



## Elizabeth "Hayden" Blackwell Quattlebaum

January 28, 1958 - September 20, 2023

Elizabeth 'Hayden' Blackwell Quattlebaum, philanthropist, passed away on Sept 20, 2023. She was predeceased by her beloved only child, Donald Anderson 'Andy' Quattlebaum, Jr., in 2019. She was born in Florence, SC on January 28, 1958, daughter of the late William Hayden Blackwell and late Helene Hickson Carpenter Blackwell. She has one sister, Anne. Her father served as an intelligence officer for the Army Air Corps in World War II, and after the war was an attorney-at-law and a founding member of the prestigious firm, Wright, Scott, and Blackwell. Her mother was President and CEO of the Pepsi-Cola Bottling Company of Conway-Myrtle Beach, positions that Mrs. Quattlebaum later took over. Her mother was also a stay-at-home mother. Hayden was also predeceased by her grandparents, great aunts, uncles and second cousins, her entire family, except for her sister Anne, and cousin, Anne-Marie Elkins.

Mrs. Quattlebaum's maternal grandparents, William Ernest Carpenter and Helene Anne Hickson Carpenter of Wadesboro, NC, were among a small group of investors who brought Pepsi-Cola into SC in 1936, whose territory included Conway and Horry County. Her paternal grandparents, William Joseph Blackwell and Eva Genoble Blackwell acquired and developed land around Pacolet, SC.

Hayden was a graduate of James F. Byrnes Academy, where she participated in a wide range of extra-curricular activities. At St. Mary's Jr. College in Raleigh, NC, she was a Phi Theta Kappa graduate, earning an AA Degree.

She went on to earn a BA Degree, cum laude, from the University of South Carolina in Columbia, SC, in Elementary Education.

While at St. Mary's Jr. College, Mrs. Quattlebaum held leadership positions in the Student Government Association, served on the Honor Board, was Secretary of the Social Board, contributed to the arts and literary societies through publications in "The Muse", was honored to be a Chapel Crucifer, and continued traditions through the Granddaughters Club formed in the 1800s. In her final 2 years of college, at the University of South Carolina, Hayden was invited into membership of several prestigious Honorary Societies, including Omicron Delta Kappa for over and above service, and Kappa Phi Kappa, a Professional Educational Fraternity. She was a sister in the Alpha Delta Pi Sorority both years at South Carolina.

Hayden became interested in Hot Line, a non-profit telephone crisis-intervention service to the public. She immediately chose to become involved, at which time she received extensive, required training. As a crisis-intervention counselor, Hayden volunteered much time in this capacity and found it quite fulfilling.

At this point, Hayden was living in Mt. Pleasant, S.C., teaching school. She was active in the Jr.

League of Charleston, which led to many opportunities to volunteer. She also taught Bible School in summers. She gave her time to the Spoleto Festival in its very early days, in various capacities.

A surprising discovery took place in her career when Hayden found that her passion was in sales and marketing. This was fortunate in that such work would be invaluable in later years when she would join her family business. She began a successful tenure with Clairol, a division of Bristol Meyers. A solid foundation and desire for the business of sales was laid and would serve her well in years to come.

in 1988 Hayden moved to Myrtle Beach to become involved as a third-generation member of the Pepsi-Cola Bottling Company of Conway-Myrtle

Beach. Started by her maternal grandparents in 1936, she was proud to use her life's experiences thus far to contribute to the successful business.

Having grown up with her mother as President of the company, and her father as an attorney-at-law, Hayden always insisted that her blood ran brown. To her, this company was a family member in and of its own right, and she respected and loved all aspects of it, the Board Meetings being her favorite. When she and her sister decided to sell the business in 2009, Hayden was President, CEO, and Treasurer. With over 185 employees, many had been there for their entire careers, from over 50 years, 40, 30 and so on.

In 1990, Hayden married Don Quattlebaum and two children, Paul and Rett. Hayden joined Don in his business, New Castle Imports, national importers of French Wines. They had many wonderful trips to France as they built the business and watched it flourish.

In 1997, they were blessed with the birth of their son, Donald Anderson 'Andy Quattlebaum, Jr.

He was Hayden's dream come true, her only child. Andy was a joy and a beloved son in their lives until his untimely death at age 22. Don and Hayden never stopped their traumatic grieving. Life was changed for all time with the loss of their Andy.

While in Myrtle Beach and later moving to Pawleys Island, Mrs. Quattlebaum served on a variety of boards, for example, Jr. Achievement, The Wall School of Business Board of Visitors, Grand Strand Humane Society where she was honored to be awarded the "Martha Canterbury Award," Lowcountry Prep School, New Castle Imports, and others. She established "The Cotton

Endowment Fund" for the benefit of the Grand Strand Humane Society in memory of her much beloved cocker Spaniel, Cotton.

The fund received national press and is the first of its kind in the area. At St. Frances Animal Center in Georgetown, Hayden established The Cotton Memorial Veterinary Clinic, again in memory of Cotton, again the first of its

kind in the area, offering low-cost medical care for those who cannot afford regular costs, as well as serving the abandoned animals that are brought in in large numbers.

Mr. and Mrs. Quattlebaum established "The Andy Quattlebaum and Blackwell Family Foundation", a 501(c)3 foundation, in loving memory of their dear son, Andy. This Foundation will continue through the decades, making sizable gifts to many of the things that Andy loved.

