

20<sup>TH</sup> ANNUAL

# PINNACLE AWARDS

# 2016

AWARDS CEREMONY | NOVEMBER 2

**PRSA** Public  
Relations  
Society of  
America  
Las Vegas Valley Chapter



# WELCOME

**KURT OUCHIDA**

President

# THANK YOU

**LAS VEGAS CONVENTION AND VISITORS AUTHORITY  
GREENSPUN MEDIA GROUP  
BRAINTRUST  
A+B PRINTING  
MONA SHIELD-PAYNE PHOTOGRAPHY**

# BOARD OF DIRECTORS

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# PINNACLE AWARDS COMMITTEE

**Kurt Ouchida**

**Melissa Mirich**

**Melody Crickman**

**Kevin Malone**

# 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**

**Tools and Techniques**

**Public Relations Programs**

**Individual Accomplishments**

# TOOLS AND TECHNIQUES

 PINNACLE  
AWARDS



# **MEDIA RELATIONS - CONSUMER SERVICES**



# PINNACLE

**Palms Casino Resort Television Coverage on CNN's Morgan Spurlock:  
Inside Man**

**Palms Casino Resort, Kirvin Doak Communications**

Alana Litavis, Alex Acuna, Kate Whiteley, Allee Bennett, Taylor Fisher





# PINNACLE

## Plaza Hotel & Casino Turnaround Story

**Faiss Foley Warren**

Amy E. S. Maier



# Award of Excellence

Silver State Health Insurance Exchange Open Enrollment 2016

**Faiss Foley Warren Public Relations Agency, Penna Powers**

Melissa Warren, Cherryl Kaopua, Karen Griffin, Stephanie Miller, Patty Halabuk



nevada  
**health link**

connecting you to health insurance

# Award of Excellence

SLS Las Vegas News Article in The New York Times

**SLS Las Vegas, Kirvin Doak Communications**

Michael Bertetto, Krystle Anttonelli, Kate Whiteley, Taylor Fisher, Cassandra Down



# Award of Excellence

Vegas VR Worldwide

**R&R Partners, Las Vegas Convention and Visitors Authority (LVCVA)**

Jessica Murray, Emily Wininger, Erin McCleskey, Devin Aaron, Tamara Rocha,  
Allie Edwards, Courtney Fitzgerald





# **MEDIA RELATIONS - BUSINESS TO BUSINESS**



# PINNACLE

SR Construction Media Relations

**Trosper Communications**

Elizabeth Trosper, Kelsey Hand

SNAPSHOT: Scott Loughridge | Owner, SR Construction





# **MEDIA RELATIONS - NON-PROFIT ORGANIZATIONS**

# Award of Merit

Joaquin "El Chapo" Guzman's Great Escape  
Display at The Mob Museum

**The Mob Museum - The National Museum of  
Organized Crime and Law Enforcement**

Jonathan Ullman, Geoff Schumacher, Ashley Miller,  
Brenda Hengel, Misha Ray, Erika Pope



**REWARD**  
OF UP TO

**\$25,000,000.00 USD**

FOR INFORMATION LEADING TO THE ARREST AND/OR CONVICTION OF:



**Joaquín Guzmán Loera**  
"El Chapo"

**1-844-692-4101**  
Call TOLL FREE FROM USA

**001-844-692-4101**  
TOLL FREE FROM MEXICO, CENTRAL AMERICA AND SOUTH AMERICA

 **CHAPOTIPS@usdoj.gov**



# FEATURE STORIES

# Award of Excellence

**Matt Goss is Sinatra, New Vegas and Telecaster Cool**

**Catalina Media Group**

Juergen Barbusca



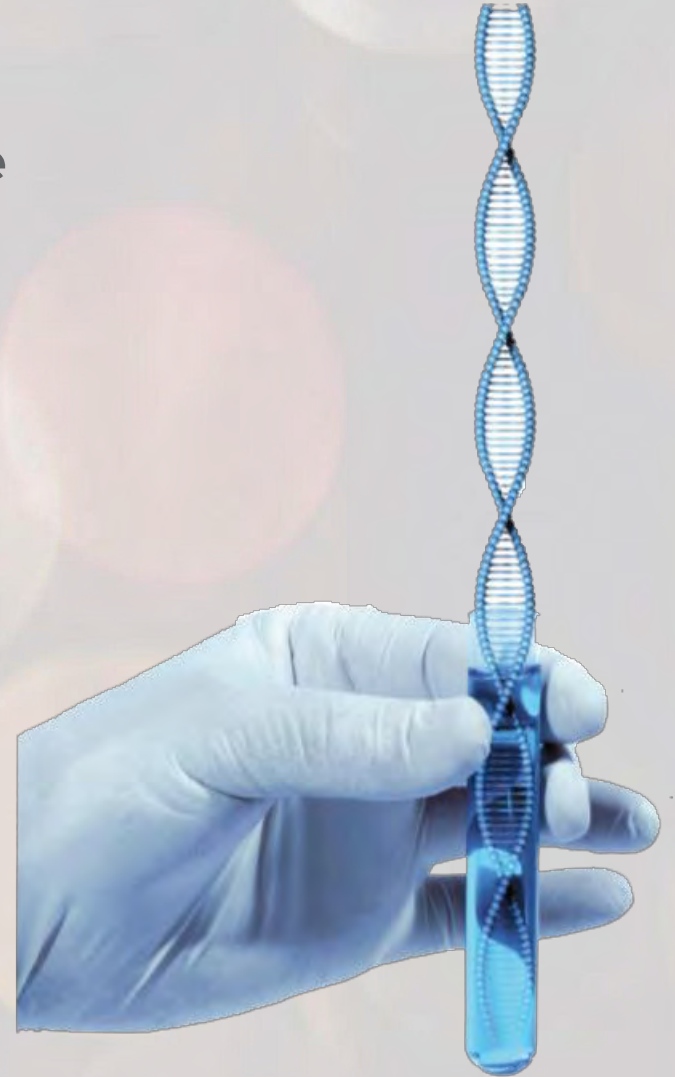


# PINNACLE

Provenance Healthcare - Uncracking the Code  
to a Healthier You

**B&P Advertising Media Public Relations**

James Stover, George McCabe





**WEBSITES**

# Award of Excellence

Las Vegas Convention and Visitors Authority Newsroom

Las Vegas Convention and Visitors Authority

## NEWS RELEASES



### Las Vegas By The Numbers: July 2016 Brings Record-Breaking...

LAS VEGAS — July 2016 was the best month on record for Las Vegas visitation, after the destination welcomed more than 3.8 million visitors during the month. The latest statistics from the Las...

