

19TH ANNUAL
PINNACLE AWARDS

2015

AWARDS CEREMONY | NOVEMBER 5

PRSA Public
Relations
Society of
America
Las Vegas Valley Chapter



WELCOME

MELODY CRICKMAN

President

THANK YOU

GREENSPUN MEDIA GROUP

**FAISS FOLEY WARREN PUBLIC RELATIONS
AND GOVERNMENT AFFAIRS**

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

BRAIN TRUST

EURIE CREATIVE

A+B PRINTING

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ABOUT

THE PINNACLE AWARDS PROGRAM



Tonight's Emcee

CHET BUCHANAN

Host and creator of 98.5 KLUC's
Chet Buchanan and the Morning Zoo!

THE PINNACLE AWARDS ARE GIVEN IN THREE MAJOR DIVISIONS

Public Relations Programs

Tools and Techniques

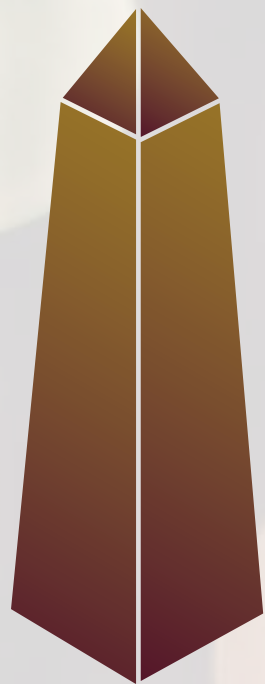
Individual Accomplishments

PUBLIC RELATIONS PROGRAMS

 PINNACLE
AWARDS

The background features a dark, moody scene with numerous out-of-focus light circles (bokeh) in warm tones of orange, yellow, and red. On the left side, there is a dark, vertical, rectangular shape that resembles a stylized building or a large shadow.

MARKETING CONSUMER SERVICES



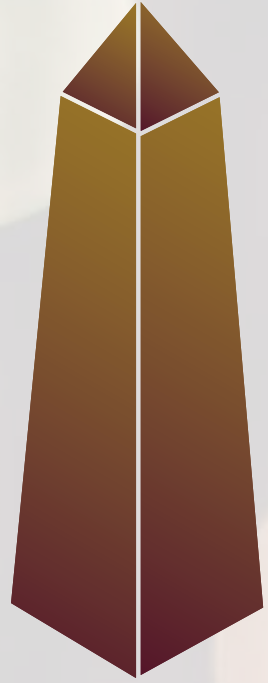
PINNACLE

Springs Preserve Camps

LVVWD/SNWA/Springs Preserve

Christine Vaughn, Ashleigh Matview, Charlene West





PINNACLE

Vegas Season

R&R Partners

Jessica Murray, Merideth Hagerty, Tamara Rocha,
Jennifer Nechiporenko



The background features a dark, vertical rectangular bar on the left side. The rest of the image is filled with a bokeh effect of out-of-focus light circles in warm tones like orange, yellow, and red, set against a dark background.

