

# PRSA 2019

## PINNACLE AWARDS

---



THURSDAY, NOVEMBER 7  
6:00 PM TO 8:00 PM







## ABOUT THE PRSA LAS VEGAS VALLEY CHAPTER

The Public Relations Society of America ([www.prsa.org](http://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 110 Chapters nationwide, 14 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 375 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

**Rina Foster**  
President

**Amanda Peters**  
President-Elect

**Kurt Ouchida**  
Past President

**Sarah Thornton, APR**  
Vice President of Membership

**Amy Bouchard, APR**  
Vice President of Finance

**Carrie Amox**  
Vice President of Communications  
and PRSSA Liaison

## PINNACLE COMMITTEE

**Kevin Malone**

**Lisa Story, APR**

**Colleen Curran, APR**

**Carrie Amox**

**Amanda Peters**

**Amy Bouchard**

## SPONSORS

Faiss Foley Warren  
akdc creative  
Argentum Partners

## ROGER BUEHRER LIFETIME ACHIEVEMENT AWARD

**KEVIN MALONE**

## VOLUNTEER OF THE YEAR AWARD

**GRETCHEN PAPEZ, APR**

## TONIGHT'S EMCEE

**Micah Manalo**

KTNV Channel 13's The Morning Blend



Micah Manalo currently serves as Senior Producer of local Emmy-nominated talk show, Las Vegas Morning Blend, on ABC Las Vegas. With a passion in broadcasting, he graduated from the University of Central Oklahoma with a degree in broadcast-communications (Go Broncho's! - yes there's an H!). Micah moved to Las Vegas after a stint in Sioux Falls, SD as an anchor-reporter, and was producer for Good Morning Las Vegas prior to helping launch Las Vegas Morning Blend. In addition to producing, Micah has served as the traffic anchor on Good Morning Las Vegas, and reports/fill-in anchors for Las Vegas Morning Blend.

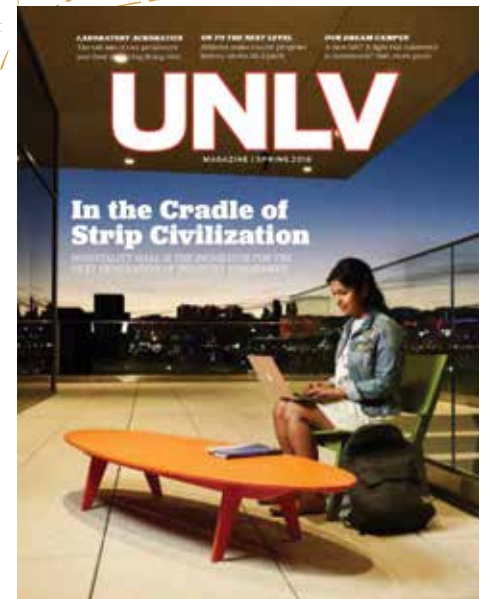
## BEST OF SHOW TACTICS

### MAGAZINES

#### PINNACLE AWARD

##### UNLV Magazine

UNLV Integrated Marketing & Branding:  
Cate Weeks, Diane Russell, Jason Scavone,  
Josh Hawkins, Lonnie Timmons III



## BEST OF SHOW CAMPAIGNS

### MOST EFFECTIVE CAMPAIGN ON A SHOESTRING BUDGET (\$5,000 OR LESS)

#### PINNACLE AWARD

##### Las Vegas Valley Water District Paperless Billing Campaign

Las Vegas Valley Water District: Colleen  
Curren, APR, Lisa Story, APR, Tricia  
Montgomery, Rob LaRosa, Luci Fortune,  
Christine Vaughn, John Sullivan, Karen  
Basilotta, Robert Williamson, Jen Inaba



### INDIVIDUAL PR PRACTITIONER OF THE YEAR

DANITA COHEN



### INDIVIDUAL NEWCOMER OF THE YEAR

ANTHONY DEFELICE

# TACTICS

## MEDIA RELATIONS

### AWARD OF MERIT

#### United Way of Southern Nevada's Day of Caring 2018

Red 7 Communications: Kathy Topp

United Way of Southern Nevada: Laurie Mann, Riley Caspersen

1

## MEDIA RELATIONS

### PINNACLE AWARD

#### Desert Research Institute Earned Media for Ice Core Research Findings

Desert Research Institute: Kelsey Fitzgerald, Alison Swallow, Tracy Bower, Justin Broglio, Jaquelyn Lugg

