

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 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 Vegasthroughout 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

Created in 1996, the Pinnacle Awards recognize the best public relations programs, tools and professionals in Southern Nevada, Northern Arizona and Southern Utah. The awards recognize, honor and demonstrate the strategic and tactical outcomes of our members in service to their clients and are judged by out-of-market, accredited (APR) members of PRSA whosecomments and insights further elevate the work of our members.

In service to our profession, the Pinnacle Awards are open to PRSA-LVVC members and nonmembers alike."

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PINNACLE COMMITTEE

Kevin Malone, Judging Co-Chair Nancy Weaver, APR, Judging Co-Chair Courtney Carr, APR Clark Dumont, APR, Fellow PRSA

NEWLY ACCREDITED IN PUBLIC RELATIONS (APR)

Brooke Heath, APR Dave DeRurange, APR Erin Hakoda, APR



Tonight's Emcee: AMBER RENEE DIXON



Amber Renee Dixon, a regional Edward R. Murrow and Emmy award winner, is a veteran journalist with more than a decade of news reporting and anchoring experience. An Arizona native, Amber is bilingual in Spanish and a proud graduate of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. She began her career reporting on border issues in South Africa, then continued on her journalistic path in Corpus Christi and the Rio Grande Valley in Texas.

In 2012, she moved to Las Vegas to begin working at KSNV, the NBC affiliate. At KSNV, she worked for two years in News as a general assignment reporter, then transitioned into the role of sports reporter and weekend sports anchor, covering all angles of local sports including the NHL, NFL, WNBA, boxing, mixed martial arts, minor league baseball, minor league soccer, NASCAR, college and high school football.

Amber became the host of "Nevada Week" on Vegas PBS in February 2022, and in September 2022, she and the "Nevada Week" team won the Division 1 Public Media Awards in Content: News and Public Affairs.



Best of Show - Campaigns: Events and Observances
THE MOB MUSEUM CELEBRATES 10-YEAR
ANNIVERSARY WITH UNDERCOVER OF THE NIGHT GALA
The Mob Museum & The VOX Agency

Best of Show - Tactics: News Release/Press Kit
COBRE PHASE 2 ANNOUNCEMENT
MacKenzie Ruta, APR, Nicole Wolf, APR,
Cleveland Clinic Nevada



Newcomer of the Year

SHIPRA DE

PR Practitioner of the Year

LESLIE T. SNADOWSKY

Senior PR Practitioner of the Year

SARAH THORNTON

Roger Buehrer Lifetime Achievement Award

AMANDA PETERS



COMMUNITY RELATIONS

Pinnacle Award

Communities In Schools SuperHero Thursdays

The Warren Group: Melissa Warren, Cherryl Kaopua, Marsha MacEachern-Tempesta, Sarah Lindsey

Pinnacle Award

Ride On

Regional Transportation Commission of Southern Nevada: Angela Castro, M.J. Maynard, Catherine Busche, Makenzie Coombs-Emery, Monika Bertaki, Jan Wadsworth, Esther Betancourt, Angelica Aquinon, Sue Christiansen

Pinnacle Award

Nevada Health Link - Open Enrollment

Silver State Health Insurance Exchange, The Abbi Agency, Ericka Aviles Consulting

Award of Excellence

Back to Life - Covid-19 Outreach Campaign

The Ferraro Group: Latoya Bembry, Emma Williams, Crear Magnum: Cedric Crear, Periwinkle Group: Jo Cato, Allison Stevens, Winnie Brissett, 32nd Street Theater: Kelcey West, PrimetimePOP: L. Marilyn Crawford, Sumnu Marketing, Lou Collins

Award of Excellence

ReConnect to Life

Regional Transportation Commission of Southern Nevada: Angela Castro, Catherine Busche, Sue Christiansen, Monika Bertaki, Makenzie Coombs-Emery, Aileen Pastor, Jesse Diaz, Pamela Kalani, M.J. Maynard

CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

Award of Excellence

Try Transit/Pain at the Pump

Regional Transportation Commission of Southern Nevada: Angela Castro, Catherine Busche, Makenzie Coombs-Emery, Monika Bertaki, Alfredo Jaro, Sue Christiansen, M.J. Maynard

EVENTS AND OBSERVANCES

Pinnacle Award

Media Preview of LIFTOFF – A PANORAMIC SKYLINE EXPERIENCE at AREA15

AREA15: Meg Parker, Ashley Trevizo, Pearl Verzosa, The Vox Agency: Erika Pope, Desiree Vontur, Andrea Heerdt

Pinnacle Award

Media Preview of Official Ground Breaking of AREA15 Orlando

AREA15: Meg Parker, The Vox Agency: Erika Pope, Desiree Vontur

Pinnacle Award

The Mob Museum Celebrates 10-Year Anniversary with Undercover of the Night Gala The Mob Museum: Ashley Miller, Yentl Liew, Jackie Apoyan, Jestelle Irizarry,

