



2014

18TH ANNUAL PINNACLE AWARDS

AWARDS CEREMONY | 12 NOVEMBER

WELCOME

CHERYL PERSINGER

PRSA Las Vegas Valley Chapter
President

THANK YOU

LAS VEGAS COLOR GRAPHICS

STATION CASINOS

NV ENERGY

BALLY TECHNOLOGIES

EURIE CREATIVE

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ABOUT

PRSA Las Vegas Valley Chapter



Tonight's Emcee

SEAN MCALLISTER

**Executive Producer and a co-host
of FOX 5's MORE and MORE Access**

THE PINNACLE AWARDS ARE GIVEN IN THREE MAJOR DIVISIONS

Public Relations Programs

Tools and Techniques

Individual Accomplishments

2014

18TH ANNUAL PINNACLE AWARDS

AWARDS CEREMONY | 12 NOVEMBER

PUBLIC RELATIONS PROGRAMS

2014

18TH ANNUAL PINNACLE AWARDS

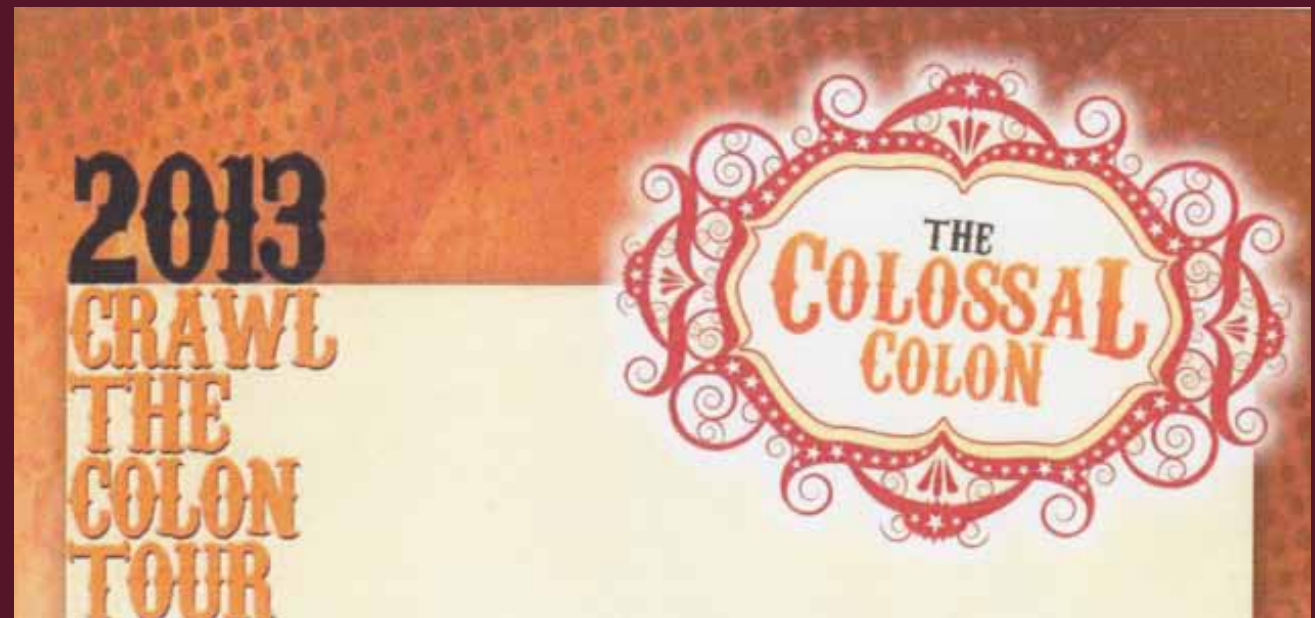
PUBLIC SERVICE



PINNACLE

Mission Combat Colon Cancer

Ambulatory Surgical Center
of Southern Nevada
Nevada Colon Cancer Partnership
and Vero Strategies



2014

18TH ANNUAL PINNACLE AWARDS

MARKETING CONSUMER PRODUCTS

Award of excellence

Grand Opening of Bier Garten

Faiss Foley Warren, Amy E. S. Maier, Melissa Warren



2014
18TH ANNUAL PINNACLE AWARDS

MARKETING CONSUMER SERVICES

Award of merit

Lipshtick

The Venetian Las Vegas, Kelly Estrella and Shannon Willett;
Allied Integrated Marketing, Adam Cunningham, Adam Jay;
87AM, Ed Huckfeldt and Keith Salwoski



2014

18TH ANNUAL PINNACLE AWARDS

MARKETING BUSINESS-TO-BUSINESS



PINNACLE

Smart City Networks

MassMedia - Paula Yakubik, Matt Seltzer, Paul Delos Santos, Ashley Campbell, Tyler Hanevold



2014

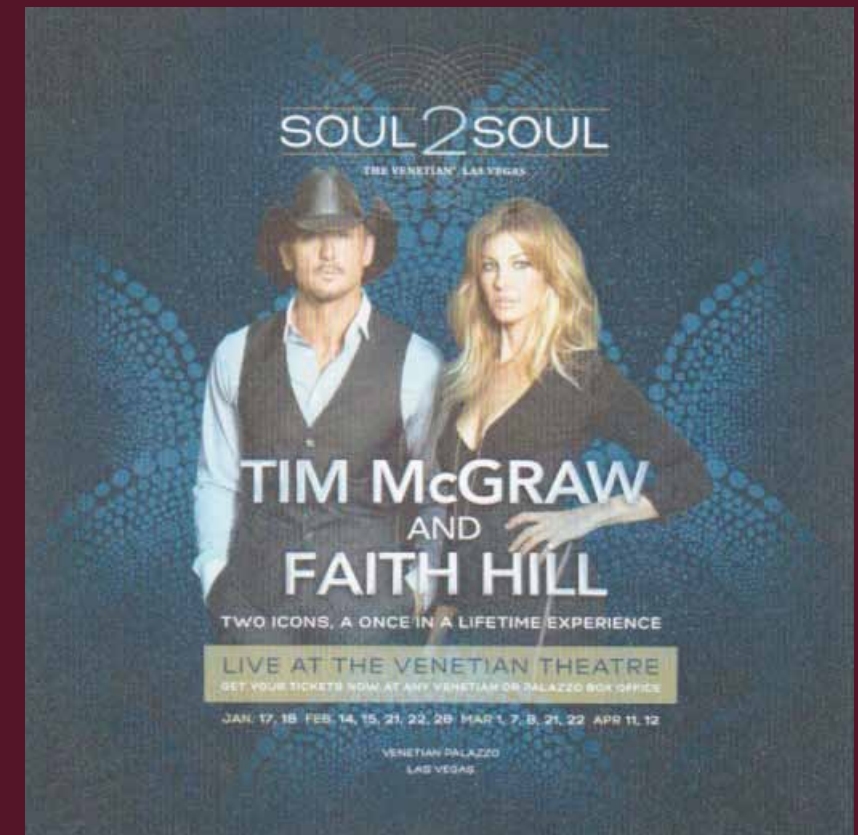
18TH ANNUAL PINNACLE AWARDS

INTEGRATED COMMUNICATIONS

Award of merit

Tim McGraw and Faith Hill - Soul2Soul

The Venetian Las Vegas - Ed Huckfeldt, Kelly Estrella, Shannon Willett; Allied Integrated Marketing, Adam Cunningham, Evan Ballard; 87AM



