



PRSA 2018 Pinnacle Awards

**Smith Center
for the Performing Arts**
Myron's Cabaret

WEDNESDAY, NOVEMBER 7 : 6 P.M. - 8 P.M.



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.

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.

BOARD OF DIRECTORS

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TONIGHT'S EMCEE

Heather Collins

MIX 94.1



Born and raised in Las Vegas, Heather grew up listening to Mix 94.1. So naturally, it was a dream come true when she got the mid-gig on Mix 94.1 Las Vegas. You can hear Heather Monday-Friday, 10am to 3pm. When she is not working, Heather enjoys doing photography, blogging and hanging out at concerts. Follow her @radioHeather on Instagram.

BEST OF SHOW TACTICS

EXECUTIVE COMMUNICATIONS

PINNACLE AWARD

Elizabeth Blau

bread & Butter: Jennifer Cornet,
Lauren Sasso, Olivia Steinberg

bread
& Butter

BEST OF SHOW CAMPAIGNS

EVENTS AND OBSERVANCES

Seven or Fewer Days

PINNACLE AWARD

Ethel M Chocolates Holiday Lighting

BRAINTRUST: Jam Nicole Cristobal,
Jocelyn Wallace, Rachel Snyder,
Lauren Peterson, Dustin Klein



INDIVIDUAL PR PRACTITIONER OF THE YEAR

RINA FOSTER

MassMedia

TACTICS

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BEST SPONSORSHIP ACTIVATION

PINNACLE AWARD

Elysian Living VIP Program

one7 communications: Dawn Britt, Camile Tanner, Eileen Lopez

MOST EFFECTIVE INFLUENCER PROMOTION

AWARD OF EXCELLENCE

McDonald's Las Vegas McDelivery by UberEATS

MassMedia: Georgeann Pizzi, Aspen Minden

MEDIA RELATIONS

AWARD OF MERIT

The Smith Center Heart of Education Awards

The Smith Center for the Performing Arts: Alecia Westmorland, Suzanne Chabre

MEDIA RELATIONS

AWARD OF MERIT

UNLV Tech Park Groundbreaking Ceremony, Gardner Company

Trosper Communications: Elizabeth Trosper, Shayna Moreno, McKenzie Clemens, MacKenzie Ruta

MEDIA RELATIONS

AWARD OF EXCELLENCE

Estiatorio Milos

bread & Butter: Jennifer Cornet, Lauren Sasso, Olivia Steinberg

MEDIA RELATIONS

AWARD OF MERIT

Jackie Gaughan Suite

bread & Butter: Jennifer Cornet, Lauren Sasso

MEDIA RELATIONS

AWARD OF EXCELLENCE

Sheraton San Gabriel Grand Opening Media Relations

BRAINTRUST: Sara Hall, Margaret Thomas

EXECUTIVE COMMUNICATIONS

AWARD OF EXCELLENCE

Chad Hirschi, Hirschi Masonry

Trosper Communications: Elizabeth Trosper, Shayna Moreno, McKenzie Clemens

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EXECUTIVE COMMUNICATIONS

PINNACLE AWARD

Elizabeth Blau

bread & Butter: Jennifer Cornet, Lauren Sasso, Olivia Steinberg

EXECUTIVE COMMUNICATIONS

AWARD OF EXCELLENCE

UMC Op-Ed in Response to October 1 Mass Shooting

UMC: Mason VanHouweling, Danita Cohen, Scott Kerbs

BEST USE OF SOCIAL STORIES

AWARD OF EXCELLENCE

Spa Suite Golden Giveaway

Golden Nugget Las Vegas: Annie King, Kris O'Brien, Cindy O'Keefe, Mark Junium, Holly O'Brien

BEST USE OF SOCIAL STORIES

AWARD OF MERIT

Water Always Wins Campaign

Regional Flood Control District: Beatriz Martinez, Erin Neff, Reece Markman; Robertson+Partners: Scott Robertson



1

bread
& Butter

2

TACTICS

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FACEBOOK ENGAGEMENT

PINNACLE AWARD

Hamilton On-Sale

The Smith Center for the Performing Arts: Alecia Westmorland, Suzanne Chabre, Vincent Rennie, John McCoy