The Vox Agency: Erika Pope, Desiree Vontur, Andrea Heerdt

Pinnacle Award

Spring Job Fair 2022

Clark County: Commission Chairman Jim Gibson, Commissioner Tick Segerblom, Blanca Vasquez, Beatriz Martinez, Red 7 Communications: Kathy Topp, Nevada DETR: Marchele Sneed, Mark Henderson, Workforce Connections: Robbie DeBuff, Malik Williams, LVCVA: William Flangas



EVENTS & OBSERVANCES - CONT.

Pinnacle Award

Congregation Ner Tamid's Pop-Up Shabbat

Congregation Ner Tamid: Leslie T. Snadowsky

Award of Excellence

The Little Vegas Chapel Expansion Event

GYC Vegas: Mallory Zito, Gina Yager, Briana Philippi, The Little Vegas Chapel: Michael Kelly, Lillian Tann

Award of Excellence

Downtown Summerlin Lei Day 2022

The Warren Group: McKinzie Cogswell, The Howard Hughes Corporation: Danielle Bisterfeldt, Halee Harczynski, Joey Palmer

Award of Excellence

The Shade Tree Champagne & Pearls

The Warren Group: Lisa Robinson, Cherryl Kaopua

Award of Excellence

Las Vegas Welcomes the NFL Draft

R&R Partners: Catherine Cole, Erin McCleskey, Tracey Koblick, Rebecca Lane, Mark Adams, Erin Mowry, Las Vegas Convention and Visitors Authority: Molly Castano, Maria Phelan, Kristin Weddingfeld

INTEGRATED COMMUNICATIONS

Pinnacle Award

Communities In Schools of Nevada Graduation Campaign

The Warren Group: Melissa Warren, Cherryl Kaopua, Marsha MacEachern-Tempesta, Sarah Lindsey

Pinnacle Award

Nevada Health Link Open Enrollment

The Abbi Agency, Silver State Health Insurance Exchange, Ericka Aviles Consulting, Marketing for Change

Pinnacle Award

Pella Introduces Easy-Slide Operator

84 Communications: Rina Foster, APR, Carrie Amox, APR, Pella Corporation: Nicolle Picray, Kolbie Creger

Award of Excellence

American Nevada Company

Imagine Communications: Montana Black, Tiffannie Bond, Cynthia Hartness, Nicole Musolino, Brian Rouff, Julie Varley, Celestia Ward

Award of Excellence

Forever Happens Here Launch + 5 Million Love Stories

R&R Partners: Catherine Cole, Marissa Le, Erin McCleskey, Rebecca Lane, Tracey Koblick, Erin Mowry, Mark Adamas, Las Vegas Convention and Visitors Authority: Molly Castano, Maria Phelan, Kristin Weddingfeld

INTERNAL COMMUNICATIONS

Pinnacle Award

Intermountain Healthcare and GRAIL - New Galleri Test Benefit for Employees Intermountain Healthcare: Brooke Heath, JD Bowman, Jason Olmos, Sunil Gollamudi, Taylor Hadley, Carrie Brown GRAIL: Joel McKinney, Lisa Daumeyer, Tim Vos, Brett Morrow



MOST EFFECTIVE CAMPAIGN - \$10,000 BUDGET OR LESS

Pinnacle Award

Congregation Ner Tamid's Chavurah Campaign

Congregation Ner Tamid: Leslie T. Snadowsky

Award of Excellence

We Are JT4

JT4, LLC: Dirk Jordan, Dan Wild, Shipra De, Victoria Hart, Talbot Snow, Nancy Barbour, Sound Masters of Las Vegas

Award of Merit

Congregation Ner Tamid's Rabbi Raises \$75K For Ukrainian Refugee Relief Congregation Ner Tamid: Leslie T. Snadowsky

Award of Merit

"F--- Putin," Buy Ukrainian

The Feast of Friends: Eric Gladstone, Rachel Diehl, Kristiana Streuber, Evel Pie: Branden Powers, Richard Verhagen, Samantha Bandy, Victor Mercado

MULTICULTURAL PUBLIC RELATIONS

Pinnacle Award

Ponte Online Con DMV

Nevada Department of Motor Vehicles, The Abbi Agency, HCI

Pinnacle Award

Cox Celebrates Black History Month

Cox Las Vegas: Susie Black-Manriquez, Stephanie Stallworth, Tamar Hoapili, Brittani Johnson, Truthful Studios: Chris Johnson

