



The Donny Awards are sponsored by the **Alfred and Shirley Wampler Caudill Endowed Fund at Gardner-Webb University**. The Fund was started by Dr. Donald W. Caudill, Professor of Marketing, with a \$10,000 gift to GWU a few weeks after he was hired in 2008 and was named in memory of Dr. Caudill's father, Alfred Caudill, and in honor of his mother, Shirley Wampler Caudill. Since 2008, Dr. Caudill has donated many tens of thousands of dollars more to the Fund and it is now valued at more than \$80,000. The Purpose, Mission & Vision of the Fund is to (1) to honor students, faculty, staff, alumni and community stakeholders with awards AND (2) to conduct special projects (especially in collaboration and partnership with GWU entities and/or stakeholders) that offer a very high return on investment and that secure the maximum amount of publicity for Dr. Caudill's parents' story and sacrifices.

The existing Awards (cash and a plaque) consist of the **Alfred & Shirley Wampler Caudill Marketing Award** (since 2009 – to a graduating marketing major), the **Alfred & Shirley Wampler Caudill Service Learning Award** (since 2010 – for the best service learning project by a student in any field), the **Alfred & Shirley Wampler Caudill LOTS-MC Best Presentation & Best Paper Prizes** (since 2012), the **James Nall Graduate Marketing Award** (since 2015 – to a graduating Masters Plus in Marketing student), the **Alfred & Shirley Wampler Caudill Award for Excellence in Acting** and the **Alpha Psi Omega/ Alfred & Shirley Wampler Caudill Awards in Theater & Excellence in Technical Theater** (since 2016) and the **Alfred & Shirley Wampler Caudill (Faculty) Rising Star Award** (since 2016). This is the 28th year for the Donny Awards!

While neither of Dr. Caudill's parents had more than an eighth-grade education, both held higher education in great esteem and made tremendous personal and financial sacrifices so that Dr. Caudill could achieve a bachelor's degree (the first in many generations of his family), two master's degrees, and a Ph.D. It is only through his parents' sacrifices that Dr. Caudill has been able to publish nearly one hundred research articles in journals and professional publications, present at over fifty conferences, receive both the Godbold School of Business (2010) and the University (2011) Research Awards, and serve as the editor of the *Journal of Ethics & Entrepreneurship*. Being blessed with successful businesses and a meaningful professional career, Dr. Caudill has been able to fund endowments at various colleges and universities in memory of his father and in honor of his mother. Alfred Caudill passed away in 1992. Shirley Wampler Caudill currently resides in Virginia and enjoys attending church, reading, baking, frying pies and gardening.



The 28th Annual

Dr. Donald W. Caudill

Donny Awards

for

Outstanding Achievement

in

Marketing Management

December 2016

**BADM 625-O Marketing Management
Fall 2016**

The Soft Drinks

#	Student	Brand Name	Slogan
1	Andrade, Thiago	Amazon Mix	All you need!
2	Arnold, Keith	Arahas	From the Well of the Gods
3	Burgess, Hayley E.	Pumpkin Pop	Tastes just like pumpkin!
4	Byl, Merideth E.	Huckleberry Fizz	Tale a sip. Take an adventure.
5	Crenshaw, Brian C.	Stacked	Get on top
6	Delaney, Jake	Raw Nutrition	Raw Ingredients For a Raw Body
7	Feldman, Heather B.	Cranny Smith Apple	Fruity. Fizzy. Fantastic.
8	Fultz, Brett	NoCal	All-Natural. All For You.
9	Hemrick, Melissa K.	Produce Juice	Get more, Do more, Be more
10	Lanter, Chelsey	Jumpin' Gypsy	Live fit. Live free.
11	Marques, Bruno E.	G4	Helping you start your day!
12	Pearson, Isaac	Klime	Klime on.
13	Scott, Dwight D.	BubbTastic	Why not?
14	Sloan, Shannon W.	Zah'na	Rejuvenate your senses
15	Smith, Christina M.	Possum Creek Cider	Nothing Says Sweet Like Possum Creek
16	Torres, Sonya D.	Chikara	Your peak is ready. Are you?
17	White, Amanda A.	Mandy Dandy	Expect a Dandy Twist with Each Sip!
18	Wiseman, Natalie E.	Hot Pop	Jala'uv a pop
19	Yelverton, Daniel A.	Aiming Fluid	Ready. Aim. Fire.

The “Donny” Awards

- Outstanding Achievement in Flavor Development Strategy**
Donny: **Klime**
- Outstanding Achievement in Brand Creation Strategy**
Donny: (Tie) **Aiming Fluid & Huckleberry Fizz**
Honorable Mention: **Klime**
- Outstanding Achievement in Slogan Creation Strategy**
Donny: (Tie) **Aiming Fluid & Pumpkin Pop**
- Outstanding Achievement in Logo Design Strategy**
Donny: **Aiming Fluid**
- Outstanding Achievement in Mission Statement Strategy**
Donny: **Stacked**
- Outstanding Achievement in Competitive Strategy**
Donny: **Aiming Fluid**
- Outstanding Achievement in Target Market Strategy**
Donny: **Aiming Fluid**
- Outstanding Achievement in Sales Promotion Strategy**
Donny: **Aiming Fluid**
- Outstanding Achievement in PR/Crisis Management Strategy**
Donny: **Cranny Smith Apple**
Honorable Mention: **Chikara**
- Outstanding Achievement in Pricing & Distribution Strategy**
Donny: **Aiming Fluid**
Honorable Mention: **Cranny Apple Smith**