

Las Vegas Valley  
**PRSA**

*27<sup>th</sup> Annual  
Pinnacle  
Awards*



*Winning:*  
***Celebrating the Biggest Headlines in  
Las Vegas and the Professionals Behind Them***

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December 6, 2023 | The Space Las Vegas

## *About the PRSA Las Vegas Valley Chapter*

Celebrating 75 years of service to the public relations profession, the Public Relations Society of America ([www.prsa.org](http://www.prsa.org)), headquartered in New York City, is the world's largest organization for public relations professionals. The Society has more than 21,000 professional and student members organized in 110 Chapters nationwide, 14 Professional Interest Sections and 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 the University of Nevada Las Vegas and Nevada State University throughout the United States, Puerto Rico and South America.

In many ways, the growth, success and prosperity of Las Vegas and the public relations profession are inextricably entwined. Formed in 1975, 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.

The Las Vegas Valley Chapter provides professional development workshops, programming and other services in support of the society's mission of promoting professional performance and ethical behavior.

Membership is reserved for individuals who devote a substantial portion of their time to the professional practice of public relations, and or teaching and administering public relations courses at an accredited college or university. Please visit <https://www.prsa.org/membership/join-or-renew> to learn more.

## *About PRSA Las Vegas Valley Chapter's 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 members of PRSA whose comments and insights further elevate the work of our members. In service to our profession, The Pinnacle Awards are open to PRSA Las Vegas Valley Chapter members and non-members.



# *Board of Directors*

## *President*

**Clark Dumont, APR, Fellow PRSA**

## *President Elect*

**Dawn Merritt, APR**

## *Past President*

**Greg Chase, XMP**

## *Vice President of Communications*

**Carlee Gettman**

## *Vice President of Membership*

**Leslie L. Mujica, MPA**

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## *Pinnacle Committee*

**Nancy Weaver, APR, Judging Chair**  
**MacKenzie Ruta, APR, Awards Chair**  
**Emma Williams**  
**Autumn Widdoes**  
**Mallory Zito**  
**MaKenzie Coombs-Emery**  
**Liz Smith**

## *Newly Accredited in Public Relations (APR)*

**Matt Seltzer, APR**  
**Carmella Gutierrez, APR**  
**Aimee Romero, APR**



# About our Speakers

## Keynote Speaker

### Jennifer Azzi

*Chief Business Development Officer for the Las Vegas Aces*



Jennifer Azzi's achievements have firmly established her as one of the most accomplished figures in sports and business development. She has been inducted into eight halls of fame, including the Women's Basketball Hall of Fame. Jennifer is an Olympic Gold Medalist, Stanford NCAA National Champion, Two-Time World Champion, Naismith Award and Wade Trophy award winner, WNBA All-Star, and winner of the prestigious NCAA Silver Anniversary Award. Jennifer is a member of the USA Basketball Board of Directors.

Jennifer is the Chief Business Development Officer for the Las Vegas Aces, where she oversees all business development for the WNBA Championship franchise. Prior to joining the Aces, Jennifer served as Associate Vice President at the University of San Francisco, helping complete its largest Campaign in university history. Additionally, Jennifer was Head Coach for the University of San Francisco Women's Basketball team from 2010-2016. She led the program to its first NCAA tournament appearance in 20 years. Through her six seasons as Head Coach at the University of San Francisco, Azzi transformed the women's basketball program from arguably the worst program in the country into a bona fide postseason contender. In addition to her on court success, Azzi's program earned the NCAA's prestigious APR award for outstanding academic success. Only two programs in California won the honor-USF and Stanford. Her team finished the 2016 season with a 3.4 GPA.

## Emcee

### Mike Davis

*Silver States Sports and Entertainment Network*



Mike Davis moved to Las Vegas in 2019 to work as the Host/Reporter for "MORE" on FOX5 Las Vegas, the #1 rated entertainment/lifestyle show in Southern Nevada.