FACEBOOK ENGAGEMENT

AWARD OF EXCELLENCE

Flash Flood Season in Las Vegas

Regional Flood Control District: Beatriz Martinez, Erin Neff, Reece Markman; Robertson+Partners: Scott Robertson

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FACEBOOK ENGAGEMENT

PINNACLE AWARD

Henderson Shines Facebook Impact on Attendance

City of Henderson: Javier Trujillo, Karina Milani, PeaJay Harris, Debra Haskell

FACEBOOK ENGAGEMENT

Award of Excellence

FirstMed Health and Wellness Centers Facebook Engagement

Faiss Foley Warren Public Relations: Marsha Tempesta, Heather Curry Frommer, Melissa Warren, Andrea Brown; FirstMed Health and Wellness Centers

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YOUTUBE ENGAGEMENT

PINNACLE AWARD

Only Vegas Moments - 'Now & Then'

R&R Partners: Catherine Cole, Erin McCleskey
R&R Partners: Meghan Speranzo, Devin Aaron, Tamara Rocha, Talia Rothman, Jenna Greene, Erin Mowry

INSTAGRAM COMMUNICATIONS

AWARD OF MERIT

Nevada Ballet Theatre Instagram Communications

Faiss Foley Warren Public Relations: Morgan Starnes, Marsha Tempesta, Melissa Warren, Jenn Kratochwill; Nevada Ballet Theatre: Gary Leffler

PINTEREST

AWARD OF EXCELLENCE

Hirschi Masonry Pinterest

Trosper Communications: Elizabeth Trosper, Shayna Moreno, McKenzie Clemens

BEST USAGE OF DATA/ANALYTICS

PINNACLE AWARD

UNLV Alumni Attitude Survey 2017

UNLV Alumni Association: Amy Bouchard, APR, Chad Warren

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WEBSITES

AWARD OF EXCELLENCE

Las Vegas Springs Preserve: Will Ward; Las Vegas Valley Water District: Ashleigh Matview, James Jusayan, Kelly Darby, Jason Cole, Colleen Curran, APR, James Mohamadi

WEBSITES

AWARD OF EXCELLENCE

HealthCare Partners Medicare Landing Page

MassMedia: Casey Floyd, Zachary Krassin, Brooke Snelling, Nicole King

ANNUAL REPORTS

AWARD OF EXCELLENCE

Annual Report to the Community

The Smith Center for the Performing Arts: Suzanne Chabre, Alecia Westmorland, Jen Flood; The Glenn Group



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TACTICS

ANNUAL REPORTS

AWARD OF MERIT

Regional Flood Control District Annual Report 2017-2018

Kre8ive Design: Krupa Desai; Regional Flood Control District: Beatriz Martinez, Erin Neff

ANNUAL REPORTS

AWARD OF MERIT

Desert Research Institute - 2017/2018 Annual Report and Research Highlights

Desert Research Institute: Justin Broglio, Jaquelyn Davis, Kelsey Fitzgerald; Kunder Design: Lori Kunder

DIGITAL PUBLICATIONS (Single Issue Newsletters/Booklets/Calendars)

AWARD OF EXCELLENCE

Press Conference 2018 Fact Sheets

Regional Flood Control District: Beatriz Martinez, Erin Neff

ONLINE VIDEOS

AWARD OF EXCELLENCE

Flash Flood Season in Las Vegas

Regional Flood Control District: Beatriz Martinez, Erin Neff, Reece Markman; Robertson+Partners: Scott Robertson

ONLINE VIDEOS

AWARD OF MERIT

Only Vegas Moments - 'Now & Then'

R&R Partners: Catherine Cole, Erin McCleskey, Meghan Speranzo, Devin Aaron, Tamara Rocha, Talia Rothman, Jenna Greene, Erin Mowry

