

AWARDS CEREMONY | NOVEMBER 7





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ABOUT

PRSA LAS VEGAS VALLEY CHAPTER

VISION: To create an exceptional member experience that educates, inspires, guides and galvanizes a diverse community of ethical, strategic communications professionals.

MISSION: PRSA makes communications professionals smarter, better prepared and more connected through all stages of their career.

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- Steady growth the last three years

Programming Enhancing Professional Growth

- 7 Luncheons
- 4 Member events
- 1 Workshop
- PRSSA Student Shadow Day







ABOUT

THE PINNACLE AWARDS PROGRAM



Tonight's Emcee

Micah Manalo

KTNV Channel 13

THE PINNACLE AWARDS ARE GIVEN IN THREE MAJOR DIVISIONS

Tactics

Campaigns

Individual





Award of Merit

United Way of Southern Nevada's Day of Caring 2018

Red 7 Communications

United Way of Southern Nevada

Kathy Topp Laurie Mann Riley Caspersen





Desert Research Institute Earned Media for Ice Core Research Findings

Desert Research Institute

Kelsey Fitzgerald

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HEALTHCARE

HEALING THE **HEALERS**

Long hours, heavy workloads, high stress. How do doctors avoid burnout? Increasingly, with practices such as mindfulness and meditation

BY Paul Szydelko

any times during his 33-year career, Dr. Lo Fu Tan felt burned out and depressed. He had bad thoughts. He knew that his career and his family - and his patients depended on him performing well. But the empathy, compassion, patience, and other qualities he's always strived to personify sometimes evaporated. In those moments when he felt like he was on his last nerve. he would take it out on colleagues, staff even patients.

"When you are burnt out or frustrated with that patient who is perhaps in your mind challenging what you are telling them or what you're offering them, you become short with them," says Tan, an urgent care and telemedicine provider with Southwest Medical. "You roll your eyes. You shorten the visit. You do all these things that you shouldn't be doing, because it really doesn't help the relationship with the patient."

To help keep his mood upbeat, Tan has practiced meditation for many years. In fact, he hasn't missed a morning session in the two-and-a-half years since going on a retreat with David Ji, who was Dr. Deepak Chopra's lead educator for 10 years. Each day, Tan



Dr. Lo Fu Tan meditates daily to reduce stress, improve his mood, and better serve patients.

gets out of bed, makes coffee, showers, has breakfast, and then sits on a sofa chair in the dark for 30 minutes.

"The goal is to stay still and silent with hopes of hitting that sweet spot in which your mind stops the incessant thoughts that come to us," Tan says. "When this happens, you might see colors like green, blue, purple."

He aims to meditate twice a day. His morning routine at home is consistent, but trying to find the other half-hour a day is more challenging. Sometimes a session is just a 16-second mini-meditation. Still, even that helps him get "regrounded, reset, refocused, recharged, and get rid of bad stuff I've been collecting through the day." He says, "When I'm in a better frame of mind, when I'm a happier guy and positive, then I can see that

negative stuff going on around me much more clearly." "That awareness is important and comes in part because of meditation. It gives you the opportunity to take a break ... and get some silent time and stillness. The goal is to give your brain a bit of wakeful rest."

Meditation is a focal point of Southwest Medical's Moment Health, a mindfulness program introduced last year, an effort designed to help physicians and other health care providers renew their energy and enhance their performance. One of the program's goals: reduce burnout among physicians. Tan was meditating regularly long before the program began, but he says it reassured him that he wasn't "way out there" in thinking meditation was an important tool to avoid burnout. It turns out he was ahead of the curve.

