

21ST ANNUAL
PINNACLE AWARDS
2017

AWARDS CEREMONY | NOVEMBER 1

PRSA Public
Relations
Society of
America
Las Vegas Valley Chapter



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

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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

Trospen 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****Engage E-newsletter**

Vegas PBS

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



FAISS FOLEY WARREN

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

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

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Congrats

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.



#VegasStrong

Congratulations

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

mona

I aim to please!

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

mona
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**.



TOTAL HONORS
FROM THE NEVADA PRESS ASSOCIATION

THE SUNDAY WON FOR **BEST EDITORIAL PAGE**,
BEST ADVERTISING INNOVATION, **BEST AD SERIES**
AND **BEST OVERALL DESIGN**, AMONG OTHER CATEGORIES.

FIRST PLACE HONORS

Best Editorial Writing / General Excellence / Best Business Spot News Story
Best Investigative Story / Best Sports Feature Writing / Best Editorial Cartoon
Best Editorial Page / Best Graphic Designer / Best Advertising Innovation

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We Congratulate The PRSA Las Vegas 2017 Pinnacle Award Winners.



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