INTEGRATED COMMUNICATIONS

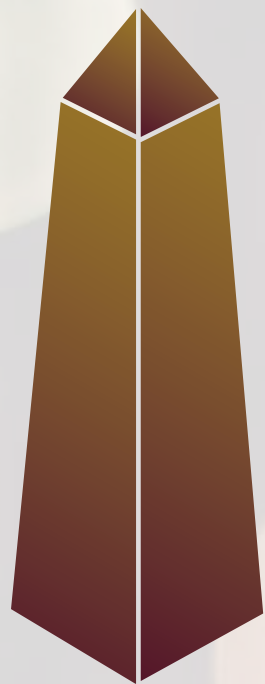
Award of Excellence

Vegas Season

R&R Partners

Tamara Rocha, Jennifer Nechiporenko, Jessica Murray, Merideth Hagerty





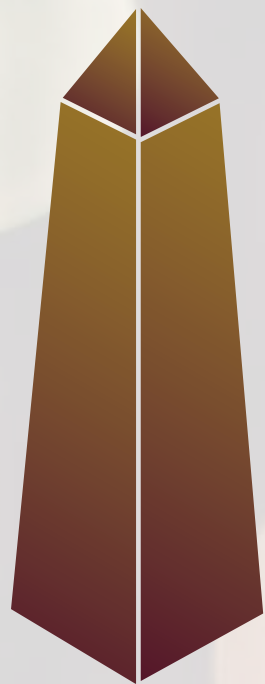
PINNACLE

HealthCare Partners Nevada Open Enrollment

MassMedia Communications, HealthCare Partners Nevada

Brooke Crumpler, Kassi Belz, Jenna Giorgione,
Carmesha Thompson, Tommy DiGioia



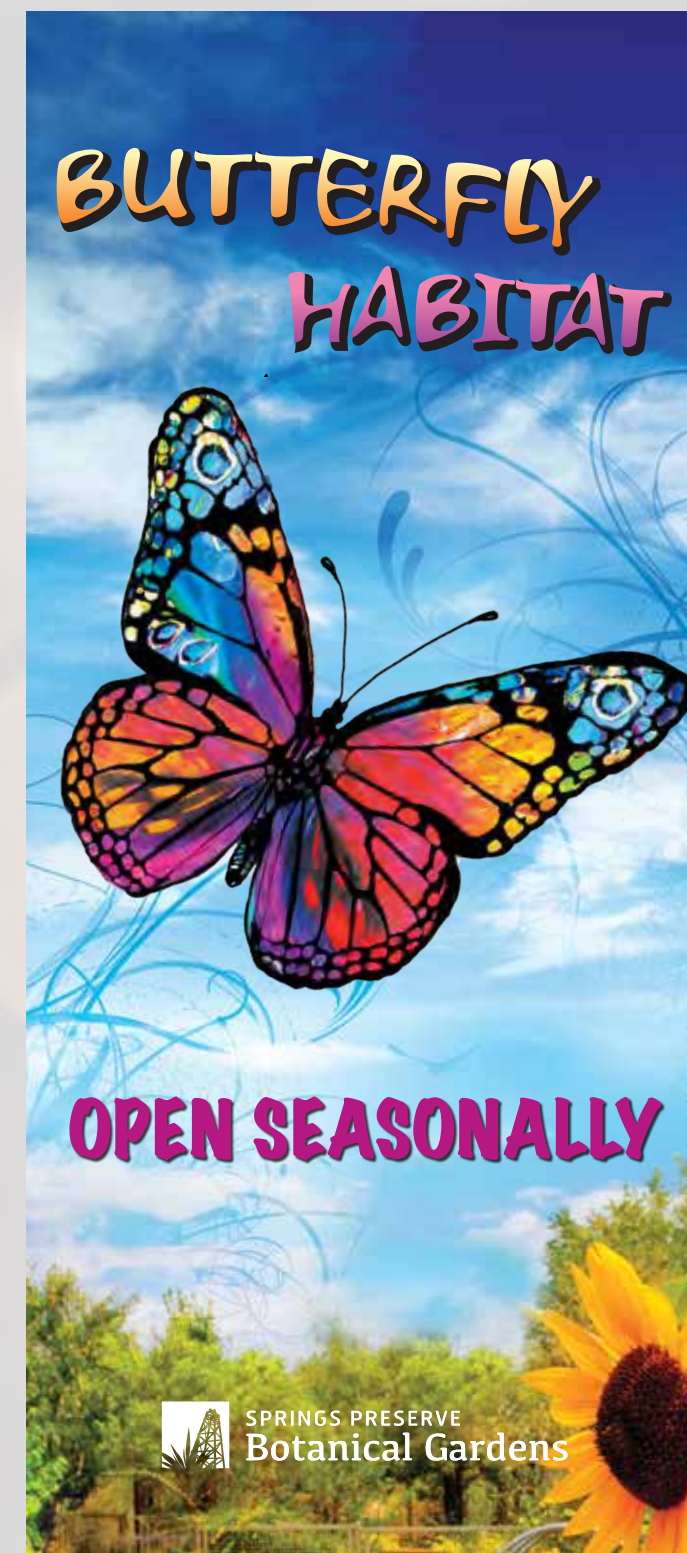


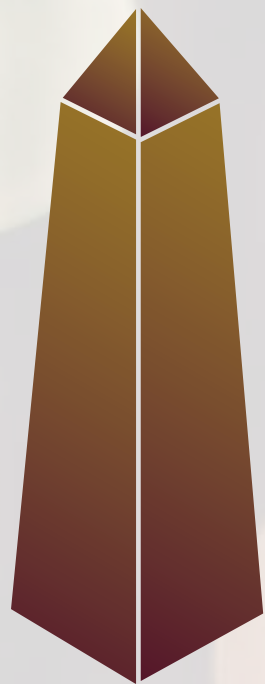
PINNACLE

Springs Preserve Butterfly Habitat

Springs Preserve

Jennifer Inaba, Jason Gifford,
Katarina Hradilek, Ashleigh Matview





PINNACLE

Stay on the Go Campaign Increases NDMV Online Transactions by 33%

Nevada Department of Motor Vehicles, Penna Powers


David Fierro, Kevin Malone, Penna Powers

DOWN TIME
BETTER THAN WAITING IN LINE

Introducing **DASH PASS** from Nevada DMV. Check in before you go and skip waiting in line.

Check in by **TEXT, PHONE** or **ONLINE**.

[LEARN MORE](#)


dmvnv.com
STAY ON THE GO

The background features a dark, textured surface with numerous out-of-focus, circular light spots in warm tones of orange, yellow, and red, creating a bokeh effect. On the left side, there is a dark, vertical, rectangular shape with a thin, light-colored border, resembling a book spine or a folder edge.

EVENTS AND OBSERVANCES

SEVEN OR FEWER DAYS

Award of Excellence

Back to School Health Fair

Southwest Medical, B&P Public Relations

James Stover

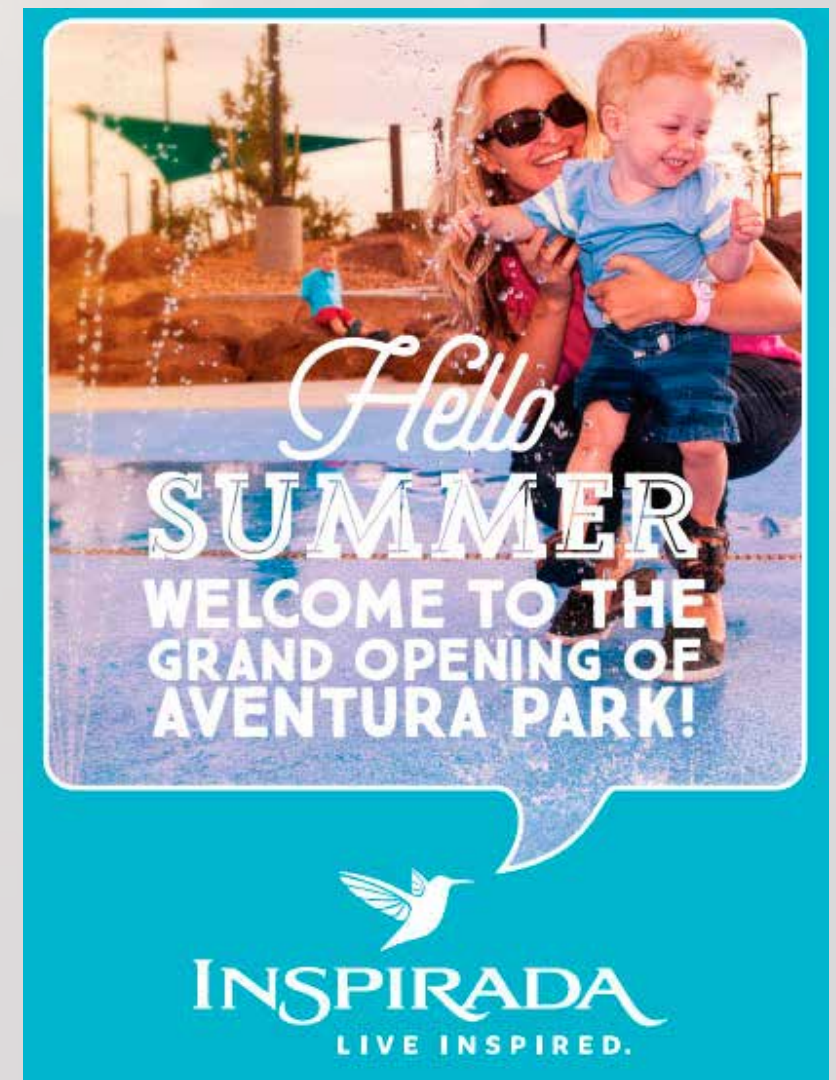


Award of Excellence

Inspirada Launches “Hello Summer”

Faiss Foley Warren Public Relations, The Sieb Organization

Linda Faiss, Karen Wofford, Claudia Sieb, Marianne Wojciechowicz,
Ana Anguiano, Leila O’Hara