Born in Philadelphia and raised in South Jersey, Mike started performing stand-up comedy at the age of 17, working his way through open-mics to feature spots and headline gigs in high school. He then continued in college, while attending the University of Miami, consistently performing at the Miami Improv and various clubs throughout Ft. Lauderdale.

His experience on stage then led him to the screen, working as an actor in many short and indie-films, as well as commercial projects, including an international campaign for the BlackBerry Leap cellphone. After graduating magna cum laude from the University of Miami, with a focus in film and broadcast journalism, Mike moved to New York City to work for The Howard Stern Show. At SiriusXM studios he served as the Head Production Intern for Howard Stern, Robin Quivers, and Gary Dell'Abate.

Mike has also worked as a freelance sports reporter for NBC Sports Chicago and as a post-production assistant at NFL Films. In 2017, Mike graduated from the Medill School of Journalism at Northwestern University, earning his master's degree in broadcast journalism.

Mike began his career at KYTX CBS 19 in Tyler, Texas. There, he hosted the talk show, "19 Now," as well as co-anchored the weekday morning show, "The Morning Loop."

In 2019, Mike joined FOX5 Las Vegas. He served as a reporter/host for "MORE," the #1 entertainment show in Las Vegas. In addition, Mike contributed to FOX5 as a feature morning reporter and fill-in anchor. Mike also kickstarted production of the podcast studio, "The Den" at FOX5 where he hosts and produces, "Vegas Huddle," and "Dry Heat with Mike Davis."

In September 2023, Mike was offered a brand new position as a host and the first-ever employee of the "Silver State Sports & Entertainment Network." He's currently hosting and producing the fantasy football show, "The Fantasy G.O.A.T.," as well as the basketball show, "G League Ignite Takeover."

# *A Message from our President*

## *Welcome to the 27th annual Pinnacles Awards!*

As we considered the theme for this year's event, we took into consideration the tremendous success of our community in the context of several areas including quality of life, economy and successfully adapting to the continuous evolution of consumer tastes. The epitome of this success is the growth and embracement of sport and athletic teams. Even a decade ago, the prospects were but a thought and concept. Now, Las Vegas is host to the WNBA, NFL, NHL, UFC, USL as well as a host of complementary minor league teams, and thriving college and interscholastic sports of all stripes.

## **The PRSA Mission**

The Public Relations Society of America marked its 75th anniversary of being formed this year, and the Las Vegas Valley Chapter came to life in 1975. Our mission is to help our members to grow. Winning is what professional communicators do when they lead and support clients to successfully achieve objectives. Our profession does this by working with clients to identify winning objectives and then set strategies and tactics that win the clients supporters and customers. Tonight, we celebrate these successes, with more award submissions than in recent years, continuing a trend we have seen over 2023 with attendance and participation up at chapter events. We are a volunteer, professional and member-focused organization. We welcome members who are in public relations practice, and members to join committees.


## **Teamwork**

Teamwork is key to winning. The chapter board and its committees have seen an increase in members of the profession coming forward—guided by a strategic vision—to support our chapter's members with education and professional development programming. Indeed, so much of our region's winnings are linked to the success of practitioners communicating its many, changing and dynamic value propositions and offerings.

*Thank you for being a part of tonight's celebration!*



Clark Dumont, APR, Fellow PRSA



*Winning (adj.):*  
"successful especially  
in competition"  
-Merriam Webster



***DESTINATIONS BY DESIGN IS PROUD TO SUPPORT THE  
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Thank you for serving the communications community through various chapters within North and South America. Through the Code of Ethics, your organization has empowered countless members and will continue to do so for years to come.

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Mazel Tov  
Leslie Snadowsky  
For Being Honored  
By The PRSA

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# *A Message from the Pinnacles Committee Reception Chair*

I hope you enjoy the 27th annual Pinnacle Awards. If this is your first Pinnacles reception, welcome and congratulations! We are so glad you are here.

For those of you who are seasoned Pinnacle winners, this year's reception probably looks and feels a bit different. In fact, I certainly hope it does as that was the intent.

The Pinnacle Awards symbolize excellence in the individuals practicing public relations and the work they do to position Las Vegas as the premiere destination to work, live and play, and this year's lineup of winners is by no means an exception.