2

## MEDIA RELATIONS

### PINNACLE AWARD

#### Healing the Healers

B&P Advertising Media Public Relations: James Stover, George McCabe

## MEDIA RELATIONS

### AWARD OF MERIT

#### Las Vegas Pickleball Open at the Plaza Hotel

Faiss Foley Warren: Amy Maier

3

## MEDIA RELATIONS

### PINNACLE AWARD

#### Nevada State College Deaf Studies Program

MassMedia: Dave Sheehan, Georgeann Pizzi

4

## MEDIA RELATIONS

### PINNACLE

#### UMC Organ Donor Honor Walk

UMC Experience Team: Danita Cohen, Scott Kerbs, Danny Romero, Anthony Caruth, Eve Olivero, Jennifer Luevano, Sylvia Vazquez, Veronica Cortez, Haley Hammond, Shana Tello

5

## MEDIA RELATIONS

### PINNACLE AWARD

#### Let's Talk About Sex

Argentum Partners: Mike Draper, Molly Ellery

World Famous Mustang Ranch

6

## MEDIA RELATIONS

### PINNACLE AWARD

#### El Cortez Hotel & Casino "Historic Made Modern"

bread & butter Public Relations: Jennifer Cornet, Elizabeth Sutherland, Lauren Sasso-Hall, Michael Wojtowicz



1



2



3



4



5



6



TACTICS

MEDIA RELATIONS  
AWARD OF EXCELLENCE  
Construction vs. Cancer for American Cancer Society  
JB Public Relations: Jennifer Bradley

FEATURE STORIES  
AWARD OF MERIT  
Former actors help train next generation of health care providers at Touro University Nevada  
Touro University Nevada: Steven Slivka, Melody Crickman  
Greenspun Media Group: Craig Peterson

FEATURE STORIES  
AWARD OF EXCELLENCE  
Growth in the health care community benefits Las Vegas as a whole  
B&P Advertising Media Public Relations: James Stover, George McCabe

7 EXECUTIVE COMMUNICATIONS  
AWARD OF EXCELLENCE  
Dustin Drai of Drai’s Nightclub: Changing of the Guard  
bread & butter Public Relations: Jennifer Cornet, Elizabeth Sutherland, Lauren Sasso-Hall, Michael Wojtowicz

8 EXECUTIVE COMMUNICATIONS  
AWARD OF EXCELLENCE  
Elizabeth Blau: Honey Salt Cookbook Launch  
bread & butter Public Relations: Jennifer Cornet, Elizabeth Sutherland, Lauren Sasso-Hall, Olivia Steinberg

8 BEST USE OF SOCIAL STORIES  
PINNACLE AWARD  
Delmonico Steakhouse Celebrates 20 Years  
OneSeven Agency: Dawn Britt, Madison Freedle, Blaire Ritter, Eugene DelaCruz

FACEBOOK ENGAGEMENT  
AWARD OF EXCELLENCE  
Beach Tote Giveaway  
Golden Nugget Casino: Courtney Carr

INSTAGRAM COMMUNICATIONS  
PINNACLE AWARD  
Instagram Audience Engagement  
Vegas PBS: Myles Barker, Hilary Steinberg, Kelli Pfiffner

INSTAGRAM COMMUNICATIONS  
AWARD OF MERIT  
Piero’s Italian Cuisine: Every Table Tells a Tale  
Faiss Foley Warren: Marsha MacEachern Tempesta, Melissa Warren  
Social Media Ambassador: Melinda Sheckells  
Photographer: Cierra Pedro  
Piero’s Italian Cuisine: Evan Glusman, Theresa Mayorga



7



8

# TACTICS

## NEW DIGITAL PLATFORM

### AWARD OF EXCELLENCE

#### Water Always Wins VR

Clark County Regional Flood Control: Erin Neff, Jessi Acuña, Steven Parrish, Ching Wang