36 DESERT COMPANION . AUGUST 2019

PHOTOGRAPHY Lucky Wenzel

Award of Merit

Las Vegas Pickleball Open

at the Plaza Hotel

Faiss Foley Warren

Amy Maier





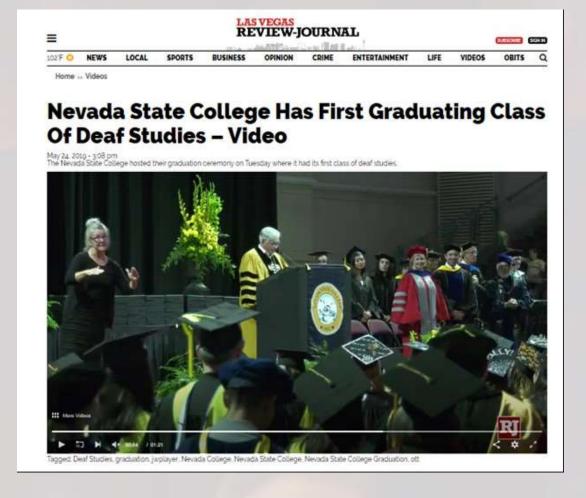
Nevada State College

Deaf Studies Program

MassMedia

Dave Sheehan

Georgeann Pizzi





UMC Organ Donor Honor Walk

UMC Experience Team

Danita Cohen, Scott Kerbs,
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Eve Oliver, Jennifer Luevano,
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Haley Hammond, Shana Tello





Let's Talk About Sex

Argentum Partners

Mike Draper

Molly Ellery





El Cortez Hotel & Casino "Historic Made Modern"

bread & butter Public Relations

Jennifer Cornet

Elizabeth Sutherland

Lauren Sasso-Hall

Michael Wojtowicz



Construction vs. Cancer for American Cancer Society

JB Public Relations

Jennifer Bradley





Award of Merit

Former actors help train next generation of health care providers at Touro University Nevada

Touro University Nevada Greenspun Media Group

Steven Slivka Melody Crickman Craig Peterson



Growth in the health care community benefits Las Vegas as a whole

B&P Advertising Media **Public Relations**

James Stover, APR George McCabe



establishment and growth of the UNIV School of Medicine and nor's Office of Economic Development."

Jeremy Aguero, principal analyst for Applied Analysis, a lead- "What you generally have is an employer or group that be-

Las Vegas' designation of a "Las Vegas Medical District." The port provided through Gov. Sandoval and the Nevada Gover-

the expansion of schools like Touro University Nevada, Rose- Not including Tesla itself, an additional 8,200 jobs and man University of Health Sciences College of Medicine, Nevada \$466.3 million in annual payroll are supported at other local State College School of Nursing and the University of Nevada businesses in Northern Nevada, sparked by about \$6 billion in School of Medicine are already making a significant impact. capital investment by Tesla and its partner Panasonic, which The same can be said for the ambitious recruitment and have developed a massive Gigafactory outside of Sparks to community collaboration efforts of local health care providers produce batteries for Tesla's electric cars and energy storage like Southwest Medical Associates, part of OptumCare. In 2018, systems. Its construction supported 17,150 direct and 7,938 in-OptumCare Nevada and Southwest Medical welcomed 95 new direct person-years of employment (i.e., one person employed

ing local economic, fiscal and policy research firm, has seen a comes the center — or nucleus — for a cluster business," Ague





