21ST ANNUAL PINNACLE AWARDS



AWARDS CEREMONY | NOVEMBER 1



ABOUT THE PRSA LAS VEGAS VALLEY CHAPTER

The Public Relations Society of America (www.prsa.org), based in New York City, is the world's largest organization for public relations professionals. The Society has more than 31,000 professional and student members. PRSA is organized into 109 Chapters nationwide, 19 Professional Interest Sections, along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

The Public Relations Student Society of America (PRSSA) has 280 Chapters at colleges and universities-including University of Nevada, Las Vegas-throughout the United States.

Las Vegas is home to a vibrant, active chapter of the Public Relations Society of America. Members of our chapter work in corporations, agencies, associations, service organizations, government, and universities, reflecting the business and professional community of Southern Nevada. Many members are in senior management positions, while others are beginning their careers in public relations.

The Las Vegas Valley Chapter strives to accommodate the varied experience levels of its members. We offer associate memberships to practitioners with less than two years of experience or who are immediate past members of the Public Relations Student Society of America (PRSSA). Member status is reserved for individuals who devote a substantial portion of their time to the professional practice of public relations or teaching and administering public relations courses at an accredited college or university.

The chapter sponsors monthly luncheon seminars, frequent mixers, various professional development seminars throughout the year, and an annual awards program called the Pinnacle Awards.

Currently, the chapter is home to more than 100 public relations practitioners. Guests are always welcome and, of course, membership is encouraged.

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ABOUT THE PRSA-LVVC PINNACLE AWARDS

The Pinnacle Awards provide an excellent way to demonstrate the results of your hard work. They serve to help public relations professionals show clients and senior management what public relations can accomplish. If you're new to public relations, participating in the Pinnacle Awards is a great way to learn techniques of the trade.

Sometimes clients and/or senior management may not understand exactly what we do, or why we do what we do. The out-of-market judges' comments (the judging forms are provided when you pick-up your entries on the night of the Pinnacle Awards) can be valuable tools to help illustrate the type of information and skill set public relations practitioners require to effectively plan and implement communications campaigns.

Created in 1996, the Pinnacle Awards recognize the best public relations programs, tools and professionals in Southern Nevada, Northern Arizona, and Southern Utah. The Pinnacle Awards are judged by out-of-market, accredited members of PRSA and are open to chapter members and nonmembers alike.

The Pinnacle Awards is modeled after the PRSA Silver and Bronze Anvil Awards. Honorees are encouraged to enter their winning Pinnacle Award entry into the national awards program.

Best in Show in the programs category will be submitted to the PRSA Western District Platinum Awards, a competitive awards program among the 11 chapters within its territory.

2017 PRSA PINNACLE AWARDS CHAIRMAN

Kevin Malone

COMMITTEE

Kurt Ouchida Victoria Pomo Mandi Kane

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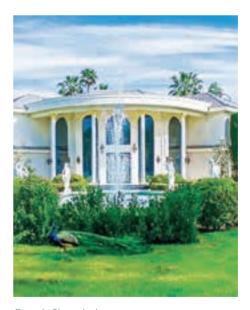
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Mona Payne-Shield Photography

EVENT LOCATION



Casa de Shenadoah 3310 E Sunset Rd, Las Vegas, NV 89120



BEST OF SHOW public relations

EVENTS AND OBSERVANCES (MORE THAN SEVEN DAYS)

Downtown Summerlin Holiday Parade Faiss Foley Warren Public Relations and Government Affairs, Downtown Summerlin



BEST OF SHOW tools & techniques

SOCIAL MEDIA

Las Vegas Springs Preserve Las Vegas Valley Water District

Renee Grayson, Jen Inaba, Colleen Curran, APR



BEST OF SHOW PUBLIC RELATIONS

INTERNAL COMMUNICATIONS

HealthCare Partners Nevada Open Enrollment Clinic Training

Brooke Crumpler Nicole King Carmesha Thompson Sydney Bogatz Lisa Surber Aspen Minden



