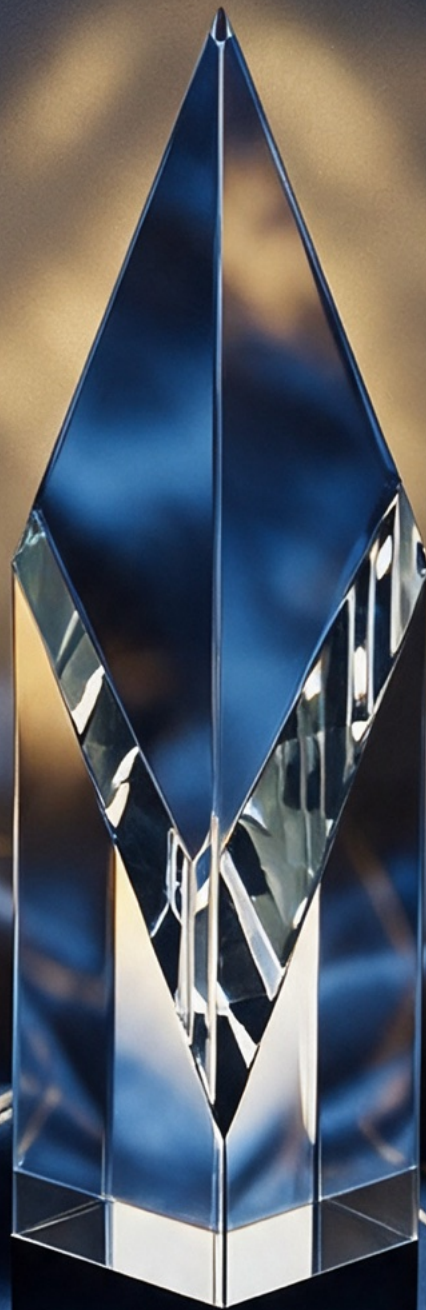




Las Vegas Valley  
**PRSA**

THE 30TH ANNUAL

# PINNACLE AWARDS

Siena Bistro | Siena Golf Club

**OCTOBER 28, 2026**

# Celebrating 30 Years of PR Excellence

Since 1996, the PRSA Las Vegas Pinnacle Awards have celebrated the people and ideas moving public relations and communications forward across Southern Nevada, Northern Arizona and Southern Utah. For three decades, the awards have recognized thoughtful strategy, creative execution, meaningful results and the communicators behind the work.

The profession has changed considerably since the chapter's first Pinnacles, but its purpose remains: helping organizations build understanding, strengthen relationships and serve their communities. This year's milestone honors that enduring work and the people who continue to shape what public relations can do.

The Pinnacles are judged by PRSA members from outside our market, bringing an independent perspective to the work. Each entry is evaluated on its own merits against established judging criteria, rather than in competition with other submissions. In turn, PRSA Las Vegas members share their expertise by judging another chapter's awards, a reciprocal tradition that connects communicators across the profession.

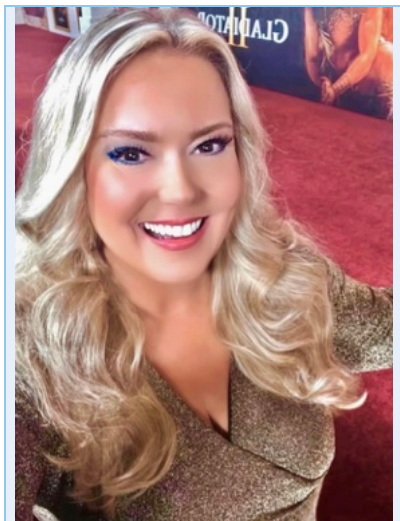
Thank you to everyone who has helped make the Pinnacles a lasting tradition: the entrants who share their work, the judges who bring their time and perspective, and the members, sponsors, and partners who support this celebration.

*Here's to 30 years of remarkable work – and to the communicators who will shape what comes next.*

## About PRSA Las Vegas

The Public Relations Society of America Las Vegas Valley Chapter (PRSA Las Vegas) has brought communications professionals together since 1975. Led by practitioners for practitioners, the chapter supports professional growth through continuing education, accreditation and opportunities to connect with colleagues across the region.

PRSA Las Vegas also supports the next generation of practitioners through relationships with local university chapters of the Public Relations Student Society of America (PRSSA). Together, these efforts advance ethical, strategic communications and strengthen the profession in Southern Nevada.