Dustin Drai of Drai's Nightclub: Changing of the Guard

bread & butter Public Relations

Jennifer Cornet

Elizabeth Sutherland

Lauren Sasso-Hall

Michael Wojtowicz



Elizabeth Blau: Honey Salt Cookbook Launch

bread & butter Public Relations

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Elizabeth Sutherland

Lauren Sasso-Hall

Olivia Steinberg







Delmonico Steakhouse Celebrates 20 Years

OneSeven Agency

Dawn Britt

Madison Freedle

Blaire Ritter

Eugene DelaCruz



20 YEARS OF DISTINGUISHED DINING



Beach Tote Giveaway

Golden Nugget Hotel & Casino

Courtney Carr







Instagram Audience Engagement

Vegas PBS

Myles Barker

Hilary Steinberg

Kelli Pfiffner



Award of Merit

Piero's Italian Cuisine: Every Table Tells a Story

Faiss Foley Warren

Marsha MacEachern Tempesta

Melissa Warren

Melinda Sheckells

Cierra Pedro

Evan Glusman

Theresa Mayorga





Water Always Win VR

Clark County Regional Flood Control

Robertson Partners

Pixel Farm

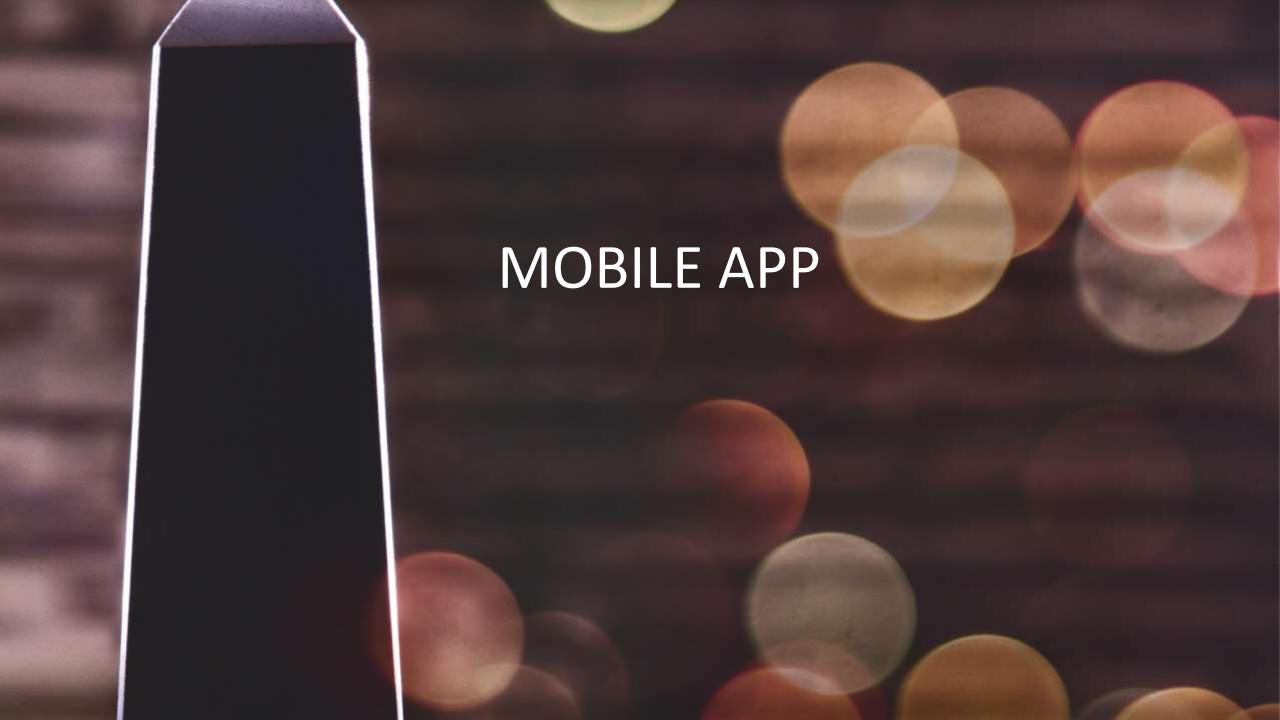
Erin Neff, Jessi Acuña

Steven Parrish, Ching Wang

Thomas Madrid

Jenna Lowhorn





UNLV Alumni Mobile App

Focus Communications

UNLV

Amy Bouchard, APR

Frankie Andres

Michelle Fearnley

Anjannette Arnold

Cameryne Kelley

Chad Warren

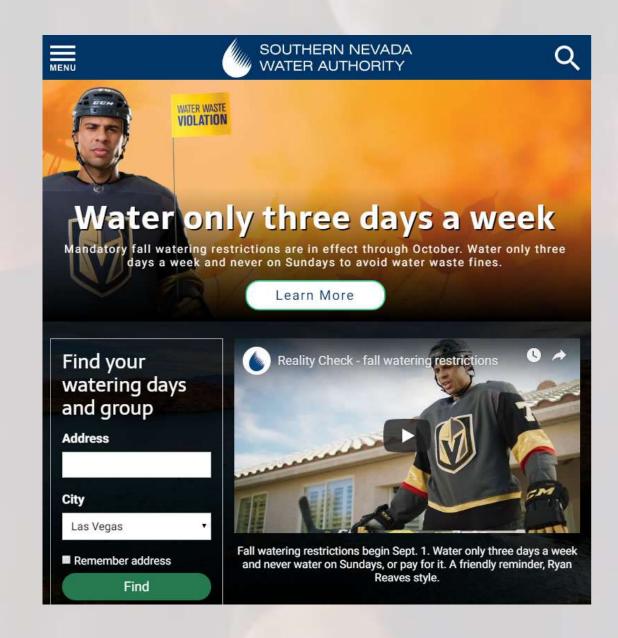




Southern Nevada Water Authority Website

Las Vegas Valley Water District Website Team

Noe Crockett, James Jusayan,
Kelly Darby, Rob LaRosa,
Will Ward, Ashleigh Thompson,
Tricia Montgomery, Colleen Curran,
APR,