Award of merit

Best of Summerlin 2013 Promotional Campaign

Summerlin/The Howard Hughes Corporation -

Faiss Foley Warren Public Relations & Marketing -

Adrienne Augustus, Melissa Warren, Danielle Bisterfeldt



Award of excellence

Open Enrollment, HealthCare Partners Nevada

MassMedia - Brooke Crumpler, Kassi Belz, APR,
Liam MacCaul, Ashley Campbell, Carmesha Thompson,
Tyler Hanevold





PINNACLE

Smog Spotter Program

Nevada Department of Motor Vehicles - Penna Powers Brian Haynes - David Fierro, Kevin Malone, Britni Brozo, Melissa Deitz, Jason Alleger, Michelle Christensen



2014

18TH ANNUAL PINNACLE AWARDS

EVENTS AND OBSERVANCES CATEGORY for SEVEN OR FEWER DAYS

Award of merit

Sprinkles Cupcakes Launches in Las Vegas

one7 communications - Dawn Britt, Carrie Giverson,
Natalie Sivertsen





PINNACLE

Fun After 55 Concert with the Beach Boys HealthCare Partners of Nevada

MassMedia - Kassi Belz, APR, Liam MacCaul, Tyler Hanevold,
Carlton Sanders, Amanda Arentsen, Ashley Campbell



2014

18TH ANNUAL PINNACLE AWARDS

**EVENTS AND
OBSERVANCES CATEGORY**
for MORE THAN 7 DAYS

Award of Excellence

Bike Henderson, City of Henderson

Communications & Council Support Office, Bud Cranor,
Karina Milani, Addah Moritz-Smith, Tim D'Souza, Tracy Bower



2014
18TH ANNUAL PINNACLE AWARDS

REPUTATION- BRAND MANAGEMENT



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Bloomberg Businessweek

Companies & Industries

<http://www.bloomberg.com/news/articles/2014-03-31/vegas-health-co-op-emerges-as-obamacare-winner>

Nevada's Health Insurance Co-Op Emerges as an Obamacare Winner

By [Kurti Wines](#) March 31, 2014

Across a sea of parking spaces from a Las Vegas shopping mall sits one of the grand experiments hidden within the Affordable Care Act: a low-cost insurance startup that's winning in the marketplace ahead of today's deadline for the uninsured to begin enrolling.

Nevada Health Co-Op, with a storefront office designed to draw customers off the street, is among nearly two dozen "consumer-oriented and open-ended" carriers authorized under the bill. These co-ops were designed to be private, nonprofit alternatives to the creation of a so-called public option, the government-run insurer proposed during the long health-care debate and ultimately abandoned in the final version of the law. And while Nevada's co-op has been signing up customers only since the fall, it has already captured a third of new enrollments through the state's health-insurance exchange.

Some of these state co-ops ~~has attempted to gain traction~~, but Nevada's and others are making a noticeable dent in their markets. The New York co-op, the largest in the nation, took a 16 percent market share of new enrollees by the end of 2013. And in Maine, where only one other insurer is selling coverage on the local insurance exchange, a new co-op has snagged 80 percent of Obamacare enrollments.

Some customers may seek out co-ops for their approach—like credit unions, they are governed by members—but the main lure behind booming enrollment is "price, price, and price," says Martin Hickey, head of the New Mexico co-op and chairman of the National Association of State Health Co-Op. The Nevada co-op offers the lowest rates in the Las Vegas area, which goes a long way to explaining its burgeoning market share.

Still, Nevada's exchange website ~~has struggled with tech glitches~~, much like the national healthcare.gov website, turning the co-op's storefront office near a shopping mall into a particularly important sales asset. Tom Zumtobel, Nevada Health Co-Op's chief executive, likes to compare the bright space to an Apple (AAPL) or AT&T (T) store, where his bilingual staff helps customers review coverage options on iPads.

"The exchange in Nevada is clunky, and when people make it through the exchange they almost feel obligated to pull the trigger," Zumtobel says. "When they have somebody face to face, they have more comfort pulling the trigger." He estimates roughly a quarter of those who sign up have come through the center.

Even with its rapid growth in the new Obamacare marketplace, the Nevada co-op has enrolled only about 9,000 members so far, according to Zumtobel, less than half its initial goal of 20,000 customers. "We are not pleased with the whole number yet," he says. "But we are really pleased with the market share." He

<http://www.bloomberg.com/news/articles/2014-03-31/vegas-health-co-op-emerges-as-obamacare-winner>

1/1

2014

18TH ANNUAL PINNACLE AWARDS

COMMUNITY RELATIONS



PINNACLE

Grassroots Senior Outreach HealthCare Partners Nevada

MassMedia - Kassi Belz, APR, Dee Anna David, Carmesha Thompson, Liam MacCaul, Tyler Hanevold, Reuben Montoya



Come enjoy lunch at our Valley Clinic with the doctors of HealthCare Partners. Join us for free food, prizes and to learn more about your neighborhood clinic.

