

21ST ANNUAL

PINNACLE AWARDS

2017

AWARDS CEREMONY | NOVEMBER 1

PRSA Public
Relations
Society of
America
Las Vegas Valley Chapter



WELCOME

KURT OUCHIDA

President

Our Sponsors

THANK YOU!

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

FAISS FOLEY WARREN

BRAINTRUST

GREENSPUN MEDIA GROUP

A+B PRINTING

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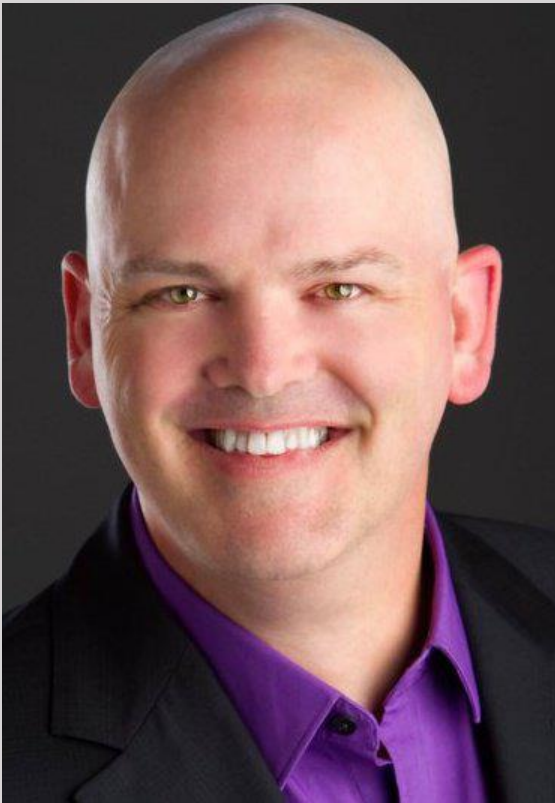
Cara Stewart

ASSEMBLY DELEGATE

Cheryl Persinger Gowan, APR

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

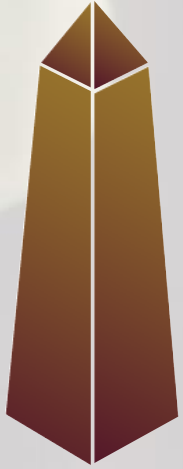
Individual Accomplishments

TOOLS AND TECHNIQUES

 PINNACLE
AWARDS



MEDIA RELATIONS - CONSUMER PRODUCTS



PINNACLE

Summerlin Council Patriotic Parade

Faiss Foley Warren Public Relations

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,
Silent Savasana, Vox Solid Communications**

Lindsay Sanna, Celena Haas-Stacey, Adrienne Prather-Marcos, Kyle Markman,
Erica McElroy-Johnson, Kristen Soo Hoo, Erika Pope, Marina Nicola