PUBLIC SERVICE

Award of Excellence

Step Into Colorectal Cancer Awareness Event

Summerlin Hospital: Gretchen Papez, APR, Carla Stevens, RN

REPUTATION/BRAND MANAGEMENT

Pinnacle Award

Cemen Tech Bring Innovation to the Concrete Industry

84 Communications: Rina Foster, APR, ZLR Ignition: Rhonda Clark-Leyda

Pinnacle Award

Central Iron County Water Conservancy District

Iron Spyke Method: Melynda Thorpe, Cottonwood Media Group: Noah Burt, Central Iron County Water Conservancy District: Paul Monroe, Jessica Staheli, Ashley Langston

Pinnacle Award

Battle Born Injury Lawyers Brand Awareness Campaign

MassMedia: Georgeann Pizzi, Stephanie Ceccarelli

Award of Excellence

New Website Kicks Off DMV Transformation Effort

Nevada DMV: Julie Butler, Kevin Malone, Brett Fisher, Sean Sever, Jennelle Keith, The Abbi Agency: Connie Anderson, Ashley Behre, Caroline Sexton

CAMPAIGNS

REPUTATION/BRAND MANAGEMENT - CONT.

Award of Excellence

JT4 Brand Refresh

JT4, LLC: Dirk Jordan, Dan Wild, Shipra De, Sandra Harrison, Michael Pacillo, Nancy Barbour, Kara Waters, Kennedy Matthews, Janelle Takahata, Pink Kitty Creative: Victoria Hart

TACTICS



COLLATERAL/SINGLE ISSUE PUBLICATION

Award of Excellence

Human Capital Strategy

JT4, LLC: Dirk Jordan, Dan Wild, Shipra De, Sandra Harrison, Jerome "Dee" DiGiovanni, Kara Waters, Mike Russell, Amy Heaton, Mindy Roundy, John Grupe

Award of Excellence

Congregation Ner Tamid's Annual Report

Congregation Ner Tamid: Leslie T. Snadowsky

CREATIVE (Graphic Design, Photography, Animation, etc.)

Pinnacle Award

Boulder City Chamber of Commerce Restaurant Map

Imagine Communications: Montana Black, Bobby Long, Alex Raffi

Pinnacle Award

Helios Medical Center

The Abbi Agency, Pacific Group

INTERACTIVE DIGITAL CONTENT (Social Media, Blogs, etc.)

Award of Merit

Miracle Flights Lights for Flights Social Media Campaign

The Warren Group: Marsha MacEachern-Tempesta, Melissa Warren, Sarah Lindsey

MEDIA EVENT

Pinnacle Award

The Little Vegas Chapel Expansion Event

GYC Vegas: Mallory Zito, Gina Yager, Briana Philippi, The Little Vegas Chapel: Michael Kelly, Lillian Tann

Pinnacle Award

Summerlin Council Patriotic Parade

The Warren Group: Melissa Warren, Lisa Robinson, The Summerlin Council: Lezlie Barnson-DeNardin

Pinnacle Award

Battle for Vegas 2022

The Warren Group: Melissa Warren, McKinzie Cogswell, Marsha MacEachern-Tempesta, Sarah Lindsey

TACTICS

MEDIA EVENT - CONT.

Pinnacle Award

Google's Donation to Nevada

The Abbi Agency, Google Nevada

Pinnacle Award

Pella's Private Screening Media Event

84 Communications: Rina Foster, APR, Pella Corporation: Nicolle Picray

Pinnacle Award

Super Bowl LVIII Announcement

R&R Partners: Catherine Cole, Erin McCleskey, Rebecca Lane, Tracey Koblick, Mark Adam, Erin Mowry, Las Vegas Convention and Visitors Authority: Molly Castano, Maria Phelan, Kristin Weddingfeld, Lisa Motley

Award of Excellence

Independence Groundbreaking

Red 7 Communications: Mitch Truswell, Touchstone Living: Samantha Lauer

Award of Excellence

Media Event to announce shareDOWNTOWN Fremont East

The Warren Group: Amy E. S. Maier

Award of Excellence

Media Event to announce the Plaza Hotel & Casino's Main Street

Reimagination Project

The Warren Group: Amy E. S. Maier

Award of Excellence

Las Vegas Cannabis Weddings Launch on Valentine's Day

BrandBomb Public Relations: Lindsay Feldman, Alexis Kouser, Tatiyana Brooks

Award of Merit

Touro University Nevada Partners with LVMPD to Provide Medical Training

The Warren Group: Melissa Warren, Cherryl Kaopua, Touro University Nevada: Dena Potestio, Steven Slivka

NEWS RELEASE/PRESS KIT

Pinnacle Award

Yesco Fabricates, Installs and Relights Historic Walker Center Sign

YESCO: Jeff Young, Annette Gaddis, Aaron Green, The Vox Agency: Erika Pope, Vanessa Thill, Vectra Management Group: Chloe Gehrke

Pinnacle Award

COBRE Phase 2 Announcement

UNLV School of Integrated Health Sciences: Andrea Roa, Kirvin Doak Communications: Terri Maruca, Eirianne Kennelley, Megan Haney

Pinnacle Award

Congregation Ner Tamid's Abortion Story

Congregation Ner Tamid: Leslie T. Snadowsky

Award of Excellence

Touro University Nevada Cadaver Lab

The Warren Group: Melissa Warren, Cherryl Kaopua, Touro University Nevada: Dena Potestio, Steven Slivka

TACTICS

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NEWS RELEASE/PRESS KIT - CONT.

