

CELEBRATING  
**100**  
YEARS



PINNACLE AWARDS

AM > | Rochester

≡ ≡ 2022 ≡ ≡

# WELCOME

You Roc! Congratulations to all the finalists and winners of this year's AMA | Rochester Pinnacle Awards. Whether you win or not, we're excited to recognize and celebrate the success of so many talented marketers in Rochester and beyond.

- 3 Event Sponsors
- 4 About the Emcee
- 5 About Comedy at the Carlson
- 6 The Finalists
- 50 AMA | Rochester Board of Directors

## Let's Get Social

➔ @amarochester

➔ #resultsroc

# THANK YOU SPONSORS

**Cooley**  **Group** | Visit [cooleybrand.com](http://cooleybrand.com)

Cooley Group is a leader in customized promotional, print and fulfillment solutions. Cooley Group brings clients' brands to life with programs that enable them to grow their business.



| Visit [helloflynn.com](http://helloflynn.com)

Founded in 1967, Flynn, a full-service marketing agency, combines data and daring to make audiences take action. The agency works with a mix of national and regional clients, including Pfizer, Quest Diagnostics, DICK'S Sporting Goods, Rochester Colonial, and Canandaigua National Bank and Trust.

**ImageNow** | Visit [imagenowbymahar.com](http://imagenowbymahar.com)

ImageNow is a print company that began by manufacturing business forms and checks. Now, 50 years later, ImageNow's print facility offers a full range of products and services with you and your brand in mind.

**itx**<sup>®</sup> | Visit [itx.com](http://itx.com)

ITX helps mid- to large-sized companies solve complex business challenges through product development, delivering software that builds trust, loyalty, and advocacy. Founded nearly 25 years ago, ITX has expanded beyond its roots in Rochester, NY into a team of talented product professionals and technologists throughout the Americas and beyond.

**STILL**  
*motion*

| Visit [kurtbrownell.com](http://kurtbrownell.com)

Lifestyle and commercial photography and video content.



# THE EMCEE



## David Mammano

During the past 25 years, David has started seven businesses from scratch and now uses those experiences to help others with their entrepreneurial dreams.

He's a three-time Inc. Magazine 5000 Growth Company winner, a two-time TEDx speaker, an adjunct professor at the University of Rochester, and an author. His most recent book "Crash and Learn: Lessons in Business" quickly rose to the top of the Amazon best seller lists.

David hosts "The Gonzo Experience" podcast and his comedic performances focus on "Putting the Funny Back in Business."



# VENUE HISTORY

After getting started in Chicago, the Stromberg-Carlson company was purchased in 1904 by Home Telephone Company and operations were moved to Rochester, New York. During this time period, the Shure Brothers began manufacturing microphones for Stromberg-Carlson.

The initial fatboy microphone models for Stromberg-Carlson were the MC-31 and the MC-32. These were both manufactured by Shure and modeled after their model 55A and 55B. The MC-31 was geared towards singers while the MC-32 was geared more for the studio, broadcasters and engineers.



After these two beasts were released the Stromberg-Carlson MC-41 was released. The MC-41 was smaller and lost that Fatboy look, but retained the same overall style. This is the microphone style that Elvis sang with and is known as the Elvis Microphone.



# FINALISTS

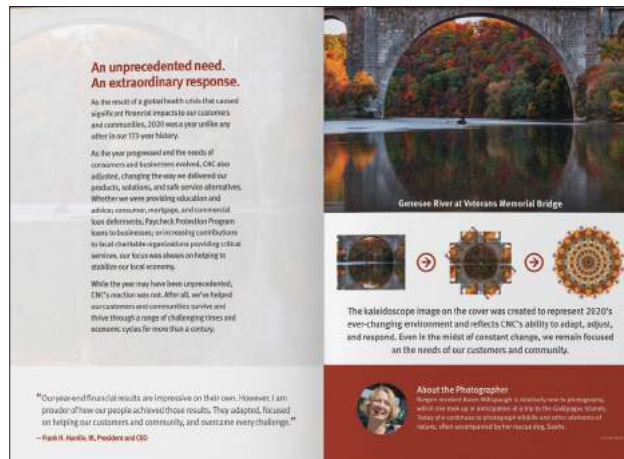
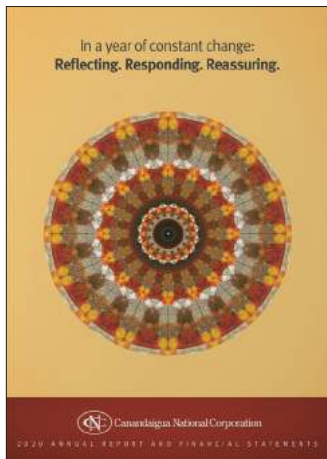
## Annual Report, Specialty Print

Inspiring Impact Through an Annual Report (First American Equipment Finance)



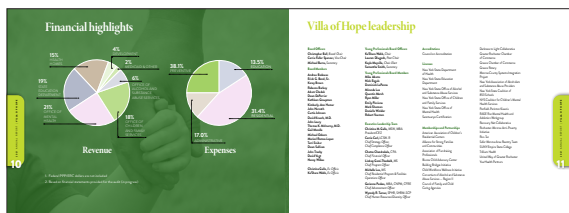
## Annual Report, Specialty Print

Canandaigua National Corporation Annual Report (Flynn)