Award of Excellence

"Britney: Piece of Me" Final Shows Announcement

Caesars Entertainment

Talia Rothman, Brandee Taeubel





MEDIA RELATIONS - BUSINESS TO BUSINESS

Award of Merit

Gardner Company

Trosper Communications

Elizabeth Trosper, Shayna Moreno-Thompson

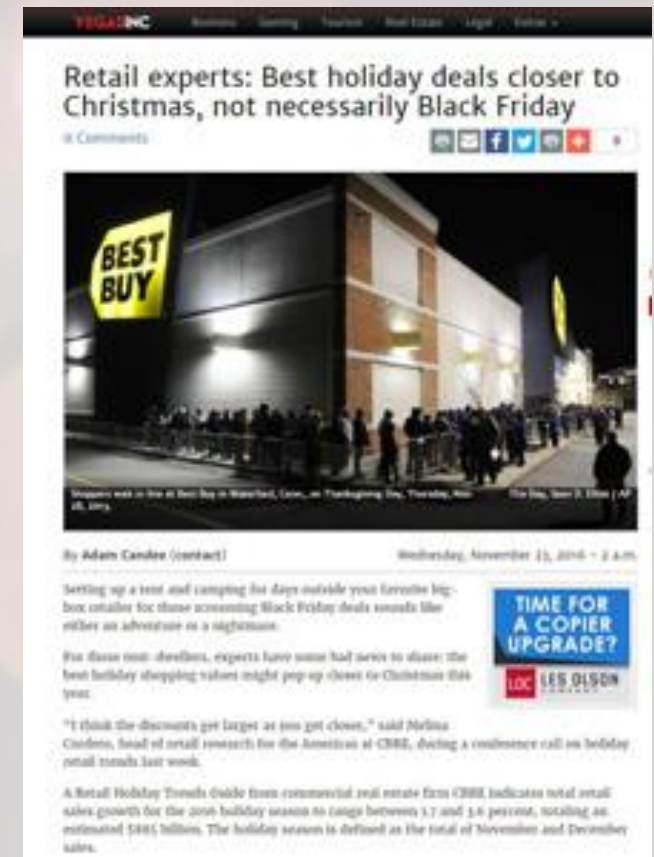


Award of Merit

CBRE Holiday Retail Roundtable

Faiss Foley Warren Public Relations and Public Affairs, CBRE

Melissa Warren, Lisa Robinson, Michael Newman,
J.J. Beck, Matt Bear, Penny Mendlovic



Award of Merit

Las Vegas Brings Trade Show Delegation to Santiago and Buenos Aires

Las Vegas Convention and Visitors Authority

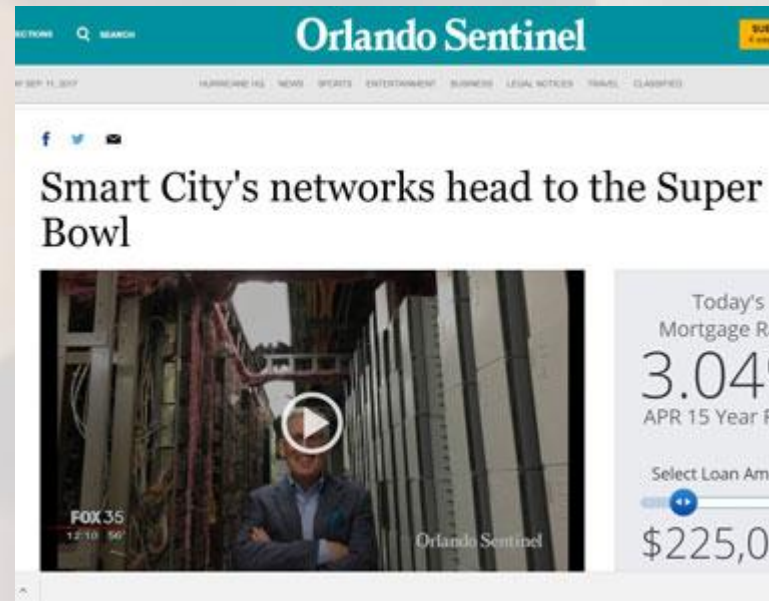


Award of Excellence

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

National Travel and Tourism Week

Las Vegas Convention and Visitors Authority





MEDIA RELATIONS - NON-PROFIT ORGANIZATIONS

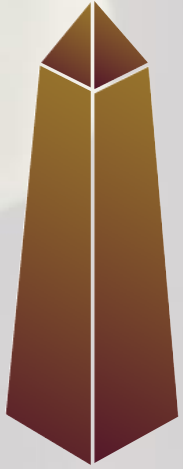
Award of Excellence

Springs Preserve Boomtown 1905 Opening

LVVWD/SNWA/Springs Preserve

Dawn Barracclough, Bronson Mack, Beth Moore, Aaron Micallef, Bruno Bowles, Nathan Harper, Amy Best