PDF (1) | PDF (2)

02-SEP-2016



### Las Vegas News Brief -...

Hainan Airlines Announces First-Ever Nonstop Service Between China and Las Vegas Hainan Airlines recently filed an application with the U.S. Department of Transportation to launch an historic new...

PDF (1)

01-SEP-2016



# PINNACLE

Support Las Vegas Dome

**MassMedia**

Casey Floyd, Zachary Krassin, Paula Yakubik, Georgeann Pizzi, Justin Woolard

## Support Las Vegas Dome



*Here is the Dome, by the numbers.*

Support The Dome



# **SOCIAL MEDIA**





# PINNACLE

Ethel M Chocolates Acts of Sweetness

**BRAINTRUST**



# Award of Merit

Las Vegas Digital Influencer - Tyler Oakley

**R&R Partners, Las Vegas Convention and Visitors Authority**

Jessica Murray, Erin McCleskey, Devin Aaron, Emily Winger, Allie Edwards, Tamara Rocha, Courtney Fitzgerald



# Award of Excellence

Las Vegas Firefighters, Local 1285 Social Media

**Trosper Communications**

Elizabeth Trosper, Frank Fuentes, Kelsey Hand, Bailey Farrell



Las Vegas  
Firefighters  
Local 1285

@IAFFLocal1285

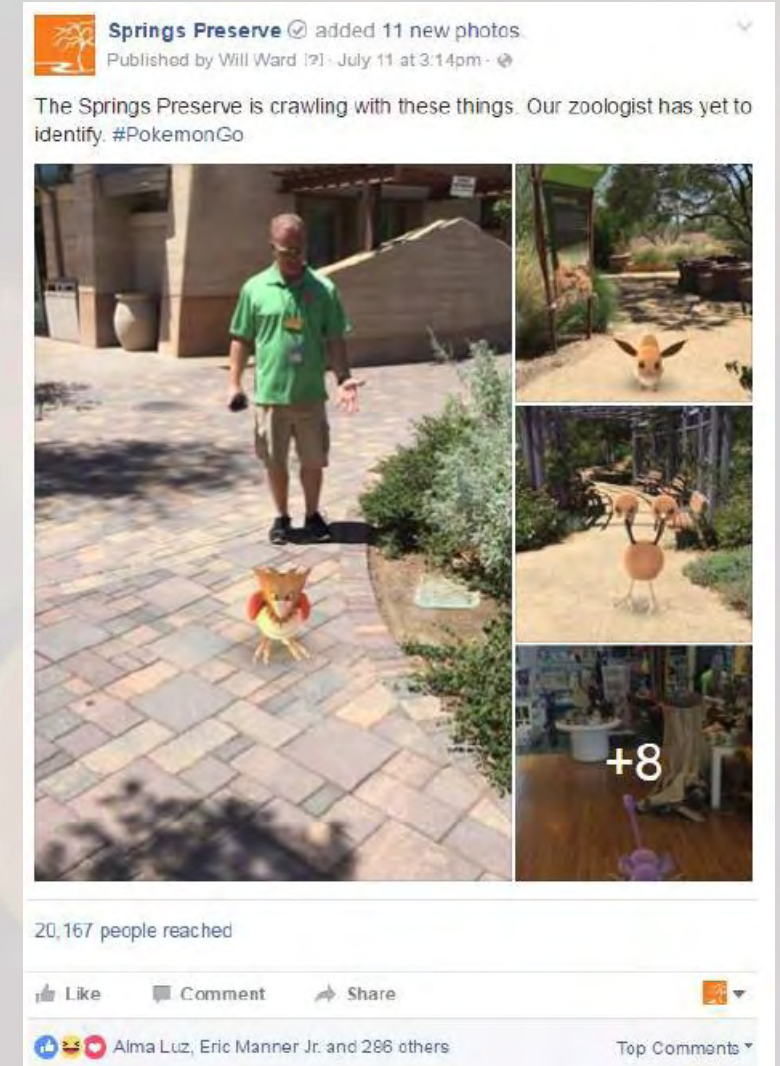


# PINNACLE

## Las Vegas Springs Preserve Social Media Program

**Las Vegas Valley Water District,  
Las Vegas Springs Preserve**

Ashleigh Matview, Will Ward, Renee Grayson, Colleen Curran, APR, Lisa Story, APR, Bruno Bowles



# Award of Excellence

NDMV Online Transactions Increase by 21% with Help From Spanish Facebook Efforts

**Nevada Department of Motor Vehicles, Penna Powers**

Kevin Malone, Britni Brozo, Nick Giustino, Erico Bisquera





# PINNACLE

Pahrump Tourism International Page Likes Facebook Ad

BRAINTRUST



60 MILES WEST OF LAS VEGAS.  
180 DEGREES DIFFERENT.

**PAHRUMP**  
true NEVADA  
[VisitPahrump.com](http://VisitPahrump.com)

# Award of Excellence

SLS Las Vegas #MyVegasStory  
Social Media Campaign

**SLS Las Vegas, Kirvin Doak Communications**

Michael Bertetto, Krystle Anttonelli,  
Richelle Rice, Sarah Nguyen, Shaina Chambers