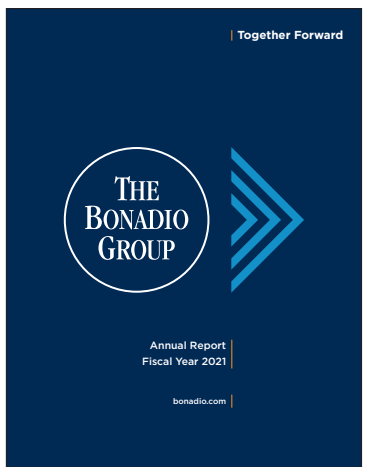




**Annual Report, Specialty Print**  
2021 Villa Annual Report (Villa of Hope)



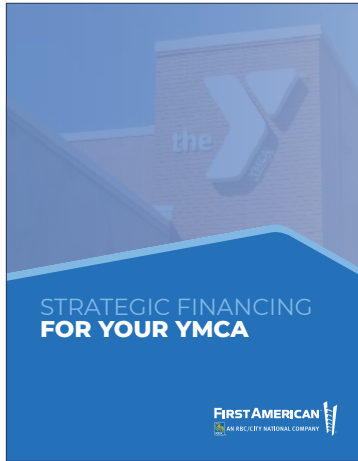
**Annual Report, Specialty Print**  
Together Forward: The Bonadio Group's Inaugural Annual Report



# FINALISTS

## B2B Integrated Marketing Campaign

Hyper-Focused YMCA Journey (First American Equipment Finance)



## B2B Integrated Marketing Campaign

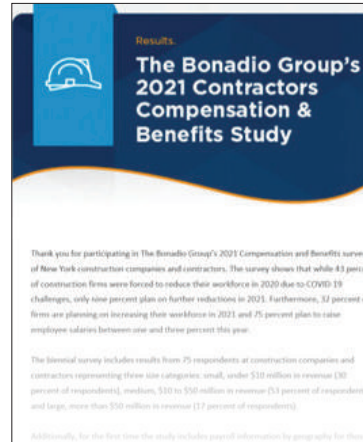
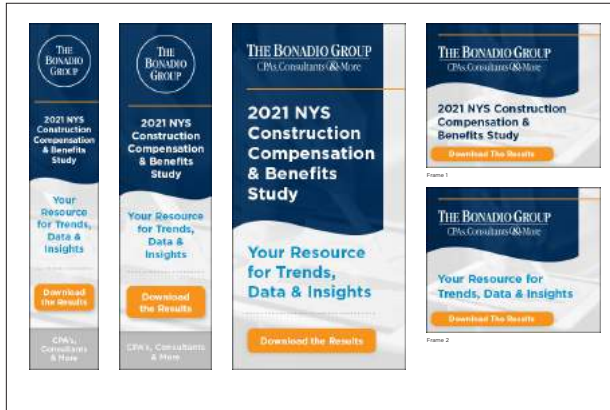
Game On, Presbyopia: CooperVision Introduces MyDay Multifocal (McDougall Communications with Truth Collective)





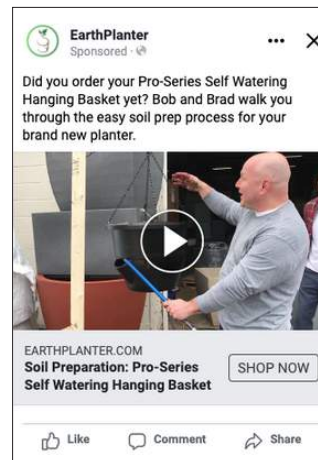
## B2B Integrated Marketing Campaign

The Bonadio Group 2021 Digital Campaign



## B2B Integrated Marketing Campaign

Planting, Growing and Thriving in 2021 (Linden Digital Marketing)





# FINALISTS

## B2B Integrated Marketing Campaign

ADMAR Awareness Campaign



## B2B Integrated Marketing Campaign

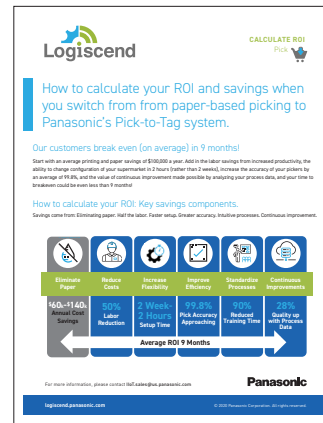
Panasonic Logiscend ABM Pilot (The Verdi Group)



eBook



Blog Post




ROI Sellsheet



# FINALISTS

## B2B Integrated Marketing Campaign

### QuickFi® Dealer Network Program Rollout



**THE NEW WAY To Finance Business Equipment**

**Background**


QuickFi is the world's only 100% digital, mobile, self-service business equipment financing platform that enables business borrowers to obtain term equipment financing in minutes, not days or weeks.

In 2021, QuickFi began providing new business equipment financing for several global manufacturers selling equipment to SMB borrowers throughout the U.S., including SANY America which is a construction company that competes with John Deere and Caterpillar.

**Sany Capital comes to us soon**

SANY America distributes its products through a 50-state dealer network which was enhanced with the QuickFi platform to facilitate frictionless digital financing to accelerate equipment sales.

With reduced operating costs, faster cycle times, and improved borrower satisfaction, QuickFi increases both bottom and top line equipment financing performance.



**Simple, secure onboarding experience.**

QuickFi's patented technology includes biometric authentication with facial recognition, and driver's license verification using the native capabilities of the borrower's mobile device, and two-factor authentication to give borrowers a quick and secure onboarding experience with instant credit approvals up to \$250,000.