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

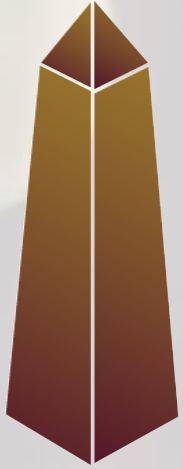
JB Public Relations

Jennifer Bradley





FEATURE STORIES



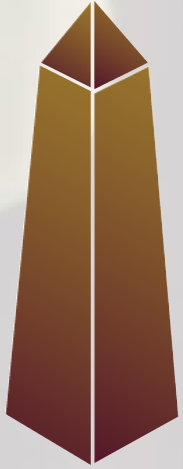
PINNACLE

Blind Center of Nevada

BRAINTRUST

Evan Korn

**B R A I N
T R U S T**



PINNACLE

Catholic Charities of Southern Nevada Feature Story

BRAINTRUST

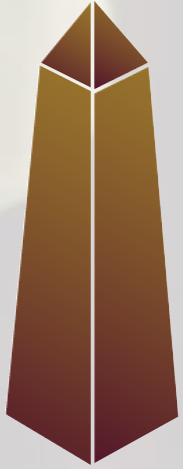
Evan Korn

**B R A I N
T R U S T**



WEBSITES





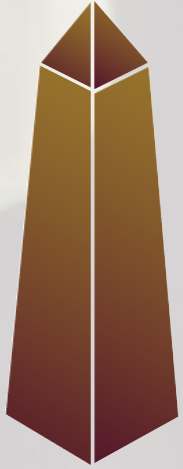
PINNACLE

Las Vegas Valley Water District Website Redesign

Las Vegas Valley Water District

Tricia Montgomery, James Jusayan, Kelly Darby, Jason Cole, Colleen Curran, APR, James Mohamadi, Will Ward, Ashleigh Matview, Noe Crockett



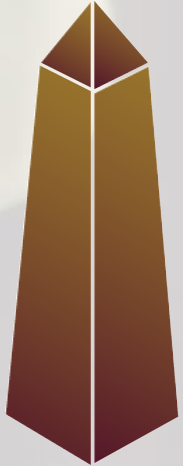


PINNACLE

Braintrust Website

BRAINTRUST

**B R A I N
T R U S T**



PINNACLE

HealthCare Partners Nevada Medicare Landing Page

MassMedia

Brooke Crumpler, Casey Floyd, Zachary Krassin,
Aaron Moses, Pablo Rodriguez, Jason Holte





SOCIAL MEDIA



Award of Excellence

DK Las Vegas Social Media Program

Faiss Foley Warren Public Relations

Marsha MacEachern Tempesta, Heather Curry Frommer, Katie McCarthy Finnerty, Melissa Warren, Morgan Starnes, Dana Pappas, DK Las Vegas



Award of Merit

Summerlin Festival of Arts 2016 Social Media Coverage

Faiss Foley Warren Public Relations

Marsha MacEachern Tempesta, Dana Pappas, Heather Curry Frommer,
Melissa Warren, Morgan Starnes



Award of Merit

Summerlin Instagram

Faiss Foley Warren Public Relations, The Howard Hughes Corporation

Marsha MacEachern Tempesta, Morgan Starnes, Dana Pappas,
Danielle Bisterfeldt



Award of Merit

The Palm Restaurant Group's National Lobster Day Social Media Campaign

Kirvin Doak Communications

Nicolle Stewart, Richelle Rice



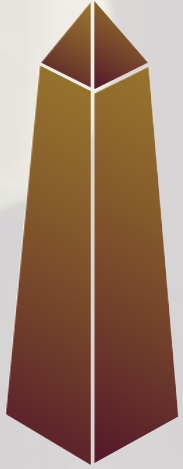
Award of Merit

2017 Regional Transportation Commission of Southern Nevada
National Infrastructure Week Coverage

RTC, Faiss Foley Warren Public Relations

Monika Bertaki, Marsha MacEachern Tempesta, Dana Pappas, Morgan Starnes, Melissa Warren