Friday, November 22, 2013 - 12:00 PM – 1:00 PM
400 Shadow Lane, #207, Las Vegas, NV 89106

RSVP by calling 702.433.4331



2014

18TH ANNUAL PINNACLE AWARDS

INTERNAL COMMUNICATIONS

Award of excellence

WestCare Cares, WestCare

The Ferraro Group - Holly Silvestri, Latoya Bembry,
Amanda Fisher



2014

18TH ANNUAL PINNACLE AWARDS

MULTICULTURAL PUBLIC RELATIONS



PINNACLE

Hispanic Marketing, Cannery Casino

Cassandra McNulty, Sheryl Trunick, Holly O'Brien, APR,
Patrick Hughes, Andres Parra





PINNACLE

Le Rêve - The Dream Introduces “El Sueño” to Mexico Travel Market

Wynn Las Vegas - Richard Hudock, Deanna Pettit-Irestone



2014

18TH ANNUAL PINNACLE AWARDS

CRISIS COMMUNICATIONS

Award of merit

Firefly Tapas Kitchen & Bar

The Ferraro Group - Holly Silvestri,
Latoya Bembry, Raquel Sanchez



Award of excellence

Rick Marshall For Sheriff Crisis Communication

Sarah Thornton Public Relations – Sarah Thornton,
Anne Kellogg, Laura Billman

For Immediate Release
April 24, 2014

Contact: Anne Kellogg
702-595-4985

Rick Marshall Addresses Public Tonight at 7 p.m. *Candidate for Nye County Sheriff to make public statements*

WHO: Rick Marshall, candidate for Sheriff of Nye County

WHAT: Marshall will address his supporters and the public

WHERE: **The Land Office II**
2050 S. Hwy 160
Pahrump, NV 89048

WHEN: Thursday, April 24, 2014
7:00-7:30 p.m.

-END-

2014

18TH ANNUAL PINNACLE AWARDS

AWARDS CEREMONY | 12 NOVEMBER

TOOLS AND TECHNIQUES

2014

18TH ANNUAL PINNACLE AWARDS

MEDIA RELATIONS for CONSUMER PRODUCTS

Award of excellence

Anti-PD-L1/MPDL3280

Comprehensive Cancer Centers of Nevada and The Firm Public Relations & Marketing, Jasen Woehrle, Jesse Scott, Lisa Santwer, Sarah Scott



Award of excellence

Where's Ronald?

McDonald's and MassMedia, Georgeann Pizzi, Kassi Belz, Paula Yakubik, Amanda Arentsen, Carl Sanders, Kristina Guerrero



Award of excellence

National Love Your Pet Day at Shaggy Chic

Amy E. S. Maier, of Faiss Foley Warren Public Relations





PINNACLE

Delivering a Second Downtown: Summerlin Metamorphosis

Summerlin/The Howard Hughes Corporation, Melissa Warren,
Faiss Foley Warren Public Relations



2014

18TH ANNUAL PINNACLE AWARDS

MEDIA RELATIONS for CONSUMER SERVICES

Award of merit

Promoting the Arts District in Downtown Las Vegas

The City of Las Vegas / Downtown Marketing Initiative/
Faiss Foley Warren, Amy E. S. Maier, Melissa Warren,
Nancy Higgins



Award of excellence

Vegas Season Carolers

Las Vegas Convention and Visitors Authority and R&R Partners,
Tom Dietz, Jessica Murray, Adrienne Prather-Marcos, Lindsey
Stull, Brita Voris



2014

18TH ANNUAL PINNACLE AWARDS

MEDIA RELATIONS for NONPROFIT ORGANIZATIONS

Award of merit

AFAN's 27th Annual Black & White Party

Aid for AIDS of Nevada (AFAN) and one7communications,
Dawn Britt, Carrie Giverson, Richard Hudock



Award of excellence

United Way of Southern Nevada's Women's Suit Drive

BRAINtrust Marketing + Communications, Gabriela Raguay,
Allison Cordova





PINNACLE

Nevada Health CO-OP

MassMedia, Kassi Belz, APR, Amanda Arentsen, Alecia Warren,
Hannah Dela Cruz, Carlton Sanders

Posted August 25, 2013 - 2:40am Updated August 25, 2013 - 7:34am

Nevadan at Work: Chief project officer for health CO-OP puts in long days



Bobbatte Bond is chief project manager of the Nevada Health CO-OP. The project will help provide health care to Nevadans.

2014

18TH ANNUAL PINNACLE AWARDS

MEDIA RELATIONS for GOVERNMENT



PINNACLE

2013 WinterFest

City of Henderson, Nicole Johnson, Kathleen Richards,
Karina Milani, Bud Cranor, Tracy Bower

WinterFest

An Old-Fashioned Christmas Delight

Friday, December 13

6pm-9pm

Saturday, December 14

12pm-8pm

5pm, Evening Light Parade

Complimentary Admission

Location: Henderson Events Plaza

Address: 200 Water St.

Phone: (702) 267-2171



Henderson turns back the hands of time to the days of Christmas past for its annual holiday celebration, WinterFest. Get into the spirit with this old-fashioned Christmas delight with an extravaganza of festive traditions including a tree lighting ceremony, visits with Santa, horse-drawn carriage rides, carolers and more! It'll be the most wonderful time of the year with the WinterFest Evening Light Parade, featuring a variety of holly jolly floats, marching bands and other illuminated entries.



PINNACLE

2014 U.S. Synchronized Swimming Championships

City of Henderson, Kim Becker, Karina Milani, Bud Cranor,
Tracy Bower

Synchro Swimming U.S. Open begins today

by Inside Henderson on July 16, 2014 in Sports & Recreation

SPORTS: Heritage Park Aquatics Complex hosts premiere synchronized swimming competition

-Some of the world's top synchronized swimmers will be competing in the 2014 U.S. Open Synchronized Swimming Championships, today through July 19 at Heritage Park Aquatic Complex, 310 S. Racetrack Road.