PODCASTS

PINNACLE AWARD

World Trade Center Las Vegas Launches Podcast Series

Las Vegas Convention and Visitors Authority

MAGAZINES

AWARD OF EXCELLENCE

Touro University Nevada Touro>YOU Magazine

Touro University Nevada: Steven Slivka, Melody Crickman, Schyler Richards

MAGAZINES

PINNACLE AWARD

CAESARS ENTERTAINMENT - Vegas Player In-Room Luxury Lifestyle Magazine

Caesars Entertainment: Celena Haas, Kristin Soo Hoo; Onboard Media: Onboard Media Publishing Team



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CAMPAIGNS

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COMMUNITY RELATIONS

PINNACLE AWARD

Be Wise, Keep Learning: Launching SUU's New Community Programs
Southern Utah University: Melynda Thorpe, Patrick Clarke

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COMMUNITY RELATIONS

PINNACLE AWARD

McDonald's Las Vegas Make Activities Count (MAC) Grant Program 2017
MassMedia: Georgeann Pizzi, Aspen Minden

CRISIS COMMUNICATIONS

AWARD OF EXCELLENCE

Professional Fire Fighters of Nevada 1 October Press Conference
Trosper Communications: Elizabeth Trosper, Shayna Moreno, McKenzie Clemens

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CRISIS COMMUNICATIONS

PINNACLE AWARD

UMC's Response to Las Vegas Mass Shooting
UMC: Danita Cohen, Scott Kerbs, Danny Romero, Haley Hammond, Shana Tello, Sylvia Vazquez, Eve Olivero, Jennifer Luevano, Anthony Caruth, Christina Reeves

EVENTS AND OBSERVANCES - Eight Days or More

AWARD OF MERIT

Winter's Village at Green Valley Ranch
Station Casinos, Allied Integrated Marketing

EVENTS AND OBSERVANCES - Eight Days or More

AWARD OF EXCELLENCE

From Announcement to Grand Opening - Introducing the world's first Gordon Ramsay Hell's Kitchen Restaurant at Caesars Palace
Caesars Entertainment: Celena Haas, Chelsea Ryder, Miranda Lopez;
Jeff Wagner Agency: Michelle Loosbrock

EVENTS AND OBSERVANCES - Eight Days or More

AWARD OF MERIT

Honeymoon in Vegas
LVCVA: Molly Castano, Helene Hofverberg

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EVENTS AND OBSERVANCES - Seven or Fewer Days

PINNACLE AWARD

Vegas Gives
Faiss Foley Warren Public Relations:
McKinzie Cogswell, Melissa Warren, Danielle Bisterfeldt;
HHC: Halee Harczyński, Kenny Utler, Jenni Pevoto

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EVENTS AND OBSERVANCES - Seven or Fewer Days

PINNACLE AWARD

The Rape Crisis Center's Denim Day Luncheon and Fashion Show
The Rape Crisis Center: Daniele Dreitzer; Faiss Foley Warren:
Marsha MacEachern, Heather Curry Frommer



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i'm lovin' it®

10



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12



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CAMPAIGNS

14



EVENTS AND OBSERVANCES - Seven or Fewer Days

PINNACLE AWARD

Governor's Global Tourism Summit – TravelNevada

East Public Relations; Tiffany East, APR, Linda Frederick, David Peterson; TravelNevada: Dee Dykes

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EVENTS AND OBSERVANCES - Seven or Fewer Days

PINNACLE AWARD

The Mob Museum - Grand Unveiling of Four New Permanent Exhibitions

The Mob Museum: Jonathan Ullman, Ashley Miller, Erika Pope, Matt Griebel, Jackie Apoyan, Joe Henriod, Daniela Hutchins, Yentl Lieuw; Vox Solid Communications/The Mob Museum: Danica Taboada

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EVENTS AND OBSERVANCES - Seven or Fewer Days

PINNACLE AWARD

Ethel M Chocolates Holiday Lighting

BRAINTRUST: Jam Nicole Cristobal, Jocelyn Wallace, Rachel Snyder, Lauren Peterson, Dustin Klein

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EVENTS AND OBSERVANCES - Seven or Fewer Days