PINNACLE

Las Vegas Springs Preserve

Las Vegas Valley Water District

Will Ward, Renee Grayson, Jen Inaba, Colleen Curran, APR



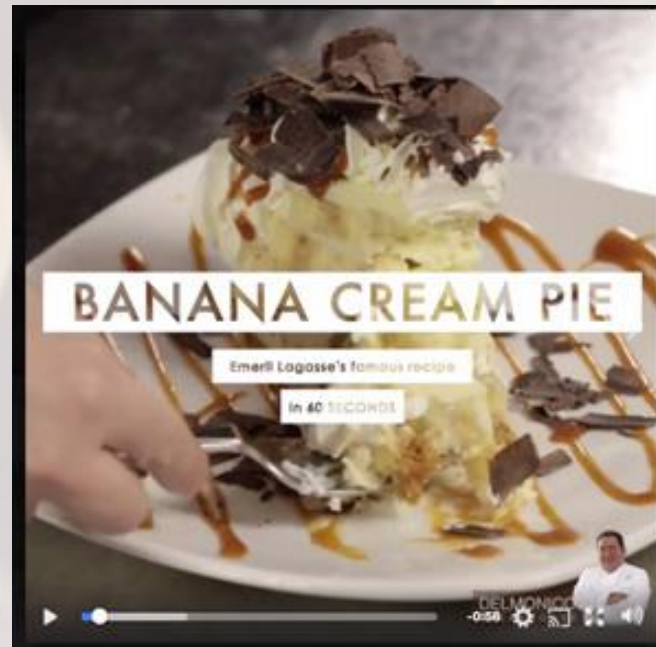


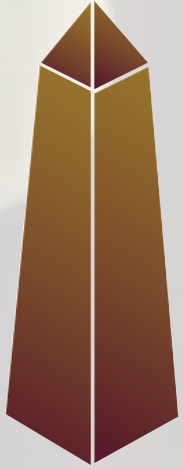
PINNACLE

Emeril Lagasse Goes Bananas with Social Media Videos

one7 communications, Circle Group

Dawn Britt, Carrie Giverson, Eric Gladstone, Hermon Farahi, Blaire Ritter





PINNACLE

Support the Las Vegas Dome Facebook Page

MassMedia

Georgeann Pizzi, Casey Floyd, Zachary Krassin, Jason Holte





BLOGGER CAMPAIGNS

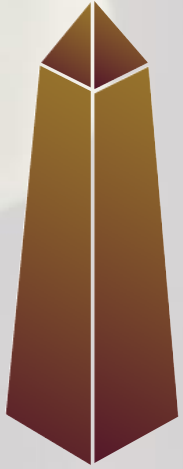
Award of Merit

The Blonde Abroad

R&R Partners

Jessica Murray, Emily Wininger, Devin Aaron,
Allie Edwards, Stevi Portz, Ron Eagle





PINNACLE

Bangles and Brunch with ALEX AND ANI Las Vegas

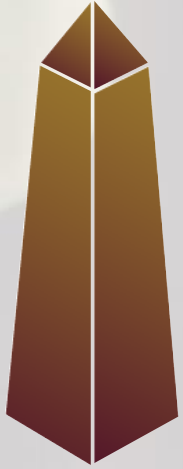
one7 communications

Camile Tanner, Carrie Giverson, Dawn Britt,
Blair Ritter





SMARTPHONE/TABLET APPLICATIONS



PINNACLE

Las Vegas Springs Preserve Mobile App

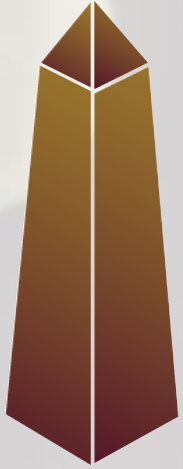
Las Vegas Valley Water District, Apps for Attractions

Ashleigh Matview, Jon Pickus, James Mohamadi,
Lisa Story, APR, Colleen Curran, APR, Mark Locker





CREATIVE TACTICS

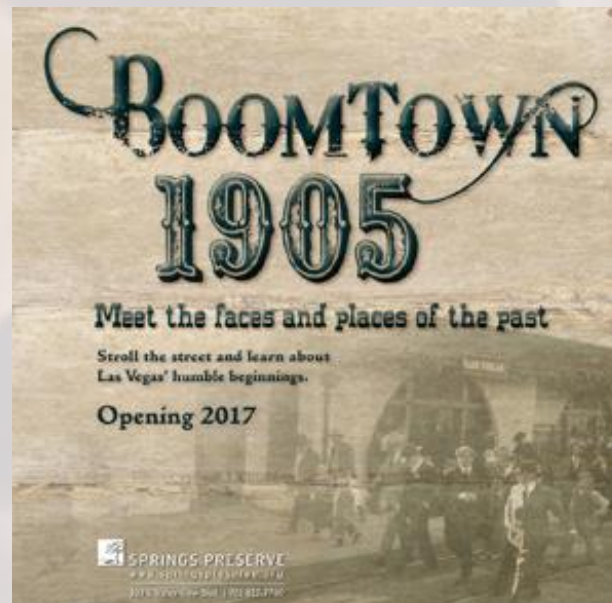


PINNACLE

Boomtown 1905

Springs Preserve

Charlene West, Jen Inaba, Aaron Micallef, Nathan Harper,
Bruno Bowles, Amy Best, Lisa Riess, Emmi Saunders



Award of Merit

The San Francisco Dungeon Rat Café

Vox Solid Communications, The San Francisco Dungeon

Marina Nicola, Desiree Webb, Krissi Reeves, Matthew Clarkson,
Cole Kouvaris



The image features a dark, vertical, tapered object on the left side, possibly a microphone stand or a decorative element. The background is filled with out-of-focus, colorful bokeh lights in shades of orange, yellow, and red, creating a warm and abstract atmosphere.