Robertson Partners: Thomas Madrid

Pixel Farm: Jenna Lowhorn

## MOBILE APP

### AWARD OF MERIT

#### UNLV Alumni Mobile App

Focus Communications: Amy Bouchard, APR

UNLV: Frankie Andres, Michelle Fearnley, Anjannette Arnold,

Cameryne Kelley, Chad Warren

## WEBSITES

### AWARD OF EXCELLENCE

#### Southern Nevada Water Authority Website

Las Vegas Valley Water District Website Team

Communication Services and Information Technology: Noe Crockett,

James Jusayan, Kelly Darby, Rob LaRosa, Will Ward, Ashleigh Thompson,

Tricia Montgomery, Colleen Curran, APR, Matt Kinkenon, Kavitha Vala

## WEBSITES

### PINNACLE AWARD

#### Tun.touro.edu

Touro University Nevada: Melody Crickman, Kassy Heikkinen, Schyler Richards,

Phil Tompkins, Jose Noriega, Renee Aschoff, Lisa Halberstam, Hilary Neloms,

Tommy Gugino

iFactory

## CREATIVE TACTICS

### PINNACLE AWARD

#### The Broken Yolk Café Las Vegas Cracks Open

OneSeven Agency: Dawn Britt, Carrie Giverson, Joanna Miller

## ANNUAL REPORTS

### PINNACLE AWARD

#### 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

## BLOGS

### AWARD OF MERIT

#### DRI "Behind the Science" Blog

Desert Research Institute: Kelsey Fitzgerald, Jaquelyn Lugg, Tracy Bower,

Justin Broglio, Alison Swallow



9



10



11



# TACTICS

## BLOGS

### AWARD OF EXCELLENCE

#### 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

## DIGITAL NEWSLETTERS

### AWARD OF MERIT

#### MountainView Hospital Friday Message

MountainView Hospital: Jennifer McDonnell, Ashley Kim

## DIGITAL NEWSLETTERS

### AWARD OF EXCELLENCE

#### UNLV School of Medicine

UNLV School of Medicine: Paul Harasim

## DIGITAL PUBLICATIONS - SINGLE ISSUE NEWSLETTER, BOOKLET, CALENDAR

### AWARD OF MERIT

#### Healthcare Chronicle

B&P Advertising Media Public Relations: James Stover, Ann-Marie Auger-Andrews, George McCabe

## ONLINE VIDEOS

### AWARD OF MERIT

#### DRI 60th Anniversary Video

Desert Research Institute: Jaquelyn Lugg, Justin Broglio, Tracy Bower, Kelsey Fitzgerald, Alison Swallow

ArborGlyph: Mike Henderson

## MAGAZINES

### PINNACLE AWARD

#### Touro YOU

Touro University Nevada Office of Advancement: Steven Slivka, Melody Crickman, Schyler Richards

Mona Shield Payne Photography: Mona Shield Payne

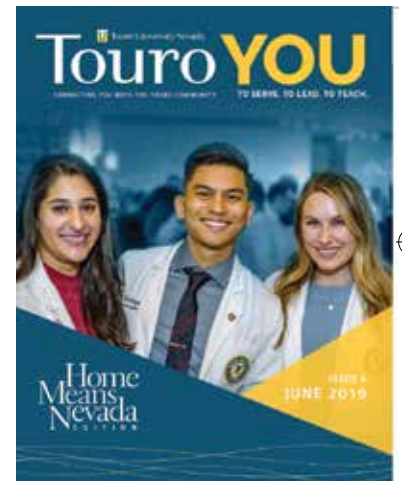
Virgen Digital | Brand | Marketing: Creative Team

## MAGAZINES

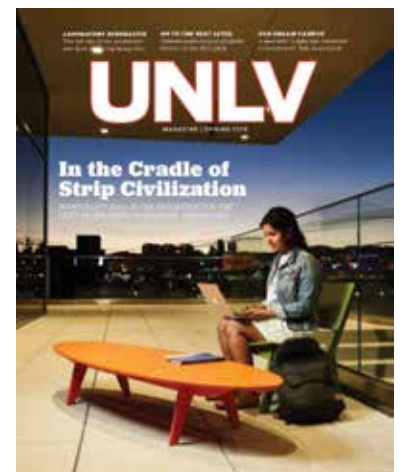
### PINNACLE AWARD

#### UNLV Magazine

UNLV Integrated Marketing & Branding: Cate Weeks, Diane Russell, Jason Scavone, Josh Hawkins, Lonnie Timmons III



12



13



# CAMPAIGNS

14

## COMMUNITY RELATIONS

### PINNACLE AWARD

#### Be Wise. Keep Learning. SUU Community Programs Year One

Southern Utah University Community & Academic Enrichment: Melynda Thorpe, Susie Knudsen, Kay'ce Hofheins