**Complete Financing: 3 Steps, 3 Minutes.**

After user authentication, your customers can complete financing in 3 minutes, with 3 simple steps:

- 1. Upload** Upload the equipment details and the QuickFi mobile app to get started.
- 2. Select Structure** Choose the amount, term, and interest rate that works best for your business.
- 3. Complete** Quickly complete the financing process and receive your equipment.

**24/7/365 support, servicing, and reporting.**

The QuickFi platform is accessed from your customer's mobile device, placing an instant financing tool at their fingertips. Account servicing, reporting, early payoff capabilities are available to the borrower through the mobile app, anytime, anywhere. Telephone and chat support is available 24/7/365.

**Trustpilot** 

Equipment finance made easy

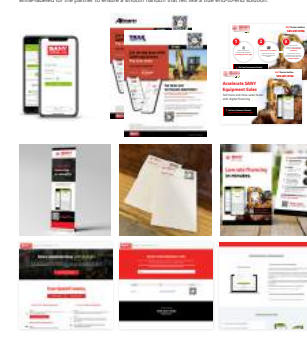
"The application and closing process, from start to finish, was smooth and easy. They answered all their queries as well, resulting in a quick and easy financing process."

**Bill Bowers, President**

**Creative**

The majority of the creative for this campaign incorporated our partner's branding to develop subtle trust and reflect positively on the brand. Using consistent imagery, colors, and content, we were able to build a campaign that looked and felt like a seamless experience to link the factors between transitioning from the dealer principal into the QuickFi ecosystem.

From campaign integration in the non-digital workflow to the digital customer journey, the entire experience was wholly tailored for the partner to ensure a smooth QuickFi that felt like a true end-to-end solution.



## B2C Integrated Marketing Campaign


### "I found hope" (Villa of Hope)



**LIVING HOPE TREATMENT CENTER VILLA of HOPE**

**I found hope.**

**Cristian**  
In my time necessary, I found Villa of Hope.



**I found hope.**

**I found hope.**

**I found hope.**

**I found hope.**

**I found hope.**

**I found hope.**

**VILLA of HOPE**

**I found hope.**

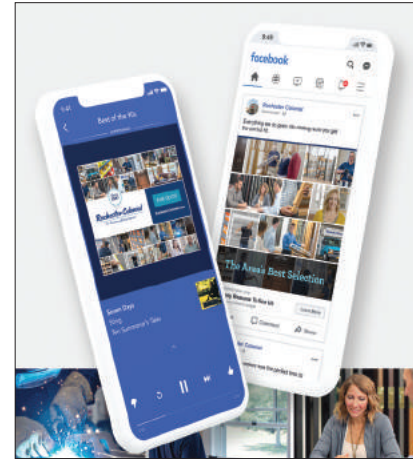




# FINALISTS

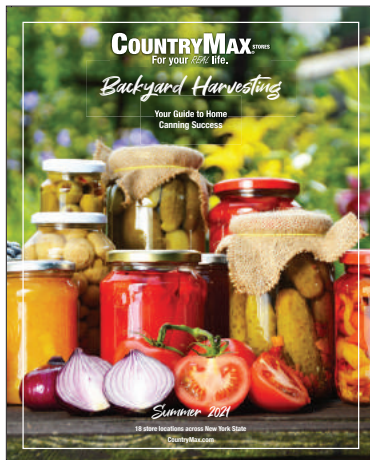
## B2C Integrated Marketing Campaign

Rochester Colonial "So Many Reasons" (Flynn)



## B2C Integrated Marketing Campaign

Canning with CountryMax





# FINALISTS

## B2C Integrated Marketing Campaign

Whitney Young Health "Here for You" Brand Campaign (The Marketing Collaborative)



## B2C Integrated Marketing Campaign

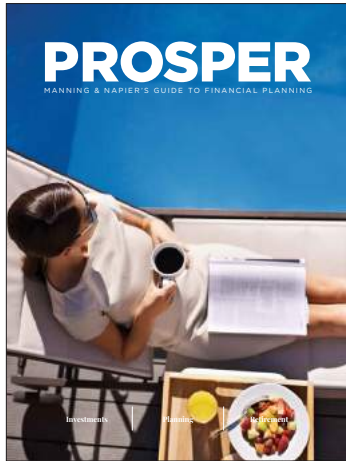
MCC Summer Campaign



# FINALISTS

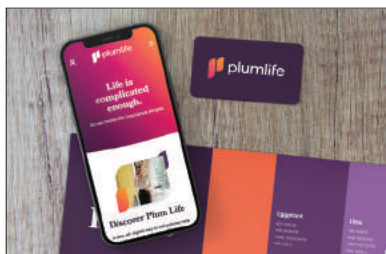
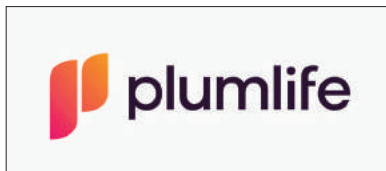
## B2C Integrated Marketing Campaign

Manning & Napier Prosper Campaign



## Best in Branding

PlumLife Branding (Flynn)

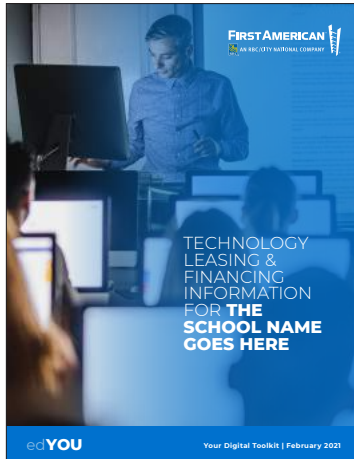






## Best in Branding

Breathing New Life into the First American Brand



**MAKE TECHNOLOGY A STRATEGIC ASSET, NOT A DRAIN ON YOUR RESOURCES**

Reprioritize your faculty and staff devices by aligning funding to the useful life cycle of the technology. Using lease-based technology refresh programs can be very effective in helping schools address these challenges.