PRACTITIONER OF THE YEAR KATHY TOPP Red 7 Communications



SENIOR PR PRACTITIONER OF THE YEAR ELIZABETH TROSPER

Trosper Communications



PUBLIC RELATIONS CAMPAIGNS

PUBLIC SERVICE

Award of Merit Driving Safety Home for Nevada's Teens Drops Fatalities by 37 Percent Nevada Office of Traffic Safety, Penna Powers

EVENTS AND OBSERVANCES (7 Days or fewer)

Award of Excellence 30 Years in Black and White with AFAN one7 communications Dawn Britt, Carrie Giverson, Anthony DeFelice

Award of Excellence Ethel M Holiday Lighting Ceremony BRAINTRUST Jam Nicole Cristobal, Jennifer Jo

Award of Excellence Ethel M Grand Re-Opening BRAINTRUST Jam Nicole Cristobal, Jennifer Jo

Award of Merit

GBZ Wahlburgers Grand Opening BRAINTRUST Ioanna Bakalova

Award of Excellence

Gordon Ramsay HELL'S KITCHEN at Caesars Palace Fiery Restaurant Announcement Caesars Entertainment, Jeff Wagner Agency

Award of Excellence

Las Vegas Australia Culinary Activation Las Vegas Convention and Visitors Authority Kala Peterson, Antonia Genov, Natalie Brown

Award of Excellence Las Vegas Celebrates Global Meetings Industry Day 2017 Las Vegas Convention and Visitors Authority

Award of Excellence Las Vegas Celebrates National Plan for Vacation Day Las Vegas Convention and Visitors Authority

Award of Excellence

Las Vegas Culinary Activation in Brazil Las Vegas Convention and Visitors Authority Molly Castano, Nikki Velez, Aline Senzi

Award of Merit

Las Vegas Hosts Final Presidential Debate of 2016 Election Cycle Las Vegas Convention and Visitors Authority

Award of Merit Las Vegas Hosts The Killers Pop-Up Concert at Caesars Palace on ABC's "Jimmy Kimmel Live!" R&R Partners, Las Vegas Convention and Visitors Authority

Award of Excellence LVCVA World Trade Center Association General Assembly Las Vegas Convention and Visitors Authority Heidi Hayes

Award of Merit LVCVA National Travel and Tourism Week 2017 Las Vegas Convention and Visitors Authority

Award of Merit

The Mob Museum's Fifth Anniversary Celebration The Mob Museum, Vox Solid Communications

Award of Merit Wine & Food Truck Event at Tivoli Village JB Public Relations Ava Rose Agency

EVENTS AND OBSERVANCES (More than 7 days)

PINNACLE
Downtown Summerlin Holiday Parade
Faiss Foley Warren Public Relations and Government Affairs,
Downtown Summerlin

REPUTATION/BRAND MANAGEMENT

Award of Excellence

Reputation Management for Trump International Hotel Las Vegas one7 communications Dawn Britt, Carrie Giverson, Blaire Ritter

COMMUNITY RELATIONS

Award of Excellence

After-School All-Stars Partners with 8 News Now for Founder's Day of Caring After-School All-Stars, 8 News Now Traci Trevino, Jodi Gutstein

Award of Merit Henderson Strong-Building Momentum through **Community Engagement** City of Henderson, MIG, Inc.