2014

18TH ANNUAL PINNACLE AWARDS

FEATURE STORIES

Award of excellence

The Lady Silvia in the Downtown ZEN

The Lady Silvia and Faiss Foley Warren, Amy E. S. Maier,
Melissa Warren

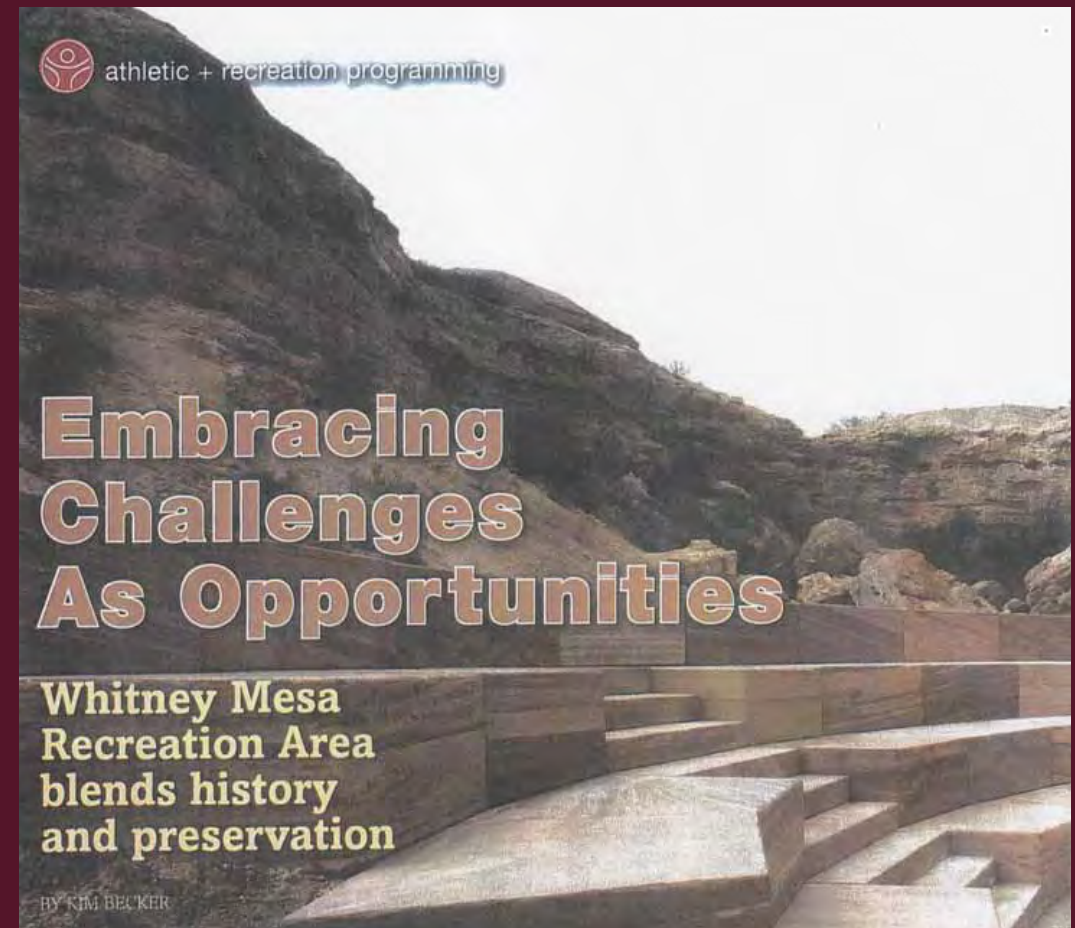




PINNACLE

Embracing Challenges As Opportunities

City of Henderson, Kim Becker, Karina Milani, Bud Cranor, Tracy Bower



2014

18TH ANNUAL PINNACLE AWARDS

EDITORIAL/ OP-ED COLUMNS



PINNACLE

Closing the Digital Divide

Cox Communications, Mike Bolognini, Juergen Barbusca



Tech.knowledge.me Mike Bolognini

Closing the Digital Divide

Digital literacy is imperative for America's economic future

It's likely that high level business executives, like those reading this article, have access to a broadband connection and are able to navigate to the very bowels of the Internet on their own computer or web enabled device any time they please. Step-away from this niche group momentarily and it's not too shocking to learn that broadband adoption rates around the U.S. do not share a similar level of penetration.

An article in the March 20 issue of the *New York Times* presented some rather eye-opening statistics. The story quoted then Federal Communications Commissioner Julius Genachowski as saying that one in three Americans, or 100 million people, still do not have broadband in their homes. Sixty-two million Americans do not even use the Internet at all. Unfortunately, low-income Americans and minorities fall disproportionately on the wrong side of these numbers.

Closer to home, an estimate by the non-profit Connect Nevada shows that approximately 25 percent of Nevada residents are without broadband while 86 percent own a computer. And the sober reality shows that technology adoption is lowest for low-income residents: a staggering 47 percent are without broadband while 27 percent do not own a computer.

Digital literacy is imperative for America's economic future

them for the workforce. C2C aims to leverage the power of the Internet to provide opportunity to all Americans - regardless of age, race, geography, income, or education level.

As the dominant provider of broadband Internet in Southern Nevada, our role in C2C is critical. We're giving eligible families who have at least one K-12 child enrolled in the government's free school lunch program access to high-speed Internet service for only \$9.95 per month for up to two years. A broadband modem and professional installation are also included at no charge. In addition, through a host of hardware and software partners, Connect2Compete will provide the opportunity to purchase new and refurbished computers for less than \$200.

Cox has a strong history of supporting broadband adoption programs in Southern Nevada, for example the creation of model technology centers at Girl Scouts of Southern Nevada, Agassi Prep and the Boys & Girls Club as well as our involvement in the Nevada Public Computer Centers in partnership with the Urban League. Our involvement signifies a commitment to connect the most vulnerable members of our society - our children - so they can compete and have a greater chance of success in the digital world that awaits them.

2014

18TH ANNUAL PINNACLE AWARDS

WEBSITES

Award of excellence

The Las Vegas Museum Alliance

Las Vegas Valley Water District, Rob Santwer, Colleen Curran, APR,
Dawn Barraclough, Scott Huntley, Julie Wilcox, Andy Belanger



Proposed Online Communications Strategy

Las Vegas Museum Alliance

March 20, 2014

2014

18TH ANNUAL PINNACLE AWARDS

SOCIAL MEDIA

Award of merit

The Adventures of Summerlin Sam Instagram Campaign

Summerlin/The Howard Hughes Corporation and Faiss Foley Warren Public Relations & Government Affairs, Adrienne Augustus, Melissa Warren, Danielle Bisterfeldt



Award of excellence

**Le Rêve – The Dream Commemorates
4,000th Show with #4000dreams Giveaway**

Wynn Las Vegas, Richard Hudock, Deanna Pettit-Irestone





PINNACLE

#1DollarOfficeSpace

The Glenn Group, Tiffany East, B.C. LeDoux





PINNACLE

Las Vegas Springs Preserve Social Media Program

Las Vegas Valley Water District, Ashleigh Matview,
PJ Perez, Renee Grayson, Colleen Curran, APR,
Amy Febbo



2014

18TH ANNUAL PINNACLE AWARDS

BLOGS



PINNACLE

GES' Corporate Blog

Global Experience Specialists (GES), Christina Hernandez,
Detra Page

The screenshot shows the GES Corporate Blog homepage. At the top, the GES logo is displayed with the tagline "The Art and Science of Engagement". A navigation bar includes links for "About Us", "Exhibits", "Events", "Trade Shows", "Brand Promotions", "Retail", "Museums", "Blog", and "Order & Ship". A "Contact Us" button is in the top right corner. Below the navigation bar, the main content area features a featured article titled "Steal & Adapt: 3 Double Gulp-Worthy Ideas for Your Next Conference" by Jeff Hurt, a Guest Blogger. The article is dated September 5, 2014. The featured image shows a hand holding a chalkboard with the text "@STEAL LIKE AN ARTIST." written on it. To the right of the main content, there is a sidebar with a search bar, a list of categories including "Quick Hits", "People", "Marketing", "Experiences", "Exhibitions", and "Design", a "Subscribe Now!" button, and an "Archive" section showing posts from 2014.