Matt Kinkonon Kavitha Vala



Tun.touro.edu

Touro University Nevada

Melody Crickman, Kassy Heikkinen,
Schyler Richards, Phil Tompkins,
Jose Noriega, Renee Aschoff,
Lisa Halberstam, Hilary Neloms,
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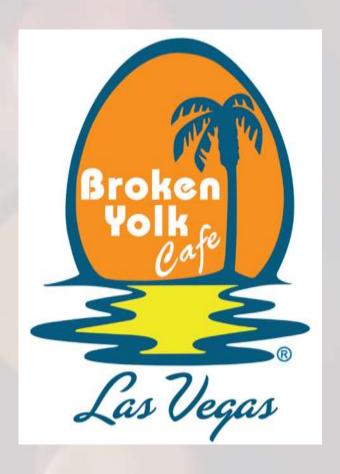
The Broken Yolk Café Las Vegas Cracks Open

OneSeven Agency

Dawn Britt

Carrie Giverson

Joanna Miller







DRI 2018/2019 Annual Report and Research Highlights Magazine

Desert Research Institute

Tracy Bower, Justin Broglio,

Jaquelyn Lugg, Kelsey Fitzgerald,

Alison Swallow

Kunder Design Studio: Lori Kunder





Desert Research Institute "Behind the Science" Blog

Desert Research Institute

Kelsey Fitzgerald

Jaquelyn Lugg

Tracy Bower

Justin Broglio

Alison Swallow



The Mob Museum Blog

The Mob Museum

Jackie Apoyan, Ashley Miller,
Geoff Schumacher, Jeff Burbank,
Jonathan Ullman, Claire White,
Scott Deitche, Scott Burnstein,
Christian Cipollini





MountainView Hospital Friday Message

MountainView Hospital

Jennifer McDonnell

Ashley Kim



UNLV School of Medicine

UNLV School of Medicine

Paul Harasim

Paul Joncich





Healthcare Chronicle

B&P Advertising Media

Public Relations

James Stover, APR

Ann-Marie Auger-Andrews

George McCabe



NEWS and INFORMATION from OPTUMCARE® for HEALTHY LIVING

NEVADA 2019



ature:

The New OptumCare Cancer Center Brings Innovation, Hope 6

Come On By
Tou don't have to be a patien
to ergoy the OptumCare

mor Build New Treatment Matein nch plasma treatment may spell relief for orthopedic

v Treatment Hisk Awars

Allok Aware Genetic courseling may identify your susceptibility to cancer



Desert Research Institute 60th Anniversary Video

Desert Research Institute

Jaquelyn Lugg

Justin Broglio

Tracy Bower

Kelsey Fitzgerald,

Alison Swallow

Mike Henderson



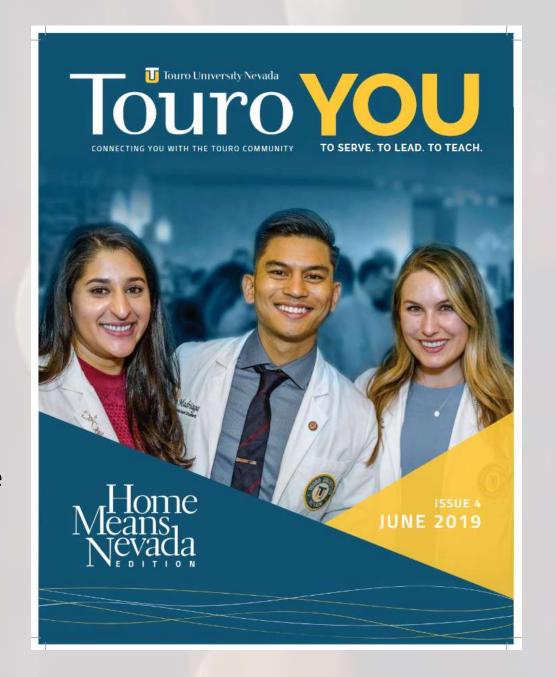




Touro YOU

Touro University Nevada Office of Advancement

Steven Slivka, Melody Crickman,
Schyler Richards, Mona Shield Payne
Virgen Digital I Brand I Marketing