Award of Excellence

Successes & Insights and Livin' in the City. **Residential Living in Downtown Las Vegas** Faiss Foley Warren Public Relations and Government Affairs Lisa Robinson, Melissa Warren, Nancy Higgins

Award of Merit "Don't Drive High" Campaign Nevada Office of Traffic Safety, Penna Powers

INTERNAL COMMUNICATIONS

Award of Merit "Shoes" Campaign Nevada Office of Traffic Safety, Penna Powers



PINNACLE

HealthCare Partners Nevada **Open Enrollment Clinic Training**

Brooke Crumpler, Nicole King, Carmesha Thompson

Award of Excellence UMC ICARE4U Campaign UMC

TOOLS AND TECHNIQUES

MEDIA RELATIONS - Consumer Products

PINNACLE

Summerlin Council Patriotic Parade Faiss Foley Warren Public Relations and Government Affairs Melissa Warren, Lisa Robinson

MEDIA RELATIONS - Consumer Services

Award of Merit

"Yoga in the Sky" - Yoga on the High Roller **Observation Wheel**

The High Roller at The LINQ Promenade, Caesars Entertainment, Vox Solid Communications

Award of Excellence

"Britney: Piece of Me" Final Shows Announcement Caesars Entertainment Talia Rothman, Brandee Taeubel

MEDIA RELATIONS - Business-to-Business

Award of Merit Media Relations - Business-To-Business Gardner Company (3A. Professional and/or Financial Services) Trosper Communications Elizabeth Trosper, Shayna Moreno Thompson

Award of Merit **CBRE Holiday Retail Roundtable** Faiss Foley Warren Public Relations and Government Affairs, CBRE

Award of Merit

Las Vegas Brings Trade Show Delegation to Santiago and Buenos Aires Las Vegas Convention and Visitors Authority

Award of Excellence

Smart City Networks - Orlando Sentinel MassMedia Mandi Kane, Rina Foster, Paula Yakubik



MEDIA RELATIONS - Associations

Award of Excellence Las Vegas Celebrates Global Meetings Industry Day 2017 Las Vegas Convention and Visitors Authority

Award of Merit TT4 National Travel and Tourism Week nomination Las Vegas Convention and Visitors Authority

MEDIA RELATIONS - Nonprofit Organizations

Award of Excellence Springs Preserve Boomtown 1905 Opening Springs Preserve, LVVWD, SNWA

PINNACLE Scale the Strat 2017 Red 7 Communications, American Lung Association in Nevada Kathy Topp, Kristina Crawford, Valerie Weiderman

Award of Merit Lion Habitat Ranch - World Lion Day JB Public Relations Jennifer Bradley

Award of Excellence Smart City Networks - Orlando Sentinel MassMedia Mandi Kane, Rina Foster, Paula Yakubik

FEATURE STORIES

PINNACLE Blind Center of Nevada BRAINTRUST Evan Korn

PINNACLE Catholic Charities of Southern Nevada Feature Story BRAINTRUST Evan Korn, Greg Thilmont

WEBSITES

PINNACLE

Las Vegas Valley Water District Website Redesign Las Vegas Valley Water District

PINNACLE
BRAINTRUST Website
BRAINTRUST

PINNACLE

HealthCare Partners Nevada Medicare Landing Page MassMedia

SOCIAL MEDIA

Award of Excellence DK Las Vegas Social Media Program Faiss Foley Warren Public Relations and Government Affairs, DK Las Vegas

Award of Merit Summerlin Festival of Arts 2016 Social Media Coverage Faiss Foley Warren Public Relations and Government Affairs

Award of Merit Summerlin Instagram Faiss Foley Warren Public Relations and Government Affairs, The Howard Hughes Corporation

Award of Merit

The Palm Restaurant Group's National Lobster Day Social Media Campaign Kirvin Doak Communications Nicolle Stewart, Richelle Rice

Award of Merit

2017 Regional Transportation Commission of Southern Nevada National Infrastructure Week Coverage RTC, Faiss Foley Warren Public Relations and Government Affairs

PINNACLE

Emeril Lagasse Goes Bananas with Social Media Videos

one7 communications, Circle Group

PINNACLE

Support the Las Vegas Dome Facebook Page MassMedia

BLOGGER CAMPAIGNS

Award of Merit The Blonde Abroad

R&R Partners

PINNACLE

Bangles and Brunch with ALEX AND ANI Las Vegas one7 communications

SMARTPHONE/TABLET APPLICATIONS

PINNACLE Las Vegas Springs Preserve Mobile App Las Vegas Valley Water District, Apps for Attractions