15

## COMMUNITY RELATIONS

### PINNACLE AWARD

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

OneSeven Agency: Dawn Britt, Anthony DeFelice, Carrie Giverson

## COMMUNITY RELATIONS

### AWARD OF EXCELLENCE

#### Workforce Connections PY 2019 Funding

Red 7 Communications: Kathy Topp, Elizabeth McDaniels

Workforce Connections: Jaime Cruz, Irene Bustamante Adams, Jeramey Pickett, Carol Polke, Jeannie Kuennen, Alletha Muzorewa, Brett Miller

The Activation Shop: Mike Hopper

16

## EVENTS AND OBSERVANCES - EIGHT DAYS OR MORE

### PINNACLE AWARD

#### UNLV Rebel Homecoming 2018

UNLV: Blake Douglas, Savannah Baltera, Juliet V. Casey, Chad Warren, Missy Arendash, Vince Alberta

17

## EVENTS AND OBSERVANCES - EIGHT DAYS OR MORE

### PINNACLE AWARD

#### Desert Research Institute 60th Anniversary

Desert Research Institute: Tracy Bower, Justin Broglio, Jaquelyn Lugg, Kelsey Fitzgerald, Alison Swallow, Britt McManus-Chapman

Kunder Design Studio: Lori Kunder

ArborGlyph: Mike Henderson

18

## EVENTS AND OBSERVANCES - EIGHT DAYS OR MORE

### PINNACLE AWARD

#### Iconic Caesars Palaces Las Vegas Welcomes Vanderpump Cocktail Garden to the Empire

Caesars Entertainment: Celena Haas-Stacey, Chelsea Ryder, Gia Silvaggio, Tanner Owens, Robert Jarrett, Kristin Soo Hoo

Jeff Wagner Agency: Michelle Loosbrock, Kip Kelly

Allied Global Marketing: Sara Ryan, Kristina Bello



14



15



16



17



18

# CAMPAIGNS

**EVENTS AND OBSERVANCES - EIGHT DAYS OR MORE**  
**AWARD OF EXCELLENCE**

**Opening of La Strega, A New Italian Restaurant in Summerlin**  
Faiss Foley Warren: Amy Maier, Cherryl Kaopua, Melissa Warren

**EVENTS AND OBSERVANCES - EIGHT DAYS OR MORE**  
**AWARD OF MERIT**

**Opening of the Core Arena at the Plaza Hotel & Casino**  
Faiss Foley Warren: Amy Maier

**EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER**  
**AWARD OF EXCELLENCE**

**CANVAS Hotel I Dallas Grand Opening**  
BRAINTRUST: Rachel Snyder, Grace Russell, Sara Hall

**19** **EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER**  
**PINNACLE AWARD**

**Cleveland Clinic Nevada's 10th Anniversary Time Capsule Celebration**  
Kirvin Doak Communications: MacKenzie Ruta, Nicole Wolf, Makenzie Coombs, Tracy Skenandore



19

**EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER**  
**AWARD OF EXCELLENCE**

**Las Vegas Ballpark® Grand Opening**  
The Howard Hughes Corporation: Danielle Bisterfeldt  
Faiss Foley Warren: Melissa Warren, McKinzie Cogswell, Morgan Starnes

**20** **EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER**  
**PINNACLE AWARD**

**Grand Opening of Jimmy Kimmel's Comedy Club**  
Caesars Entertainment: Celena Haas-Stacey, Robert Jarrett, Mitch Marier, Cole Witbeck  
Jeff Wagner Agency: Michelle Loosbrock, Kip Kelly, Samantha Abernathy

**EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER**  
**AWARD OF EXCELLENCE**

**MountainView Bike Rodeo 2019**  
MountainView Hospital: Jennifer McDonnell, Ashley Kim, Kelly Kern



21



# CAMPAIGNS

22

## EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER

### PINNACLE AWARD

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

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

## EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER

### AWARD OF MERIT

#### Ultimate Vegas Sports Weekend

Las Vegas Convention and Visitors Authority



22

23

## EVENTS AND OBSERVANCES - SEVEN DAYS OR FEWER

### PINNACLE AWARD

#### The Mob Museum Seventh Anniversary

The Mob Museum: Ashley Miller, Jonathan Ullman, Matt Griebel, Jackie Apoyan, Daniela Hutchins, Danica Taboada