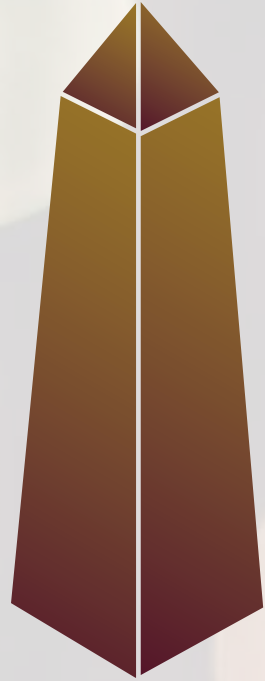
Award of Excellence

Interstate 11 Groundbreaking Ceremony

Regional Transportation Commission of Southern Nevada

Monika Bertaki, Angela Torres-Castro, Sue Christiansen, Kelley Mulroy
Waynert, Aileen Magnera, Jan Wadsworth





PINNACLE

Exotics Racing Revs Up for a Grand Opening Celebration

one7 communications

Dawn Britt, Carrie Giverson, Nicole Bullis, Camile Tanner





EVENTS AND OBSERVANCES MORE THAN SEVEN DAYS

Award of Merit

Vegas Votes

Las Vegas Convention and Visitors Authority

Las Vegas News Bureau





REPUTATION- BRAND MANAGEMENT

Award of Merit

Brock Lesnar UFC or WWE Announcement Campaign

STAR Public Relations Las Vegas

Jennifer Wenk, APR



The background of the image is a dark, deep purple or black color. It is filled with numerous out-of-focus, circular light spots in shades of gold, yellow, and orange, creating a bokeh effect. On the left side of the image, there is a dark, vertical, rectangular shape that appears to be a shadow or a part of a structure, possibly a book spine or a wall edge.

COMMUNITY RELATIONS

Award of Excellence

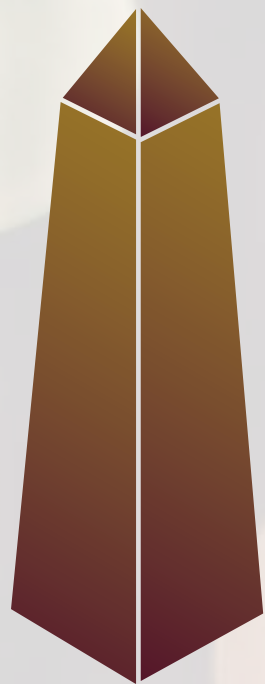
HealthCare Partners Nevada Grassroots Senior Outreach

MassMedia Corporate Communications

Carmesha Thompson, Liam MacCaul, Brooke Crumpler, Jenna Giorgione

***Diabetes
Presentation and
Blood Sugar
Screening***

*Hosted by HealthCare
Partners Medical Group*



PINNACLE

Las Vegas Convention and Visitors Authority's
Las Vegas Host Committee

Las Vegas Host Committee

LVCVA Public Affairs





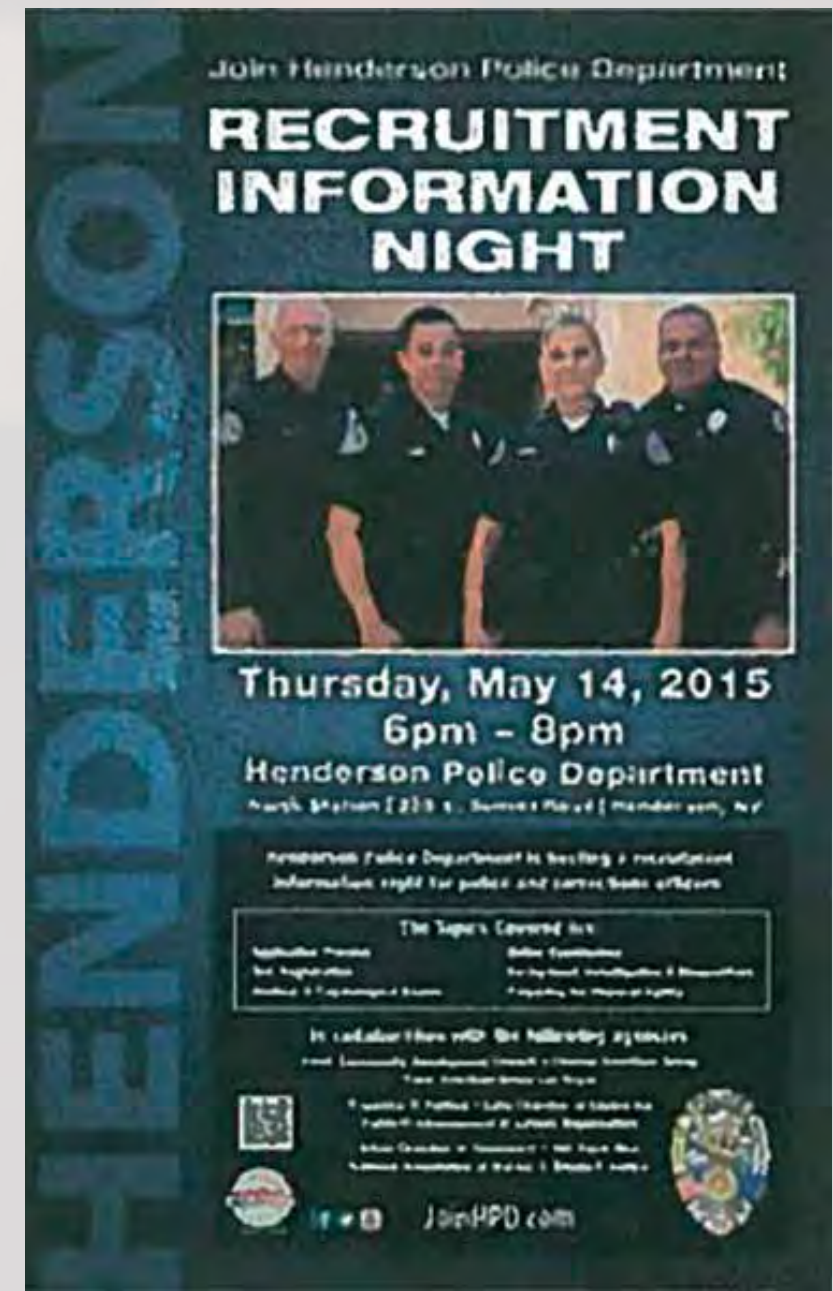
MULTICULTURAL PUBLIC RELATIONS

Award of Excellence

Henderson Police Diversity Recruitment

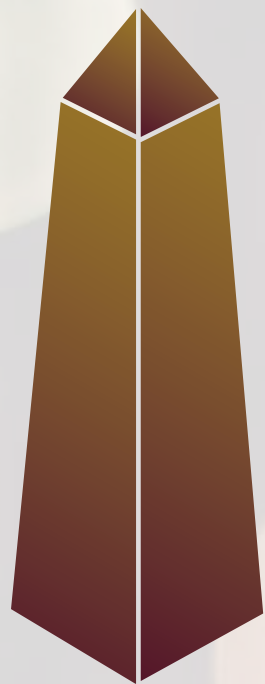
**City of Henderson, Communications
& Council Support Office**

