



The 28th Annual 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 \$75,000. 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).

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

Pricing Strategies

December 2016

BADM 658-O Pricing Strategies
Fall 2016

The Restaurants

#*	Student	Name of Restaurant
1	Black, Catherine L.	Nancy's Barn – Farm to Table, Fine Dining; Mountain escape; Open sides
2	Canady, Will	Mex-ica – Tex-Mex Burrito Cuisine; Relaxed Atmosphere; sports; A place to hang out as well as dine!
3	Crawford, Verhonda	Green Root – Local Organic Farm to Table concept; A place to enjoy where and what you are eating
4	Dubois, Lee	ALL 50 – A Modern American Bistro – Menu Items Selected for Each State in the U.S.; A place with a modern atmosphere with staged seating.
5	Gentry, Marie S.	Mama Maria's – Casual Italian Cuisine; A place for a casual dining experience in a light and airy atmosphere.
6	Riner, Brita	The Gas Station – Gastro-Pub type restaurant. Traditional Pub Style décor with lots of decorations and old items placed throughout the restaurant.
7	White, A. J.	AJ's Diner – 60's/70's American Food, American Diner Décor; Modeled from Saved by the Bell that invites students to hang out and gather.

The “Donny” Awards

- Outstanding Achievement in Restaurant Development Strategy**
Donny: **The Gas Station**
- Outstanding Achievement in Menu Development Strategy**
Donny: **All 50 – A Modern American Bistro**
Honorable Mention: **The Gas Station**
- Outstanding Achievement in Location Strategy**
Donny: **Green Root**
Honorable Mention: **The Gas Station**
- Outstanding Achievement in Target Market Strategy**
Donny: **AJ's Diner**
Honorable Mention: **All 50 – A Modern American Bistro**
- Outstanding Achievement in Competitive Strategy**
Donny: **Mama Maria's**
Honorable Mention: **All 50 – A Modern American Bistro**
- Outstanding Achievement in Pricing Strategy**
Donny: **Mama Maria's**
Honorable Mention: **Mex-ica**
- Outstanding Achievement in Bundling Strategy**
Donny: **Mex-ica**
Honorable Mention: **Mama Maria's**
- Outstanding Achievement in Coupon Strategy**
Donny: **The Gas Station**
Honorable Mention: **All 50 – A Modern American Bistro**
Honorable Mention: **Nancy's Barn**
- Outstanding Achievement in Special #1 Strategy**
Donny: **All 50 – A Modern American Bistro**
Honorable Mention: **Mama Maria's**
- Outstanding Achievement in Special #2 Strategy**
Donny: **All 50 – A Modern American Bistro**
Honorable Mention: **Nancy's Barn**