## ABOUT OUR EMCEE

### Rachel Smith

We're delighted to welcome Rachel Smith as emcee of the 30th Annual PRSA Las Vegas Pinnacle Awards. A familiar and much-loved face in our community, Rachel has spent 20 years covering entertainment in Las Vegas—and many local communicators have had the pleasure of working with her from the other side of the story, helping bring news to the community.

A three-time Emmy Award-winning television host, Rachel hosts a nationally syndicated entertainment show, serves as a weekly correspondent for News 3 and regularly contributes to KTLA and E! News. Her work has taken her around the world to cover major premieres and events, where she has interviewed entertainment icons including Tom Cruise, Julia Roberts, Brad Pitt, Nicole Kidman and Sandra Bullock.

Rachel is also deeply involved in the Las Vegas community. She serves on the board of the Tyler Robinson Foundation, Imagine Dragons' charity supporting families facing pediatric cancer. She was recently featured in *Slaying Vegas*, a nationally published book that became a No. 1 bestseller.

We're thrilled to welcome Rachel to the stage as we celebrate 30 years of outstanding communications work and the people behind it.



## PRSA Las Vegas 2026 Board of Directors



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## FROM THE PRESIDENT

# A message from our President and Pinnacle Awards Chair

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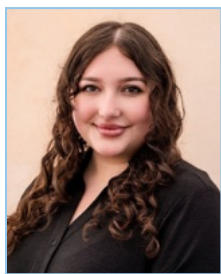
Congratulations to this year's Pinnacle Award winners and to everyone who submitted work. Tonight is a celebration of you: the practitioners whose ideas, care and commitment make public relations meaningful for the organizations and communities we serve.

As both PRSA Las Vegas president and this year's Pinnacle Awards Event Chair, I've had the privilege of seeing how much care goes into this celebration. The Pinnacles are a labor of love, brought to life by volunteers who believe our profession and the people behind its best work deserve to be recognized. I'm grateful to everyone who gave their time and energy to make tonight possible.

Celebrating 30 years of the Pinnacles also means recognizing the people who built and sustained this tradition. We're grateful to those who first imagined these awards, Roger Buehrer, APR, Fellow PRSA; Dawn Merritt, APR; Lisa Story, APR and Colleen Curran, APR, to the entrants who have shared their work over the years and to the judges who have offered their time and perspective. PRSA members from outside our region evaluated the entries, while PRSA Las Vegas members contributed their expertise by judging another chapter's awards—a reciprocal tradition that connects our professional community.

I hope tonight leaves you proud of the work represented here and the community that makes this recognition possible. If you'd like to help shape the next chapter of the Pinnacles, we welcome you to get involved with PRSA Las Vegas. This tradition continues because people step forward to contribute, collaborate and celebrate one another.

Here's to 30 years of outstanding work and to all we'll accomplish together in the years ahead.



*Courtney Fogle*

**Courtney Fogle, APR**

President, PRSA Las Vegas | 2026 Pinnacle Awards Chair



# *YOU MAKE THE WORK SHINE.* **TONIGHT, YOU STEAL THE SHOW.**

The story. The strategy. The pitch. The plan. The pivot.  
Behind every award-winning campaign are countless decisions, big ideas,  
and the kind of hard work that makes extraordinary results possible.  
The work might happen behind the scenes, but the impact makes headlines.  
Congratulations to this year's winners.

**Tonight, the spotlight is right where it belongs.**



# *Congratulations*

## TO LAS VEGAS VALLEY PRSA 2026 PINNACLE AWARDS.

Celebrating 30 years, the Pinnacle Awards have showcased the talent, creativity and impact of communications professionals across our region.

*- from North Las Vegas, the fastest growing city in Nevada!*



# THE VOX AGENCY



**CHEERS TO OUR INDUSTRY COLLEAGUES AND  
CONGRATULATIONS ON EACH OF YOUR ACHIEVEMENTS!**

 [thevoxagency.com](https://thevoxagency.com)   [@thevoxagency](https://www.instagram.com/thevoxagency)



**Cheers to your wins,  
We're here for the "What Ifs"**

**Celebrating Your Wins Today and  
Safeguarding Your Tomorrows.**

As you celebrate outstanding achievements, remember:  
every great reputation deserves protection.

At 84 Communications, we partner with PR pros and  
agencies to navigate the unexpected with confidence.

Together, we're building a legacy of  
trust and resilience.