- Establish Replacement Cycles (2-3years)
- Recycle Obsolete Equipment
- Align Useful Life with Warranty
- Implement Transparent Organizational Roll-out

**Acquiring new technology through a renewal program allows you to:**

- Spend Less:** Assets with short life spans are not worth the cash outlay to invest in ownership. Convert your payments to rent expenses which ultimately net you less than the original equipment investment.
- Create Budget Predictability:** By replacing the budget spikes of cash-based purchasing with fixed, predictable payments, schools are able to develop and maintain budget consistency over the long term. What you end up with is a sustainable funding model aligning technology use with expense.
- Minimize Obsolescence Risk:** Acquire the latest cutting-edge technology and reduce ongoing maintenance by centralizing useful life cycles and the end-of-life management process.

**HOW ITHACA COLLEGE CENTRALIZED THEIR TECHNOLOGY FUNDING**

Ithaca College needed a long-term solution that allowed them to acquire the most current technology solutions, while facing the growing pressure of reducing costs and streamlining IT operations. Addressing these core services in a more sustainable way requires an ongoing commitment of operational funding for related projects. Ithaca's IT leaders needed to think differently about their process and shift their focus toward addressing the funding of their technology in a more sustainable way.

Ithaca sought to develop a funding model that would sustain core technology services over the long-term, and the Ithaca College Technology Renewal Program was born.



## Best in Branding

CountryMax Jingle



# FINALISTS

## Best in Branding

Geneva Made (29 Design Studio)



## Best in Branding

Forsythe Jewelers Branding (Brandmint)





## Best in Branding

Living Hope Treatment Center logo (Villa of Hope)



## Collateral/Print Piece

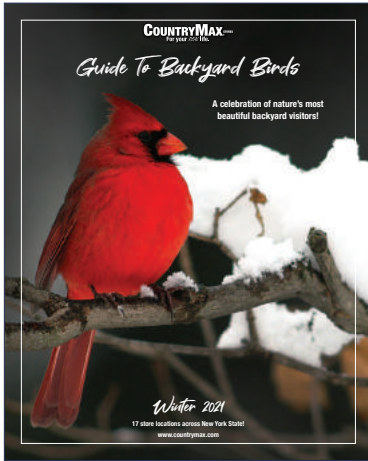
From PDF to Digital Collateral Library (First American Equipment Finance)



# FINALISTS

## Collateral/Print Piece

### CountryMax Winter Bird Guide



## Collateral/Print Piece

### Manning & Napier Tax Guides

#### 2021 Social Security Reference Guide

**MANNING & NAPIER**

Social Security encompasses retirement benefits, disability benefits, and retirement and Medicare benefits. This guide focuses on Social Security retirement benefits. For more information on the term Social Security, currently, there are over 52 million people receiving Social Security retirement benefits (i.e., Old Age and Survivor Insurance or OASDI).

**Social Security Employment Tax**  
While you are working, you and your employer each pay 6.2% (7.65% each including Medicare). Social Security taxes are paid on the first \$142,800 of income (2021).

**Retirement Eligibility Requirements**  
In order to qualify for Social Security retirement benefits on your own, you must have at least 40 credits (10 credits for each year of Social Security coverage, with a maximum of 6 credits per year).

**How Benefits Are Calculated**  
Your Social Security benefit at Full Retirement Age (FRA) is calculated based upon relevant inflation-adjusted earnings of your highest 35 years, based on annual income (up to \$142,800 in 2021). The estimated average monthly Social Security benefit at FRA is \$1,781. The estimated average monthly Social Security benefit at FRA is \$1,781. The estimated average monthly Social Security benefit at FRA is \$1,781. The estimated average monthly Social Security benefit at FRA is \$1,781.

**When to Claim**  
You can claim Social Security benefits as early as age 62, but you will receive a reduced benefit. The full retirement age (FRA) is 66 for those born between 1943 and 1954, and 67 for those born in 1960 or later. For those born between 1955 and 1959, the FRA is gradually increased from 66 to 67.

**How to Find Out Your Own Benefit Information**  
While the Social Security Administration has recently introduced making Social Security statements to all individuals, the Social Security benefits always can be obtained from your Social Security account (SSA) or by contacting your local Social Security office.

**Retirement Benefits**  
Options on your income or retirement, a portion of your Social Security benefit is reported to you by the Social Security Administration. The percentage of your Social Security benefit that is reported to you is based on the percentage of your Social Security benefit that is reported to you in relation to inflation. Inflation is the rate at which the general level of prices for goods and services is rising, and as a result, the purchasing power of money is falling.

**Income Taxation**  
Social Security benefits are taxable if you are single, married, or widowed. The percentage of your Social Security benefit that is taxable depends on your income level.

**Spouse's Social Security**  
If you are married, you may be eligible for Social Security benefits based on your spouse's record. This is true even if you are not working and have not paid Social Security taxes.

**Survivor Benefits**  
If you are widowed, you may be eligible for Social Security benefits based on your deceased spouse's record. This is true even if you are not working and have not paid Social Security taxes.

**Disability Benefits**  
If you are unable to work due to a disability, you may be eligible for Social Security disability benefits. This is true even if you are not working and have not paid Social Security taxes.

