



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

May 2016

BADM 625-O Marketing Management

The Soft Drinks

#	Student	Brand Name	Slogan
1	Butler, Chris	Vytality	Protein Shake Tastes So Great
2	Cornwell, Boyce	Tropical Xscape	Xscape to Paradise
3	Covington, Elizabeth	Nectar{ine}	Nothing's Routine About Nectar{ine}
4	Crisp, Charles	A.P. Cola	Taste American Freedom
5	Ford, Brandon	Jak'd Energy	Get Jak'd!
6	Freeman, Tony	Nature's Candy Natural Soda	
7	Gentry, Marie	Berkman's Original	Don't just drink Original. Be Original.
8	Greene, Erin	Zeste Seven	Let the taste of seven Uplift you!
9	Harris, Michael	Mom's Mixture	Better, Just like Mom Intended
10	Harris, Spencer	Xiztence	Fresh fruit creates a delectable water
11	Key, William	Carouse	Get ahead of the Carowd
12	Middleton, Cory	Pura Vida Punch	Drink in the Good Life!
13	Mills, Dustin	A	First by Design, Naturally
14	Morrison, Roy	Shine Berry	It's Berry Delicious
15	Murray, Reggie	Antidote	A doctor can't prescribe this
16	Roseboro, Preston	Southern Harvest	Experience the True Cream of the Crop
17	Ross, Brandy	Caribbean Joy	Joy of the Tropics in your hand
18	Scales, Raleigh	Orange Dreamz!	#dreamygoodness
19	Sherwood, Wendy	Gazellevate	Energy that elevates
20	Sturdivant, Talea	Flaxi-Boost	Respect & Flax Yourself!

The "Donny" Awards

- Outstanding Achievement in Flavor Development Strategy**
Donny: (tie) **Zeste Seven & A**
Honorable Mention: **Gazellevate**
- Outstanding Achievement in Brand Creation Strategy**
Donny: **Berkman's Original**
Honorable Mention: **Zeste Seven**
- Outstanding Achievement in Slogan Creation Strategy**
Donny: **Berkman's Original**
Honorable Mention: (tie) **Nectar{ine} & Orange Dreamz!**
- Outstanding Achievement in Logo Design Strategy**
Donny: **Nectar{ine}**
Honorable Mention: **Jak'd Energy**
- Outstanding Achievement in Mission Statement Strategy**
Donny: **Nature's Candy Natural Soda**
Honorable Mention: **Carouse**
- Outstanding Achievement in Competitive Strategy**
Donny: **A**
Honorable Mention: (tie) **Carouse & Flaxi-Boost**
- Outstanding Achievement in Target Market Strategy**
Honorable Mention: (tie) **Nectar{ine} & Flaxi-Boost**
- Outstanding Achievement in Sales Promotion Strategy**
Donny: **Zeste Seven**
Honorable Mention: **Caribbean Joy**
- Outstanding Achievement in PR/Crisis Management Strategy**
Donny: **A**
Honorable Mention: **Carouse**
- Outstanding Achievement in Pricing & Distribution Strategy**
Donny: **A**
Honorable Mention: **Zeste Seven**