Michelle French, Kristin Maier, Santana
Garcia, Police Chief Patrick Moers,
Karina Milani, Bud Cranor





PUBLIC AFFAIRS



PINNACLE

The Coalition to Defeat the Margin Tax Initiative

Faiss Foley Warren Public Relations

Karen Griffin, Marsha MacEachern, Melissa Warren, Aisha Kashmir

NO on 3: Coalition to DEFEAT the
Margin Tax Initiative

NO on 3: Coalition to DEFEAT the
Margin Tax Initiative

NO on 3: Coalition to DEFEAT the
Margin Tax Initiative

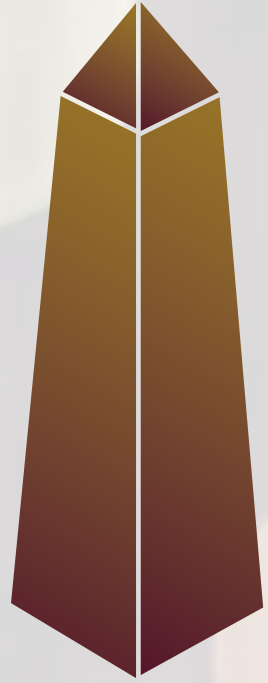
TOOLS AND TECHNIQUES

 PINNACLE
AWARDS

The background features a dark, moody scene with numerous out-of-focus light sources, creating a bokeh effect with warm, golden-yellow and orange circular highlights. On the left side, there is a dark, vertical, rectangular shape that resembles a book spine or a folder edge, with a thin, lighter-colored line running vertically along its right edge.

MEDIA RELATIONS

CONSUMER PRODUCTS



PINNACLE

Summerlin 25th Anniversary: How Summerlin
Reshaped a City

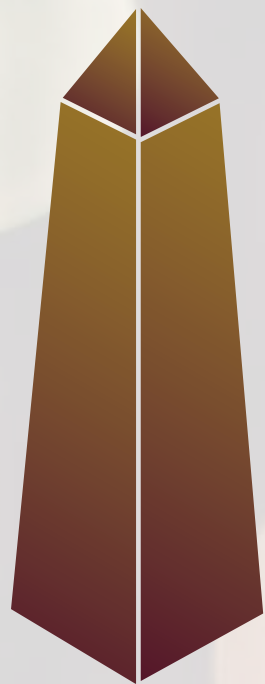
Faiss Foley Warren Public Relations
The Howard Hughes Corporation

Melissa Warren, Danielle Bisterfeldt





MEDIA RELATIONS CONSUMER SERVICES



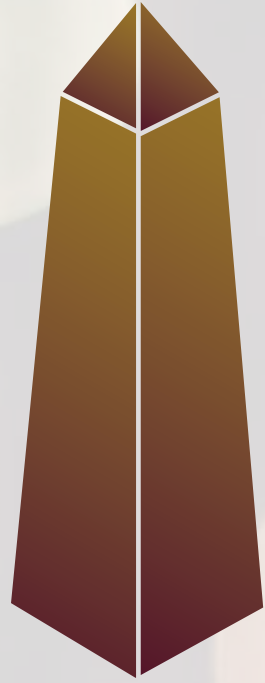
PINNACLE

SLS Las Vegas Grand Opening

Kirvin Doak Communications

Michael Bertetto, Kate Whiteley,
Allee Bennett, Samantha Grimes





PINNACLE

Vegas Season

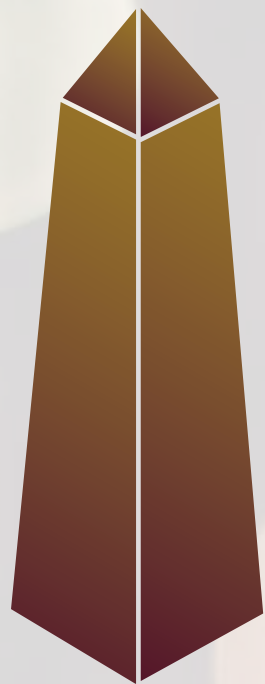
R&R Partners

Jessica Murray, Jennifer Nechiporenko, Tamara Rocha,
Merideth Hagerty



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MEDIA RELATIONS NONPROFIT ORGANIZATIONS



PINNACLE

The Rape Crisis Center Call for Volunteers Press Release

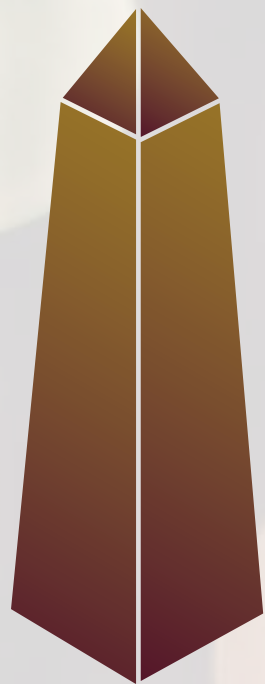
Faiss Foley Warren Public Relations and Government Affairs