GES Global Experience Specialists
The Art and Science of Engagement

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Steal & Adapt: 3 Double Gulp-Worthy Ideas for Your Next Conference

By Jeff Hurt
Guest Blogger
Category: Conferences

SEP 05 2014

This is where we share timely tips and interesting stories to help you discover new ideas for engaging experiences.

Search Blog

Technology Quick Hits People Marketing Experiences Exhibitions Design

Subscribe Now!

Archive

+ 2014 (49)

2014

18TH ANNUAL PINNACLE AWARDS

WORD OF MOUTH



PINNACLE

Le Rêve - The Dream Gets “Happy” for Ninth Anniversary

Wynn Las Vegas, Richard Hudock, Deanna Pettit-Irestone



2014

18TH ANNUAL PINNACLE AWARDS

CREATIVE TACTICS

Award of merit

Anchorman II Media Blitz

Cannery Casino & Galaxy Luxury Plus Theatres, Holly O'Brien, Cassandra McNulty, Patrick Hughes, Paige Candee, Kendall Tenney, Rafe Cohen



Award of excellence

Smog Spotter Online Banner Ads

Nevada Department of Motor Vehicles and Penna Powers Brian Haynes, David Fierro, Kevin Malone, Britni Brozo, Jason Alleger, Michelle Christensen, Jon Manning





PINNACLE

Wynn Las Vegas Welcomes Popeye

Wynn Las Vegas, Deanna Pettit-Irestone, Shane Collins, Sarah Alamshaw





PINNACLE

Aid for AIDS of Nevada Creates a Fashion Icon

Aid for AIDS of Nevada (AFAN) and one7communications,
Dawn Britt, Carrie Giverson, Richard Hudock



**BE A
BLACK & WHITE
FASHION ICON**

ENTER TO WIN
MACY'S BLACK & WHITE FASHION ICON CONTEST

WINNER WILL RECEIVE
\$1,000 MACY'S SHOPPING SPREE
TOP FIVE FINALIST FEATURED IN
VEGAS/RATED MAGAZINE
SUBMISSION DEADLINE
JULY 5, 2013



PINNACLE

Smart City “Prezi”

Smart City and MassMedia, Tyler Hanevold, Matt Seltzer, Paula Yakubik



2014

18TH ANNUAL PINNACLE AWARDS

PRESS CONFERENCES

Award of merit

Launch of gigabit internet in Las Vegas

Cox Communications, Mike Bolognini, Juergen Barbusca, Stephanie Stallworth, Susie Black

54
THE SUNDAY
JUNE 1 • JUNE 7

VEGASINC | YOUR BUSINESS-TO-BUSINESS NEWS
Send your business-related information to news@vegasinc.com

Cox says it will be first to bring ultra high-speed Internet service to the entire Las Vegas Valley

BY BRIAN NORDLI
STAFF WRITER

The wait for ultra high-speed Internet in Las Vegas is nearly over. During a news conference last month, Cox Communications unveiled plans to offer residential broadband with Internet speeds of one gigabit in Las Vegas by 2016.

Exactly how fast is a gigabit? Mike Bolognini, marketing vice president for Cox Communications in Las Vegas, said it's so quick users will be able to download five episodes of a one-hour TV show in the time it would take to download one at the current fastest speed.

The Las Vegas Valley joins Omaha, Neb., and Phoenix as the first locations to receive the new technology from Cox. CenturyLink introduced gigabit Internet to select customers in Las Vegas last year, but Cox's plan would make it available to everyone in the market.

"As we choose to select locations to launch, Las Vegas is always at the top of the list because of its demograph-

ics, because of the growth it has had and the relationship we have with community and customers here," Bolognini said. "When we evaluated where we first wanted to go, Las Vegas was at the top of the list."

The news conference took place in a

tent outside a large gravel lot in Henderson. The location, near Wigwam Parkway and Gibson Road in Henderson, will become the site of the new, 325-home Dream apartment community, which will be the first residences to receive Cox's gigabit service.

Gerald Gardner, chief of staff for Gov. Brian Sandoval, attended the news conference along with local government leaders. Gardner said the gigabit service was a game changer for residents and the business community.

"It's also a symbolic event that shows Las Vegas is really a technology hub," Gardner said. "The fact that Cox sees Las Vegas as such an important market really says a lot about the growth they foresee for our city."

In addition to gigabit speeds, Cox also introduced plans to install Wi-Fi hotspots in public areas throughout the valley for use by any cable subscriber, even those who are not Cox customers, and it is bumping up its speeds for its two most common residential Internet services — all at no cost to the customer.

Cox High Speed Internet Preferred will increase from 25 megabits per second to 50 megabits per second this year. Cox High Speed Internet Premier will increase from 50 to 100 megabits per second this year.



Award of excellence

Gigabit internet demonstration at the 100 Academy

Cox Communications, Mike Bolognini, Juergen Barbusca,
Stephanie Stallworth, Susie Black



100 ACADEMY OF EXCELLENCE
Nevada's First
1 Gig School
Powered by Cox Communications
Wednesday, March 26, 2014

Welcome and Acknowledgements
Peggy M. Selma, *Principal, 100 Academy of Excellence*

Academy Perspective
Ron Grogan, *President, 100 Academy of Excellence Governing Board*

Technology Partner Remarks

Cox Communications
Mike Bolognini
Market Vice President, Cox Communications, Las Vegas

Cox Business
Derrick Hill
Vice President, Cox Business/Hospitality Network, Las Vegas

100 Black Men of Las Vegas, Inc.
Brian Pauling
President, 100 Black Men of Las Vegas

"The Power of 1 Gig" Demonstrations

Student Reaction
Jasmine McCoy, *7th Grader, 100 Academy of Excellence*

**Special Presentation to School
and 100 Black Men of Las Vegas**
Derrick Hill and Mike Bolognini



PINNACLE

Nevada Statehood Stamp Press Event

Nevada 150 Commission, the U.S. Postal Service, The Glenn Group and Vero Strategies, Tiffany East, Kara Kelley, David Rupert, Veronica Meter, Nicole Carlsen



POSTAL NEWS

May 29, 2014

Contact: David Rupert
303-313-5134

david.g.rupert@usps.gov

usps.com/news



Nevada Statehood Forever Stamp Issued Today

2014

18TH ANNUAL PINNACLE AWARDS

PRESS KITS AND MEDIA KITS



PINNACLE

2014 Summerlin Media Kit

Summerlin/ The Howard Hughes Corporation and Faiss Foley Warren Public Relations & Government Affairs, Adrienne Augustus, Melissa Warren, Jenni Pevoto, Danielle Bisterfeldt





Community Builder

Since The Howard Hughes Corporation began development in the late 1980s, Summerlin has become home to more than 100,000 Southern Nevadans who enjoy an unparalleled quality of life within one of the country's most dynamic and exciting cities. As the nation's best-selling master-planned community for more than a decade, Summerlin consistently is ranked as "America's community."

