



**The 2003 Tri-State Pinnacle Awards Results
brought to you by**



BEST OF TOOLS AND TECHNIQUES



2002 Girl Scout Annual Report
Girl Scouts of Frontier Council

BEST OF SHOW



50 Days for 50 Years: The City of Henderson 50th Anniversary Campaign
City of Henderson

TOOLS AND TECHNIQUES

EXTERNAL VIDEO

Excellence Award
City of Henderson New Resident Video
City of Henderson

INTERNAL VIDEO



Pinnacle Award
You, The Jury
Eighth Judicial District Court



Pinnacle Award
United Way 2003/SWG TV
Southwest Gas Corporation

NEWS MAGAZINE VIDEO/SHOW



Pinnacle Award
UMC Digest
University Medical Center



Pinnacle Award
The Flood Channel - Keeping it Clean
Regional Flood Control District

Excellence Award
What We Do is Good for You
Clark County Parks & Community Services

Excellence Award
Battle Born: The History of Basic Magnesium, Inc.
Faiss Foley Merica

Excellence Award
The Flood Channel - Protecting Neighborhoods
Regional Flood Control District

Excellence Award
On the Move Television Show
Regional Transportation Commission

Merit Award
Flight Path
Clark County Department of Aviation

INTERNET SITE



Pinnacle Award
Office of Civilian Radioactive Waste Management Internet Website
Bechtel SAIC



Pinnacle Award
mccarran.com
Clark County Department of Aviation

Excellence Award
lvvwd.com
Las Vegas Valley Water District

Excellence Award
snwa.com
Southern Nevada Water Authority

Excellence Award
City of Henderson 50th Anniversary Web site

City of Henderson

Excellence Award

UMC Physician Link
University Medical Center

INTRANET SITE



Pinnacle Award

Hydroweb
Las Vegas Valley Water District

ELECTRONIC NEWSLETTERS

Excellence Award

Corporate Weekly
Ameristar Casinos Inc.

Merit Award

Maglev Mileposts
Brown & Partners

MEDIA KIT

Excellence Award

The Howard Hughes Corporation Press Kit
Faiss Foley Merica

PITCH MATERIALS



Pinnacle Award

Henderson 50th Anniversary Postcard & US Postal Service Hand Stamp
Cancellation
City of Henderson



Pinnacle Award

Project X Sky Survival Kit
Preferred Public Relations & Marketing

FEATURE ARTICLE



Pinnacle Award

City of Henderson Historic Articles Series
City of Henderson

Excellence Award

Southern Nevada Family Magazine Feature
City of Henderson

Excellence Award

Artist Michael Dunn draws inspiration from "Pulp" Magazine
art in designing materials for AIGA Las Vegas Work show competition
Brown & Partners

Merit Award

Guide to Las Vegas 2003 - SpeedCheck to Debut at McCarran
Clark County Department of Aviation

Merit Award

Shotgun Claims Drive Insurance Sky-High
Insight Communications

NEWS ARTICLE



Pinnacle Award

Special Technologies Laboratory provides support in missing children's case
Bechtel Nevada

Excellence Award

A National Holiday: Everybody should get a mandatory day off for Election Day
Tom Bradley Jr.

Excellence Award

Contractor Stars in Verdict in \$1.5-billion Casino Lawsuit
Insight Communications

Merit Award

Nuclear industry preys on struggling rural counties
Brown & Partners

Merit Award

Master Planning Vegas Style
Faiss Foley Merica

NEWS RELEASE

Merit Award

Brown & Partners launches new campaign highlighting name change, new
image for Treasure Island Hotel-Casino in Las Vegas
Brown & Partners

Merit Award

Warsaw Ghetto Memorial
Strategic Resource Consulting Group

PUBLICATIONS - ANNUAL REPORT



Pinnacle Award

2002 Girl Scout Annual Report
Girl Scouts of Frontier Council



Pinnacle Award

2001-2002 Regional Flood Control District Annual Report
Regional Flood Control District



Pinnacle Award

Las Vegas McCarran International Airport 2002 Annual Report
Clark County Department of Aviation

Excellence Award

Ameristar Casinos Inc. 2002 Annual Report
Ameristar Casinos Inc.