PRESS CONFERENCES

Award of Excellence

Downtown Vegas Alliance Gaming Panel Press Conference

Faiss Foley Warren Public Relations and Public 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

Heidi Hayes, Kala Peterson, Molly Castano, Crissy Hunt



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

Nevada Department of Motor Vehicles, Penna Powers

Kevin Malone, Alex Smith, Britni Brozo, Bobby Brinton, Kenny Hammond, Jordan Whitney, Erico Bisquera



Award of Merit

“Henderson Strong - Our Community, Our Future” Video

City of Henderson, Tom 11 Productions

Brittany Markarian, Lisa Corrado, Stephanie Garcia-Vause, Tom Frisch,
AnnaMarie Smith, Mayor Debra March





NEWSLETTERS



PINNACLE

Engage E-newsletter

Vegas PBS

Shauna Lemieux, Patricia Breen, Myles Barker, Cassandra Taloma, Tom Axtell,
Cyndy Robbins, Christina Petrilla



Award of Merit

Professional Firefighters of Nevada Flipboard

Trosper Communications

Elizabeth Trosper





BROCHURES



Award of Merit

Foundation Assisting Seniors and HowRU™ Program

Trosper Communications

Elizabeth Trosper, Ashley Campbell



Award of Excellence

St. Valentine's Day Massacre

The Mob Museum

Danica Taboada, Brenda Hengel, Ashley Miller





PUBLICATIONS



Award of Merit

Tronox Arbor Day 2016-17 School Year Calendar

Trosper Communications

Elizabeth Trosper, Ashley Campbell, Shayna Moreno-Thompson

The Tronox logo is displayed in a white rectangular box. It features the word "TRONOX" in a bold, blue, sans-serif typeface. The letters are closely spaced and have a slightly distressed or industrial feel.



ANNUAL REPORTS

Award of Excellence

Regional Flood Control District Annual Report 2016-2017

Regional Flood Control District, Kre8ive Design

Steve Parrish, Erin Neff, Beatriz Martinez,
Krupa Desai





DIRECT MAIL/ DIRECT RESPONSE

Award of Excellence

Southern Nevada Water Authority Pool Cover Rebate Postcard

SNWA Public Information, SNWA Conservation

Christine Vaughn, John Sullivan, Nicole Lise,
Toby Bickmore





ADVERTORIALS

Award of Excellence

Summerlin - Las Vegas Review-Journal

Faiss Foley Warren Public Relations, The Howard Hughes Corporation

Melissa Warren, Danielle Bisterfeldt



PUBLIC RELATIONS CAMPAIGNS

A black, tapered trophy standing on a reflective surface. The trophy has the words "PINNACLE AWARDS" engraved in gold at its base. The background is dark with out-of-focus bokeh lights in warm tones.
PINNACLE
AWARDS



PUBLIC SERVICE



Award of Merit

Driving Safety Home for Nevada's Teens Drops Fatalities by 37 Percent

Nevada Office of Traffic Safety, Penna Powers

Kevin Moore, Andrew Bennett, Britney Brozo, Erico Bisquera,
Kenny Hammond, Bobby Brinton, Brent Wilhite, Aubrey Andersen-Bakker,
Jon Manning, Frank Harnden





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

Award of Excellence

30 Years in Black and White with AFAN

one7communications

Dawn Britt, Carrie Giverson, Anthony DeFelice



Award of Excellence

Ethel M Holiday Lighting Ceremony

BRAINTRUST

Jam Nicole Cristobal, Jennifer Jo

**B R A I N
T R U S T**

Award of Excellence

Ethel M Grand Re-Opening

BRAINTRUST

Jam Nicole Cristobal, Jennifer Jo

**B R A I N
T R U S T**

Award of Merit

GBZ Wahlburgers Grand Opening

BRAINTRUST

Ioanna Bakalova

**B R A I N
T R U S T**

Award of Excellence

**Gordon Ramsay HELL'S KITCHEN at Caesars Palace Fiery Restaurant
Announcement**

Caesars Entertainment, Jeff Wagner Agency

Chelsea Ryder, Samantha Fink, Celena Haas-Stacey, Miranda Lopez,
Michelle Loosbrook