Award of Excellence

Super Bowl LVIII Announcement

R&R Partners: Catherine Cole, Erin McCleskey, Rebecca Lane, Tracey Koblick, Erin Mowry, Mark Adams, Las Vegas Convention and Visitors Authority: Molly Castano, Maria Phelan, Kristin Weddingfeld, Lisa Motley

Award of Excellence

Congregation Ner Tamid's Soil Story

Congregation Ner Tamid: Leslie T. Snadowsky

REGULARLY-SCHEDULED PUBLICATION -

(Magazines, Newsletters, etc.)

Award of Merit

Inside JT4

JT4, LLC: Dirk Jordan, Dan Wild, Shipra De, Sandra Harrison, Alysa Washington, Mike Russell, Fred Thompson, Mindy Roundy, Mark Wierzbicki, Pink Kitty Creative: Victoria Hart

RESEARCH/DATA ANALYSIS

Pinnacle Award

2022 Marketing Agency Qualitative Research Study

S2 Research: Matt Seltzer, Eric Gonzalez, Brandillynn Hawley, Heather Seltzer

VIDEO

Award of Merit

The Janise & Cat Show

BJ's Bingo & Gaming: Jenynne DeNoble, Catherine Morey, Janise Cortez, Shank Marketing: Courtney Carr, Justin Shank, Jordan Crahan

Award of Merit

Congregation Ner Tamid's Annual Report Video

Congregation Ner Tamid: Leslie T. Snadowsky

Award of Merit

Congregation Ner Tamid's Rabbi Raises \$75K For Ukrainian Refugee Relief

Congregation Ner Tamid: Leslie T. Snadowsky

Award of Merit

Congregation Ner Tamid's Purim Spiel and Carnival

Congregation Ner Tamid: Leslie T. Snadowsky

Award of Merit

Congregation Ner Tamid's Adventure in Israel

Congregation Ner Tamid: Leslie T. Snadowsky

WEBCASTS/PODCASTS

Pinnacle Award

Vital Views

UNLV School of Nursing: Joseph Gaccione, University of Nevada, Las Vegas: KUNV



WEBCASTS / PODCASTS - CONT.

Award of Excellence

Congregation Ner Tamid's 'Compelling Conversations'

Congregation Ner Tamid: Leslie T. Snadowsky

WEBSITE

Award of Excellence

Touro University Nevada Website

Touro University Nevada: Kaitlyn Greco, Steven Slivka, Dena Sue Potestio, Eddie Gomez, Aidan Seidman, Web Services

Award of Excellence

FirstMed Health and Wellness Center Website

Connected Communications: Sarah Thornton, Whitney Maher, Canyon Creative: Dale Sprague, Canyon Creative: Ross Cooper, FirstMed Halth and Wellness Center

WRITING AND SPEECHES

Pinnacle Award

The Creative Catalyst: How to Create Better Marketing By Asking (And Answering) Better Marketing Questions

S2 Research: Matt Seltzer, Brandillyn Hawley, Eric Gonzalez, Heather Seltzer

Award of Merit

Summerlin Las Vegas Review-Journal Advertorials

The Warren Group: Melissa Warren, The Howard Hughes Corporation: Danielle Bisterfeldt

Award of Merit

Hope Means Nevada Op-Ed - Teen Mental Health Days Could Save a Life

Hope Means Nevada: Julie Murray, Mary Ann Mele Dondero, Caroline Edgeworth, Lauren Edgeworth, Ciera Bellavance, Mackenzie Miles, The Vox Agency: Erika Pope, Vanessa Thill

Award of Merit

Susan Greenspun Fine Scholarship Helps Touro Student Navigate Medical School and Motherhood

Touro University Nevada: Steven Slivka, Dena Sue Potestio, Mona Shield-Payne, Virgen Digital Brand Marketing

Award of Merit

Congregation Ner Tamid's Coverage In The Las Vegas Israelite

Congregation Ner Tamid: Leslie T. Snadowsky



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Congratulations To Leslie Snadowsky For Being Honored By The PRSA – Mazel Tov!



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