**Medicare**  
Social Security benefits are used to pay for Medicare. Medicare is a federal health insurance program that provides coverage for people aged 65 and older.

**Medicare Reference Guide**  
Medicare is a government-run health insurance system for Americans over 65 years old or disabled. This system is funded through contributions and payroll deductions and provides coverage for various medical services. This guide provides information on how to enroll in Medicare, how to choose between Part A and Part B, and how to pay for Part B. It also includes information on how to appeal a denial of Medicare benefits.

**Part A (Hospital Insurance)**  
Part A covers hospital care, skilled nursing facility care, hospice care, and home health care. It is generally premium-free for those who have worked and paid Social Security taxes for at least 10 years.

**Part B (Prescription Standard Benefit Model)**  
Part B covers medical services, including doctor visits, hospital care, and medical supplies. It is a voluntary program that requires a monthly premium.

**Part C (Medical Insurance)**  
Part C is an alternative to Part A and Part B. It is a private health insurance plan that provides coverage for the same services as Part A and Part B. It is available to those who are 65 or older and are not enrolled in Part A and Part B.

**Medicare Advantage / "Part C"**  
Medicare Advantage plans are private health insurance plans that provide coverage for the same services as Part A and Part B. They are available to those who are 65 or older and are not enrolled in Part A and Part B.



# FINALISTS

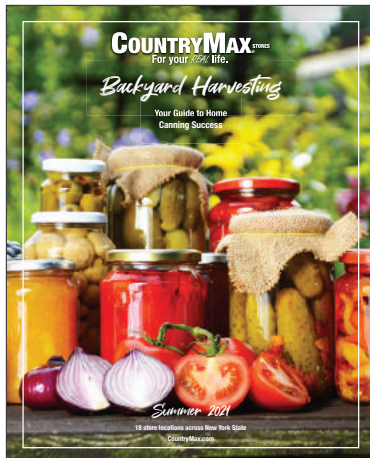
## Collateral/Print Piece

A Transformational Template to Advance ABM (First American Equipment Finance)



## Collateral/Print Piece

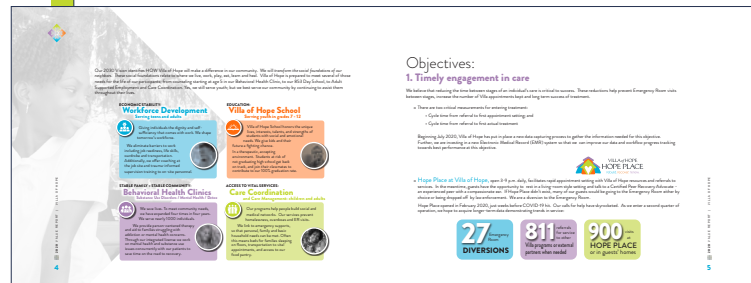
CountryMax Canning Guide



# FINALISTS

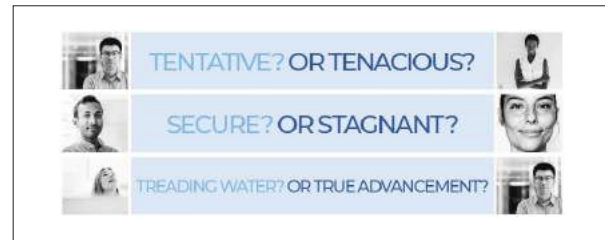
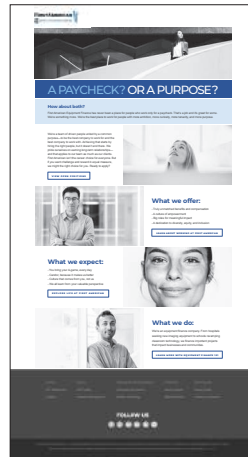
## Collateral/Print Piece

Value Report (Villa of Hope)



## Digital Marketing

Choice Career Campaign: Putting the Recruit First (First American Equipment Finance)





# FINALISTS

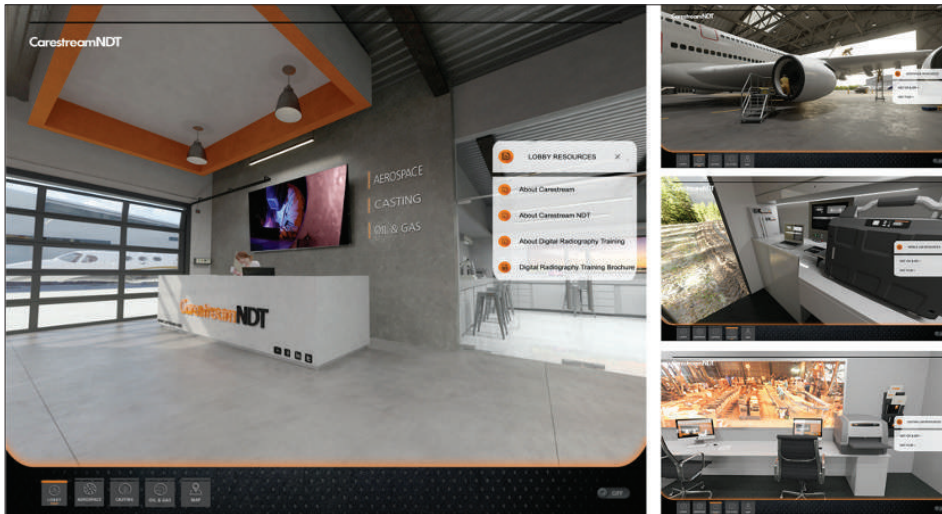
## Digital Marketing

CountryMax Holiday Gift Guide



## Digital Marketing

CareStream Virtual NDT





# FINALISTS

## Direct Mail

Barasch & McGarry (Flynn)