Situated along the western rim of the Las Vegas Valley in the shadow of the Spring Mountain Range and Red Rock Canyon National Conservation Area, Summerlin is unfolding in villages on 35 square miles of desert land acquired by Howard Hughes in the 1950s. It is one of the nation's largest contiguous properties under single ownership adjacent to a major metropolitan area.

The Howard Hughes Corporation spent more than three years developing a community master plan that set the standard for master-planned communities nationwide. The result is the stunning and vibrant community of Summerlin – a place where residents learn and live in harmony with the environment, their neighbors and their families.

A multi-generational community, Summerlin abounds with parks, trails, sports fields, golf courses and natural open space. The community boasts more educational choices than any other in Las Vegas with nearly two dozen schools, including the city's finest private schools and top-ranked public schools. Summerlin also home to a growing number of national and local businesses that choose to make it a place to work as well as live.

With state-of-the-art medical resources, houses of worship, recreation, a variety of retail, dining, entertainment and cultural facilities that rank as the best in the Las Vegas Valley, Summerlin is a place in Las Vegas like no other.

The vision of creating a hometown with a genuine community spirit continues to be fulfilled in Summerlin. The community's extensive range of housing, commercial and retail opportunities has equally broad demographic appeal which, in turn, ensures a diverse and stable population. The Howard Hughes Corporation's ongoing commitment to the community's physical and social infrastructure ensures that Summerlin will continue its evolution as the premier community in Las Vegas for generations to come.

2014

18TH ANNUAL PINNACLE AWARDS

ONLINE VIDEOS



PINNACLE

RTC Summer Heat Safety Campaign

Regional Transportation Commission of Southern Nevada, Kristen Hansen, Jesse Diaz, Jan Wadsworth and Jecia Hutchison



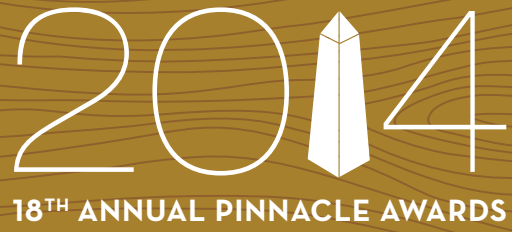


PINNACLE

Le Rêve – The Dream Gets “Happy” for Ninth Anniversary

Wynn Las Vegas, Richard Hudock, Deanna Pettit-Irestone





PUBLIC SERVICE ANNOUNCEMENTS

Award of excellence

2014 Bag Childhood Hunger PSA

Three Square Food Bank and The Firm Public Relations & Marketing,
Paula Pettit, Andrea Mestdagh, Jasen Woehrle, Jeff Lester



2014

18TH ANNUAL PINNACLE AWARDS

INTERNAL INTRANET VIDEO PROGRAMS

Award of merit

RTC 360

The Regional Transportation Commission of Southern Nevada,
Kristen Hansen, Jesse Diaz, Jecia Hutchison, and Jan Wadsworth

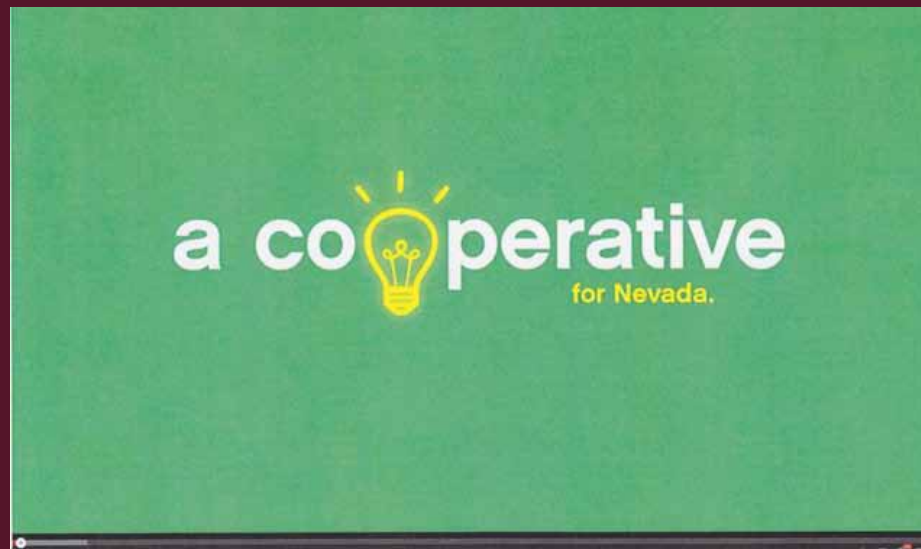




PINNACLE

A Cooperative for Nevada - Video

Valley Electric Association and MassMedia, Dee Anna David, Tommy DiGioia, Georgeann Pizzi, Chris Smith



2014

18TH ANNUAL PINNACLE AWARDS

EXTERNAL VIDEO PROGRAMS

Award of excellence

The Other Side of Higher Education

International Training Institute and Imagine Communications, Brian Rouff,
Nadia Zerka, Tiffannie Bond



International Training Institute
For the Sheet Metal and Air Conditioning Industry

Award of excellence

Bally Technologies: Premium Games

Bally Technologies



2014

18TH ANNUAL PINNACLE AWARDS

NEWSLETTERS

Award of excellence

Spotlight

City of Henderson, Kathy Blaha, Christine Haskell, Karina Milani,
Bud Cranor, Tracy Bower



Spotlight
April 2, 2014

BIKE IT OR HIKE IT

Bike it or Hike it continues through May 31 giving employees an opportunity to explore Henderson trails by biking or hiking. For every three trails hiked, you will earn one entry into a prize drawing at the end of May. Visit <http://securi.com/MV4Dq> (case sensitive) or via your smartphone using the QR Code for details.