CREATIVE TACTICS

PINNACLE Boomtown 1905 Springs Preserve

Award of Merit The San Francisco Dungeon Rat Cafe Vox Solid Communications, The San Francisco Dungeon

PRESS CONFERENCES

Award of Excellence Downtown Vegas Alliance Gaming Panel Press Conference

Faiss Foley Warren Public Relations and Government Affairs Lisa Robinson Melissa Warren

Award of Excellence

Las Vegas Press Conference in Bogota, Colombia Las Vegas Convention and Visitors Authority Molly Castano, Natalia Venturini, Paula Fernandez

Award of Merit

LVCVA China Sales Mission Las Vegas Convention and Visitors Authority Kala Peterson, Crystal Zhang

Award of Merit

Hainan Airlines Inaugural Flight Press Conference Las Vegas Convention and Visitors Authority

Award of Merit SAVE RED ROCK JB Public Relations Jennifer Bradley

ONLINE VIDEOS

Award of Merit Providing a Reason Why Increases Smog Spotter Reports by 67 Percent JB Public Relations, Jennifer Bradley

Award of Merit **"Henderson Strong - Our Community, Our Future" Video** City of Henderson, Tom 11 Productions

NEWSLETTERS

PINNACLE



Award of Merit Newsletters Professional Firefighters of Nevada Flipboard (24B. Digital) Trosper Communications Elizabeth Trosper

BROCHURES

Award of Merit Brochures Foundation Assisting Seniors and HowRU[™] Program (25.A Print)

Trosper Communications Elizabeth Trosper, Ashley Campbell

Award of Excellence St. Valentine's Day Massacre brochure The Mob Museum Danica Taboada, Brenda Hengel, Ashley Miller

PUBLICATIONS

Award of Merit Publications Tronox Arbor Day 2016-17 School Year Calendar (27A. Calendars) Trosper Communications Elizabeth Trosper, Ashley Campbell, Shayna Moreno-Thompson

ANNUAL REPORTS

Award of Excellence Regional Flood Control District Annual Report 2016-2017 Regional Flood Control District, Kre8ive Design

DIRECT MAIL/DIRECT RESPONSE

Award of Excellence Southern Nevada Water Authority Pool Cover Rebate Postcard SNWA Public Information, SNWA Conservation

ADVERTORIALS

Award of Excellence Summerlin - Las Vegas Review-Journal Advertorials Faiss Foley Warren Public Relations & Government Affairs, The Howard Hughes Corporation Melissa Warren, Danielle Bisterfeldt



If a firm is judged by the clients it keeps, Faiss Foley Warren Public Relations is in

EXCELLENT COMPANY.



FFW is a proud supporter of the 2017 PRSA Pinnacle Awards. Congratulations to all of this year's winners!

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LAS VEGAS CONGRATULATES THIS YEAR'S PINNACLE RECIPIENTS

Public relations is invaluable to a city that relies heavily on its visitors, and the Las Vegas Convention and Visitors Authority proudly supports the Public Relations Society of America and congratulates the recipients of the 2017 Pinnacle Awards.

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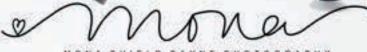
LVCVA.com

Congratulations to all Pinnacle Award winners and a special shout-out to my PR friends!!!

more

This evening's photography courtesy of 702.245.4822 www.monashieldpayne.com

l aim to please



MONA SHIELD PAYNE PHOTOGRAPHY

THE SUNDAY

EARNED THE **GENERAL EXCELLENCE AWARD** IN THE URBAN WEEKLY CLASS, RACKING UP **14 FIRST-PLACE AWARDS** AND A TOTAL OF **14 SECOND- AND THIRD-PLACE AWARDS**.



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We Congratulate The PRSA Las Vegas 2017 Pinnacle Award Winners.



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