**Let's collaborate to protect your brightest moments.**



# Call for Volunteers

As an organization by practitioners for practitioners, PRSA Las Vegas is fueled by volunteers who donate their time, skills, and passion to advance our profession. Behind every program, networking reception, or professional development workshop is a PRSA Las Vegas volunteer, dedicating their free time to creating timely and relevant opportunities that empower you to excel as a professional.

We are a small but mighty team looking for passionate and committed practitioners to join us.

Please see below for a list of current PRSA Las Vegas committees that need support. We hope you will consider sharing your time and talent with us to advance our mission.

**Pinnacle Awards Committee:** The Pinnacle Awards Committee plans and delivers the chapter's annual Pinnacle Awards. The Pinnacle Awards Committee is led by a Pinnacles Chair, who oversees the awards program, and a Judging Chair, who leads the entry review and judging process. Committee volunteers support communications, sponsorship, event planning and other needs. Together, they deliver a high-quality awards program that celebrates outstanding work and supports the chapter's visibility.

**Programming & Professional Development Committee:** The Programming & Professional Development Committee creates opportunities for PRSA Las Vegas members and the broader communications community to learn, connect and grow. Led by the Director at Large: Programming, the committee plans the chapter's educational programs, networking mixers and other events throughout the year. Committee volunteers help shape topics, identify speakers and coordinate event logistics.

**Communications Committee:** Led by the Director at Large: Communications and Director at Large: Digital, the Communications Committee promotes chapter programs, events and news to members and the broader community through channels such as the website, newsletter, email and social media. The committee also reviews job postings submitted for sharing through the chapter's website, social media and newsletter.

**Ethics & Advocacy Committee:** The Ethics & Advocacy Committee promotes ethical practice and awareness of the public relations profession among local practitioners and the broader community. The committee may coordinate with other committees on related programming and communications, and serve as a resource for members seeking guidance on professional ethics in coordination with the Ethics Officer.

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## New for 2027

**Judging Co-Chair:** As we look ahead to the 2027 awards, we're hoping to welcome a volunteer who can shadow the current Judging Chair and learn the role with a view to taking it on in the future. If you enjoy working with data and have a strong eye for detail, we'd love to hear from you.

**Event Co-Chair:** We're also looking for a Pinnacle Awards Event Co-Chair to help plan and bring the celebration to life. If you're interested in helping shape the 2027 awards, please reach out to [board@prsalasvegas.com](mailto:board@prsalasvegas.com).

"If you think good PR is expensive,  
try a bad reputation."



THE WARREN GROUP

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



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# BEST OF SHOW

## CAMPAIGNS: INTEGRATED COMMUNICATIONS

### Welcome to Fabulous: Turning a Brand Campaign into a Value Story

Heidi Hayes, LVCVA  
Molly Castano, APR, LVCVA  
Kristin Weddingfeld, LVCVA  
Samantha Colón, LVCVA  
Rebecca Lane, LVCVA  
Selyna Bermudez, LVCVA  
Erin McCleskey, R&R Partners  
Erin Mowry, R&R Partners  
Stephanie Staudinger, R&R Partners  
Sidney Schauer, R&R Partners

## TACTICS: WRITING & SPEECHES

### Taking a Stand: How UNLV Played a Pivotal Role in Las Vegas' Gay Rights Movement

#### **Beth DeBouck**

UNLV Division of Integrated Marketing & Branding

## INDIVIDUAL WINNERS

### NEWCOMER OF THE YEAR

#### Alexandria (Alex) Heida

Ericka Aviles Consulting

### PR PRACTITIONER OF THE YEAR

#### Courtney Fogle, APR

84 Communications

### SENIOR PR PRACTITIONER OF THE YEAR

#### Gina Yager

GYC Vegas

### VOLUNTEER OF THE YEAR

#### Paula Freund

PRSA Las Vegas

# C A M P A I G N S

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## COMMUNITY RELATIONS

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### PINNACLE AWARDS

#### **Tools for Trades: Building the Future Workforce of Southern Nevada**

84 Communications: Rina Foster, APR, Courtney Fogle, APR, Taylor LaBelle and MacKenzie Seroka, APR

#### **First 5 Nevada**

The Children's Cabinet, Purdue Marion & Associates, Nevada Division of Welfare & Supportive Services, East Public Relations, Gavorsky Consulting, IC Media, SW Marketing, SUMNU Marketing and Thomas Puckett Creative