Melissa Warren, Lisa Robinson





MEDIA RELATIONS GOVERNMENT



PINNACLE

Zombie Run 5K and Family Fun Walk

City of Henderson

Nicole Johnson, PeaJay Harris, Karina Milani, Bud Cranor



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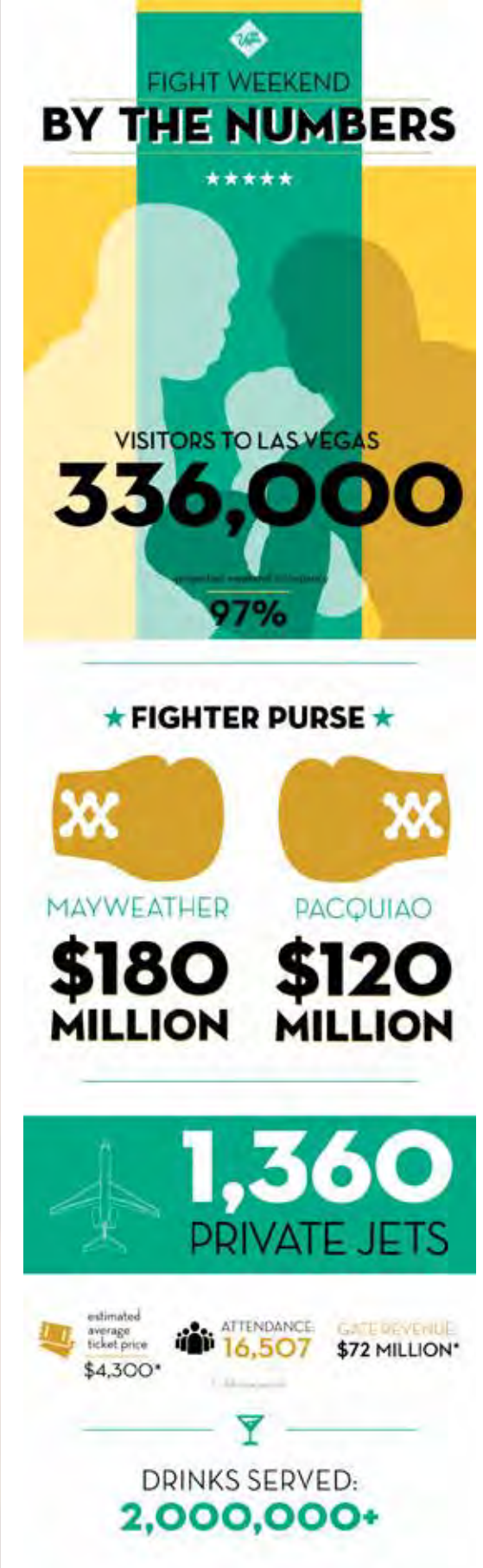
SOCIAL MEDIA

Award of Merit

Mayweather vs. Pacquiao Vegas Infographic

R&R Partners

Tamara Rocha, Jennifer Nechiporenko,
Jessica Murray



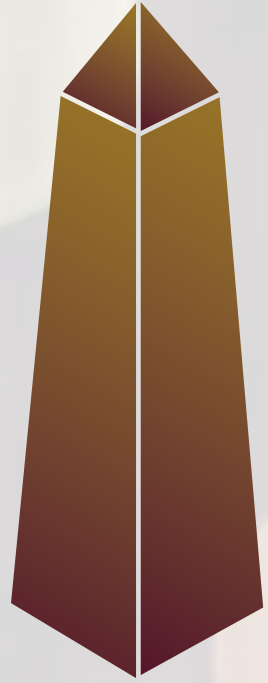
Award of Excellence

Social Media Relaunch

Southwest Medical and B&P Public Relations

James Stover





PINNACLE

Las Vegas Valley Water District Social Media Program

Las Vegas Valley Water District

Rob LaRosa, Colleen Curran, APR, Scott Huntley



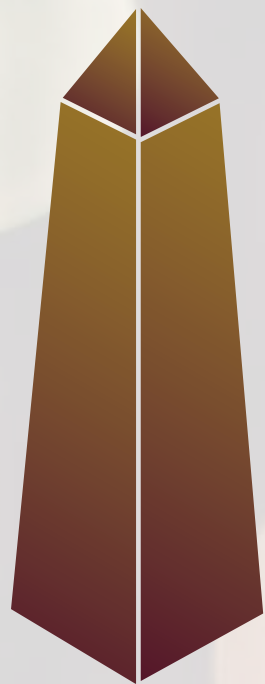
Las Vegas Valley Water District

Published by Sprout Social [?] - December 10, 2014

Like Page

The @SNVVA_H2O tunnel boring machine has concluded its 3-mile journey under Lake Mead! <http://bit.ly/1DcBTnY> #snwa





PINNACLE

McDonald's Green for Grads Social Media

MassMedia Corporate Communications

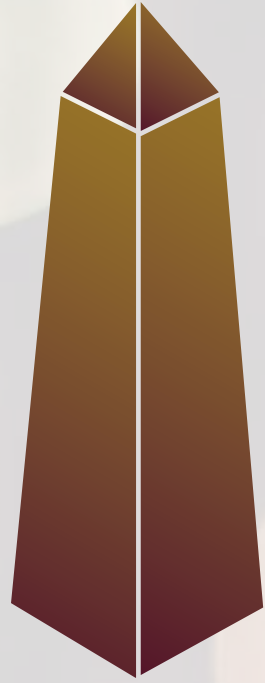
Sean Corbett, Georgeann Pizzi, Tiffany Hauck, Amanda Arentsen,
Paul Delos-Santos, Kristina Guerrero

Green for Grads

*Generated unprecedented
reach & engagement.*



MEDIA



PINNACLE

Zero Fatalities Bicycle Safety Social Media

Nevada Department of Transportation, Nevada Department of Public Safety, Penna Powers

Penna Powers



zero[®]
Fatalities
Drive Safe Nevada

NDOT FY15 Bicycle Safety Campaign Report

The background features a dark, moody scene with numerous out-of-focus light circles (bokeh) in warm tones of orange, yellow, and red. On the left side, there is a dark, vertical rectangular element that resembles a book spine or a folder edge.

CREATIVE TACTICS

Award of Merit

The Imagine Blog Book

Imagine Communications

Diana Weeks, Nadia Zerka,
Melissa Biernacinski, Alex Raffi,
Julie Varley, Cynthia Carbajal



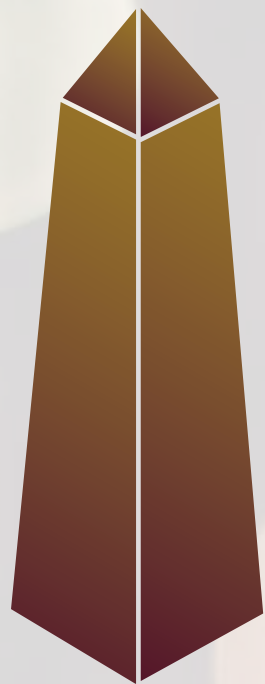
Award of Excellence

Smog Spotter Grassroots Event Booth

Penna Powers, Nevada Department of Motor Vehicles

David Fierro, Kevin Malone





PINNACLE

Aid for AIDS of Nevada Cans It For Charity

One7 Communications

**AID FOR AIDS
OF NEVADA**
AFAN

NET 30 YEARS (EST. 1984)

DISTRIBUTED IN SOUTHERN NEVADA

The background features a dark, textured surface with numerous out-of-focus, circular light spots in warm tones of orange, yellow, and red, creating a bokeh effect. On the left side, there is a dark, vertical, rectangular shape that resembles a stylized building or a narrow window frame.