# Award of Excellence

Southwest Medical Associates - Social Media Growth

**B&P Advertising Media Public Relations**

James Stover, George McCabe





# PINNACLE

Support the Las Vegas Dome

**MassMedia**

Jason Holte, Jared Sena, Casey Floyd, Kelly Jensen



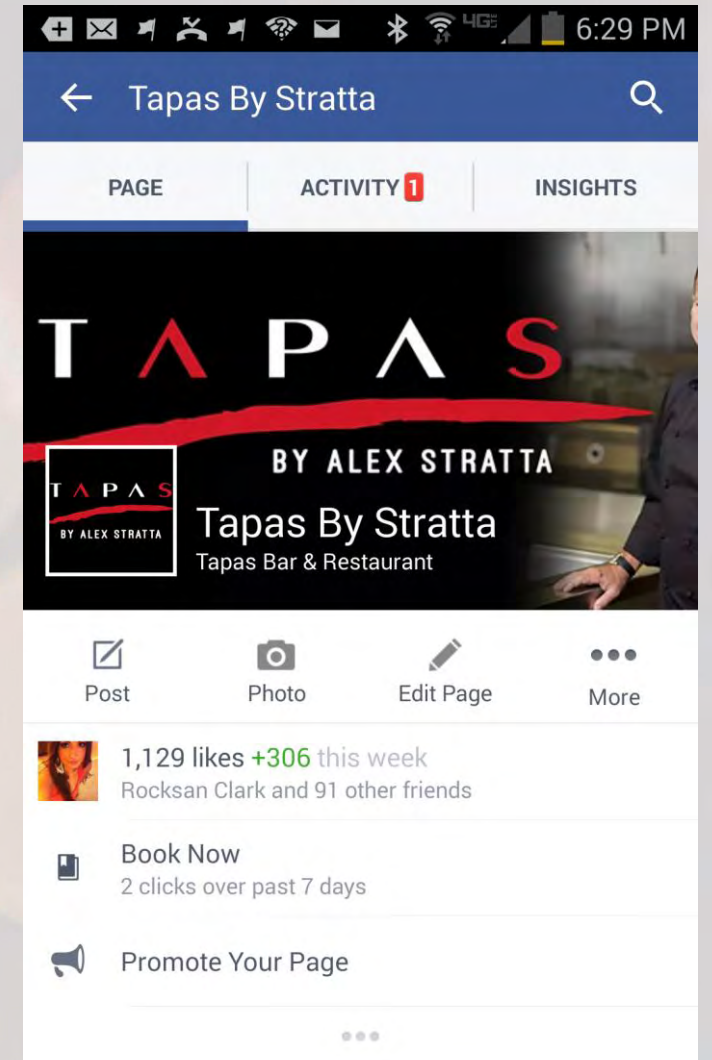


# PINNACLE

Tapas by Stratta Opening

**MassMedia**

Dawn Britt, Carrie Giverson, Eric Gladstone





# PINNACLE

The Rape Crisis Center Social Media

**Faiss Foley Warren Public Relations and Public Affairs**

Daniella Cortez Alvarez, Marsha MacEachern Tempesta





# PINNACLE

Wolfgang Puck Social Media

BRAINTRUST

Top mention earned 18.1K engagements



**Kris Jenner**

@KrisJenner · May 20

Getting ready to live stream on my Facebook with [@wolfgangpuck](#) and [@codysimpson](#) 8:30AM PST [#FoodRevolution](#)  
[pic.twitter.com/2Kd3xXsWCI](https://pic.twitter.com/2Kd3xXsWCI)



👤 22 💬 131 🍷 1336



# **SMARTPHONE/TABLET APPLICATIONS**



# PINNACLE

Vegas VR Worldwide

**R&R Partners, Las Vegas Convention  
and Visitors Authority**

Jessica Murray, Emily Wininger, Erin  
McCleskey, Devin Aaron, Tamara Rocha,  
Allie Edwards, Courtney Fitzgerald



## LAS VEGAS VIRTUAL REALITY APP

Immerse yourself in the Vegas experience. From can't-miss attractions and  
nightlife to A-list restaurants, VIP suites and a sunset helicopter tour, the Vegas  
VR app drops you into the middle of dozens of only-in-Vegas scenes.





# CREATIVE TACTICS



# PINNACLE

Dragon Noodle Celebrates 20 Years  
of Good Fortune

**one7 communications**

Dawn Britt, Carrie Giverson,  
Anthony DeFelice

**YOU AND A GUEST ARE INVITED  
TO CELEBRATE THE 20TH ANNIVERSARY  
OF**

**DRAGON**  
LAS VEGAS  
**NOODLE CO.**  
& SUSHI BAR

**TUESDAY, JUNE 21  
6-8 P.M.**

ENJOY COMPLIMENTARY COCKTAILS  
AND WHIMSICAL ASIAN FARE

Please RSVP to  
[anthony@one7communications.com](mailto:anthony@one7communications.com)  
by June 17, 2016

*Monte Carlo*  
LAS VEGAS RESORT AND CASINO

3770 S Las Vegas Blvd, Las Vegas, NV 89109  
Invitation is non-transferable. Management reserves all rights

MCC HOSPITALITY  
GROUP

**20  
YEARS**  
LAS VEGAS STRIP

HOMER'S STEAKHOUSE  
SINCE  
DRAGON NOODLE  
SUSHI BAR  
HAS OPENED IN THE RESORT

# Award of Excellence

ICB Conference

**Imagine Communications, NEMIC**

Brian Rouff, Melissa Biernacinski,  
Tiffannie Bond, Nadia Zerka,  
Cynthia Carbajal, David Bennett