Ride to Work Sample Rides continues throughout the month with the next scheduled for Friday, April 11 from Heritage Park Aquatic Complex. What better way to prepare for the official Ride to Work day on Thursday, May 15. Visit <http://securi.com/OLW> (case sensitive) or via your smartphone using the QR Code for details.

Save the date for our National Bike Month celebration on Thursday, April 10 from 1pm to 3pm in the Henderson Events Plaza. Gear up for the official National Bike Month in May and learn about all of our bicycle-themed events, receive tips on bike repair, sample the latest cycling gear, learn more about Club Ride, and gather information on our trails and outdoor recreation activities.

Information on all employee bike events can be found on [CityNet](#) under *Initiatives and Programs/Bike Henderson*.

Yesterday we kicked off the start of the public campaign for **Bike It or Hike It** to encourage residents (and employees too!) to explore our trails by bike or by foot. During the months of April and May, take a "selfie" in front of any of the trail signage including trailheads, kiosks and interpretive signs. Send your photo to BikeHike@cityofhenderson.com for a chance to win a Beach Cruiser and other bonus prizes. A list of trails, maps and complete rules are available at BikeHenderson.org.

Food Trucks at Henderson Farmer's Market

Date	Food Trucks
April 3	Wa Da Pho (Asian Fusion) Sully's (Chicago Dogal) Sweet Travels Ice Cream
April 10	Coast-2-Coast Deli Sauced (sandwiches and small plates) Bake My Day Cupcakes (and other baked goodies)

SAVE!
\$2 off meal truck
\$1 off dessert truck

One coupon per person. Coupon must be presented and is valid for the first 50 customers on a first-come, first-served basis. Valid April 3 & 10, 2014. Management reserves all rights.

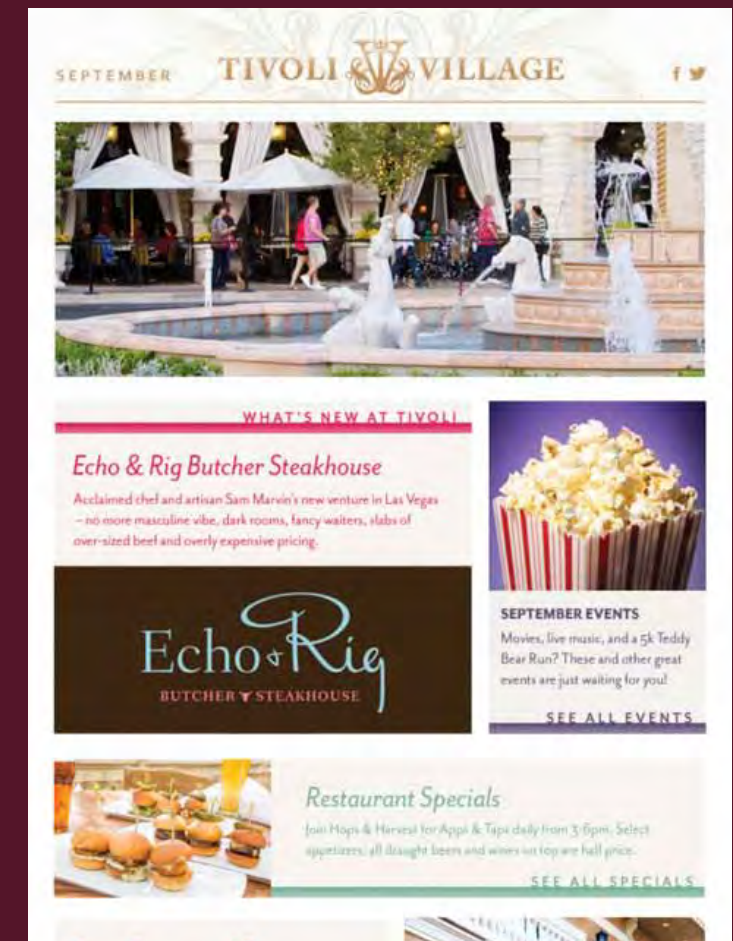
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PINNACLE

Tivoli Village Newsletters

Tivoli Village and BRAINtrust Marketing + Communications



2014

18TH ANNUAL PINNACLE AWARDS

BROCHURES

Award of merit

UNLV Schools of Nursing and Allied Health Sciences Research

UNLV School of Nursing and School of Allied Health Sciences, Kevin Dunegan, John Hobbes, Kirsten Connelly, Jillian Inouye





Las Vegas Science & Technology Festival and eurie creative, Victor Rodriguez, Marilyn Gillespie, Kate Yoshida, Kathy Callahan, Alex Frazier



2014

18TH ANNUAL PINNACLE AWARDS

MAGAZINES

Award of excellence

Bally Buzz

Bally Technologies, Laura Olson-Reyes, Mike Trask, Amanda Riddle, Judy Sandgren, Nichole Hanson, Pamela Velasco



Award of excellence

Your Voice

Bally Technologies, Amanda Riddle, Laura Olson-Reyes, Mike Trask, Nichole Hanson, Pamela Velasco, Judy Sandgren



2014

18TH ANNUAL PINNACLE AWARDS

PUBLICATIONS

Award of excellence

2014 Southern Nevada Trails Day Calendar

City of Henderson, Bud Cranor, Karina Milani, Rachel Efros, Kathy Blaha, Anna Lightner, Robin Cutler





PINNACLE

Bally Games Catalog

Bally Technologies, Laura Olson-Reyes, Mike Trask, Amanda Riddle, Judy Sandgren, Nichole Hanson, Pamela Velasco



2014

18TH ANNUAL PINNACLE AWARDS

ANNUAL REPORTS

Award of excellence

Cox Southwest Region Annual Report “The Big Picture”

Cox Communications and Faiss Foley Warren Public Relations, Susan Black-Manriquez, Lynette Stryker, Don Seiersen, Stephanie Stallworth and the Cox Las Vegas Public Affairs Team, Suzee Smith-Everhard and the Cox Arizona Public Affairs Team