PRESS CONFERENCES

Award of Merit

Stand Up 4 Transportation Press Conference

Regional Transportation Commission of Southern Nevada

Kelley Mulroy Waynert, Aileen Magnera,
Monika Bertaki, Jesse Diaz



 **RTC Southern Nevada**
@RTCSNV [Follow](#)

[@LB4LV](#) - "You can see the federal investment in projects like our mobility center " [#SU4T](#)

1:13 PM - 9 Apr 2015

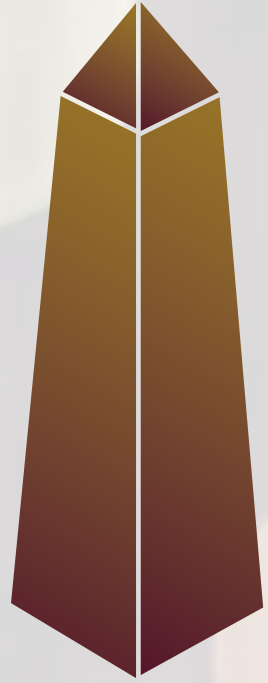
1 FAVORITE [↩](#) [↻](#) [★](#)

Award of Excellence

Press Conference for North American Meetings and Industry Day

Las Vegas Convention and Visitors Authority



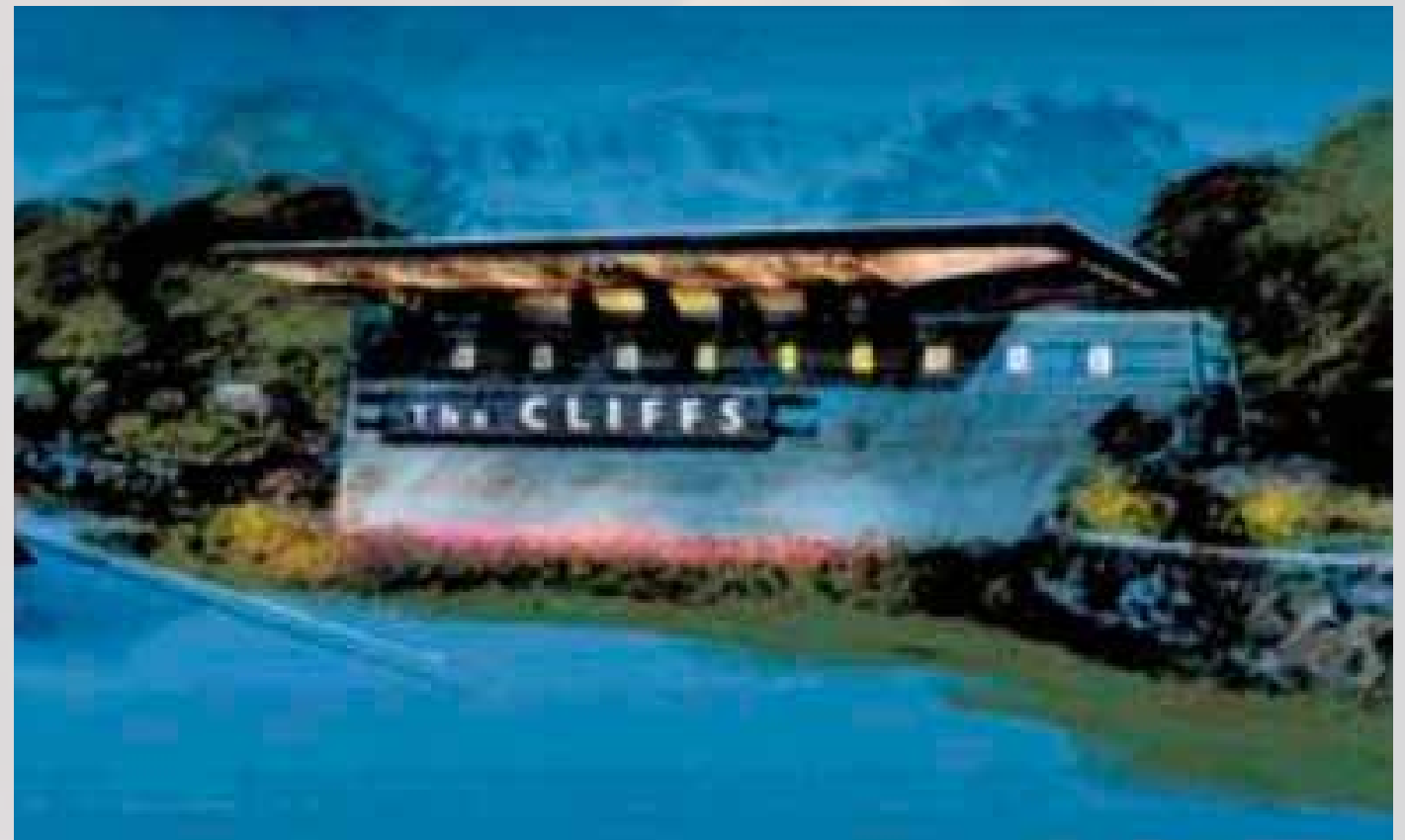


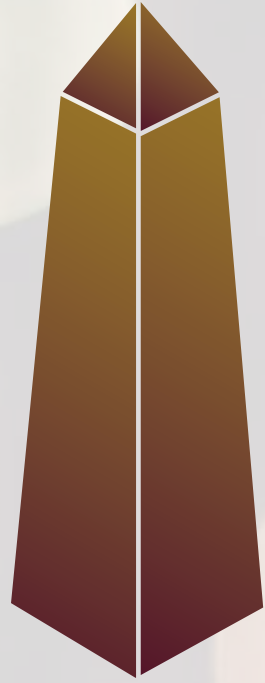
PINNACLE

Summerlin: The Cliffs Sky High Groundbreaking

Faiss Foley Warren, The Howard Hughes Corporation

Katie Finnerty, Adrienne Augustus, Melissa Warren,
Danielle Bisterfeldt, Jennifer Pevoto