UNLV Magazine

UNLV Integrated
Marketing & Branding

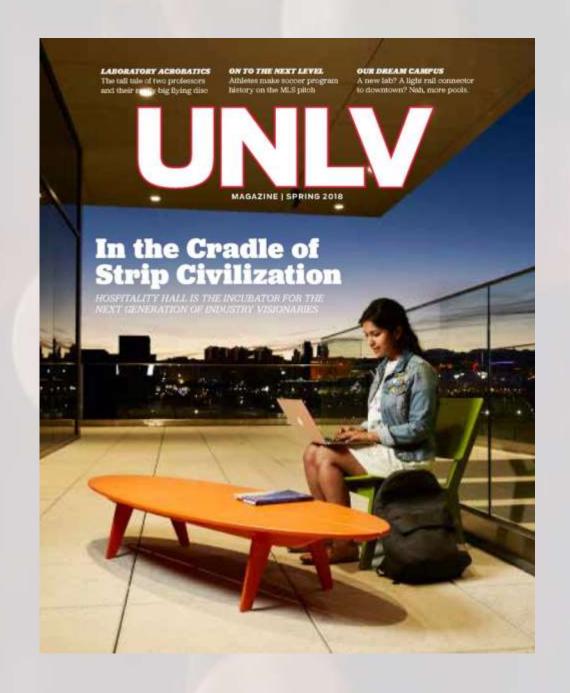
Cate Weeks

Diane Russell

Jason Scavone

Josh Hawkins

Lonnie Timmons III









Be Wise, Keep Learning:

SUU Community Program

Year One

Southern Utah University

Melynda Thorpe

Susie Knudsen





The Gay & Lesbian Community Center of Southern Nevada's Renaissance

OneSeven Agency

Dawn Britt

Anthony DeFelice

Carrie Giverson



Workforce Connections PY 2019 Funding

Red 7 Communications

Workforce Connections

Kathy Topp, Elizabeth McDaniels

Jaime Cruz, Irene Bustamante Adams,

Jeramey Pickett, Carol Polke,

Jeannie Kuennen,

Alletha Muzorewa, Brett Miller

Mike Hopper







UNLV Rebel Homecoming 2018

University of Nevada, Las Vegas

Blake Douglas

Savannah Baltera

Juliet V. Casey

Chad Warren

Missy Arendash

Vince Alberta





Desert Research Institute

60th Anniversary

Desert Research Institute

Tracy Bower, Justin Broglio,

Jaquelyn Lugg, Kelsey Fitzgerald,

Alison Swallow, Britt McManus-Chapman

Lori Kunder

Mike Henderson





Iconic Caesars Palace Las Vegas Welcomes Vanderpump Cocktail Garden to the Empire

Caesars Entertainment

Jeff Wagner Agency
Allied Global Marketing

Celena Haas-Stacey, Chelsea Ryder,
Gia Silvaggio, Tanner Owens,
Robert Jarrett, Kristin Soo Hoo
Michelle Loosbrock, Kip Kelly
Sara Ryan, Kristina Bello