## Direct Mail

CountryMax Winter Bird Guide



# FINALISTS

## Direct Mail

ADMAR Golf Box



## Internal Communications & Influencer Marketing

New Wave Energy – Buffalo Bills Quarterback Josh Allen (Brandmint)



# FINALISTS

## Internal Communications & Influencer Marketing

The FAEF Formula (First American Equipment Finance)

**THE FIRST AMERICAN FORMULA**

1. We are forever pursuing growth.
2. We aren't afraid to fail in the pursuit of innovation.
3. We are a meritocracy.
4. We are transparent, right down to our walls.
5. We trust our people and empower them to lead.
6. We maintain an internal locus of control.
7. We have a responsibility to our community.
8. We have the best people in the universe.
9. We strive to live our best lives, in and out of the office.
10. We are intentionally unconventional.

**1**  
**We are forever pursuing growth.**

**Ready, Set, Go**

Whether you are an intern or bring 20 years of experience, you have a seat at the table on **day one**. We empower colleagues to own big roles, lead initiatives, and generally **Make. Stuff. Happen.**



## Market Research

Genuine Foods (29 Design)







# FINALISTS

## Market Research

Innovation Square (Brandmint)





### Purpose

The following research is a product of Brandmint's Discovery Phase including second and third party data, aggregated research, focus group studies, and audience data.

### Recap Research

To review our finding for quantitative and qualitative data, marketing challenges and current brand perspectives.

### Insight

To define the Innovation Square target audience and project consumer behavior.

## Most Improved Tactic

The Secret's Out... First American is no longer "Rochester's Best Kept Secret"

### IT STRATEGY FOR A NEW ERA OF BUSINESS

The past year accelerated digital transformation efforts out of necessity, but as we move into the post COVID-19 future, businesses must think more strategically about their IT investments to achieve long-term success.

AEC firm leaders can leverage flexible financing and asset lifecycle solutions to get the tech they need today and drive innovation tomorrow.

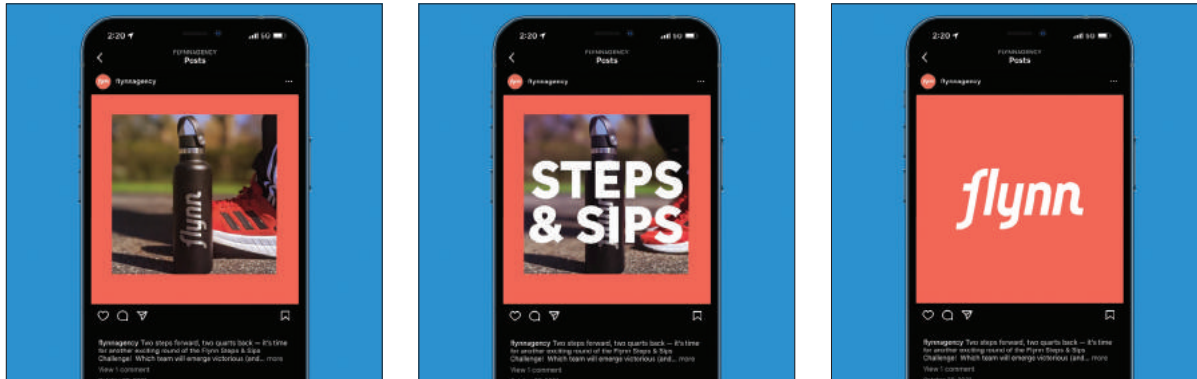




# FINALISTS

## Most Improved Tactic

Flynn Social Media



## Most Improved Tactic

CountryMax Email Makeover

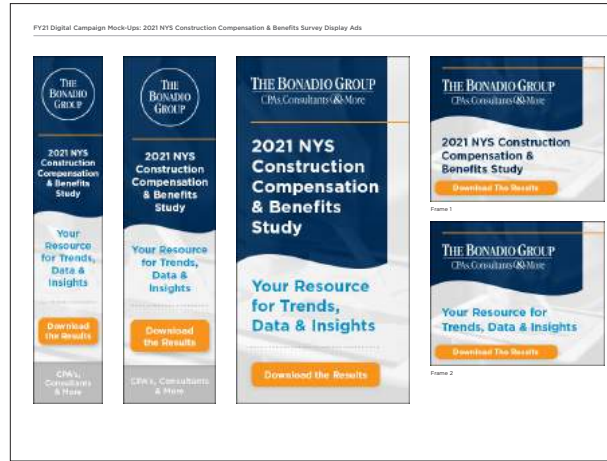
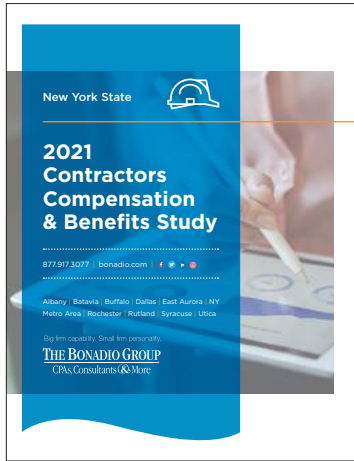