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

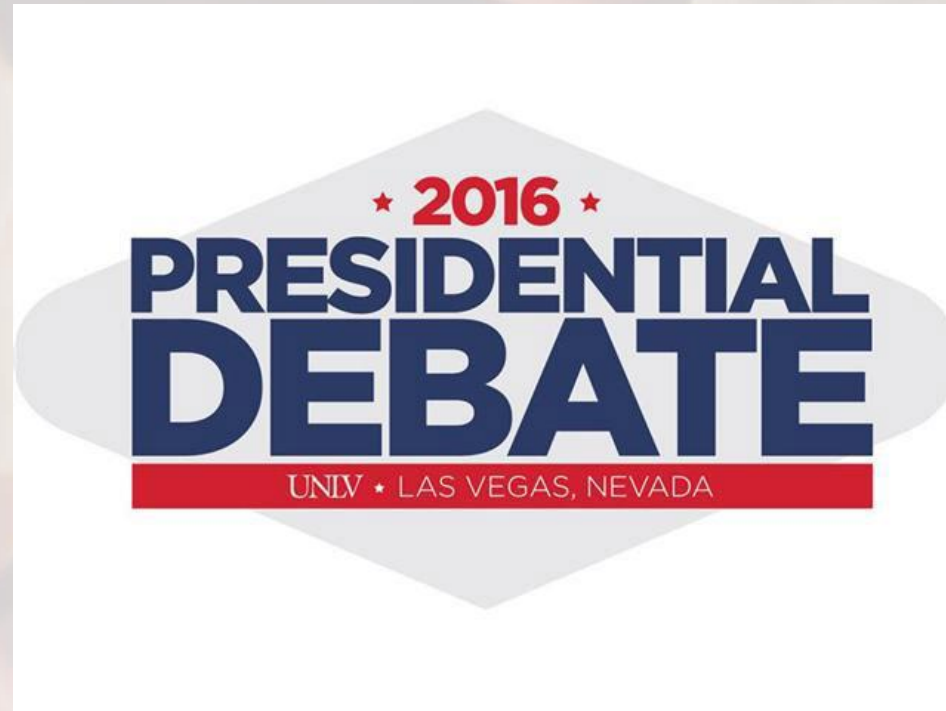
Molly Castano, Nikki Velez, Aline Senzi



Award of Merit

Las Vegas Hosts Final Presidential Debate of 2016 Election Cycle

Las Vegas Convention and Visitors Authority
University of Nevada Las Vegas



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

Devin Aaron, Jessica Murray, Allie Edwards, Erin McCleskey, Stevi Portz, Jacqueline Peterson



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,
Las Vegas Host Committee**



Award of Merit

The Mob Museum's Fifth Anniversary Celebration

The Mob Museum, Vox Solid Communications

Jonathan Ullman, Geoff Schumacher, Ashley Miller, Brenda Hengel,
Misha Ray, Matt Griebel, Erika Pope, Nikki Neu, Desiree Webb



Award of Merit

Wine & Food Truck Event at Tivoli Village

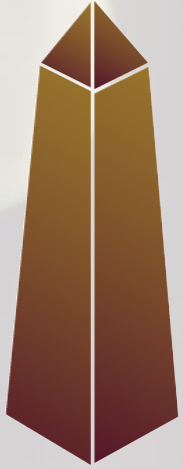
JB Public Relations, Ava Rose Agency

Jennifer Bradley, Tyra Bell Holland, Nick Vardakis,
Brittany Moore





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



PINNACLE

Downtown Summerlin Holiday Parade

Faiss Foley Warren, Downtown Summerlin

McKinzie Cogswell, Melissa Warren, Danielle Bisterfeldt, Halee Harczynski, Kenny Utler, Marsha MacEachern, Dana Pappas, Morgan Starnes, Heather Curry-Frommer





REPUTATION/ BRAND MANAGEMENT

Award of Merit

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.