#### **Sam & Ash Safe Teen Driving Campaign**

MassMedia

### AWARD OF MERIT

#### **Pledge for Vegas**

Vegas PBS: Justin Cram, Natalie Cullen, Tommy Caprio, Hilary Steinberg, Autumn Widdoes, Ayanna Cooper, Adam McCarthy, Maria Silva, John Di Domenico and Eric Duran-Valle

## CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

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### PINNACLE AWARD

#### **Gaming vs. Cancer: The Gaming Industry's First Mobilized Global Social Impact Campaign**

Gaming vs. Cancer: Tracy Skenandore; Global Gaming Women: Pam Buckley; United Way of Southern Nevada: Karen Alonso; G2E: Korbi Carrison; Light & Wonder: Andy Fouche, Randi Topham and Shannon Demus

## CRISIS COMMUNICATIONS

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### PINNACLE AWARD

#### **UNLV Strong Crisis Communications Response & Recovery**

UNLV Division of Integrated Marketing and Branding: Vince Alberta, Tony Allen, Francis McCabe, Keyonna Summers, Cate Weeks, Deana Waddell, Katy Griffin and Abbas Badani

### AWARD OF EXCELLENCE

#### **Dennis Prince/Prince Law Group**

Quillin Advertising, Public Relations & Social Media: Benjamin Burns, Todd Quillin and Sharry Quillin

## INFLUENCER CAMPAIGNS

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### PINNACLE AWARDS

#### **2026 Girl Scouts Cookie Season**

Cordova Creative: Allison Monette, Nik Todorovich and Tessa Lendis; Girl Scouts of Southern Nevada: Carolyn Wheeler

#### **From Out There to Everywhere**

Travel Nevada: Rafael Villanueva, Ali Anderson, Keelie Cox, Megg Mueller, Cory Munson, Caroline Sexton and Rachel Wright; Fahlgren Mortine: Nikki Hannaway, Natalie Radaci and Jacob Sherer

### AWARD OF EXCELLENCE

#### **Nevada Health Link Jingle Influencer Campaign**

The Abbi Agency, IC Media Strategy and Nevada Health Link: Lauren Hyde, Owen Truesdell, Bridgette Menist, Brittany Ellis, Alyssa Johnson, Janette Zambrano and Indira Franco

## INTEGRATED COMMUNICATIONS

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### PINNACLE AWARDS

#### **A Century of Excellence: Pella Corporation's 100th Anniversary Integrated Campaign**

84 Communications: Rina Foster, APR, Courtney Fogle, APR and Taylor LaBelle

#### **The Mob Museum, the National Museum of Organized Crime and Law Enforcement, Unveils Retail Store at Harry Reid International Airport**

The Mob Museum and The Vox Agency: Erika Pope, Vanessa Thill, Nicole Servellon and Jevaughn Williams

#### **Qantas Airlines/Las Vegas Announcement**

LVCVA: Heidi Hayes, Molly Castano and Kristin Weddingfeld

#### **Rebels Give 2025**

UNLV College of Liberal Arts: Karyn S. Hollingsworth, Jessica Impallaria and Heather Torgersen

#### **The Racing Zone Grand Opening**

Cordova Creative: Allison Monette, Nik Todorovich, Jordan Santini, Kira Smith, Zoe Haugen and Rebekah Morris

#### **Travel Nevada Gets a Little Out There with Alex Honnold**

Travel Nevada: Ali Anderson, Tracie Barnhouse, Rosalind Congleton, Keelie Cox, Aida Española, Susan Michelle, Megg Mueller, Cory Munson, Rafael Villanueva and Rachel Wright

#### **World of Fallout Exhibit Launch at the National Atomic Testing Museum**

National Atomic Testing Museum: Matt Malinowski, Michelle Helms and Erika Pope; The Vox Agency: Desiree Vontur, Nicole Servellon and Jevaughn Williams

### AWARD OF EXCELLENCE

#### **Wedding Capital of the World's Wedding Dress of the Year Contest**

Wedding Capital of the World: Brianna Show, Paula Cook, Carl Bates and Brian Mills; Vegas Wedding Chamber: James Chrisley; Harry Reid International Airport: Erika Pope; The Vox Agency: Lynn Marie Goya, Desiree Vontur, Nicole Servellon and Jevaughn Williams

## AWARD OF MERITS

### **Miss Atomic Bomb Exhibit Debuts at the National Atomic Testing Museum**

National Atomic Testing Museum: Matt Malinowski, Michelle Helms and Erika Pope; The Vox Agency: Robert Friedrichs, Desiree Vontur, Jevaughn Williams, Nicole Servellon and Andrea Drake