26



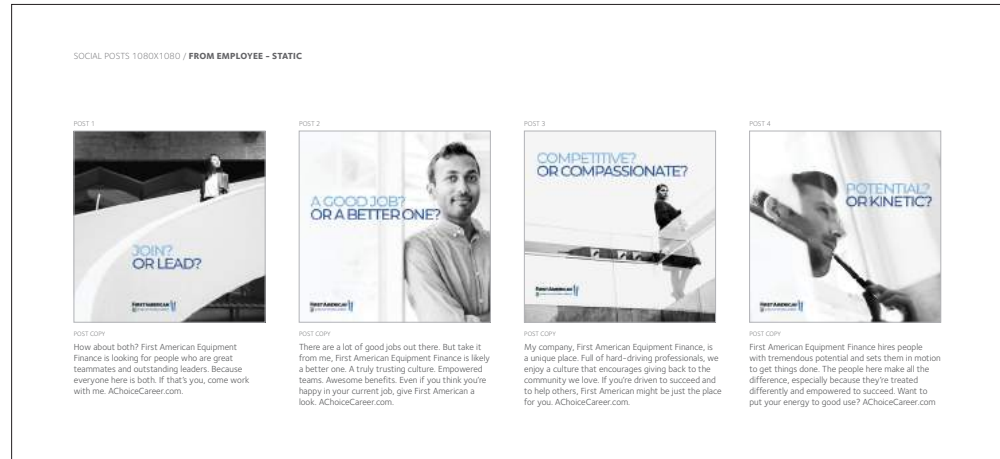
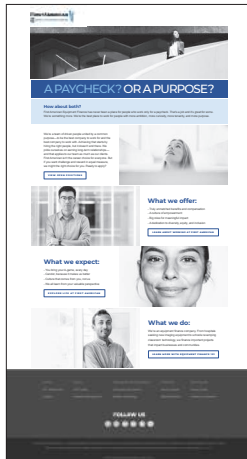
## Most Improved Tactic

The Bonadio Group Construction Social Media Campaign



## Organic & Paid Social Media

Choice Career Campaign: Putting the Recruit First (First American Equipment Finance)



# FINALISTS

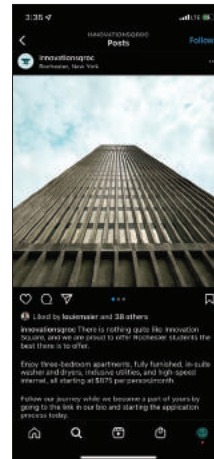
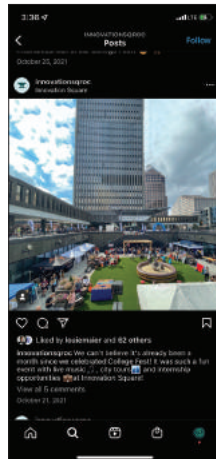
## Organic & Paid Social Media Campaign

The Bonadio Group Construction



## Organic & Paid Social Media Campaign

Innovation Square (Brandmint)





# FINALISTS

## Organic & Paid Social Media Campaign

Advancing Dialysis (Flynn)



## Packaging

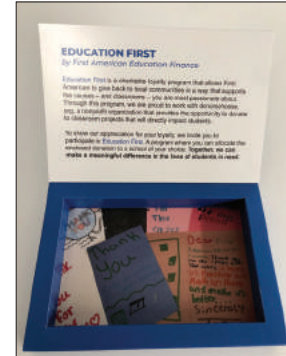
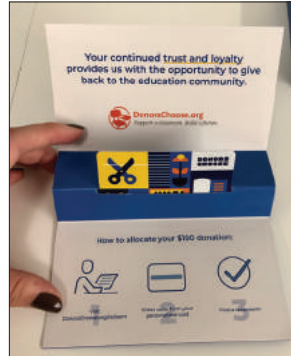
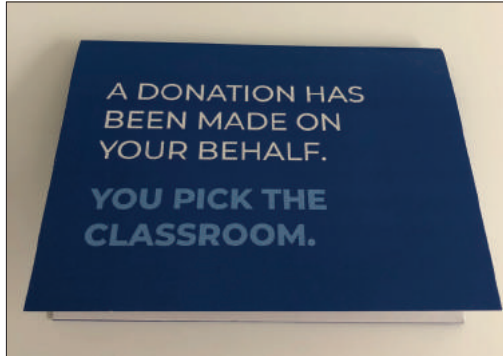
Brewery Ardennes (29 Design)



# FINALISTS

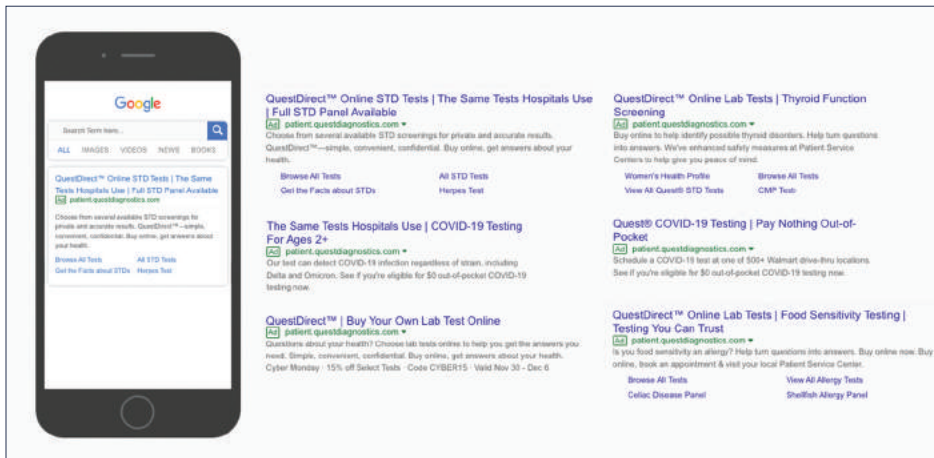
## Packaging

Putting Education First (First American Equipment Finance)