Brittany Markarian, Lisa Corrado, Stephanie Garcia-Vause,
Annamarie Smith, Joan Chaplick, Mayor Debra March



Award of Excellence

Successes & Insights and Livin' in the City. Residential Living in Downtown Las Vegas.

Faiss Foley Warren Public Relations and Public Affairs

Lisa Robinson, Melissa Warren, Nancy Higgins



Award of Merit

“Don’t Drive High” Campaign

**Nevada Office of Traffic Safety, Nevada Department of Transportation,
Penna Powers**

Amy Davey, Ken Mammen, Meg Ragonese, Jaime Tuddao, Adrienne Packer,
Brent Wilhite, Christine Adams, Erico Bisquera, Bobby Brinton,
Kenny Hammond





INTERNAL COMMUNICATIONS

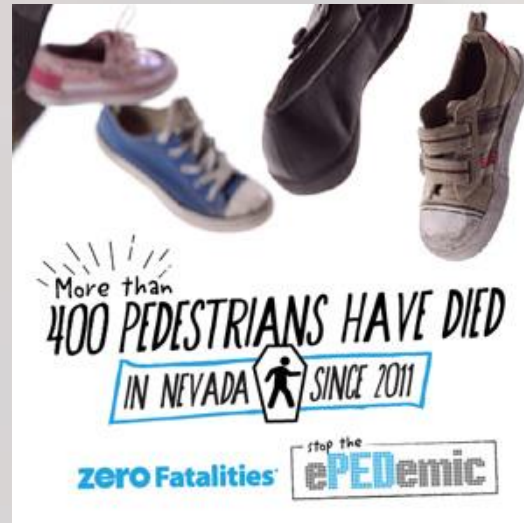


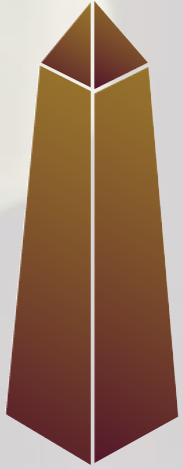
Award of Merit

“Shoes” Campaign

**Nevada Office of Traffic Safety, Nevada Department of Transportation,
Penna Powers**

Amy Davey, Ken Mammen, Meg Ragonese, Jaime Tuddao, Adrienne Packer,
Brent Wilhite, Christine Adams, Erico Bisquera, Bobby Brinton,
Kenny Hammond





PINNACLE

HealthCare Partners Nevada Open Enrollment Clinic Training

MassMedia

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



Award of Excellence

UMC ICARE4U Campaign

University Medical Center

Danita Cohen, Haley Hammond, Danny Romero, Sylvia Vazquez, Scott Kerbs



Tools and Techniques

BEST OF SHOW

PINNACLE
AWARDS

BEST OF SHOW

Tools and Techniques

Las Vegas Springs Preserve

Las Vegas Valley Water District

Will Ward, Renee Grayson, Jen Inaba, Colleen Curran, APR



Public Relations Programs

BEST OF SHOW

PINNACLE
AWARDS

BEST OF SHOW

Public Relations Campaigns

Downtown Summerlin Holiday Parade

Faiss Foley Warren, Downtown Summerlin

McKinzie Cogswell, Melissa Warren, Danielle Bisterfeldt, Halee Harczynski, Kenny Utler, Marsha MacEachern, Dana Pappas, Morgan Starnes, Heather Curry-Frommer



BEST OF SHOW

Public Relations Campaigns

HealthCare Partners Nevada Open Enrollment Clinic Training

MassMedia

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



HealthCare Partners.
A DaVita Medical Group

PRACTIONER OF THE YEAR

A black, tapered trophy standing on a reflective surface. The trophy has the words "PINNACLE AWARDS" engraved in gold at its base. The background is dark with out-of-focus bokeh lights in warm tones.
PINNACLE
AWARDS

PRACTITIONER OF THE YEAR

KATHY TOPP

Red 7 Communications



SENIOR PRACTITIONER OF THE YEAR

 PINNACLE
AWARDS

SENIOR PRACTITIONER OF THE YEAR

ELIZABETH TROSPER

Trosper Communications



THANK YOU

21ST ANNUAL

PINNACLE AWARDS

2017

PRSA Public
Relations
Society of
America
Las Vegas Valley Chapter