### **The Mob Museum, the National Museum of Organized Crime and Law Enforcement, Unveils the First Public Enemy Exhibit**

The Mob Museum and The Vox Agency: Erika Pope, Vanessa Thill, Nicole Servellon and Jevaughn Williams

## INTERNAL COMMUNICATIONS

### PINNACLE AWARD

#### **JT4 Bring Your Child to Work Day**

JT4: Kelsey Berglund, Dirk Jordan, Traci Rushakoff, Mindy Roundy, Janet Kizzire, Amy Heaton, Taylor Norman and Johniece Williams

## MOST EFFECTIVE CAMPAIGN ON A BUDGET OF \$10,000 OR LESS

### PINNACLE AWARDS

#### **Bringing Higher Education to North Las Vegas**

City of North Las Vegas: Elizabeth Abebefe, Greg Bortolin, Blair Mosberg and Jakob Ivanick; Nevada State University: Maria Marinch Gibbons

#### **CNT's Chesed Drive for L.A. Wildfire Crisis Relief**

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

#### **PuraVida Senior Living: Breaking Ground, Building Community**

Foresight Housing Partners: Hassan Chaudhry; Connected Communications: Sarah Thornton, APR and Madison Sant

#### **Women United Fierce & Fearless Fashion Show**

United Way of Southern Nevada: Karen Alonso, Aubrie Curci, Jason Evers, Tayler Campbell, Karina Felix De La Riva and Monet Green

## PUBLIC SERVICE

### AWARD OF EXCELLENCES

#### **Feeding Southern Nevada Is Public Health**

UNLV School of Public Health: Lorraine Longhi and Megan Neri; UNLV Office of Government & Community Engagement: Tamara Marino; Three Square Food Bank: Beth Martino and Lisa Segler

#### **No-No Ball**

Regional Flood Control District: Andrew R. Trelease, P.E., CFM, John Tennert, Ph.D., Michelle S. French, MPIO, CPC-PIO and Jacob M. Sanders

## REPUTATION/BRAND MANAGEMENT

### PINNACLE AWARDS

#### **Create Credit Union: A Legacy Brand Reimagined for Growth**

Create Credit Union: Shannon Hiller, Crystal Barnes, Brittanee Ray, Karen Torres, Craig Fraley, Creson Oakley and Megha Maharaj; Connected Communications

#### **Upbeat Health: Building Visibility, Credibility and Trust for a Growing Healthcare Provider**

84 Communications: Rina Foster, APR, MacKenzie Seroka, APR, Courtney Fogle, APR and Taylor LaBelle

### AWARD OF EXCELLENCE

#### **Nocturno Cocktail Bar**

MassMedia

# TACTICS

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## COLLATERAL/SINGLE ISSUE PUBLICATION

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### PINNACLE AWARD

#### Congregation Ner Tamid's Annual Report

Congregation Ner Tamid: Leslie T. Snadowsky, MS, APR

## EVENTS AND OBSERVANCES

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### PINNACLE AWARDS

#### A Golden Anniversary in the Silver State: Celebrating 50 Years of PRSA Las Vegas

PRSA Las Vegas: MacKenzie Seroka, APR

#### Battle for Vegas 2025

The Warren Group: Melissa Warren and McKinzie Cogswell

#### Boeing 747 Traverses Las Vegas Valley to AREA15

AREA15: Winston Fisher and Amy Naples; The Vox Agency: Erika Pope, Desiree Vontur, Jevaughn Williams and Andrea Drake

#### Cedar City Hospital Ribbon Cutting

Intermountain Health: Rachelle Hughes, Jennifer McDonnell and Brad Gillman

#### Communities In Schools of Nevada – Shaq Youth Complex Groundbreaking

The Warren Group: Melissa Warren and Cherryl Kaopua

#### Enchant Christmas at Las Vegas Ballpark

The Warren Group: Melissa Warren and McKinzie Cogswell

#### Home + History Las Vegas Presented by the Nevada Preservation Foundation

GYC Vegas: Mindy Eras, Mallory Zito and Gina Yager; Nevada Preservation Foundation: Dr. Paige Figanbaum and Jacqueline McCarthy

#### JT4 Bring Your Child to Work Day 2026

JT4: Kelsey Berglund, Mindy Roundy, Amy Heaton, Taylor Norman, Johnnie Williams, Janet Kizzire and Traci Rushakoff