2014

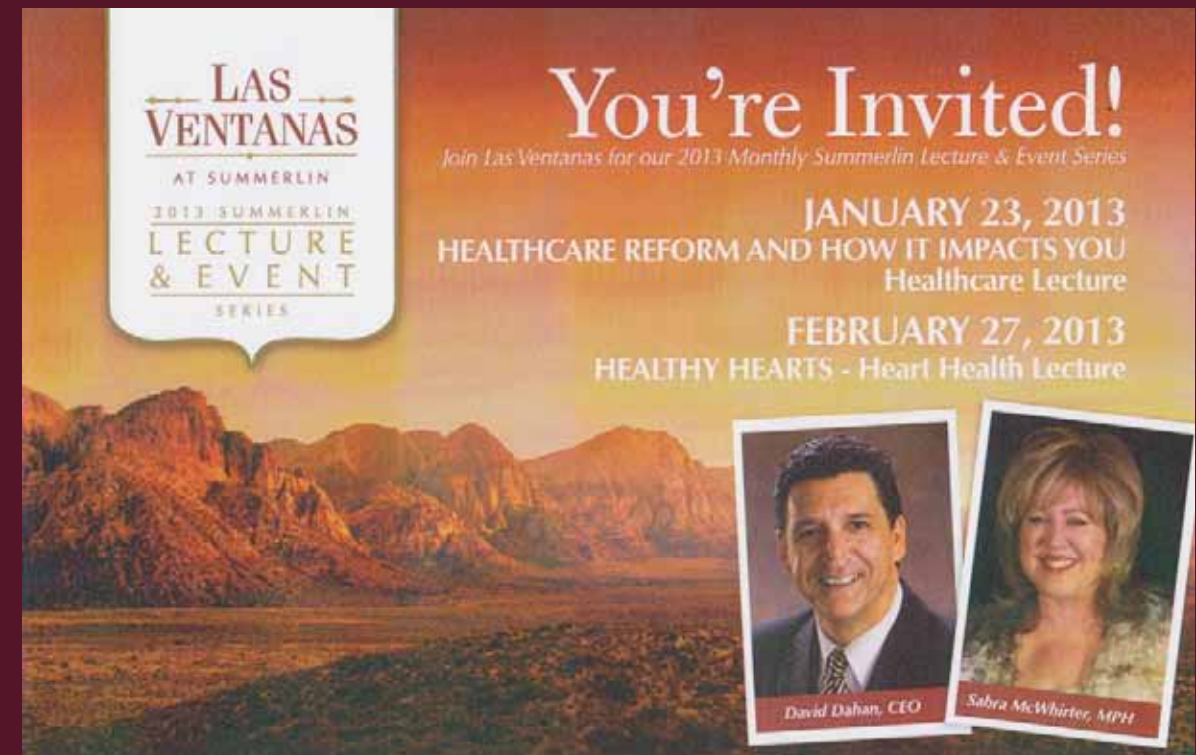
18TH ANNUAL PINNACLE AWARDS

**DIRECT MAIL/
DIRECT RESPONSE**

Award of merit

Las Ventanas Lecture & Event Series Direct Mail

Las Ventanas at Summerlin and BRAINtrust Marketing + Communications,
Kurt Ouchida, Allison Cordova



Award of merit

HealthCare Partners Nevada Wellpac Direct Mail

HealthCare Partners Nevada and MassMedia, Brooke Crumpler, Kassi Belz, APR, Liam MacCaul, Ashley Campbell



Award of merit

American Gem Society New York Take-In Window Opening Brochure

American Gem Society and eurie creative, Victor Rodriguez, Donna Jolly, Kathy Callahan, Aash Shah, Alex Frazier



Award of excellence

2013 Open Enrollment Direct Mail

JSA Health Partners and MassMedia - Kassi Belz, APR,
Matt Seltzer, Ashley Campbell, Tyler Hanevol



Award of excellence

ZZ Top Cheap Sunglasses

Bally Technologies, Mike Trask, Kyle Nelson, Chris Howey





PINNACLE

2013 Henderson Stroll 'n Roll Door Hanger & Postcard

City of Henderson - Rachel Efros, Christine Haskell, PeaJay Harris,
Kim Becker, Karina Milani, Bud Cranor





PINNACLE

Winter 2014 Henderson Happenings

City of Henderson, Rachel Efros, Debra Haskell, Kim Becker,
Karina Milani, Bud Cranor, Tracy Bowe





PINNACLE

Varaluz/Alternating Current Holiday Sales Promotion Mailer

Varaluz and eurie creative, Victor Rodriguez, Ron Henderson,
Alex Frazier, Kathy Callahan



All orders for Varaluz and/or Alternating Current items placed between October 1 and November 30 are combinable for return to receive the following prizes. It's just a small way for us to say thank you for being nice this year. So take your pick from our list of gifts to you, and we'll even wrap it up.

Qualifying Order Amount Retail Value	Prize Choices
\$5,000 to \$8,999	Kindle Fire HD or \$200 charitable donation or \$200 Visa gift card
\$9,000 to \$10,999	iPad mini 32GB or \$400 charitable donation or \$400 Visa gift card
\$11,000 to \$14,999	Galaxy Note 10.1 with 32 GB or \$500 charitable donation or \$500 Visa gift card
\$15,000 AND UP	iPad with series 32GB or \$800 charitable donation or \$800 Visa gift card

WE ONLY HAVE TWO RULES
CONSUMER YOU DO NOT REQUEST PRIZE
ALL ORDERS SHIP IMMEDIATELY & ACCOUNT MUST BE CURRENT

Contact your Varaluz or Alternating Current sales representative to place your orders.

varaluz®
alternating current

2014

18TH ANNUAL PINNACLE AWARDS

Best of Show Categories

BEST OF SHOW PROGRAMS

MARKETING BUSINESS-TO-BUSINESS

SMART CITY NETWORKS and MassMedia

Paula Yakubik, Matt Seltzer, Paul Delos Santos, Ashley Campbell,
Tyler Hanevold



BEST OF SHOW TOOLS & TECHNIQUES

SOCIAL MEDIA

LAS VEGAS SPRINGS PRESERVE SOCIAL MEDIA PROGRAM

Ashleigh Matview, PJ Perez, Renee Grayson, Colleen Curran, APR,
Amy Febbo



2014

18TH ANNUAL PINNACLE AWARDS

**NEWCOMMER
OF THE YEAR**

Newcomer of the Year

ANDREA MESTDAGH

Senior PR Specialist

Firm Public Relations and Marketing

2014

18TH ANNUAL PINNACLE AWARDS

PR PRACTITIONER OF THE YEAR

PR Practitioner of the Year

DAWN BRITT

President and Founder
one7communications

2014

18TH ANNUAL PINNACLE AWARDS

SENIOR PRACTITIONER OF THE YEAR

Senior Practitioner of the Year

KURT OUCHIDA

Managing Partner

BRAINtrust Marketing + Communications

CLOSING

CHERYL PERSINGER

PRSA Las Vegas Valley Chapter
President

THANK YOU
SEE YOU NEXT YEAR

PRSA Public
Relations
Society of
America
Las Vegas Valley Chapter

