

SOUTHERN BUSINESS ADMINISTRATION ASSOCIATION
Summer Workshop: July 19 – 21, 2026
The Seelbach Hilton | Louisville, Kentucky

SUNDAY, July 19		
Time	Location	Event
1:00 – 3:00 pm	TBD	<p>Pre Conference Session: Navigating the Path: Pairing and Sharing</p> <p>Description: <i>An interactive discussion for new deans with experienced deans. Topics include overcoming challenges, effective leadership strategies, relationship-building, and balancing strategic and operational roles. Gain insights and network with peers.</i></p> <p>Who should attend: New deans with 1- 5 years experience</p> <p>Facilitators: Mary Lois White, Louisanna State University - Shreveport Julie Petherbridge, Mercer University and others</p>
3:00 – 5:00 pm	TBD	<p>Registration Brooke Goolsby, James Madison University Jay Claybrook, The University of Alabama</p>
3:00 – 4:00 pm	TBD	SBAA Board Meeting
5:45 – 6:00 pm	TBD	Newcomer Meet and Greet – For all first-time attendees
6:00 – 8:30 pm	TDB	Opening Reception and Dinner – All Attendees, Sponsors & Guests
MONDAY, July 20		
7:30 – 11:00 am	TBD	Registration
7:30 – 8:30 am	TBD	Breakfast
8:30 – 8:45 am	TBD	<p>Welcome, Introduction and Overview</p> <p>Thomas Payne, SBAA President, Tennessee Tech University Julie Petherbridge, SBAA VP of Programs, Mercer University</p>
8:45 – 10:00 am	TBD	<p>Keynote: Senior Leadership team member from Churchill Downs Incorporated (more information to come soon)</p> <p>Introduction: Julie Petherbridge, Mercer University</p>
10:00 – 10:15 am	TBD	Morning Break

MONDAY, July 20 (cont'd)

Time	Location	Event
Concurrent Sessions		
10:15 – 11:00 am	TBD	<p>Panel Discussion: Forging Flexible Learning Options Without Diminishing Quality: A Review of Online Graduate Business Programs</p> <p>Presenters from Haslam College of Business, University of Tennessee, Knoxville: Amy Cathey & Kendra Rains</p> <p>Description: <i>Expanding online learning options for working professionals is a critical step in shaping the future of the evolving landscape of business education. For graduate business education in particular, the demand for flexible, high-quality online options has accelerated as professionals seek credentials that align with their careers and balance with their personal lives. This session will explore how the Haslam College of Business at the University of Tennessee, Knoxville, developed and launched three fully online graduate programs designed to extend access, maintain academic rigor and quality, and foster meaningful relationships for both students and faculty members in a virtual classroom. The discussion will focus on how the college balanced the competing priorities of maintaining high academic standards, ensuring instructional quality, and designing experiences that mirror the engagement and collaboration of face-to-face classrooms.</i></p>
10:15 – 11:00 am	TBD	<p>Workshop: Undergraduate Professional Development: Preparing today's students for tomorrow's workplace</p> <p>Presenter from The University of Alabama: Keely Latopolski & Adam Farmer</p> <p>Description: <i>In an era of ever-present AI, essential soft skills are valued more and more by employers who are looking for students who can think critically and ethically, communicate effectively, work in teams, and much more. Come learn about how the R. James Kelly LEAD professional development program has evolved from a set of optional electives to a required, multi-pronged approach to preparing students for life after graduation, at scale. The program is built on ten career competencies which are taught over a required three-course series, professional development coaching, events, mentorship, immersion trips, and employer involvement. The discussion will focus on this journey, both the successes and missteps, and cover topics such as engaging donors, energizing industry partners, recruiting prospective students, and keeping current in a continuously changing business environment.</i></p> <p>Moderator: Julie Petherbridge, Mercer University</p>

MONDAY, July 20 (cont'd)