#### Las Vegas Convention Center Renovation Ribbon-Cutting Media Event

Las Vegas Convention and Visitors Authority: Molly Castano, Erica Johnson, Joe Rajchel and Sarah Romutap

#### Luxury in Focus: IMM Lux Pre FAMs Put Las Vegas Luxury Front and Center

LVCVA: Molly Castano, Heidi Hayes, Kristin Weddingfeld, Samantha Colón, Rebecca Lane and Selyna Bermudez; R&R Partners: Erin McCleskey, Erin Mowry, Stephanie Staudinger and Sidney Schauer

#### Summerlin Council Patriotic Parade

The Warren Group: Lisa Robinson and Melissa Warren

#### Tank You Very Much

LVCVA: Molly Castano, APR, Heidi Hayes, Kristin Weddingfeld, Samantha Colón, Rebecca Lane and Selyna Bermudez; R&R Partners: Erin McCleskey, Erin Mowry, Stephanie Staudinger and Sidney Schauer

## AWARD OF EXCELLENCES

#### Badura Clinic Beam Signing & Topping Out Ceremony

Intermountain Health: Tana Shivers, Joseph Gaccione, Paula Freund and Brad Gillman

#### May the Science Be with You

DRI: Tracy Bower, Detra Page, Jessi LeMay, Paula Loop, Shawna Witt, Lori Fulton, Chloe Allred and Paul Pate; Atomic Museum: Matthew Malinowski and Britt McManus-Chapman

#### Summerlin South Little League Championship Parade

The Warren Group: Melissa Warren and McKinzie Cogswell; Howard Hughes Communities: Danielle Bisterfeldt

#### Teddy Bear Clinic

Intermountain Health: Tana Shivers and Brad Gillman

## AWARD OF MERITS

#### District Grand Opening & Ribbon Cutting

Intermountain Health: Tana Shivers

#### Legacy Display Unveiling

Intermountain Health: Christa Hinton and Brad Gillman; Intermountain Health (retired): Terri Draper

#### Nevada Children's Hospital Sign Site Unveiling

Intermountain Health: Tana Shivers, Brad Gillman, Joseph Gaccione and Paula Freund

#### Travel Nevada Engages the Everyday Adventurer with The Neon to Nature Series

Travel Nevada: Ali Anderson, Tracie Barnthouse, Rosalind Congleton, Keelie Cox, Aida Española, Susan Michelle, Megg Mueller, Cory Munson, Rafael Villanueva and Rachel Wright

## INTERACTIVE DIGITAL CONTENT

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### PINNACLE AWARDS

#### CNT's Chesed Drive for L.A. Wildfire Crisis Relief

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

#### "Welcome to Fabulous": Turning a Billboard into a Global Content Engine

LVCVA: Molly Castano, APR, Heidi Hayes, Kristin Weddingfeld, Samantha Colón, Rebecca Lane and Selyna Bermudez; R&R Partners: Erin McCleskey, Erin Mowry, Stephanie Staudinger and Sidney Schauer

## MEDIA RELATIONS

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### PINNACLE AWARDS

#### CNT's Clergy Transition

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

#### CNT's Eyewitness to War

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

#### CNT's High Holy Days/Hostage Release

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

#### CNT's Pope Francis Statement

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

#### CNT's Rabbi Installation/Bondi Beach

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

## **Integrative Wellness Clinic of Nevada – Henderson Grand Opening**

GYC Vegas: Briana Philippi and Gina Yager; Integrative Wellness Clinic of Nevada: Jillian Wendelin, LMFT, Robyn Rohde and Douglas Wendelin

## **Las Vegas Recovery Hospital Grand Opening**

GYC Vegas: Briana Philippi and Gina Yager; Las Vegas Recovery Hospital: Stacey Campa; Lion Health System: Shaya Adler

## **Las Vegas Visitation Pre-Read**

Las Vegas Convention and Visitors Authority: Molly Castano, APR, Erica Johnson, Joe Rajchel and Sarah Romutap

## **Teachers Health Trust's Bariatric Program**

The Warren Group: Amy E. S. Maier

### **AWARD OF EXCELLENCE**

## **Launch of Cherry Development's Path to Homeownership Program**

The Warren Group: Amy E. S. Maier

### **AWARD OF MERIT**

## **From Awareness to Action: Building Public Momentum for Nevada's First Standalone Comprehensive Children's Hospital**

