates on SMS Faculty



SMS Graduates on SMS Faculty



41 Faculty Members in Total

SMS Graduates on SMS Faculty

Coming Soon in Fall, 2018:



42!

Awards, etc...

- **Outstanding Contributions to Doctoral Education** (2011-2013, 2016)(designed initially to be funded by non-host school)
- **William O. Bearden Best Paper Award** (started in 2012 by David Hardesty)
- **DRS Award: for most collegial school** (started in 2013 by LSU in honor of 3 past top faculty)
- **Great website (we own the domain name)**
 - begun by Charlie Noble and the UT folks, updated by David Hardesty, and maintained by host schools

Another quote from a previous attendee:

- “It was a lot of fun (my face hurt, for days, from laughing - a delightful break from doc program hell).”

Stacey Robinson, FSU, attended 2008-2010

- Mike Brady, doctoral advisor
and head hell giver



Thank you for being
here today!



ALA
FREAKIN
BAMA