Mrs. Quattlebaum has been a generous philanthropist in many ways for many years. A wide range of charities and schools have been beneficiaries of her giving. She has also continued to contribute to scholarships and endowments set up by her parents and grandparents. She preferred that these donations and gifts be handled as quietly as possible. Her favorite method of giving was helping those in need, such as paying tuition, stopping foreclosures, covering medical expenses, paying off loans, providing a new roof, and many more.

These moments of lifting burdens brought her immeasurable pleasure and joy. There remains any number of these gifts that are known only to the donor and the donee, as Hayden was able to keep such matters close to her heart.

Family, friends, and animals were everything to Hayden. She especially treasured times at the beach with them. An ideal day was in the sun on the beach, eating freshly boiled peanuts with friends, and Andy and the pets running free. She loved to read and travel. She was an avid animal lover. She devoted a great amount of time to her home, her family, and her pets.

Survivors include her husband, Don, her stepchildren, Paul and Rett, a sister Anne Blackwell Ervin (Dan), a cousin, Anne Marie Elkins (Tom), nieces and nephews that she loved, beloved Beatrice Brown of Myrtle Beach and a precious friend, Cate Urguhart.

Memorials may be made to The Andy Quattlebaum Endowment at St. Frances Animal Center,  
125 N. Ridge Street, Georgetown, SC 29440.

The service will be held at 2:00 on Sept 28, 2023 at the Georgetown

Presbyterian Church. Guests will be greeted in the Fellowship Hall one hour before the service begins. Burial will be private.

Sign an online guestbook at [www.goldfinchfuneralhome.com](http://www.goldfinchfuneralhome.com)

Goldfinch Funeral Home, Beach Chapel is in charge of the arrangements.

# Previous Events

## Funeral Service

SEP **28.** 2:00 PM (ET)

Georgetown Presbyterian Church  
558 Black River Rd  
Georgetown, SC 29440-3302  
(843) 546-5826

# Tribute Wall

RC

“ My sincerest condolences and deepest sympathy to Mr. Quattlebaum and the family. There are no words to console. "I pray that our Heavenly Father may assuage the anguish of your bereavement," during this most difficult of times. Your family has already been in my prayers and your burden heavy on my heart.  
-Ryan Chapman

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**Ryan Chapman** - September 27, 2023 at 10:39 AM

LF

“ My deepest sympathies to Ann and Don in these sad days. I first met Mrs. Blackwell, Hayden and Ann in 1985 when we collaborated on and celebrated the "Local Pepsi Bottler's 50th Anniversary". That year long effort was a wonderful celebration of those families legacies, and it was indeed my pleasure to be a part of that Pepsi connection. Surely her life was well lived, rich and deep and she will be missed. Many blessings  
- Lyn Grubbs Felling



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**Lyn Grubbs Felling** - September 26, 2023 at 04:11 PM

KI

“ Keep I. planted a grove of 5 [Memorial Trees](/store/Product.aspx?ProductId=4518) in honor of Elizabeth "Hayden" Blackwell Quattlebaum.

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**Keep I.** - September 26, 2023 at 02:40 PM

SD

“ Hayden was such a beautiful person both inside and out and though we lost touch over the years, she will always hold a special place in my heart and I will never forget the friendship and fun times we shared. Sending prayers and deepest sympathy to all who knew and loved her.

*Rest In Peace, my sweet friend.*

*Susan Culler Dingle*

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Susan Culler Dingle - September 25, 2023 at 07:33 PM



“ Magnificent Life Spray was purchased for the family of Elizabeth "Hayden" Blackwell Quattlebaum.



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September 25, 2023 at 03:56 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Elizabeth "Hayden" Blackwell Quattlebaum.

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September 25, 2023 at 02:48 PM



“ Country Basket Blooms was purchased for the family of Elizabeth "Hayden" Blackwell Quattlebaum.



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September 25, 2023 at 02:48 PM

KI

“ *Krisi Stayer & Myron Jordan, USI Ins. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Elizabeth "Hayden" Blackwell Quattlebaum.*

Krisi Stayer & Myron Jordan, USI Ins. - September 25, 2023 at 01:42 PM

KI

“ *Krisi Stayer & Myron Jordan, USI Ins. purchased the Country Basket Blooms for the family of Elizabeth "Hayden" Blackwell Quattlebaum.*



Krisi Stayer & Myron Jordan, USI Ins. - September 25, 2023 at 01:42 PM

EW

“ *Sorry, because I only knew Hayden as a child, I mostly remember her as pestering her sister Anne and myself as we played dolls. She was a very happy child, always skipping as she went. My deepest sympathies to Anne and her family in this big loss. Betsey (Tyson) Wells [graceandham@aol.com](mailto:graceandham@aol.com)*

Elizabeth A. Wells - September 24, 2023 at 07:59 PM

PM

“ *Sending love and prayers to the Quattlebaum family 🙏*



Perry Mauzy - September 22, 2023 at 02:25 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Elizabeth "Hayden" Blackwell Quattlebaum.

September 22, 2023 at 12:41 PM



“ Serene Retreat was purchased for the family of Elizabeth "Hayden" Blackwell Quattlebaum.



September 22, 2023 at 12:41 PM



“ I am so sorry to hear about the passing of Hayden. She was a very Sweet and Loving person. Don please Know I will continue to keep you and your family in my prayers. 🙏

Faye R Hickson - September 22, 2023 at 09:56 AM