PINNACLE

Vegas Wants Hockey

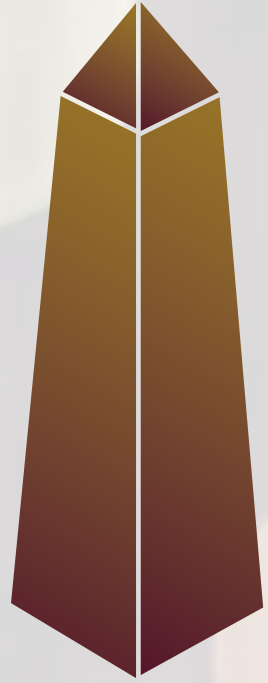
R&R Partners

Ron Eagle, Jessica Murray



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ONLINE VIDEOS



PINNACLE

Zero Fatalities Nevada Rider Chalkboard Online Video

**Nevada Department of Public Safety & Nevada Department
of Transportation, Penna Powers**





NEWSLETTERS

Award of Merit

Las Vegas Host Committee Monthly Newsletter

Las Vegas Convention and Visitors Authority

Las Vegas Host Committee





MAGAZINES

Award of Excellence

ICB Journal

Imagine Communications

Brian Rouff, Melissa Biernacinski, Cynthia Carbajal, Tiffanie Bond, Chuck Holt,
Julie Varley





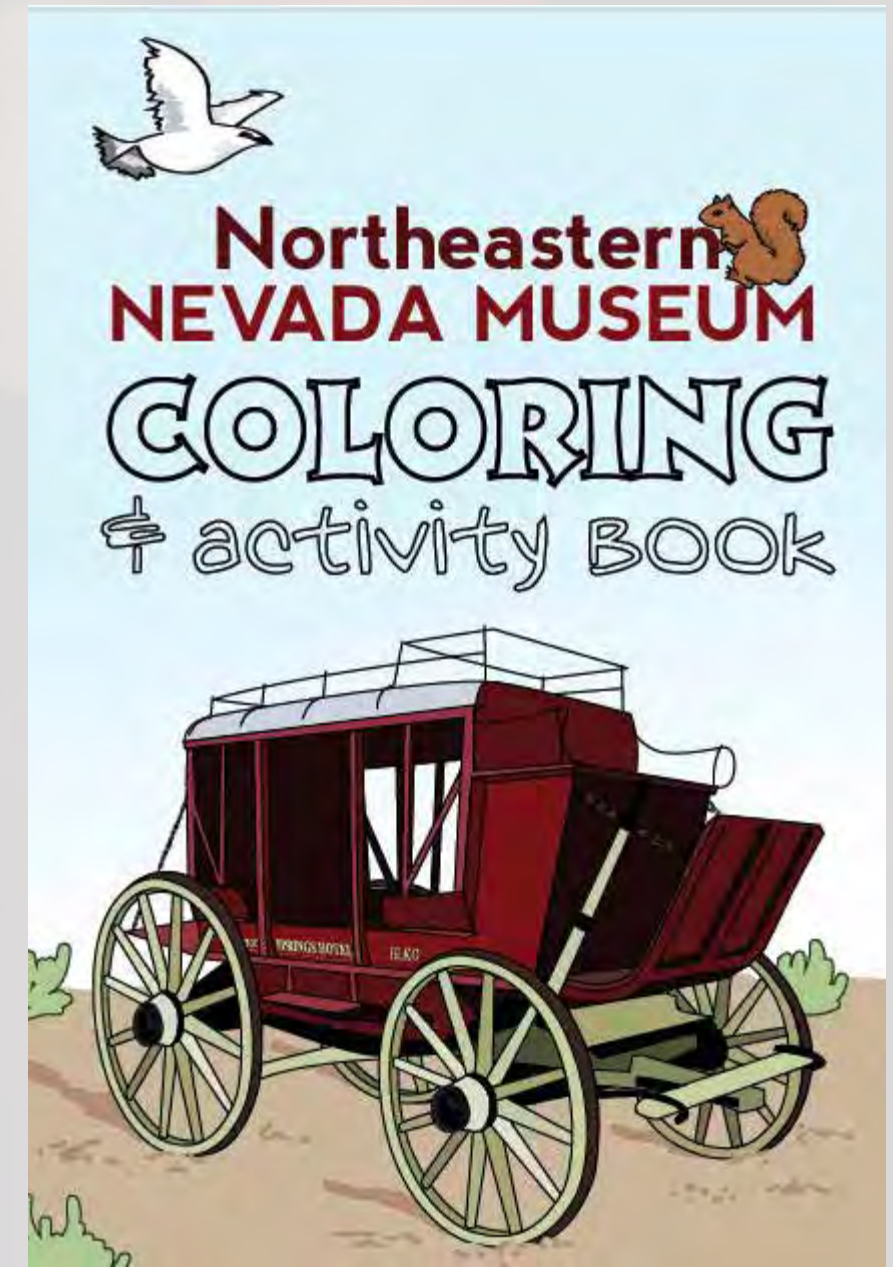
PUBLICATIONS

Award of Excellence

Northeastern Nevada Museum Coloring and Activity Book project

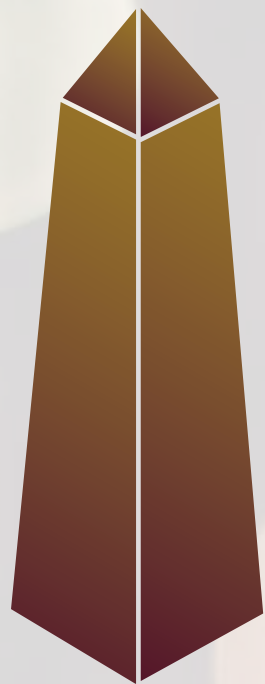
Imagine Communications

Brian Rouff, Melissa Biernacinski,
Cynthia Carbajal



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ANNUAL REPORTS



PINNACLE

Cox Las Vegas 2014 Community Development Report

Cox Communications, Faiss Foley Warren Public Relations

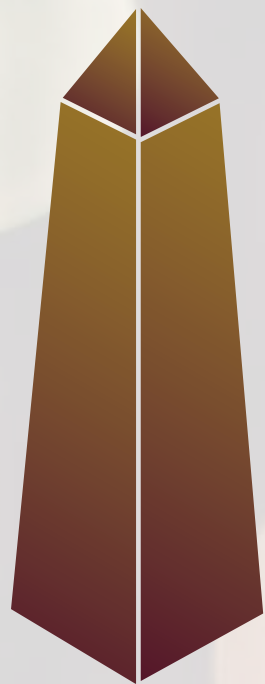
Stephanie Stallworth, Susan Black, Lynette Stryker



COMMUNITY DEVELOPMENT REPORT | LAS VEGAS

The background features a dark, textured surface with numerous out-of-focus, circular light spots in warm tones of orange, yellow, and red, creating a bokeh effect. On the left side, there is a dark, vertical, rectangular shape with a pointed top, resembling a stylized letter 'A' or a folder tab.