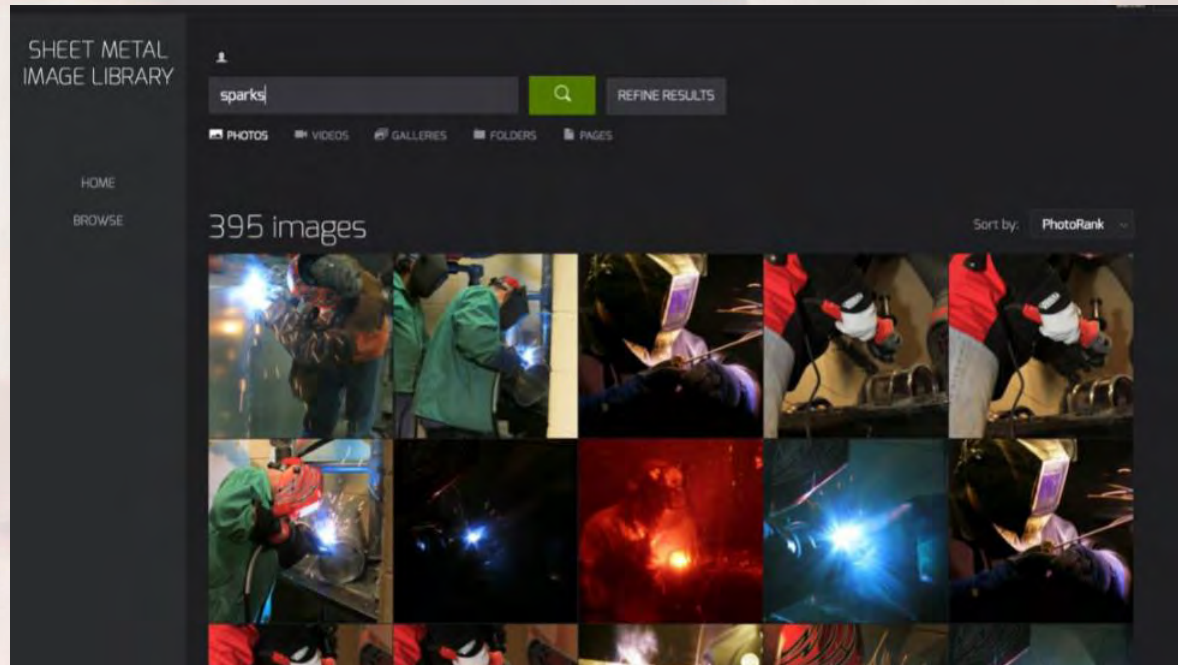


# PINNACLE

## Sheet Metal Image Library

### Imagine Communications, The Funds

Tiffannie Bond, Nadia Zerka, Cynthia Carbajal, James Page, Dave Bernett, Randall Krocka





# **PRESS CONFERENCES**

# Award of Excellence

Check Your Seats in the Heat Press Conference

**Trosper Communications**

Elizabeth Trosper, Kelsey Hand, Bailey Farrell, Frank Fuentes, Sue Smuskiewicz



# Award of Excellence

Cox Conserves dedicates two solar projects in Nevada

**Cox Communications - Las Vegas, Faiss Foley Warren**

Juergen Barbusca, Stephanie Stallworth, Susie Black





# PINNACLE

**Las Vegas Convention and Visitors Authority and UNLV Kick Off  
First Ever Las Vegas Presidential Debate**

**Las Vegas Convention and Visitors Authority,  
University of Nevada, Las Vegas**





# PINNACLE

**LVCVA Press Conference: Global Meetings Industry Day**

**Las Vegas Convention and Visitors Authority**

Molly Castano, Heidi Hayes



**MEETINGS  
MEAN  
BUSINESS**



APRIL 14, 2016

# Award of Merit

Nevada 150 Historical Markers Legacy Project

**The Glenn Group, Vero Strategies**

Valerie Glenn, Veronica Meter





# PINNACLE

**RFCD 2016 Flash Flood Safety Press Conference**

**Regional Flood Control District**

Steven Parrish, Erin Neff, Beatriz Martinez



## **Regional Flood Control District** *Flood Safety Tips*

- Flash flood season is July through September,



# ONLINE VIDEOS

# Award of Excellence

Our Valley, Our Vision, Our Future Video

**Southern Nevada Strong Project Team,  
City of Henderson, Community  
Development**

Stephanie Garcia-Vause, Lisa Corrado,  
Brittany Markarian, Tom11 Productions,  
Councilwoman Debra March





# **PUBLIC SERVICE ANNOUNCEMENTS**

# Award of Excellence

Check Your Seats in the Heat PSA

Trosper Communications, City of Henderson



# Award of Excellence

Safe Pools Rule! PSA

Trosper Communications, City of Henderson





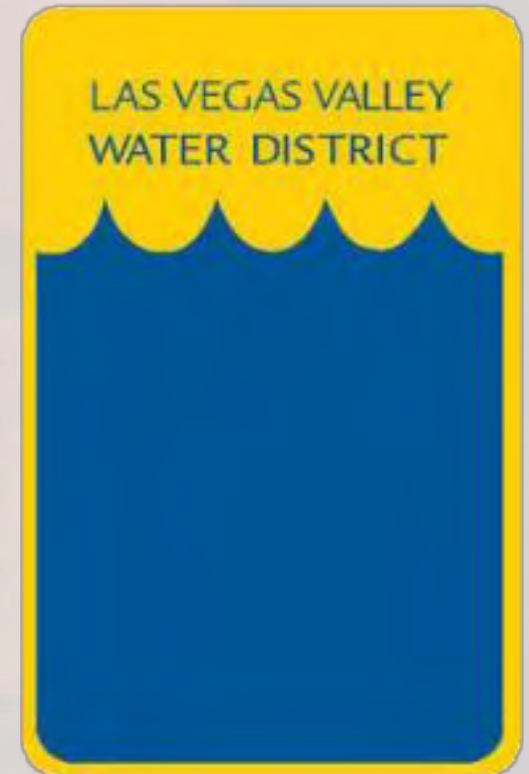
# **INTERNAL/INTRANET VIDEO PROGRAMS**

# Award of Excellence

Pipeline Video Series

**Las Vegas Valley Water District**

Crystal Zuelke, Lisa Riess, Lisa Story





# **EXTERNAL VIDEO PROGRAMS**



# PINNACLE

**Springs Elemental Episode 147, August 2016**

## **Springs Preserve**

Jennifer Inaba, Lisa Riess, Joshua Tree Productions, Springs Preserve staff,  
LVVWD Public Information