At 77% of submissions, this is the most Pinnacle Award winners we have had in recent years, despite having implemented a particularly grueling judging process with each individual entry being judged rigorously by three professionals instead of two.

The PRSA Puget Sound Chapter championed judging with additional support from experienced professionals in Arizona, California, Colorado, Illinois, North Carolina and Ohio, whose expertise and out-of-market perspectives should be considered as you go through their feedback on the caliber of your submission.

The number of Pinnacle Award winners is a testament to the talent practicing here in Las Vegas and we want the reception to reflect that. We chose to try something new this year and make **Winning: Celebrating the Biggest Headlines in Las Vegas and the Professionals Behind Them** our reception theme, and used it to tailor speakers and networking opportunities that are inspiring, relevant and timely.

Complementing the content of our reception is its design, to which we have tremendous gratitude for Harvey Stern and the entire Destinations by Design team. They leaned into our theme, audience, attire and our new date to curate an elegant end-of-year celebration that pays tribute to the glitz and glam of our city and the prestige of the Pinnacles Awards.

The 27th annual Pinnacle Awards was truly a labor of love and we hope you feel seen in every little detail.

As we enter the holiday season, this is such a meaningful event and evening for all of our winners as well as the greater Las Vegas PR community. We remain committed to making it an engaging night of networking and celebrating that centers around YOU!

Please let us know what you think about this year's reception, and what you would like to see at the Pinnacle Awards in the future by completing our survey.

Cheers,  
MacKenzie Ruta, APR



***Take the Post-Event Survey!***





## INDIVIDUAL AWARDS

### Newcomer of the Year

Carlee Gettman

### PR Practitioner of the Year

Regina Vaccari

### Senior PR Practitioner of the Year

Gretchen Papez, APR

### Volunteer of the Year

Rina Foster, APR

### Roger Buehrer Lifetime Achievement Award

Clark Dumont, APR, Fellow PRSA

## CAMPAIGNS: *INTEGRATED COMMUNICATIONS*

### Cleveland Clinic Nevada's Lecanemab Campaign

MacKenzie Ruta, APR, Nicole Wolf, APR and Liz Smith  
with support from The Ferraro Group

## TACTICS: *NEWS RELEASE/PRESS KIT*

### The Little Vegas Chapel Star Wars Day

Mallory Zito and Gina Yager, GYC Las Vegas

*Congratulations*

*Pinnacle Awards!*

*#AspireHigher*

Clark Dumont, APR, Fellow PRSA  
President, PRSA Las Vegas Valley Chapter



"Why fit in, when  
you were born to  
stand out?"

- Dr. Seuss -

As passionate Las Vegans, we are  
proud to represent many of our city's  
leading corporations, developers,  
agencies, institutions, and nonprofits,  
sharing their stories with the  
community and the world.



THE WARREN GROUP

[thewarrengrouplv.com](http://thewarrengrouplv.com)



PROUDLY  
CELEBRATING  
OUR 21<sup>ST</sup> YEAR.

(Now we finally get to  
enjoy Las Vegas.)

Congratulations to all the  
entrants and winners in the  
2023 PRSA Las Vegas Valley  
Chapter Pinnacle Awards

KIRVIN | DOAK

COMMUNICATIONS



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# CAMPAIGNS

## COMMUNITY RELATIONS

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### **Pinnacle Award**

#### **WM Northern Nevada Ambassador Program**

*The Abbi Agency*

### **Pinnacle Award**

#### **Nevada Child Care Fund**

*The Children's Cabinet, Nevada Division of Welfare and Supportive Services, Purdue Marion & Associates, Thomas Puckett Creative, Sumnu Marketing, East PR, SW Marketing, IC Media Strategy, Gavorsky Consulting*

### **Award of Excellence**

#### **LVCVA Hospitality Heroes**

*Las Vegas Convention and Visitors Authority: Erica Johnson, Jim Rose, Sarah Martinez, Rob Leppke and Sam Morris*