Opening of La Strega, A New Italian Restaurant in Summerlin

Faiss Foley Warren

Amy Maier



Opening of the Core Arena at the Plaza Hotel & Casino

Faiss Foley Warren

Amy Maier





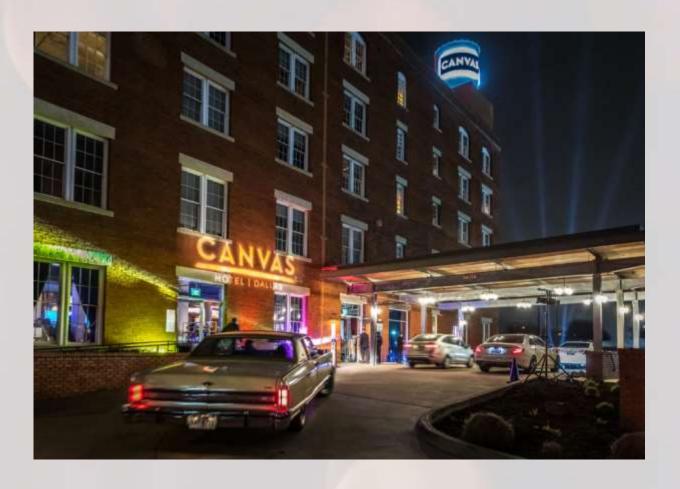
CANVAS Hotel I Dallas Grand Opening

BRAINTRUST

Rachel Snyder

Grace Russell

Sara Hall





Cleveland Clinic Nevada's 10th Anniversary Time Capsule Celebration

Kirvin Doak Communications

MacKenzie Ruta

Nicole Wolf

Makenzie Coombs

Tracy Skenandore





Award of Excellence

Las Vegas Ballpark® Grand Opening

The Howard Hughes Corporation

Faiss Foley Warren

Danielle Bisterfeldt

Melissa Warren

McKinzie Cogswell

Morgan Starnes





Grand Opening of Jimmy Kimmel's Comedy Club

Caesars Entertainment

Jeff Wagner Agency

Celena Haas-Stacey, Kristin Soo Ho

Chelsea Ryder, Gia Silvaggio,

Michelle Loosbrock, Kip Kelly,

Jeff Wagner, Robert Jarrett



Award of Excellence

MountainView Bike Rodeo 2019

MountainView Hospital

Jennifer McDonnell

Ashley Kim

Kelly Kern





Paris Las Vegas Debuts \$1.7M Eiffel Tower Light Show to Kick Off Resort's 20th Anniversary Celebration

Caesars Entertainment
Jeff Wagner Agency

Celena Haas-Stacey, Kristin Soo Hoo, Chelsea Ryder, Gia Silvaggio Michelle Loosbrock, Kip Kelly, Jeff Wagner, Robert Jarrett



Award of Merit

Ultimate Sports Weekend

Las Vegas Convention and Visitors Authority





The Mob Museum Seventh Anniversary

The Mob Museum
The Vox Agency

Ashley Miller, Jonathan Ullman,

Matt Griebel, Jackie Apoyan,

Daniela Hutchins, Danica Taboada

Erika Pope, Desiree Webb

Chicago History Museum: John Russick

School of the Art Institute of Chicago: Geoffrey Alan Rhodes





Award of Merit

Media Mission Supporting the KLM Launch from Amsterdam

Las Vegas Convention and Visitors Authority

Molly Castano



TUTTE AGENZIE VIAGGI TOUR OPERATOR TRASPORTI ATTUALIT

Las Vegas guarda all'Europa grazie a due nuovi voli di Klm e Level

DI GAIA GUARINO

INTERNAZIONALE 21/05/2019 08:00



4 like 1

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Share

C'è anche l'Europa nel mirino di Las Vegas. Sun City incrementa l'impegno sul Vecchio Continente alla vigilia dell'avvio di due nuovi voli diretti: il primo, di Klm da Amsterdam, debutterà a giugno mentre il secondo, di Level da Parigi, sarà operativo da ottobre.

ARTICOLI DI APPROFONDIMENTO

● HOTEL 08/03/2019 15:15

A Las Vegas la suite da 100mila dollari a notte griffata Damien Hirst

EG.

 TRASPORTI 12/05/2019 17:30
 Level lancia il Parigi-Las Vegas dal prossimo 30 ottobre

100

"L'aeroporto di Las Vegas è al settimo posto tra gli scali americani con un traffico annuo di circa 48milioni di passeggeri", spiega Chris Meyer, vice president of global business sales di Las Vegas Convention and Visitors Authority. Si parla di una destinazione che nel 2018 ha accolto 42,1 milioni di visitatori, di cui un 20% internazionale con una forte preponderanza dei Milennials.





Be Wise. Keep Learning.
SUU Community Programs
Year One

Southern Utah University

Melynda Thorpe

Susie Knudsen



Award of Merit

Slow Down, Don't Kill A Dream

Kirvin Doak Communications

Eirianne Kennelley, Terri Maruca, Rachel Henry, Victoria Ramos, Lynn Wetzel, Renee Allegretti, Richelle Rice, Nicolle Stewart, Laiken Viehmeyer, Liz Lundstrum