# NEWSLETTERS





# PINNACLE

Knife at The Highland Dallas Cuts Through the Noise

**one7 communications**

Dawn Britt, Nicole Bullis, H Farahi





# PINNACLE

Professional Firefighters of Nevada Flipboard Newsletter

**Trosper Communications**

Elizabeth Trosper, Frank Fuentes





# **BROCHURES**

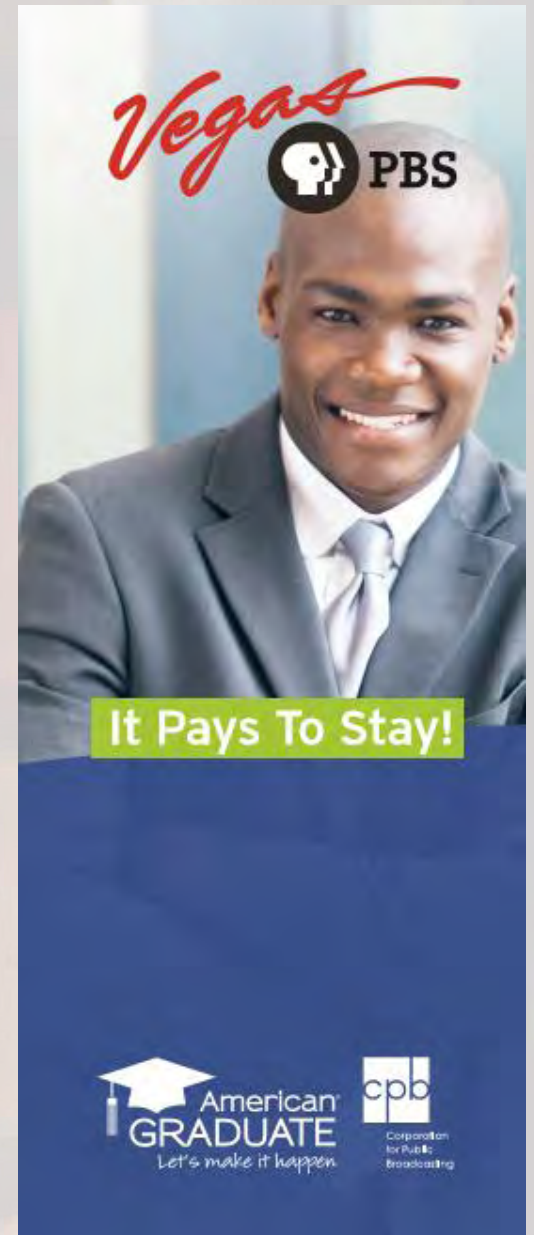


# Award of Merit

American Graduate Brochures

**Vegas PBS Communications**

Shauna Lemieux, Anthony Caruth, Caitlyn Lopez,  
Chuck Sinicki, Mark Nelson





# PINNACLE

**Foundation Assisting Seniors HowRU Brochure**

**Trosper Communications**

Elizabeth Trosper, Kelsey Hand, Ashley Campbell





# PUBLICATIONS



# PINNACLE

**Tronox Arbor Day 2016-17 School Year Calendar**

**Trosper Communications**

Elizabeth Trosper, Kelsey Hand, Ashley Campbell



# PUBLIC RELATIONS PROGRAMS

A black, rectangular trophy with a gold-colored logo at the bottom. The trophy is positioned on the right side of the image, standing on a reflective surface. The background is dark with out-of-focus, colorful bokeh lights in shades of orange, yellow, and red.  
**PINNACLE**  
AWARDS



**PUBLIC SERVICE**





# PINNACLE

The Rape Crisis Center's Party Smart Campaign

**Faiss Foley Warren Public Relations and Public Affairs**

Lisa Robinson, Melissa Warren, Daniella Cortez Alvarez

A promotional graphic for the 'Party Smart Las Vegas' campaign. The background is bright pink. On the left, the text 'PARTY SMART' is written in large, bold, white letters, with 'LAS VEGAS' in a smaller, white, sans-serif font below it. A small black martini glass icon is positioned between 'PARTY' and 'SMART'. To the right of the text, the slogan 'Arrive together. Stick together. Leave together.' is written in white. At the bottom left, the website 'partysmartinlv.com' and the 24/7 hotline '702.366.1640' are listed in white. On the right side, there is a black rectangular area containing a photo of Britney Spears and the text 'BRITNEY Piece of Me' in a stylized font.

**PARTY SMART**  
LAS VEGAS

Arrive together.  
Stick together.  
Leave together.

partysmartinlv.com • 24/7 hotline 702.366.1640

**BRITNEY**  
*Piece of Me*



# **MARKETING CONSUMER SERVICES**



# PINNACLE

GRAND OPENING OF THE POOL AT THE PLAZA

**Faiss Foley Warren Public Relations and Public Affairs**

Amy E. S. Maier



**MULTI-MILLION DOLLAR POOL RENOVATION AT PLAZA**



# PINNACLE

SLS Las Vegas #MyVegasStory PR Campaign

**SLS Las Vegas, Kirvin Doak Communications**

Michael Bertetto, Krystle Anttonelli, Kate Whiteley, Taylor Fisher,  
Cassandra Down

**Live Out Your Ultimate #MyVegasStory  
This Summer at SLS Las Vegas**

BY RYAN SIMONEAU | HAUTE PURSUITS, NEWS | JUNE 6, 2016



# Award of Excellence

Vegas VR Worldwide

**R&R Partners,  
Las Vegas Convention and Visitors Authority**

Jessica Murray, Emily Wininger, Erin McCleskey,  
Devin Aaron, Allie Edwards, Tamara Rocha,  
Courtney Fitzgerald





# **MARKETING BUSINESS-TO-BUSINESS**

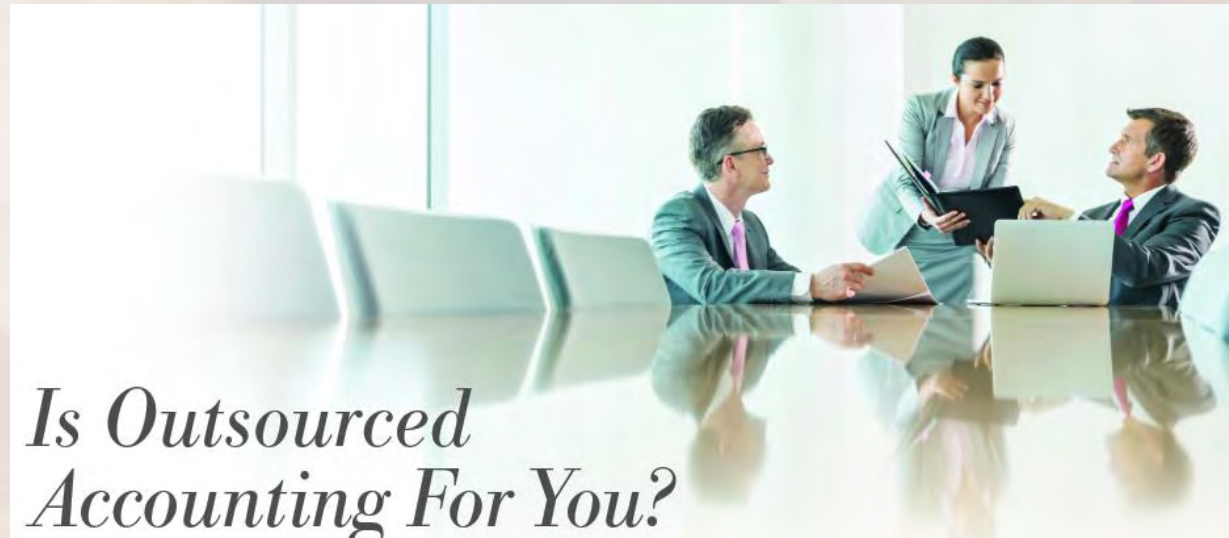


# PINNACLE

**Ascent Multifamily Accounting Company Launch**

**Ascent Multifamily Accounting**

Mike Ballard, Anton Tielemans, Sarah Thornton



*Is Outsourced  
Accounting For You?*



# **INTEGRATED COMMUNICATIONS**



# PINNACLE

## Cannery Casino Wings & Pints Campaign

### Cannery Casino

Steve Uricchio, Holly O'Brien,  
Cassandra McNulty, Kerry McCombe,  
Chef Steve Bacchetta, Ryan Paulos,  
Rachel Carey, Elizabeth Colosimo