### **Award of Excellence**

#### **FirstMed Health and Wellness Medicaid Campaign**

*Connected Communications: Sarah Thornton, Whitney Maher and Kenny Indovino, FirstMed Health and Wellness: Angela Quinn, Lilnetra Grady and Andrea Rodriguez Brown*

### **Award of Merit**

#### **Nuestro Futuro / Our Future East Las Vegas**

*Ericka Aviles Consulting LLC, SMITHGROUP, City of Las Vegas, Graphicka*

## PUBLIC SERVICE

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### **Pinnacle Award**

#### **Project SANDI - Supporting and Advancing Nevada's Dislocated Individuals**

*The Abbi Agency: Bridgette Menist, Alexis Keith, Governor's Office of Workforce Innovation*

### **Pinnacle Award**

#### **City of Henderson Fentanyl Awareness Summit & Community Campaign**

*City of Henderson Community Development and Communications Departments: Stephanie Garcia-Vause, Karina Milani, Lisa Corrado, Brittany Toth, Matthew Griebel, Madeleine Skains, Etajha Mourier and Tom Madsen, Purdue Marion & Associates: Brandon Pierce and Lynn Purdue*

### **Award of Excellence**

#### **The Mob Museum Hosts Righting Wrongful Convictions: DNA and the Innocence Project**

*The Mob Museum: Ashley Miller and Mikayla Jones, The Vox Agency: Erika Pope, Vanessa Thill, Jevaughn Williams and Andrea Drake*

### **Award of Excellence**

#### **FirstMed Health and Wellness Medicaid Campaign**

*Connected Communications: Sarah Thornton, Whitney Maher and Kenny Indovino, FirstMed Health and Wellness: Angela Quinn, Lilnetra Grady and Andrea Rodriguez Brown*

## REPUTATION / BRAND MANAGEMENT

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### **Pinnacle Award**

#### **Sierra Nevada REALTORS® - Owning the Real Estate Conversation**

*The Abbi Agency, Sierra Nevada REALTORS®*

# CAMPAIGNS

## CRISIS COMMUNICATIONS

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### **Pinnacle Award**

#### **In Memory of Tina Tintor**

*Naqvi Injury Law: Farhan Naqvi and Jenae Page, Connected Communications: Sarah Thornton and Carlee Gettman*

## EVENTS AND OBSERVANCES

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### **Pinnacle Award**

#### **Bring Your Child to Work Day**

*JT4, LLC: Dan Wild, Alan Driver, Shipra De, Mindy Roundy, Sandra Harrison, Taylor Richardson, Rey Sotero and Kara Waters, Pink Kitty Creative: Victoria Hart*

### **Pinnacle Award**

#### **LVNHM Las Vegas Science & Technology Festival**

*GYC Vegas: Briana Philippi, Gina Yager, Mallory Zito and Leilani Wheeler, Las Vegas Natural History Museum: Kate Porter and Alexandra Liebman*

### **Pinnacle Award**

#### **Nevada Health Link Open Enrollment Kick Off**

*Nevada Health Link, The Abbi Agency*

### **Pinnacle Award**

#### **Summerlin Council Patriotic Parade 2023**

*The Warren Group: Lisa Robinson and Melissa Warren*

### **Pinnacle Award**

#### **Summerlin Festival of Arts**

*Summerlin: Jenni Pevoto, Danielle Bisterfeldt and Melanie Campbell, The Warren Group: McKinzie Cogswell and Melissa Warren*

### **Pinnacle Award**

#### **Jimmy Kimmel's Comedy Club Reopens at The LINQ Promenade**

*Jimmy Kimmel's Comedy Club: Damian Costa, Joy Schaefer, Gary Blanton, The Vox Agency: Erika Pope, Vanessa Thill and Jevaughn Williams, Ivory Star: Tracy Harven and Josh MacEachern*