Time	Location	Event
Concurrent Sessions		
11:10 – 11:55 am	TBD	<p>Workshop: Designing Resilient Learning Experiences: An Experiential, Company-Based Pedagogical Model for Introductory Accounting Course</p> <p>Presenter: Hannah Glass, Gordon Ford College of Business, Western Kentucky University</p> <p>Description: <i>This interactive workshop highlights an innovative introductory accounting course at Western Kentucky University designed around the real-world business journey of Clayton & Crume, a Louisville-based leather goods company founded and owned by WKU alumni. Using an integrated financial and managerial accounting approach, students engage with authentic business scenarios, operational decisions, and product costing challenges to develop analytical reasoning, systems thinking, and strategic decision-making skills. The session will explore how experiential, company-based pedagogy can create more adaptable, relevant, and resilient learning experiences while strengthening student engagement and supporting innovation in foundational business curricula.</i></p>
11:10 – 11:55 am	TBD	<p>Workshop “LOOKING AHEAD”</p> <p>Presenter: Lynne Richardson, retired five-time dean</p> <p>Description: <i>Regardless of your current role, there will be AT LEAST ONE different role in your future... RETIREMENT! But before the Big R, perhaps there are other roles want to consider: Dean, Provost, other VP, Chancellor/President, or the best job on campus... a full tenured professor! Many of us have seen our career unfold without any thought as to where we’re headed. While that can work out OK (or even better than OK!), perhaps it’s time to think about what we WANT to happen before it does.</i></p>
12:00 -12:45 pm	TBD	Lunch
1:00-1:45 pm	TBD	<p>Societal Impact: Poverty Simulation</p> <p>Presenter: Tará Lopez, Southeastern Louisiana University</p>
Concurrent Sessions		
1:45 – 2:30 pm	TBD	<p>Workshop: “Peer-to-Peer Financial Coaching: Successful Hands-on Learning Experiences Impacting the University and Community”</p> <p>Presenters from Hans A. Nielsen College of Business, Charleston Southern University: David Palmer & Heather Chadwick</p> <p>Description: <i>Learn about the development, implementation, and success of a peer-to-peer (P2P) financial literacy and coaching program. This program significantly impacts students and the community. P2P coaching activities on campus include individual financial counseling for students and leading financial literacy sessions in general education classes. The peer coaching program is also involved in the community introducing financial literacy to non-profit after-school programs, churches, and other community groups.</i></p>

MONDAY, July 20 (cont'd)		
Time	Location	Event
1:45 -2:30 pm	TBD	<p>Presentation: “WorkBuilding a Pedagogy-Centered Culture: Improving Student Outcomes by Transforming the Faculty Experience”</p> <p>Presenters from Flagler College: Charles D. White & Michella Basas</p> <p>Description: <i>We will discuss our efforts to cultivate a pedagogy-centered culture where teaching excellence is not an isolated endeavor but the organizing principle of institutional life. Through structured faculty development pathways, from assistant to full professor, and with administrative support that prioritizes pedagogical innovation, we are applying Am Edmondson’s teaming practices to respond to our rapidly changing environment more quickly.</i></p>
2:30 - 3:00 pm	TBD	Afternoon Break
2:45 pm	Meet in Lobby	Depart for Fieldtrip
3:00 - 5:00 pm		<p>Field Trip – Evan Williams Bourbon & Chocolate Experience</p> <p><i>Immerse yourself in chocolate and/or bourbon, history & a little science.</i></p>
TUESDAY, July 21		
7:30 – 8:30 am	TBD	Breakfast
8:30 – 9:00 am	TBD	<p>Town Hall Meeting</p> <p>Thomas Payne, Dean, Tennessee Tech University, SBAA President Julie Petherbridge, Dean, Mercer University, VP Programs Daniel Hall, Dean, High Point University, VP Marketing Kay Palan, Dean, University of Alabama, Secretary/Treasurer Paul Schwager, Dean, College of Charleston, VP Membership</p>
9:00 – 9:45 am	TBD	<p>Workshop: “AI-Powered Analytics and the Future of Work “</p> <p>Presenter: ChuanRen (Charles) Liu, Haslam College of Business, University of Tennessee, Knoxville.</p> <p>Description: <i>As artificial intelligence reshapes how work gets done across every industry, business schools face a dual imperative: prepare the next generation of knowledge workers while simultaneously serving as conveners and thought leaders for the business community they serve. This session shares the design, rationale, and early lessons from the inaugural AInnovation Summit 2026. Participants will be invited to share their own institutional experiences and challenges, making the conversation mutually generative. Attendees will share strategies for cross-departmental coordination and candid peer insights into how business schools can position themselves as active shapers of the AI-in-business conversation.</i></p>
10:00 – 11:00 am	TBD	AACSB Update
11:00 am	TBD	Grab & Go Break