CHOOSE YOUR WING STYLE: BONELESS OR BONE-IN

**\$4.99** Small 8 Piece **\$7.99** Large 12 Piece

**WINGS AND PINTS**  
GAME DAY EVERY DAY

**\$1.50** PINT OF PBR  
FROM 11AM DAILY

**Pabst Blue Ribbon BEER**

**VICTORY'S BAR & GRILL**



# PINNACLE

## Healthcare Partners Nevada Open Enrollment

### MassMedia

Brooke Crumpler, Kassi Belz,  
Carmesha Thompson, Nicole King,  
Tommy DiGioia



**“I MANAGE MY DISEASE,  
NOT THE OTHER WAY  
AROUND.”**  
-AL, ACTUAL PATIENT

Al has diabetes. But fortunately, **HEALTHCARE PARTNERS** has cultivated a way to provide the kind of comprehensive, coordinated care that enables the effective management of it. It happens through the **TOTAL CARE MODEL**. With collective, quality care from primary doctors to specialists, Al is able to keep doing the things he loves. That means everything's coming up roses.

**IT'S THE CARE YOU DESERVE, FINALLY. DURING MEDICARE OPEN ENROLLMENT, TAKE ADVANTAGE OF A PLAN THAT ALLOWS YOU TO CHOOSE A HEALTHCARE PARTNERS PROVIDER.**

**MEDICARE  
OPEN ENROLLMENT**  
OCTOBER 15 - DECEMBER 7

**HealthCare Partners  
Nevada**  
[Learn more at hcpnv.com](http://LearnMore.at.hcpnv.com)



# PINNACLE

**McDonald's Las Vegas - Eggs for Education**

## **MassMedia**

Georgeann Pizzi, Tiffany Ramsey, Shayna Moreno-Thompson,  
Jennifer Bradley, Jessica Lovell, Jason Holte





# PINNACLE

## Miracle Flights 100K Flights Celebration

### MassMedia

Jennifer Bradley, Dee Anna Padres, Kassi Belz, Zachary Krassin,  
Tommy DiGioia, Casey Floyd



100,000<sup>TH</sup>  
FLIGHT  
EVALUATION



# PINNACLE

Pink's Hot Dogs and Haute Doggery Host  
National Hot Dog Day Tour

**one7 communications**

Dawn Britt, Carrie Giverson, Blaire Ritter,  
Camile Tanner



Pink's Hot Dogs

&

PRESENT



Haute Doggery

## National Hot Dog Day Tasting Tour

**Saturday, July 23 • 1-3 PM**

From classic toppings at **Pink's** to modern gourmet at  
**Haute Doggery**, guests will taste and tour American eats for

**#NationalHotDogDay**

### Special guests

'Magic Reinvented Nightly' magician Mat Franco  
& 'Mouthing Off' star Paul Zerdin  
will also unveil their new celebrity hot dogs

### Tour Stops

- Begins at Pink's at Planet Hollywood
- Second Stop Haute Doggery at The LINQ Promenade
- Transportation provided by Lyft Disco Bus to conclude tour at Pink's

Space is limited,  
please **RSVP** to [camile@one7communications.com](mailto:camile@one7communications.com)

**by Thursday, July 21**





# PINNACLE

Sundance Helicopters' Riviera Implosion  
Event Campaign

BRAINTRUST

TWEETS 30.4K FOLLOWING 55K FOLLOWERS 222K LIKES 21K LISTS 4



Vegas.com @Vegascom · Jun 15

This aerial shot of the Riviera implosion will blow you away! (See what we did there?) Thanks @SundanceHeli! #Vegas



30 68

The image features a dark, vertical, tapered object on the left side, possibly a stylized monument or a piece of art. The background is a dark, textured surface with numerous out-of-focus, warm-toned lights (bokeh) in shades of orange, yellow, and red, creating a soft, glowing effect. The text is centered in the right half of the image.

# **EVENTS AND OBSERVANCES (SEVEN OR FEWER DAYS)**

# Award of Excellence

Catholic Charities of Southern Nevada - Turkey Pardon

**BRAINTRUST**





# PINNACLE

The Color Run Brightens Up Downtown Las Vegas

**one7 communications**

Dawn Britt, Carrie Giverson, Camile Tanner



# Award of Excellence

The Golden Tiki Throws a Tiki-rific  
Grand Opening

**one7 communications**

Dawn Britt, Carrie Giverson,  
Eric Gladstone, Rene McCullough



# Award of Excellence

Las Ventanas at Summerlin - Ronald Reagan Memory Support Suites Grand Opening

**BRAINTRUST**

*VegasNews.com*

**Las Ventanas Celebrates Grand Opening of Ronald Reagan Memory Support Suites**



# Award of Excellence

# National Travel and Tourism Week 2016

# Las Vegas Convention and Visitors Authority

## Las Vegas Celebrates National Travel and Tourism Week

**May 1-7, 2016**

Las Vegas

## MEDIA

ALL (20)

VIDEOS (9)

IMAGES (11)



**ADD ALL TO MEDIA CART**

[DOWNLOAD ALL](#)

### Host Committee Chairman Oscar B. Goodman Surprises Tourists...



### A Surprise "Flash Mob" in Downtown Las Vegas for...



# Award of Merit

Super Saturday Vegas-Style

**Janet LaFevre and the Fashion Show and Grand Canal Shoppes teams,  
FFW Public Relations**

McKinzie Cogswell, Melissa Warren



# Award of Excellence

Wahlburgers Coney Island Celebrates Grand Opening with Star-Studded Red Carpet Event

**Wicked Creative**

Lauren Cahlan, Stephanie Wilson





**EVENTS AND  
OBSERVANCES  
(MORE THAN  
SEVEN DAYS)**



# PINNACLE

**Caesars Palace Celebrates 50 Years - Summer of Caesars Campaign**

**Caesars Palace Public Relations Team**

Celena Haas, Adrienne Prather-Marcos, Kristin Soo Hoo,  
Chelsea Ryder, Talia Rothman, Jeff Wagner Agency