PINNACLE AWARD

Inspirada's Munchies 4 the Military

Faiss Foley Warren Public Relations: Linda Faiss, Karen Wofford, Cherryl Kaopua, Danielle Clymer; Lucid Agency: Jacqueline Sherry, Ralph Thomas; OH Partners

EVENTS AND OBSERVANCES - Seven or Fewer Days

AWARD OF EXCELLENCE

Inspirada's Opera in the Park

Faiss Foley Warren Public Relations: Linda Faiss, Karen Wofford, Cherryl Kaopua, Danielle Clymer; Lucid Agency: Ralph Thomas, Jacqueline Sherry; OH Partners

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EVENTS AND OBSERVANCES - Seven or Fewer Days

PINNACLE AWARD

Iconic Caesars Palace Las Vegas Celebrates

Daredevil Legacy with Tribute to Evel Knievel

Caesars Entertainment: Celena Haas, Kristin Soo Hoo, Gia Silvaggio, Chelsea Ryder, Miranda Lopez, Michelle Loosbrock; Jeff Wagner Agency: Jeff Wagner, Kip Kelly; Nitro Circus: Nitro Circus PR Team

EVENTS AND OBSERVANCES - Seven or Fewer Days

AWARD OF EXCELLENCE

Las Vegas Celebrates Global Meetings Impact Day

Las Vegas Convention and Visitors Authority

EVENTS AND OBSERVANCES - Seven or Fewer Days

AWARD OF EXCELLENCE

HealthCare Partners Medical Office Building (MOB) Grand Opening

MassMedia: Brooke Snelling; Nicole King, Lisa Surber, Carmesha Thompson

GLOBAL COMMUNICATIONS

AWARD OF MERIT

Vegas: Alter Your Reality International Roadshow

R&R Partners: Catherine Cole, Erin McCleskey, Meghan Speranzo, Devin Aaron, Tamara Rocha, Talia Rothman, Jenna Greene, Erin Mowry

GLOBAL COMMUNICATIONS

AWARD OF EXCELLENCE

World Trade Center Las Vegas Partners with World Trade Center Trieste

Las Vegas Convention and Visitors Authority

NEVADA
A WORLD WITHIN.
A STATE APART.

14



15



16



17



18

CAMPAIGNS

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INTEGRATED COMMUNICATIONS

PINNACLE AWARD

Oasis Biotech Integrated Communications Grand Opening

BRAINTRUST: Amy Hachquet, Adam Porsborg, Jocelyn Wallace, Roy Winzer, Dustin Klein, Aaron Barnaby, Derek Weishaupt

INTEGRATED COMMUNICATIONS

AWARD OF EXCELLENCE

HealthCare Partners Nevada Medicare Open Enrollment

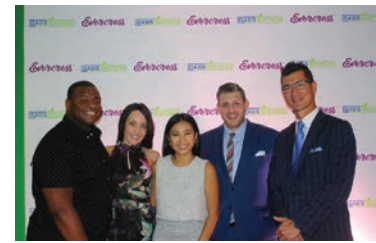
MassMedia: Brooke Snelling; Nicole King, Aaron Moses, Zachary Krassin, Casey Floyd, Carmesha Thompson, Lisa Montague, Lisa Surber, Brittany Quaresma, Georgeann Pizzi

ISSUES MANAGEMENT

AWARD OF EXCELLENCE

Sempra Renewables and Energy Choice

East Public Relations: Tiffany East, APR



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MARKETING

PINNACLE AWARD

Christmas In July Hotel Campaign

Golden Nugget Las Vegas: Mark Junium, Keith Kaderlik, Roderick Bolosan, Charles Blomster, Annie King, John Coughlin, Desirae Parker, Andrea Arrigo, Kris O'Brien, Holly O'Brien



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MARKETING

PINNACLE AWARD

The Return of "What Happens Here, Stays Here"

R&R Partners: Catherine Cole, Erin McCleskey, Meghan Speranzo, Devin Aaron, Tamara Rocha, Talia Rothman, Jenna Greene, Erin Mowry



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MARKETING

PINNACLE AWARD

Neon Museum's launch of Brilliant!