DIRECT MAIL/ DIRECT RESPONSE

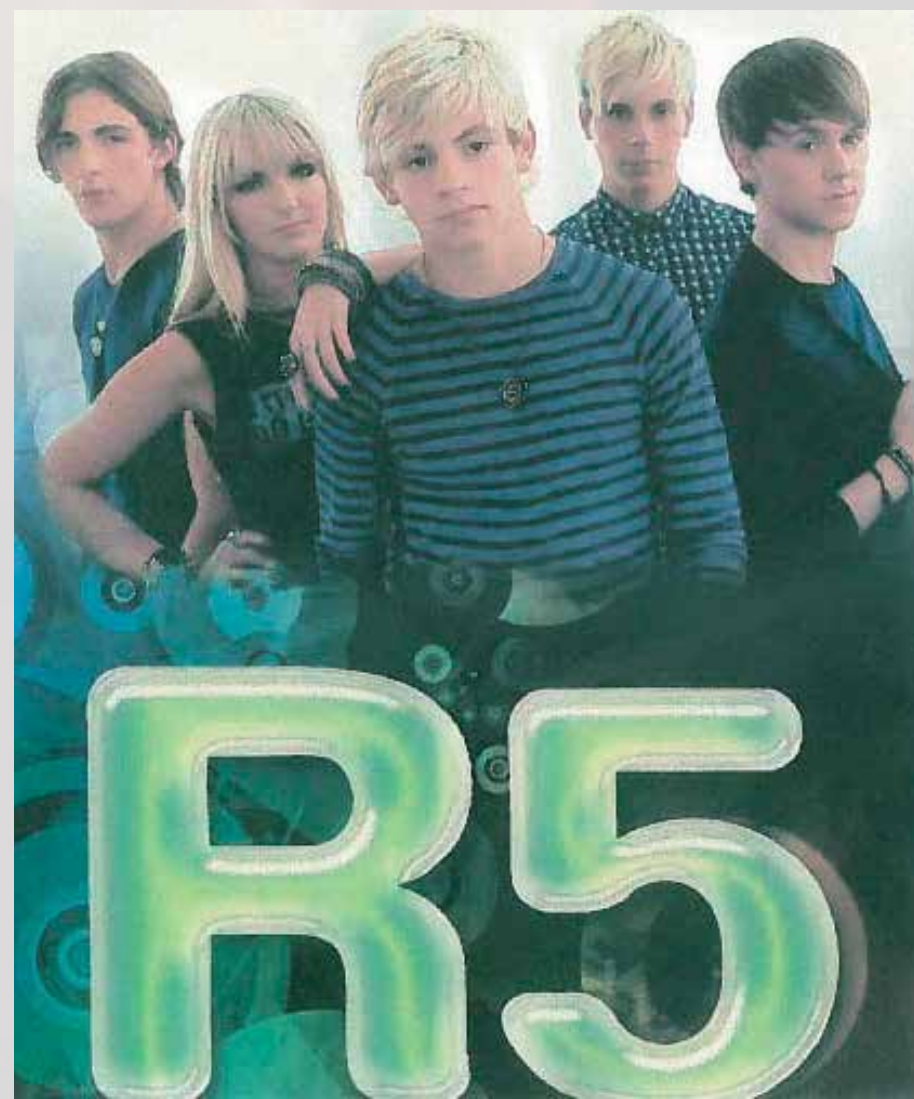


PINNACLE

R5

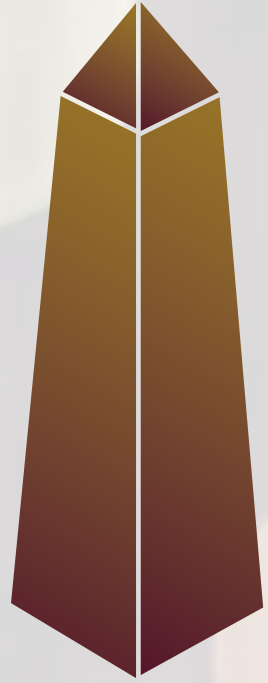
City of Henderson, Communications & Council Support Office

Nicole Johnson, PeaJay Harris,
Karina Milani, Bud Cranor



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ADVERTORIALS



PINNACLE

Summerlin: A Celebration of 25 years

**Faiss Foley Warren Public Relations
The Howard Hughes Corporation**

Melissa Warren, Danielle Bisterfeldt, Adrienne Augustus



PR PROGRAMS BEST OF SHOW

 PINNACLE
AWARDS

BUTTERFLY HABITAT



OPEN SEASONALLY



SPRINGS PRESERVE
Botanical Gardens

BEST OF SHOW

PUBLIC RELATIONS

Springs Preserve Butterfly Habitat

Springs Preserve

Jennifer Inaba, Jason Gifford

Katarina Hradilek, Ashleigh Matview

TOOLS & TECHNIQUES BEST OF SHOW

 PINNACLE
AWARDS



NDOT FY15 Bicycle Safety Campaign Report

BEST OF SHOW

TOOLS & TECHNIQUES

Zero Fatalities Bicycle Safety Social Media
Nevada Department of Transportation,
Nevada Department of Public Safety,
Penna Powers



NEWCOMER
OF THE YEAR

PINNACLE
AWARDS

NEWCOMER OF THE YEAR

SCOTT KERBS

**MASSMEDIA CORPORATE
COMMUNICATIONS**

PR PRACTITIONER OF THE YEAR

 PINNACLE
AWARDS

PR PRACTITIONER OF THE YEAR

**MICHAEL
BERTETTO**

SLS LAS VEGAS

SENIOR PR PRACTITIONER OF THE YEAR

A black, rectangular trophy with a gold-colored border and a gold-colored base. The trophy is positioned on the right side of the image, partially obscuring the text.

PINNACLE
AWARDS

**SENIOR PR PRACTITIONER
OF THE YEAR**

**MELISSA
WARREN**

FAISS FOLEY WARREN

THANK YOU

19TH ANNUAL
PINNACLE AWARDS

2015

AWARDS CEREMONY | NOVEMBER 5

PRSA Public
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Las Vegas Valley Chapter