# Award of Excellence

Catholic Charities of Southern Nevada – 2016 (75th Anniversary)

**BRAINTRUST**



# Award of Merit

Ethel M Chocolates Holiday Season 2015

**Faiss Foley Warren Public Relations Agency**

Melissa Warren, Lisa Robinson, Cherryl Kaopua

## **ETHEL M CHOCOLATES**

HOLIDAY SEASON 2015





# COMMUNITY RELATIONS

# Award of Merit

Check Your Seats in the Heat

**Trosper Communications**

Elizabeth Trosper, Kelsey Hand, Bailey Farrell, Frank Fuentes,  
Sue Smuskiewicz



# Award of Merit

McDonald's Las Vegas - Make Activities Count (MAC) Grant Program

**MassMedia**

Georgeann Pizzi, Tiffany Ramsey, Shayna Moreno-Thompson





# PINNACLE

**Project 150 / KLAS-TV Channel 8 News Now Community  
Pride Partnership**

**B&P Advertising Media Public Relations**

Juliet V. Casey, George McCabe



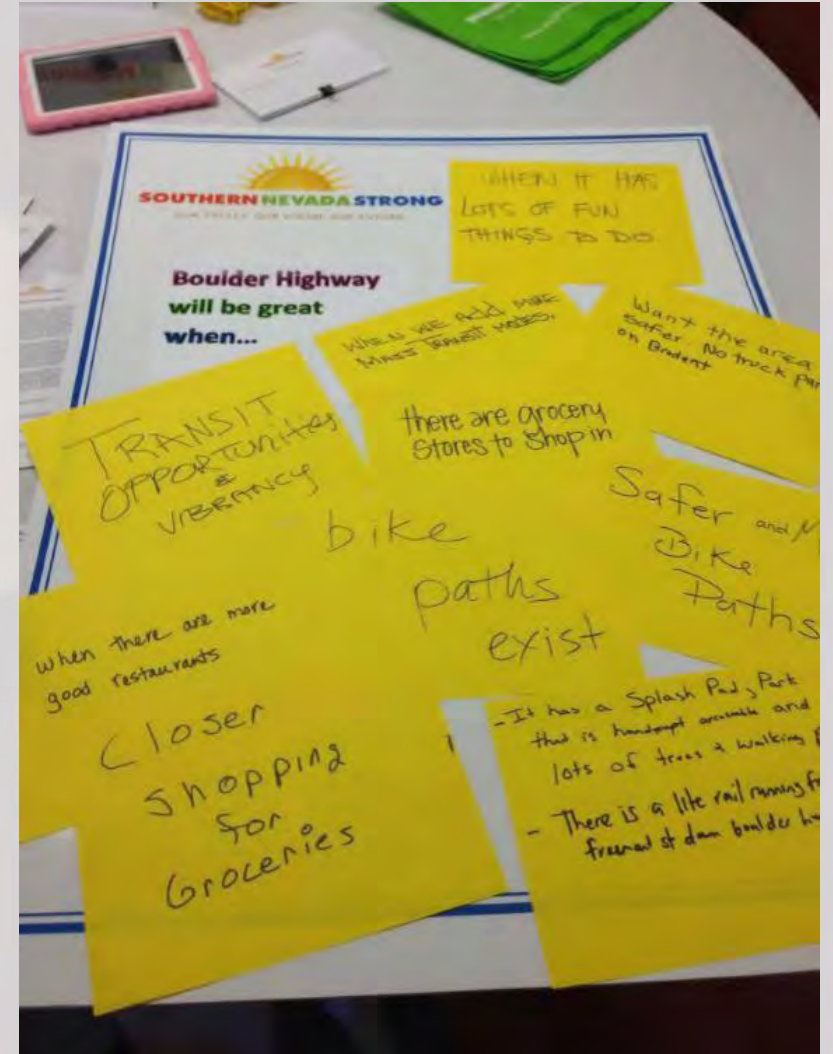


# PINNACLE

**Southern Nevada Strong: Creating Change through Community Engagement**

**Southern Nevada Strong Project Team,  
City of Henderson**

Stephanie Garcia-Vause, Lisa Corrado,  
Brittany Markarian, Ramirez Group,  
Purdue Marion & Associates,  
Sumnu Marketing