### **Pinnacle Award**

#### **Munchies 4 the Military at Inspirada**

*The Warren Group: Karen Wofford, Cherryl Kaopua and Melissa Warren*

### **Pinnacle Award**

#### **The Shade Tree Once Upon a Gala**

*The Warren Group: Cherryl Kaopua and Lisa Robinson*

### **Pinnacle Award**

#### **VGK Stanley Cup Watch Parties on Water Street Plaza**

*City of Henderson Communications Department: Stephanie Garcia-Vause, Karina Milani, Matthew Griebel, Ron Sharek, Madeleine Skains, Etajha Mourier, Rosabelle Benito-Dumo, Aaron Moses and Christine Haskell*

### **Pinnacle Award**

#### **The Strongest Play is Asking for Help**

*Intermountain Health: Kendra Morris and Landon Hallman*

# CAMPAIGNS

## EVENTS AND OBSERVANCES - CONT.

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### **Pinnacle Award**

#### **SAHARA Las Vegas Celebrates 70-Year Anniversary**

*SAHARA Las Vegas: Amber Jung and Nan McKown*

*The Vox Agency: Erika Pope, Desiree Vontur, Vanessa Thill, Jevaughn Williams and Andrea Drake*

### **Pinnacle Award**

#### **Viva Las Silverstone**

*Las Vegas Convention and Visitors Authority*

### **Pinnacle Award**

#### **The Silver Screen Comes to Las Vegas - Vu Studios Grand Opening**

*Argentum Partners: Mike Draper, Molly Ellery, Abigail Miller, Kellie Mendez and Meghan Rodick*

### **Pinnacle Award**

#### **National Doctors' Day**

*Intermountain Health: Tana Shivers*

### **Pinnacle Award**

#### **Hi Barbie! Love You Brunches!**

*Ada's Wine + Food: Kat Thomas, Lezlee Rawles, Jackson Stamper, Mick Skarda and Evelyn Flores,*

*The Feast of Friends: Eric Gladstone, Kristiana Streuber, Raina Alejar, Juan Tangarife and Alejandra Martinez*

### **Pinnacle Award**

#### **McDonald's Ribbon Cutting & Grand Opening, Las Vegas**

*MassMedia Marketing + Advertising + PR: Georgeann Pizzi, Stephanie Ceccarelli, Brittany*

*Quaresma and Veronica Gutierrez*

### **Pinnacle Award**

#### **RTC Transit 30th Anniversary Kick-off Celebration**

*Regional Transportation Commission of Southern Nevada: Makenzie Coombs-Emerly, Sue Christiansen and Angela Castro*

### **Pinnacle Award**

#### **Congregation Ner Tamid's International Scholar-In-Residence Weekend**

*Congregation Ner Tamid: Leslie T. Snadowsky*

### **Pinnacle Award**

#### **Congregation Ner Tamid's Kristallnacht Commemoration**

*Congregation Ner Tamid: Leslie T. Snadowsky*

### **Pinnacle Award**

#### **May the Science Be with You**

*Desert Research Institute: Tracy Bower, Detra Page, Tondi Hobaica, Shawna Witt and Jeri Roth*

### **Award of Excellence**

#### **Vegas Justice League to Honor Anniversary of World-Record Solve for Local Cold Case**

*Vegas Justice League: Justin Woo and Lydia Ansel*

*Connected Communications: Carlee Gettman, Sarah Thornton and Emily Hollister*

# CAMPAIGNS

## INTEGRATED COMMUNICATIONS

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### **Pinnacle Award**

#### **Nevada Health Link Open Enrollment 2023**

*Nevada Health Link, The Abbi Agency, Marketing for Change, Ericka Aviles Consulting*

### **Pinnacle Award**

#### **Reno Public Market Grand Opening**

*The Abbi Agency, FIRETEN Hospitality*

### **Pinnacle Award**

#### **The Barbie Movie Takes Over Circa Resort & Casino in Las Vegas**

*Circa Resort & Casino: Brooke Sanchez and Desirae Ardolino*

*Kirvin Doak Communications: Kara Rutkin, Natalie Mounier, Hannah Hurlburt, Sam Elliott and Claudia Alvarado*