The Neon Museum: Rob McCoy, Dawn Merritt, APR, Amanda Riley, Erika Pope; The Vox Agency: Marina Nicola, Desiree Webb, Nikki Neu, Adrienne Offermann, Alyssa Coulter



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MARKETING

AWARD OF EXCELLENCE

"Gwen Stefani - Just A Girl" Residency Announcement

The Publicity Lab: Emily Wofford, Kelly Frey, Amanda Moore; Live Nation Las Vegas: Kurt Melien

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MOST EFFECTIVE CAMPAIGN ON A \$5,000 TO \$10,000 BUDGET

PINNACLE AWARD

Scale the Strat 10 Year Anniversary

Red 7 Communications: Kathy Topp, Kristina Crawford; American Lung Association in Nevada: Valerie Weideman

MOST EFFECTIVE CAMPAIGN ON A \$5,000 TO \$10,000 BUDGET

AWARD OF EXCELLENCE

2018 Nevada Museum Showcase

Springs Preserve: Dawn Barraclough, Chaunsey Chau-Duong, Will Ward, Tricia Montgomery, Charlene West, Andy Belanger, Peter Barton, Bruno Bowles; Nevada State Museum: Maureen McDonough



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CAMPAIGNS

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MOST EFFECTIVE CAMPAIGN ON A \$5,000 TO \$10,000 BUDGET

PINNACLE AWARD

The Cosmopolitan of Las Vegas Access Excess Press Trip

The Cosmopolitan of Las Vegas: Stephanie Capellas, Samantha Grimes, Alexandra Leach

MULTICULTURAL PUBLIC RELATIONS

AWARD OF EXCELLENCE

2017-2018 LVCVA China PR Campaign

Las Vegas Convention and Visitors Authority: Kala B Peterson, Crystal Zhang

PUBLIC SERVICE

AWARD OF EXCELLENCE

The Mob Museum Hosts Monthly Community Safety Forums

The Mob Museum: Jonathan Ullman, Ashley Miller, Matt Griebel, Danica Taboada, Daniela Hutchins, Jackie Apoyan, Erika Pope, Joe Henriod, Ashley Erickson, Geoff Schumacher; The Vox Agency/The Mob Museum:

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PUBLIC SERVICE

PINNACLE AWARD

C.A.P.T.U.R.E. Community Video Surveillance Program Campaign

City of Henderson: Javier Trujillo, Karina Milani, Michelle French, Robin Cutler, Officer Scott Williams, Officer Rod Pena, Frank DiNicola, Michael Conrad, Christine Haskell, Debra Haskell

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REPUTATION/BRAND MANAGEMENT

PINNACLE AWARD

Changing the Nevada DMV's reputation from "Hard" to "Easy"

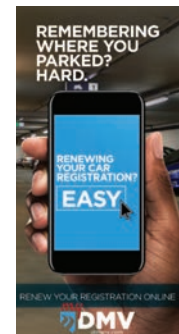
Nevada Department of Motor Vehicles: Alex Smith, Kevin Malone; Penna Powers: Britni Brozo, Stephanie Miller, Kenny Hammond, Nick Giustino, Melissa Deitz, Jenny Beaudoin, Frank Harnden, Alex Antonino



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As an official sponsor, we are proud to shine a light
on all of this year's Pinnacle Award winners.
Congratulations on a job well done.



CONGRATULATIONS TO THE
PRSA LAS VEGAS VALLEY CHAPTER
PINNACLE AWARD WINNERS

AWARD-WINNING GRAPHIC COMMUNICATIONS STRATEGISTS

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FAISS FOLEY WARREN

public relations • public affairs

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 2018 PRSA Pinnacle Awards.
Congratulations to all of this year's winners!

THE LVCVA

Congratulates

THIS YEAR'S
PINNACLE HONOREES

Without public relations, this city wouldn't shine as bright,
and the Las Vegas Convention and Visitors Authority
proudly supports the Public Relations Society of America
and congratulates the 2018 PRSA Pinnacle Awards
honorees and winners.





PRSA 2018 Pinnacle Awards



..... PRSAPinnacleAwards.com