The Vox Agency: Erika Pope, Desiree Webb

Chicago History Museum: John Russick

School of the Art Institute of Chicago: Geoffrey Alan Rhodes



23

## GLOBAL COMMUNICATIONS

### AWARD OF MERIT

#### Media Mission Supporting the LKM Launch from Amsterdam

Las Vegas Convention and Visitors Authority: Molly Castano

24

## INTEGRATED COMMUNICATIONS

### PINNACLE AWARD

#### Be Wise. Keep Learning. SUU Community Programs Year One

Southern Utah University Community & Academic Enrichment: Melynda Thorpe, Susie Knudsen, Kay'ce Hofheins



24

## INTEGRATED COMMUNICATIONS

### 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

## INTEGRATED COMMUNICATIONS

### AWARD OF MERIT

#### SNWA 2019 Spring Watering Compliance Campaign

Southern Nevada Water Authority: Lisa Story



25

25

## MARKETING

### PINNACLE AWARD

#### Blue Desert Brings Los Cabos to Los Angeles

OneSeven Agency: Dawn Britt, Liz Ottiniano, David Watts, H Farahi



# CAMPAIGNS

## MARKETING

### AWARD OF EXCELLENCE

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

The Publicity Lab: Emily Wofford, Kelly Frey, Talia Rothman, Tara Trovato, Stephen Will

SAHARA Las Vegas: Christopher Abraham, Rachel Hunt, Nan McKown, Tara Tyson



26

## MARKETING

### PINNACLE

#### Christmas in July Hotel Campaign

Golden Nugget Las Vegas: Holly O'Brien, Courtney Carr, Mark Junium, Keith Kaderlik, Roderick Thompson, John Coughlin, Kris O'Brien, Charles Blomster

26

27

## MOST EFFECTIVE CAMPAIGN ON A SHOESTRING BUDGET (\$5,000 OR LESS)

### PINNACLE AWARD

#### Las Vegas Valley Water District Paperless Billing Campaign

Las Vegas Valley Water District: Colleen Curren, APR, Lisa Story, APR, Tricia Montgomery, Rob LaRosa, Luci Fortune, Christine Vaughn, John Sullivan, Karen Basilotta, Robert Williamson, Jen Inaba



27

28

## PUBLIC AFFAIRS

### PINNACLE AWARD

#### A Hospital on Life Support

Argentum Partners: Mike Draper, Molly Ellery



28

29

## PUBLIC SERVICE

### PINNACLE AWARD

#### Water Always Wins VR Experience

Clark County Regional Flood Control District: Erin Neff, Jessi Acuña



29

30

## PUBLIC SERVICE

### PINNACLE AWARD

#### UMC Child Abuse Prevention Campaign

UMC: Danita Cohen, Scott Kerbs, Danny Romero, Eve Olivero, Veronica Cortez, Dr. Jay Fisher, Cassandra Trummel, Dina Bailey, Amy Runge, Haley Hammond



30

Faiss Foley Warren Public Relations & Public Affairs  
salutes the dreamers and doers who make Las Vegas  
a wonderful place to call home.