### **Pinnacle Award**

#### **Cleveland Clinic Nevada's Lecanemab Campaign**

*Cleveland Clinic: MacKenzie Ruta, APR, Liz Smith, and Nicole Wolf, APR*

*The Ferraro Group: Emma Williams, Latoya Bembry and Holly Silvestri*

### **Pinnacle Award**

#### **El Grito and Latin Tourism in Las Vegas**

*R&R Partners: Erin McCleskey, Marissa Le-Baca and Mark Adams, Eureka & Co.: Fernanda*

*Montes de Oca, Sofia Dominguez and Maria Angulo Palazuelos, Las Vegas Convention and Visitors*

*Authority: Molly Castano, Kristin Weddingfeld, Rebecca Lane and Samantha Colón*

### **Award of Excellence**

#### **National Health Care Company Launch**

*Vaccari Communications: Regina Vaccari and Daniel Bihary*

## INTERNAL COMMUNICATIONS

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### **Pinnacle Award**

#### **Internal Communications Plan for Evergreen Nephrology**

*Evergreen Nephrology: Brooke Heath, APR*

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

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### **Pinnacle Award**

#### **JT4 Summer Intern Program Promotional Videos**

*JT4, LLC: Shipra De, Janelle Takahata-Grupe, Scott Stone, Chelsea Anne Uriza, AJ Munoz, Daniel Hughes, Rudy Sneed and Brooke Spenner; Pink Kitty Creative: Victoria Hart, Sound Masters of Las Vegas: Talbot Snow*

### **Pinnacle Award**

#### **New Affordable Housing Community to Open in North Las Vegas**

*Foresight Companies: Hassan Chaudhry, Connected Communications: Carlee Gettman and Sarah Thornton*

### **Pinnacle Award**

#### **Don't Fear The Reaper ... Pizza**

*The Feast of Friends: Eric Gladstone, Kristiana Streuber and Rachel Diehl*

*Evel Pie: Richard Verhagen, Samantha Bandy, Victor Mercado and Branden Powers*

### **Award of Excellence**

#### **Congregation Ner Tamid's Torah Project**

*Congregation Ner Tamid: Leslie T. Snadowsky*

# CAMPAIGNS

## PUBLIC AFFAIRS

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### Pinnacle Award

Nevada State University Renaming

*Nevada State University, The Abbi Agency*

### Pinnacle Award

Major Leagues and A+ Jobs

*A+ Jobs Las Vegas, Argentum Partners: Mike Draper, Molly Ellery, Bradley Mayer and Kellie Mendez*

## MULTICULTURAL PUBLIC RELATIONS

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### Award of Excellence

Dignity Health R.E.D. Rose (Responsible, Early, Detection)

*Ericka Aviles Consulting LLC, Dignity Health R.E.D Rose*

# TACTICS

## COLLATERAL / SINGLE ISSUE PUBLICATION

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### Award of Excellence

Congregation Ner Tamid's Annual Report

*Congregation Ner Tamid: Leslie T. Snadowsky*

## INTERACTIVE DIGITAL CONTENT (SOCIAL MEDIA, BLOGS, ETC.)

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### Award of Excellence

Circus Circus Las Vegas, Social Media

*MassMedia Marketing + Advertising + PR: Georgeann Pizzi and Zachary Krassin*

### Award of Excellence

A Runaway Loco-Motive

*The Feast of Friends: Eric Gladstone, Raina Alejar, Kristiana Streuber, Idalis Rodriguez, Alejandra Martinez and Juan Tangarife, Island Sushi & Grill: Lee Villalun, David Aranda and Jeff Solomon*

### Award of Merit

Explore Murrieta Superbloom Campaign

*The Abbi Agency, Explore Murrieta*

### Award of Merit

Congregation Ner Tamid's Social Media

*Congregation Ner Tamid: Leslie T. Snadowsky*

## NEWS RELEASE / PRESS KIT

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### Pinnacle Award

The Little Vegas Chapel Star Wars Day

*GYC Vegas: Mallory Zito, Gina Yager and Briana Philippi*

*The Little Vegas Chapel: Michael Kelly, Lillian Tann and Elmer Turcios-Arriaza*

### Pinnacle Award

The Mob Museum Commemorates Black History Month with A Night at the Moulin Rouge

*The Mob Museum: Ashley Miller and Mikayla Jones, The Vox Agency: Erika Pope, Vanessa Thill, Jevaughn Williams and Andrea Drake*