Award of Merit

SNWA 2019 Spring Watering Compliance Campaign

Southern Nevada Water Authority

Lisa Story, APR







Blue Desert Brings Los Cabos to Los Angeles

OneSeven Agency

Dawn Britt

Liz Ottiniano

David Watts

H Farahi



Award of Excellence

The Return of an Icon: Unveiling the new SAHARA Las Vegas

The Publicity Lab

SAHARA Las Vegas

Emily Wofford, Kelly Frey,

Talia Rothman, Tara Trovato,

Stephen Will,

Christopher Abraham, Rachel Hunt,

Nan McKown, Tara Tyson





Christmas in July Hotel Campaign

Golden Nugget Hotel & Casino

Holly O'Brien, Courtney Carr,

Mark Junium, Keith Kaderlik,

Roderick Thompson, John Coughlin,

Kris O'Brien, Charles Blomster







Las Vegas Valley Water District Paperless Billing Campaign

Las Vegas Valley Water District

Colleen Curran, APR, Lisa Story, APR, Tricia Montgomery,

Rob LaRosa, Luci Fortune,

Christine Vaughn, John Sullivan,

Karen Basilotta, Robert Williamson,

Jen Inaba



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A Hospital on Life Support

Argentum Partners

Mike Draper

Molly Ellery





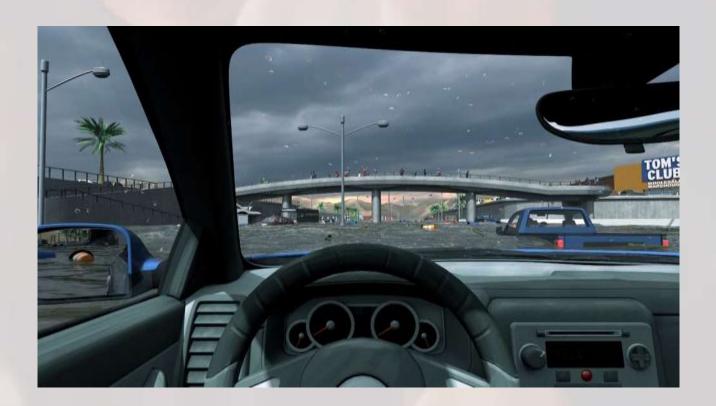


Water Always Wins Virtual Reality Experience

Clark County Regional Flood Control District

Erin Neff

Jessi Acuña





UMC Child Abuse
Prevention Campaign
University Medical
Center

Danita Cohen, Scott Kerbs,

Danny Romero, Eve Olivero,

Veronica Cortez, Dr. Jay Fisher,

Cassandra Trummel, Dina Bailey,

Amy Runge, Haley Hammond







NEWCOMER OF THE YEAR

ANTHONY DEFELICE

OneSeven Agency





PRACTITIONER OF THE YEAR

DANITA COHEN

University Medical Center (UMC)





VOLUNTEER OF THE YEAR

GRETCHEN PAPEZ, APR

The Valley Health System





ROGER BUEHRER LIFETIME ACHIEVEMENT AWARD

KEVIN R. MALONE

Department of Motor Vehicles





BEST OF SHOW

Magazines

UNLV Magazine

UNLV Integrated Marketing & Branding

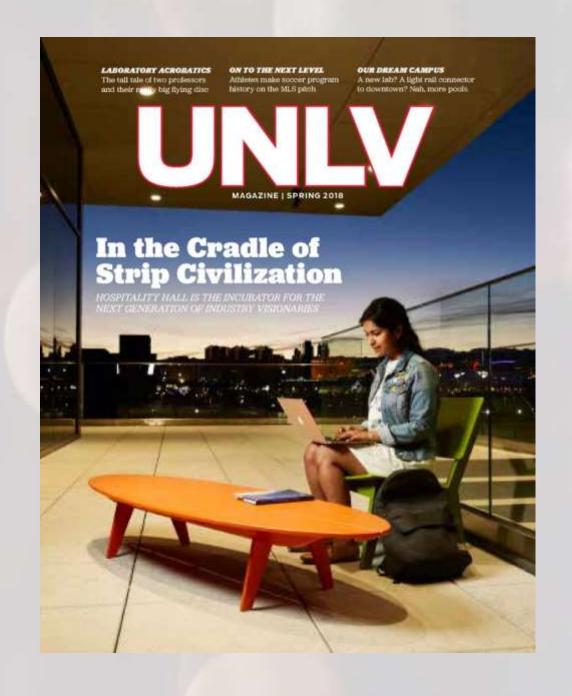
Cate Weeks

Diane Russell

Jason Scavone

Josh Hawkins

Lonnie Timmons III







Jen Inaba

Las Vegas Valley Water District Paperless Billing Campaign

Las Vegas Valley Water District

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Christine Vaughn, John Sullivan,
Karen Basilotta, Robert Williamson,



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THANK YOU

23nd ANNUAL

PINNACLE AWARDS

AWARDS CEREMONY | NOVEMBER 7



