



The “Donny” Awards are sponsored by the **Alfred and Shirley Wampler Caudill Endowed Fund at Gardner-Webb University**. This 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

Internet Marketing

July 2016

BADM 695-O Internet Marketing

#	Student	Hyperlink to Website
1	Bing, Ciera S.	www.accessorizeyourlives.weebly.com 
2	Edwards, Brandi K.	www.storkspray.weebly.com 
3	Feldman, Heather B.	www.emojidreamz.weebly.com 
4	Herndon, Jessica	www.steepcreekpottery.weebly.com 
5	Massey, Ashlin	www.electromarketplace.weebly.com 

6	Matthis, Yvonna D.	www.rebelrideraccessories.weebly.com 
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The “Donny” Awards

- Outstanding Achievement in Domain Name Strategy**
Donny: **Emoji Dreamz**
- Outstanding Achievement in Logo Design Strategy**
Donny: **Emoji Dreamz** Honorable Mention: **Steep Creek Pottery**
- Outstanding Achievement in Mission Statement Strategy**
Donny: (tie) **Emoji Dreamz & Steep Creek Pottery**
- Outstanding Achievement in Slogan Creation Strategy**
Donny: **Emoji Dreamz** Honorable Mention: **Steep Creek Pottery**
- Outstanding Achievement in Competitive Strategy**
Donny: **Steep Creek Pottery**
- Outstanding Achievement in Target Market Strategy**
Donny: **Emoji Dreamz**
- Outstanding YouTube Creation Strategy**
Donny: **Steep Creek Pottery** Honorable Mention: **Emoji Dreamz**
- Outstanding Achievement in Online Store Strategy**
Donny: **Storkspray**
- Outstanding Achievement in Blogging Strategy**
Donny: **Emoji Dreamz**
Honorable Mention: **Storkspray**
- Outstanding Achievement in “Other” Online Features Strategy**
Donny: **Accessorize Your Life**