# **INTERNAL COMMUNICATIONS**

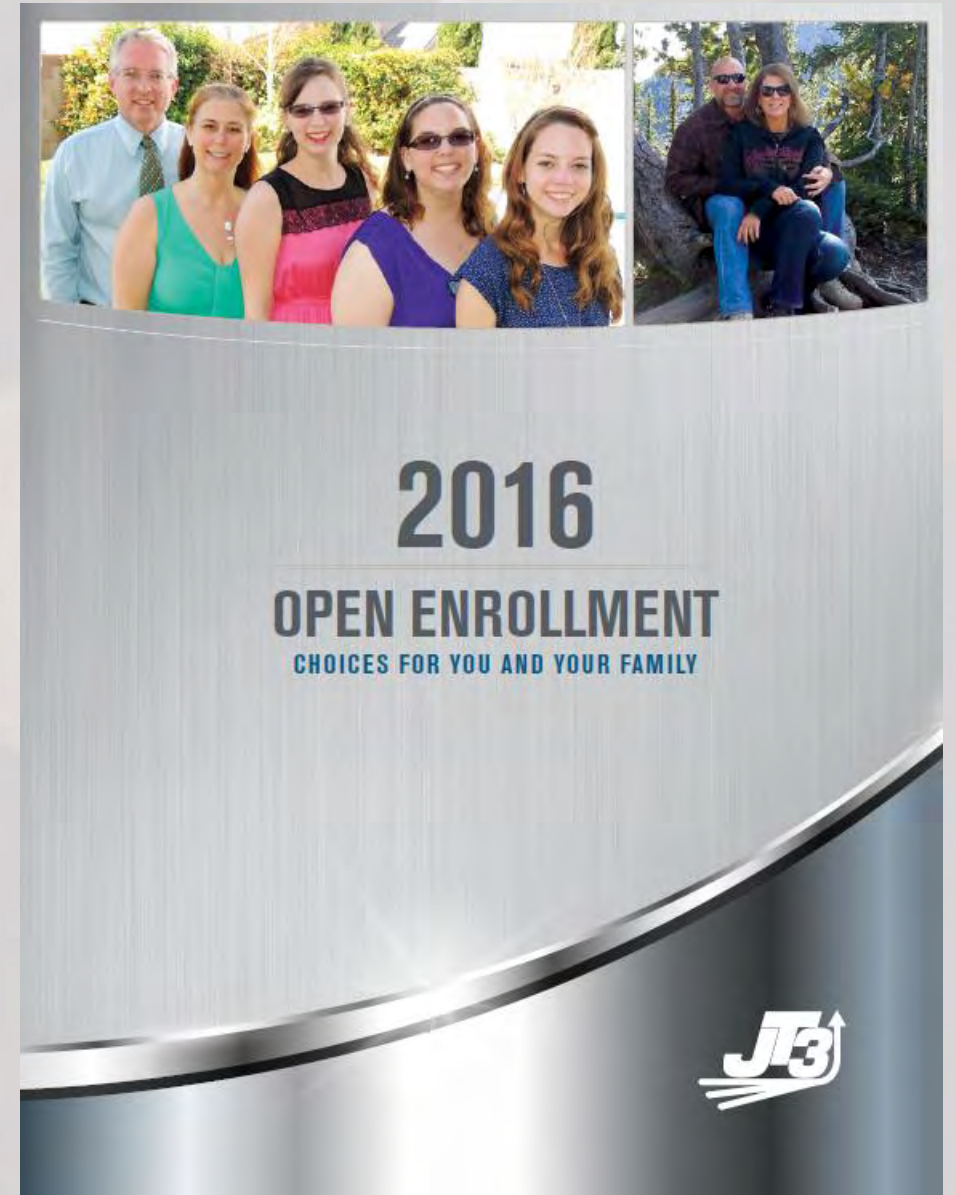


# PINNACLE

2016 Open Enrollment Campaign

**JT3 LLC, ADP, and eurie creative**

Nancy Weaver, APR, Victor Rodriguez,  
Robert Donovan, Sandra Harrison,  
Connie James, Alex Frazier



# Award of Merit

Cox ♥ (Hearts) Its Employee Volunteers Campaign

**Cox Communications, Faiss Foley Warren Public Relations**

Stephanie Stallworth, Nadia Basich, Susan Black-Manriquez





# **CRISIS COMMUNICATIONS**



# PINNACLE

RFCD June 30 Flash Flood Event

**Regional Flood Control District**

Steven Parrish, Erin Neff, Beatriz Martinez

TWEETS  
1,676

FOLLOWING  
465


FOLLOWERS  
1,510

LIKES  
316

LISTS  
3

**Regional Flood** @RegionalFlood · Jun 30

Standing water on Buffalo over the 215. 12 inches of water can move a car. #VegasWeather



↩

↻ 10

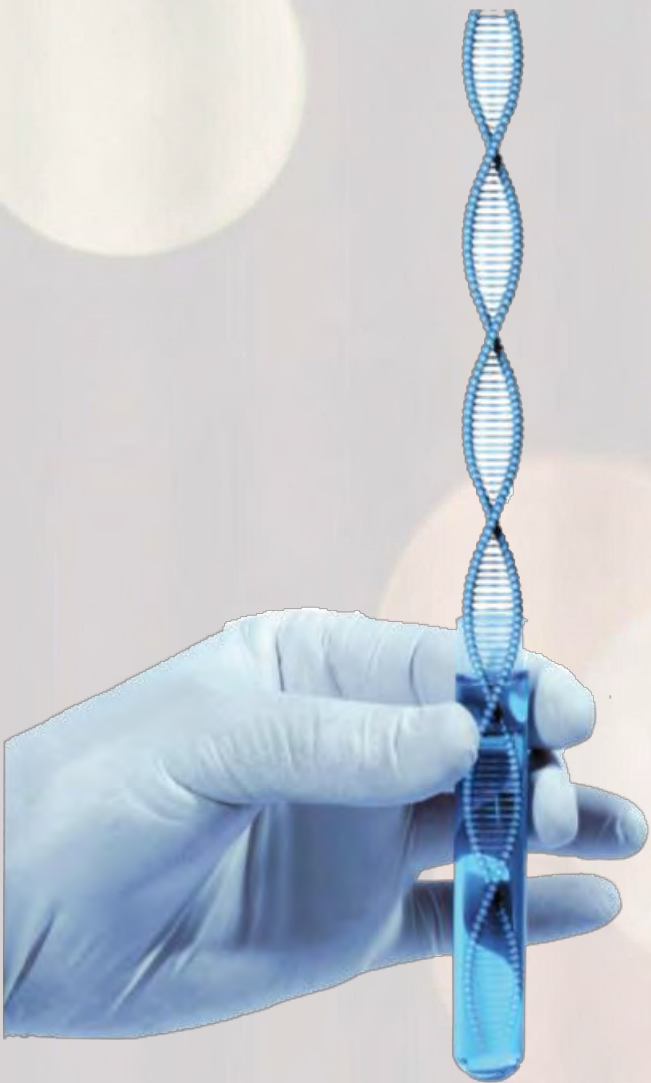
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TOOLS AND TECHNIQUES  
BEST OF SHOW

PINNACLE  
AWARDS



# BEST OF SHOW

## TOOLS AND TECHNIQUES

**Provenance Healthcare –  
Uncracking the Code to a Healthier You**

**B&P Advertising Media Public Relations**

James Stover, George McCabe

PUBLIC RELATIONS CAMPAIGNS  
BEST OF SHOW

PINNACLE  
AWARDS



# BEST OF SHOW

## PUBLIC RELATIONS CAMPAIGNS

Project 150 / KLAS-TV Channel 8 News Now  
Community Pride Partnership

**B&P Advertising Media Public Relations**

Juliet V. Casey, George McCabe



NEWCOMER  
OF THE YEAR

PINNACLE  
AWARDS

NEWCOMER OF THE YEAR

**GREG THILMONT**

**BRAINTRUST**



SENIOR  
PRACTITIONER  
OF THE YEAR

PINNACLE  
AWARDS

SENIOR PRACTITIONER OF THE YEAR

**JEREMY HANDEL**

**Las Vegas Convention and Visitors Authority**

# THANK YOU

20<sup>TH</sup> ANNUAL

## PINNACLE AWARDS

# 2016

AWARDS CEREMONY | NOVEMBER 2

**PRSA** Public  
Relations  
Society of  
America  
Las Vegas Valley Chapter