



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

Personal Marketing & Branding
Strategies

December 2016

**BADM 695-O Personal Marketing & Branding Strategies
Fall 2016**

The Websites

#	Student Name	Student's Website
1	Geter, Chad	www.ChadMGeter.weebly.com
2	King, Charles B.	http://charlesbradleyking.weebly.com
3	Lowe, Megan C.	http://meganclowe.weebly.com
4	Massey, Ashlin D.	http://ashlinmassey.weebly.com
5	Shew, Melinda J.	http://melindashew.weebly.com
6	Smith, Caleb A.	www.SmithCaleb63.weebly.com
7	Swaby, Craig G.	http://www.craigswaby.com
8	Webster, Kris	http://kwebstersid.weebly.com
9	Williams, Jordan	http://jordantwill.weebly.com

The “Donny” Awards

- 1. Outstanding Achievement in Website Development Strategy**
Donny: **Craig Swaby**
- 2. Outstanding Achievement in Story Creation Strategy**
Donny: **Melinda Shew**
Honorable Mention: **Bradley King**
- 3. Outstanding Achievement in Writing a Blog on Philosophy**
Donny: **Melinda Shew**
Donny: **Craig Swaby**
- 4. Outstanding Achievement in Writing a Blog on Sociology**
Donny: **Craig Swaby**
Honorable Mention: **Melinda Shew**
- 5. Outstanding Achievement in Writing a Blog on Psychology**
Donny: **Melinda Shew**
Honorable Mention: **Jordan Williams**
- 6. Outstanding Achievement in Writing a Blog on Physiology**
Donny: **Craig Swaby**
Donny: **Melinda Shew**
- 7. Outstanding Achievement in YouTube Creation Strategy**
Donny: **Craig Swaby**
Donny: **Jordan Williams**
Donny: **Bradley King**