# TACTICS

## NEWS RELEASE / PRESS KIT -CONT.

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### **Pinnacle Award**

**UNLV and Community Partners Receive \$4 Million in Grants to Expand Mental Health Services**

*UNLV College of Liberal Arts: Karyn S. Hollingsworth*

### **Pinnacle Award**

**Vu-ing the future in Las Vegas - Vu Studios Media Kit**

*Argentum Partners: Mike Draper, Molly Ellery, Abigail Miller and Kellie Mendez*

### **Pinnacle Award**

**Congregation Ner Tamid's Bobbie Kane**

*Congregation Ner Tamid: Leslie T. Snadowsky*

### **Pinnacle Award**

**Congregation Ner Tamid's Pop-Up Shabbat**

*Congregation Ner Tamid: Leslie T. Snadowsky*

### **Pinnacle Award**

**Tiger Woods Golf Course Announcement**

*Connected Communications: Sarah Thornton and Whitney Maher, AG Creative Consulting: Allison Gallagher-Mulkey, Raintree Investment Corporation: Patrick Parker, Coy Winterton and Mike Bradshaw, Marcella Club: John Winchester, Reef Capital Partners: Jared Lucero*

## REGULARLY-SCHEDULED PUBLICATION (MAGAZINES, NEWSLETTERS, ETC.)

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### **Pinnacle Award**

**Congregation Ner Tamid's Monthly Bulletins**

*Congregation Ner Tamid: Leslie T. Snadowsky*

## MEDIA EVENT

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### **Pinnacle Award**

**Public Health Emergency Unwinding Press Conference**

*Nevada Health Link, The Abbi Agency*

### **Pinnacle Award**

**Battle for Vegas 2023**

*The Warren Group: McKinzie Cogswell and Melissa Warren*

### **Pinnacle Award**

**The Just One Project Community Market at Garside Jr. High**

*The Warren Group: Lisa Robinson and Cherryl Kaopua*

### **Pinnacle Award**

**Communities In Schools of Nevada SB 182 Bill Signing**

*The Warren Group: Cherryl Kaopua, Marsha MacEachern, Melissa Warren and Heather Curry Frommer*

### **Pinnacle Award**

**Touro University Nevada Project Homeless Connect**

*The Warren Group: Cherryl Kaopua, Touro University Nevada: Dena Potestio, Dr. Rebecca Edgeworth and Mayra Gonzalez*

# TACTICS

## MEDIA EVENT - CONT.

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### **Pinnacle Award**

#### **2022 Big West Basketball Tiltyard Tip-Off**

*City of Henderson Communications Department: Stephanie Garcia-Vause, Karina Milani, Matthew Griebel, Madeleine Skains, Melissa Phipps, Rosabelle Benito-Dumo, Aaron Moses, Christine Haskell and Tom Madsen*

### **Pinnacle Award**

#### **Black Desert Championship to debut in 2024 during PGA TOUR's FedExCup Fall**

*Black Desert Resort: Patrick Manning, Connected Communications: Sarah Thornton, Carlee Gettman and Emily Hollister*

### **Pinnacle Award**

#### **Hydrogen Fuel Cell Electric Bus Launch**

*Regional Transportation Commission of Southern Nevada: Makenzie Coombs-Emerly, Catherine Busche, Sue Christiansen and Angela Castro*

### **Award of Excellence**

#### **The Mirage F&B Tasting**

*Braintrust: Kurt Ouchida, Michael Coldwell, Sara Hall, Shayna Moreno, Courtney Fogle, Taylor LaBelle and Bianca Orellana*

