



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

July 2016

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

The Soft Drinks

#	Student	Brand Name	Slogan
1	Ashford, Somone	StrawTeeberry	Drink Up and Be Merry
2	Bassignani, Jordan	Taste-Tea	A Bubbly Southern Experience.
3	Bluford, Tiffany	HoneyB	Good to You. Good for You.
4	Browning, Nick	Ragin' Raspberry Root Beer	Lots of Taste. Lots of Energy
5	Castellanos, Joshua N.	CocoLinha	Taste Good, Do Good
6	Gadsden, Amanda	Spritz It Up	Crack open. Lift off.
7	Jones, Steven P.	Finish Strong	To be the best you have to drink the best.
8	Jordan, Taylor C.	Frankenstein's Tonic	Resurrect the new you.
9	Knutsson-Sundblad, Adam	Coconut Bliss	Want Some Bliss?
10	McKinney, Amanda L.	Lizard Liquid	Soak Up Paradise
11	Miller, Taylor A.	Albahesca	Arriba, Abajo, Al Centro, Adentro!
12	Neal, Jessica D.	Southernvilla Peach Cobbler Soda	So Southern , you would think you're in the deep South
13	Rayle, Brandon L.	Morning Burst Energy	Energy to the Next Level
14	Smith, Caleb A.	Samson's Soda	Stay the Same or Change the Game?
15	Wells, Erin	BerryLoco	Feel Good About What You Drink!
16	While, A. J.	LemonSprout	Simply Refreshing!

The “Donny” Awards

- Outstanding Achievement in Flavor Development Strategy**
Donny: **CocoLinha**
- Outstanding Achievement in Brand Creation Strategy**
Donny: **Albahesca**
- Outstanding Achievement in Slogan Creation Strategy**
Donny: **Spritz It Up**
- Outstanding Achievement in Logo Design Strategy**
Donny: **Spritz It Up**
- Outstanding Achievement in Mission Statement Strategy**
Donny: **CocoLinha**
- Outstanding Achievement in Competitive Strategy**
Donny: **BerryLoco**
Honorable Mention: **Frankenstein's Tonic**
- Outstanding Achievement in Target Market Strategy**
Donny: **Spritz It Up**
- Outstanding Achievement in Sales Promotion Strategy**
Donny: **Lizard Liquid**
Honorable Mention: **Finish Strong**
- Outstanding Achievement in PR/Crisis Management Strategy**
Donny: **Spritz It Up**
- Outstanding Achievement in Pricing & Distribution Strategy**
Donny: **Finish Strong**
Honorable Mention: **HoneyB & Lizard Liquid**