**FAISS FOLEY WARREN**

public relations • public affairs

---

**1998-2019**

*Celebrating 21 years of service to  
Nevada's business community*

ffwpr.vegas

# HELLO, HOLA, こんにちは, CIAO, SALUT

However you want to say it,  
**We're proud to be here.**

**ARGENTUM**  **PARTNERS**

RENO | LAS VEGAS

ARGENTUMNV.COM | 775.473.7444

GOVERNMENT AFFAIRS | PUBLIC RELATIONS | MARKETING



SAVE THE  
DATE

Flamingo

# PRSA WESTERN DISTRICT CONFERENCE 2020

## APRIL 15-17, 2020

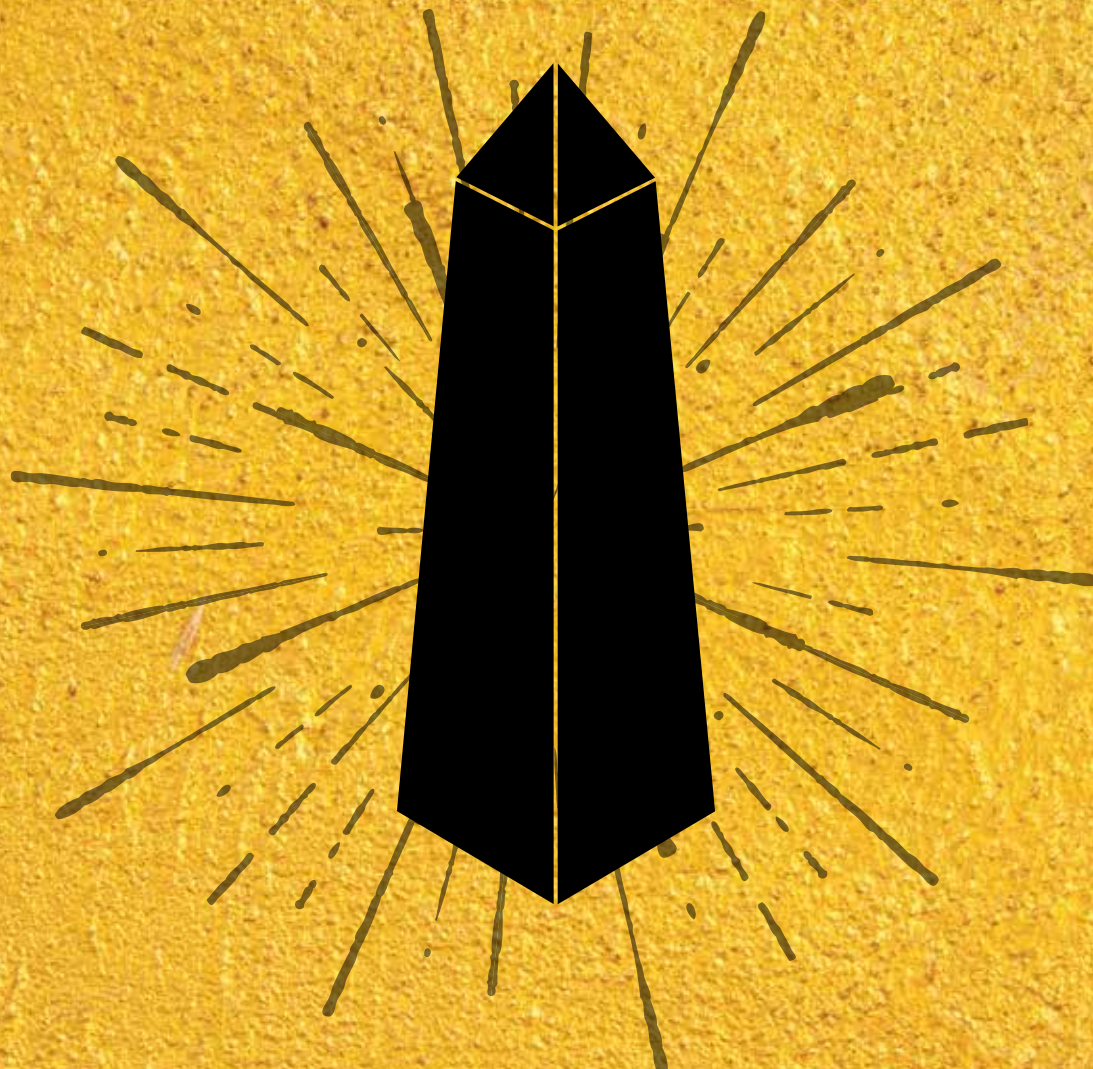
The Las Vegas Valley Chapter of PRSA is hosting the 2020 Western District Conference at the Flamingo Hotel & Casino on April 15-17, 2020. The programming will feature notable keynote speakers, informative workshop sessions, and plenty of networking opportunities to learn from fellow public relations practitioners. This not-to-be-missed professional development conference will have something for everyone, from the up-and-coming practitioner to the seasoned pro.

Western District  
**PRSA**

**#prmmatters**  
WESTERN DISTRICT CONFERENCE

[PRSAWESTERNDISTRICT.ORG](http://PRSAWESTERNDISTRICT.ORG)





# PRSA 2019

## PINNACLE AWARDS

---



**FAISS FOLEY WARREN**  
public relations • public affairs



**ARGENTUM**  
PARTNERS



Las Vegas Valley Chapter

[PRSAPINNACLEAWARDS.COM](http://PRSAPINNACLEAWARDS.COM)