Excellence Award

Cox Communications 2002 Annual Report
Faiss Foley Merica

Excellence Award

RTC Annual Report 2002
Regional Transportation Commission

Excellence Award

Guide to the Southwest Territories, Southwest Gas 2002 Annual
Report

Southwest Gas Corporation

Merit Award

Sierra Health Services 2002 Annual Report
Sierra Health Services

Merit Award

Boyd Gaming

BROCHURES



Pinnacle Award

Las Vegas Valley Water District 2003 Water Quality Report
Las Vegas Valley Water District

Excellence Award

Airport Security Training
Clark County Department of Aviation

Merit Award

California-Nevada Super Speed Train: The Fast Track to the Future
of Transportation
Brown & Partners

Merit Award

Jubilee! Souvenir Program
Midsummer Publishing

DIRECT MAIL

Excellence Award

SNWA Drought Watering Schedule
Southern Nevada Water Authority

Merit Award

Metropolitan Area Express (MAX) Mailer
Regional Transportation Commission

MAGAZINE



Pinnacle Award

Gaslight Magazine
Southwest Gas Corporation

Excellence Award

Nevada Contractor
Insight Communications

Excellence Award

2003 Souvenir Program
Utah Shakespearean Festival

NEWSLETTERS - 1-2 COLORS

No awards presented

NEWSLETTERS - 3+ COLORS



Pinnacle Award

SNWA Drought Guide
Southern Nevada Water Authority

PR CAMPAIGN ADVERTISING

Merit Award

Nevada Association of REALTORS - Tax hit, real property transfer tax increase
Brown & Partners

PUBLIC RELATIONS PROGRAMS

NONPROFIT (NONGOVERNMENT)

Merit Award

Warsaw Ghetto Memorial
Strategic Resource Consulting Group

COMMUNITY RELATIONS



Pinnacle Award

50 Days for 50 years: The City of Henderson 50th Anniversary Campaign
City of Henderson

Merit Award

Henderson is Home High School Photography Competition
City of Henderson

Merit Award

Women of Distinction Awards 2003
Michelson/Cooper Marketing

Merit Award

Breakfast Tours
University Medical Center

PUBLIC SERVICE

Excellence Award

Beat the Drought, Be Water Smart
Southern Nevada Water Authority

MARKETING COMMUNICATIONS



Pinnacle Award

Borgata Opening Public Relations Program
Boyd Gaming



Pinnacle Award

Unveiling of the Monster Train - Las Vegas Monorail
Reach Communications Group

Excellence Award

Fashion Show West Expansion Opening
Faiss Foley Merica

Excellence Award

John Robert Powers Publicity Campaign
Preferred Public Relations & Marketing

Merit Award

NFL/Vegas Stories Campaign Launch
R&R Partners

Merit Award

Launch of Sprint's Unlimited Long Distance Bundle
Sprint

INSTITUTIONAL PROGRAMS

Merit Award

Pardee Homes 50-Hour House
Faiss Foley Merica

PUBLIC AFFAIRS



Pinnacle Award

Coalition for Fairness in Construction - Senate Bill 241
Brown & Partners

Excellence Award

The Wall That Heals: The Traveling Vietnam Veterans Memorial Wall
City of Henderson

SPECIAL EVENTS - \$25,000 AND ABOVE



Pinnacle Award

City of Henderson 50th Anniversary Live Broadcast & Freedom
Fireworks Display
City of Henderson

SPECIAL EVENTS - \$10,000 AND LESS

Merit Award

South Strip Transfer Terminal Dedication
Regional Transportation Commission

QUICK TURNAROUND PROGRAMS



Pinnacle Award

Green Valley Limiting Station Relocation Project
Southwest Gas Corporation

Excellence Award

Online Travel Pioneers purchase Golden Nugget Properties in Las Vegas,
Laughlin
Brown & Partners