Intermountain Health: Brad Gillman

## **REGULARLY SCHEDULED PUBLICATION**

### **PINNACLE AWARDS**

## **Engineered in Vegas**

Natalie Bruzda, UNLV College of Engineering

## **Las Vegas Convention and Visitors Authority Weekly Roundup**

Las Vegas Convention and Visitors Authority: Molly Castano, APR, Erica Johnson, Joe Rajchel and Sarah Romutap

## **Raising the Bar**

William S. Boyd School of Law at UNLV: Tommy Gugino, Leah Chan Grinvald and Heather Rappaport; Titan Design: Eric Taitano

### **AWARD OF EXCELLENCE**

## **CNT's Monthly Bulletins**

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

## **VIDEO**

### **PINNACLE AWARDS**

## **CNT's Annual Report Video**

Leslie T. Snadowsky, MS, APR; Congregation Ner Tamid

## **This Is What Impact Looks Like: Women United Fund-a-Need**

United Way of Southern Nevada: Karen Alonso, Aubrie Curci, Jason Evers and Mercedes McGill

### **AWARD OF EXCELLENCE**

## **About Intermountain Nevada Video**

Intermountain Health: Joseph Gaccione, Ryan Egan, Jamie Kim and Chris Hugo

## **Making a Difference at the UNLV School of Social Work**

UNLV: Afsha Bawany, Benjamin Richards and Michael Porter

## **WEBCASTS/PODCASTS**

### **PINNACLE AWARDS**

## **EMPOWERED Voices: Recovery to Resiliency**

Jason Roth of Roseman University of Health Sciences and EMPOWERED at Roseman University College of Medicine: Dr. Andria Peterson, Dr. Farzad Kamyar and Amani Wilson

## **The Mob Museum Launches Inside the Life Podcast**

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

### **AWARD OF MERIT**

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

Congregation Ner Tamid: Leslie T. Snadowsky, MS, APR

## **WEBSITE**

### **PINNACLE AWARDS**

## **Boys & Girls Clubs Website Redesign**

Cordova Creative: Allison Monette-Cordova, Carolyn Kresser and Tai Truong; Boys & Girls Clubs of Southern Nevada: Yolanda Mationg

## **Healthy Hub Massage & Wellness Website Redesign & Relaunch**

BTV Marketing Group: Justin Cohen, Joe Arduini, Justin Rosen, Grace Brown and Ryan Feldman

## **Las Vegas Rotary Club Website Redesign**

Connected Communications: Whitney Maher and Janice Lencke; Las Vegas Rotary Club: Sarah Thornton, APR

## **WRITING AND SPEECHES**

### **PINNACLE AWARDS**

## **Mind the Gap: How the Gender Imbalance Contributes to Nevada's Health and Education Shortages**

UNLV Division of Integrated Marketing & Branding: Beth DeBouck

## **Physical Therapy Program Offers Northern Nevada Paiute Students a Way to Give Back**

UNLV School of Integrated Health Sciences: Steven Slivka; UNLV Division of Integrated Marketing & Branding: Becca Schwartz

## **Taking a Stand: How UNLV Played a Pivotal Role in Las Vegas' Gay Rights Movement**

UNLV Division of Integrated Marketing & Branding: Beth DeBouck

## **The Life of a Showgirl Through UNLV Special Collections**

UNLV Division of Integrated Marketing & Branding: Ren McMullin, Becca Schwartz, Beth DeBouck and Lola Lopez; UNLV University Libraries: Su Kim Chung and Aaron Mayes

## AWARD OF EXCELLENCES

### Heart Attack Survivor

The Valley Health System: Gretchen Papez, APR

### How One Idea Became a Launchpad Into the World of Film

UNLV Division of Integrated Marketing & Branding: Lola Lopez

### UNLV Athletic Training Professor Channels Personal Experiences into Research Project for New Moms

UNLV School of Integrated Health Sciences: Steven Slivka; UNLV Division of Integrated Marketing & Branding: Becca Schwartz

## AWARD OF MERITS

### CNT's Las Vegas Israelite Articles

Congregation Ner Tamid: Leslie T. Snadowsky, MS, APR

### Life-Saving Newsletter Article

Intermountain Health: Joseph Gaccione

### Summerlin Las Vegas Review-Journal Advertorials

The Warren Group: Melissa Warren; Howard Hughes Communities

CONGRATULATIONS

to all of the **PRSA**  
Award Winners



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qvegas.com

## Celebrating Our Newest APRs

Please join us in congratulating Molly Castano, APR; Courtney Fogle, APR; Keyonna Summers, M.A., APR; and Sterling R. Morris, Ph.D., APR, on earning their Accreditation in Public Relations.