## WRITING AND SPEECHES

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### **Pinnacle Award**

#### **Summerlin Advertorials**

*The Warren Group: Melissa Warren*

### **Pinnacle Award**

#### **Silver State Equality OpEds**

*The Warren Group: Melissa Warren*

### **Pinnacle Award**

#### **Arias Sisters Article**

*Imagine Communications: Tiffannie Bond and Celestia Ward, SMART Local 88 JATC: Ed Abraham*

### **Pinnacle Award**

#### **Real Estate Thought Leaders**

*Connected Communications: Carlee Gettman and Emily Hollister*

### **Pinnacle Award**

#### **Khavkin Clinic Promotes Spinal Health**

*Argentum Partners: Mike Draper, Molly Ellery and Abigail Miller*

### **Pinnacle Award**

#### **Congregation Ner Tamid's Coverage In The Las Vegas Israelite**

*Congregation Ner Tamid: Leslie T. Snadowsky*

## WEBSITE

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### **Pinnacle Award**

#### **Sheet Metal Occupational Health Institute Trust (SMOHIT) Website**

*Imagine Communications: Nadia Zerka, Julie Varley, Tiffannie Bond and Cynthia Hartness, Sheet Metal Occupational Health Institute Trust: Aldo Zambetti and Jeff Bradley*

# TACTICS

## WEBSITE - CONT.

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### Pinnacle Award

#### Governor's Office of Workforce Innovation Website Redesign

*The Abbi Agency, Governor's Office of Workforce Innovation*

### Pinnacle Award

#### Immersive Studios Website

*Connected Communications: Sarah Thornton and Whitney Maher*

*Immersive Studios: Robert Finnegan, Justin Veilleux, Boyd Erickson and Art Vivas*

## VIDEO

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### Pinnacle Award

#### HerediGene: Population Study

*Intermountain Health: Erin Hakoda, Debbie Farka and Tazia Taylor*

### Pinnacle Award

#### Best Kept Carmel Video Series

*The Abbi Agency, Kimera Collective, Carmel-by-the-Sea*

### Pinnacle Award

#### Congregation Ner Tamid's Torah Project

*Congregation Ner Tamid: Leslie T. Snadowsky*

### Award of Excellence

#### JT4 Summer Intern Program Promotional Videos

*JT4, LLC: Shipra De, Janelle Takahata-Grupe, Scott Stone, Chelsea Anne Uriza, AJ Munoz, Daniel Hughes, Rudy Sneed and Brooke Spenner, Pink Kitty Creative: Victoria Hart, Sound Masters of Las Vegas: Talbot Snow*

### Award of Merit

#### Congregation Ner Tamid's Annual Report Video

*Congregation Ner Tamid: Leslie T. Snadowsky*

## WEBCASTS / PODCASTS

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### Award of Excellence

#### Congregation Ner Tamid's 'Faith Matters'

*Congregation Ner Tamid: Leslie T. Snadowsky*

# INDIVIDUAL AWARDS

## NEWCOMER OF THE YEAR

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### Award of Excellence

**Bridgette Menist**

*The Abbi Agency*

### Award of Merit

**Rachael Mintz**

*OneSeven Communications*

### Award of Merit

**Danny Bihary**

*Vaccari Communications*

## PR PRACTITIONER OF THE YEAR

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### Award of Excellence

**Leslie T. Snadowsky**

*Congregation Ner Tamid*

## SENIOR PR PRACTITIONER OF THE YEAR

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### Award of Excellence

**Jennifer Bradley**

*JB Public Relations*



# *Thank You for Joining Us for the 27<sup>th</sup> Annual Pinnacle Awards*

We can think of no better way to wrap 2023 than celebrating you, our members, and in addition, those who we hope will consider becoming a PRSA Las Vegas Valley Chapter member in the new year!

We look forward to continuing our theme of Winning in 2024 through engaging and relevant professional development and networking opportunities that connect and elevate our profession.

Please follow us on social media @prsalasvegas and sign up to receive our newsletter at **PRSALasVegas.com**.

## *Your 2024 PRSA Las Vegas Valley Board of Directors*

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