

## The Alfred and Shirley Wampler Caudill Center for Ethics and Entrepreneurship

The Alfred and Shirley Wampler Caudill Center for Ethics and Entrepreneurship was named in October 2013 in memory of Alfred Caudill and in honor of Shirley Wampler Caudill, the parents of Gardner-Webb University Professor of Marketing Dr. Donald W. Caudill.

"Mother and Dad worked hard and sacrificed for their three children," Caudill said. "Through the Center, Mother's and Dad's sacrifices will be honored," he said. "It's totally about them."

While neither of 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 Caudill could earn a bachelor's degree (the first in many generations of his family), two master's degrees, and a doctorate.

In addition, they both taught him through personal example the principles of integrity and entrepreneurship that make the naming of the Center in their honor so fitting.

"My parents taught me that all labor has dignity," Caudill said. "Dad worked as a coal miner until he became disabled. Mother worked in a sewing factory, then in the kitchen of a hospital for over 30 years. After Mother completed her GED, she attended Mountain Empire Community College and later became a certified dietary manager, earning those credentials from Auburn University."

Throughout their lives, both Mr. and Mrs. Caudill demonstrated the entrepreneurial spirit of the Center by looking for opportunities to make extra money to support their family. Mr. Caudill helped his son operate a garage. Mrs. Caudill did laundry and ironing. "While our family was considered poor, we were never without food, clothing or shelter," Caudill said. "In fact, many people about Mother's same age comment that Mother kept the floors of our house so clean that you could literally eat off of them."

In addition to instilling a strong work ethic in their children, Mr. and Mrs. Caudill taught them the ethical values that make hard work worthwhile. "They never cheated anyone," Caudill said. My parents taught me that your word is your honor and you do what you say you will do. They taught me that material things are not as important as helping others. With my parents, serving others and God came first."

More than anything, Mr. and Mrs. Caudill lived by the golden rule, Caudill said. "They taught me to always treat everyone as you would want to be treated."

Alfred and Shirley Wampler Caudill were married for 37 years, until Mr. Caudill passed away in 1992. They raised three children in Norton, Virginia, the geographic center of the Appalachian Mountains. Mrs. Caudill currently resides in Virginia and enjoys church activities, sewing, reading, cooking (especially frying pies and baking cakes), gardening and canning.

--Amanda Wood Williams



ALFRED & SHIRLEY WAMPLER CAUDILL  
CENTER for ETHICS  
and ENTREPRENEURSHIP

at

GARDNER-WEBB  
UNIVERSITY

The 26th Annual  
Dr. Donald W. Caudill

*Donny Awards*

for

Outstanding Achievement

in

Promotion Strategies

2014

## BADM 654-O Promotion Strategies

### The Soft Drinks

1. *Willow* – Ashley Berfield  
“Drink Willow. It’s not far from the tree.”
2. *ER LIVE* – Louis Brown  
“More than a drink; it’s a lifestyle. ER LIVE. Enjoy, live and relax.”
3. *Contradiction* – Chelsie Hilbourn  
“Caramel & Pretzel: The Perfect Contradiction”
4. *Bella Cosa* – Ronia Hutterli  
“Wake. Drink. Live.”
5. *Bebida Elegante* – Frederick Keenan  
“Exquisite. Sophisticated. Luxurious.”
6. *Quant-Energizer* – Hal Kozuka  
“Refresh and recharge with Quant-Energizer. It gets you going.”
7. *Eudocia* – Melani McNeilly  
“Transform the way you live.”
8. *ZEAX* – John Palinkas  
“Warm, Fizzy, Gingerly Healthy and Great Tasting Zeax”

### The “Donny” Awards

#### Outstanding Achievement in Product Development Strategy

Donny: (tie) *Contradiction* & *ZEAX*

#### Outstanding Achievement in Brand Creation Strategy

Donny: *Contradiction*

#### Outstanding Achievement in Logo Design Strategy

Donny: *Contradiction*

Honorable Mention: *Willow*

#### Outstanding Achievement in Slogan Creation Strategy

Donny: *Willow*

#### Outstanding Achievement in Celebrity Selection Strategy

Donny: *ZEAX*

#### Outstanding Achievement in Jingle Creation Strategy

Donny: (tie) *Bella Cosa* & *Bebida Elegante*

#### Outstanding Achievement in Radio Advertising Strategy

Donny: (tie) *Bella Cosa* & *Eudocia*

#### Outstanding Achievement in TV Advertising Strategy

Donny: *Eudocia*

Honorable Mention: *Willow*

#### Outstanding Achievement in Co-operative Advertising Strategy

Donny: *Contradiction*

Honorable Mention: *Willow*

#### Outstanding Achievement in Comparative Advertising Strategy

Donny: (tie) *Contradiction* & *Bella Cosa*

#### Outstanding Achievement in Sales Promotion Strategy

Donny: *Bebida Elegante*

#### Outstanding Achievement in Print (Coupon) Advertising Strategy

Donny: *Contradiction*

#### Outstanding Achievement in Public Relations Strategy

Donny: (tie) *Willow* & *Quant-Energizer*

#### Outstanding Achievement in Public Service Announcement

Donny: *Contradiction*