Earning the APR reflects a commitment to strategic, research-informed and ethical public relations practice. The process asks candidates to demonstrate their knowledge across the profession and apply it to the work they do every day. It's a meaningful professional milestone and one made more achievable through preparation, encouragement and support from fellow communicators.

PRSA Las Vegas is proud to help candidates along the way through APR Ready to Roll, the chapter's guided preparation program. Candidates receive an overview of the process, guidance as they develop portfolio ideas and prepare for their panel presentation, plus a six-week study session facilitated by APRs. The program gives candidates structure and a community of peers and accredited professionals to lean on as they work toward the credential.

*Thinking about pursuing your APR? Contact Gretchen Papez, APR, PRSA Las Vegas' APR Chair, to learn about the program and upcoming opportunities.*



## A National Visit, A Local Story

A conversation that began with PRSA leaders in Washington, D.C., grew into a special opportunity to bring the National Board to Las Vegas. At ICON 2025, PRSA Las Vegas board members connected with PRSA Chair-elect Heide Harrell, M.A., APR, and CEO Matthew Marcial, CAE, CMP, APR, and shared their enthusiasm for the work happening in our chapter. As a result, in April, the National Board visited Las Vegas to celebrate PRSA Las Vegas' 50th anniversary and learn more about our organization.

During the visit, our chapter leaders presented on PRSA Las Vegas' 50-year history, our members, programs and contributions to the profession. We also shared feedback and insights from our members and heard directly from National leaders about PRSA's value and priorities. We're grateful for the opportunity to connect with them and look forward to sharing more information and resources from PRSA National through our chapter newsletters.

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WE WANT YOUR FEEDBACK

## Take Our Post-Event Survey

As any Pinnacle Award winner knows, our work is guided by research! Your feedback on this year's awards reception is essential in helping us plan for future events.

Please share your thoughts on this year's reception in our post-event survey.



SCAN TO TAKE THE SURVEY



### Thought Leadership

#### What's in Your Toolbox? PR Pros Share Their AI & Tech Takeaways

AI and emerging technology are reshaping the way communicators work, but with new tools launching every day, knowing what's actually useful can be a challenge. At PRSA Las Vegas' recent What's in Your Toolbox? A Communications Roundtable, local PR professionals shared the tools, workflows and strategies helping them work smarter — from AI-powered research and meeting summaries to media monitoring, project management and even "vibe coding." We asked several attendees to share their biggest takeaways and the tools they're putting to work.

[Read the full article](#)

### 2026 PROGRAMMING HIGHLIGHTS

## Learning, Connecting and Growing Together

In 2026, PRSA Las Vegas brought communications professionals together through a mix of professional development, timely conversations and networking events. From ethics and award submissions to media relations, surveys and integrated communications, our programs created opportunities to learn from one another and connect with colleagues across the profession.

- Feb. 26 — Winning Through Collaboration: Integrated Marketing & Communication
- March 16 — The Dos and Don'ts of PRSA-LVVC Pinnacle Awards
- April 28 — From Questions to Coverage: Rethinking Surveys as PR's Secret Weapon
- May 28 — Meet the Media & Influencers: Networking and Happy Hour Mixer
- June 11 — Coffee with PRSA & The Review-Journal's VegasBusiness
- July 30 — Midsummer Monsoon Mixer
- Aug. 6 — What's in Your Toolbox? A Communications Roundtable
- Sept. 17 — Navigating the Gray: Real-World Ethics for Communicators
- Oct. 28 — 30th Annual Pinnacle Awards

## Stay Connected Through Our Newsletter

Our monthly newsletter keeps members connected to PRSA Las Vegas and the broader profession. Each issue includes a president's report, upcoming events, thought leadership, member spotlights, welcomes to our newest members, programming and professional development updates, job openings and resources from PRSA National.

Have a topic or accomplishment you'd like us to consider for a future issue? Email [communications@prsalasvegas.com](mailto:communications@prsalasvegas.com). We're proud to share the ideas, achievements and opportunities that make our community stronger.

# Las Vegas Valley PRSA

## Special Thanks

### Thank You to Our Pinnacle Awards Sponsors

PRSA Las Vegas gratefully thanks the sponsors whose generous support makes the 30th Annual Pinnacle Awards possible. Your investment helps us celebrate the outstanding work of our region's communications community.

Special thanks to Past President Clark Dumont, APR, Fellow PRSA, for helping sponsor the PRSA Las Vegas step-and-repeat.