## Paid Search & Display

Quest Diagnostics (Flynn)







### Paid Search & Display

New Wave Energy Keep it in the Pocket (Brandmint)



### Paid Search & Display

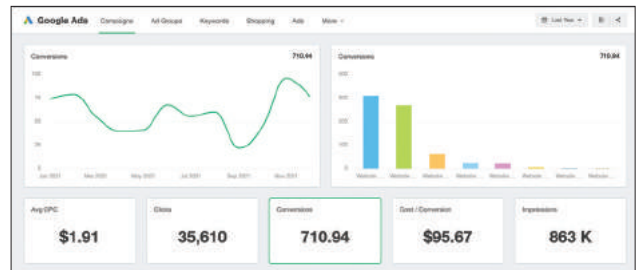
Stockham Lumber: Lumber Shortage & Rising Prices (Brandmint)



Campaigns History: Jan 11 - Nov 30, 2021

Settings/Tools/ID ADD FILTER

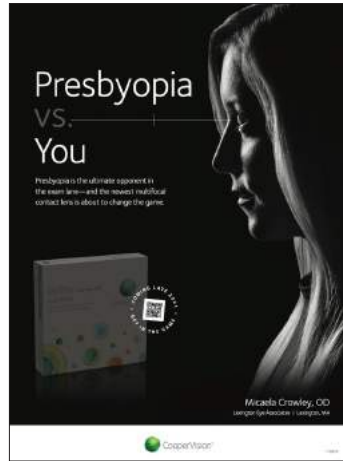
Campaign	Budget	Status	Substitution Rate	Q EMs	Imp.	Cost	Revenue	CTR	Avg. CPC	Cost
London	\$11.11M	Active	75%	1,800	26,718	\$8.11	\$81.00	8.75%	\$1.45	\$229.00



# FINALISTS

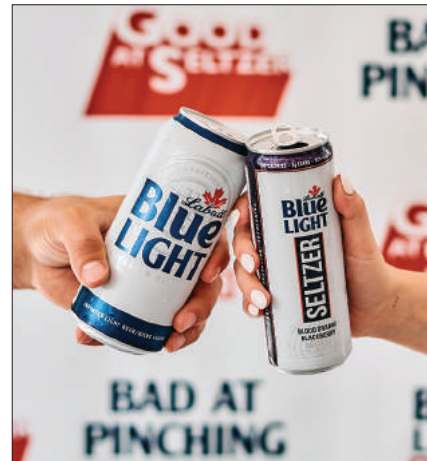
## Product Launch

Game On, Presbyopia: CooperVision Introduces MyDay Multifocal (McDougall Communications)



## Product Launch

FIFCO Labatt Good At Activation (Brandmint)







# FINALISTS

## Resiliency Award

FAEF: The First American Formula

**THE FIRST AMERICAN FORMULA**

1. We are forever pursuing growth.
2. We aren't afraid to fail in the pursuit of innovation.
3. We are a meritocracy.
4. We are transparent, right down to our walls.
5. We trust our people and empower them to lead.
6. We maintain an internal locus of control.
7. We have a responsibility to our community.
8. We have the best people in the universe.
9. We strive to live our best lives, in and out of the office.
10. We are intentionally unconventional.

**YOU HAVE: FORMULA 1**  
We are forever pursuing growth.

The FAEF Formula defines who we are and the culture we've worked hard to create. Answer the questions below and discuss with your table. Be prepared to share!

- What does Formula #1 mean to you?

---

---

---

---

---

---

---

---

- How does the FAEF Formula contribute to First American's success?

---

---

---

---

---

---

---

---



## Resiliency Award

Strategically Navigating the Challenges of COVID-19 for In-Person Events (Cerion Nanomaterials)



# FINALISTS

## Resiliency Award

CountryMax Return to Live Events

**WE HOST EVENTS**

You have an event? CountryMax is your venue!

Unique kids' birthday parties  
Field trips for your class or organization  
Educational seminars  
Corporate meetings and team building

Our spacious event rooms and helpful staff make it great.  
With costs starting at just \$50/hr, your gathering is sure to be different, affordable and fun!

[Book it Now!](#) [Back to Main Page](#) [Events FAQ](#)



## Resiliency Award

Helping America See Tomorrow (McDougall Communications)

Post-Pandemic Patient Psyches Have Changed. Has Your Practice? REGISTER NOW Thursday, July 22 at 8 p.m. ET / 5 p.m. PT

**GET READY TO SEE TOMORROW**  
COMING JULY 2021  
SeeTomorrowNow.com

Your Patients' Psyches Have Changed. Has Your Practice? Digital Event for Optometrists & Staff July 22 at 8 p.m. EDT / 5 p.m. PDT

**GET READY TO SEE TOMORROW**  
COMING JULY 2021  
SeeTomorrowNow.com

**GET READY TO SEE TOMORROW**  
COMING JULY 2021 | SeeTomorrowNow.com

Post-Pandemic Patient Psyches Have Changed. REGISTER NOW July 22 at 8 p.m. ET / 5 p.m. PT

Post-Pandemic Patient Psyches Have Changed. July 22 at 8 p.m. ET / 5 p.m. PT

**SEE TOMORROW**

Your Patients' Psyches Have Changed. Has Your Practice?

REGISTER NOW  
THURSDAY, JULY 22 AT 8 P.M. ET / 5 P.M. PT

**LENETIC REACTING**  
How to Optimize Your Practice's Resiliency

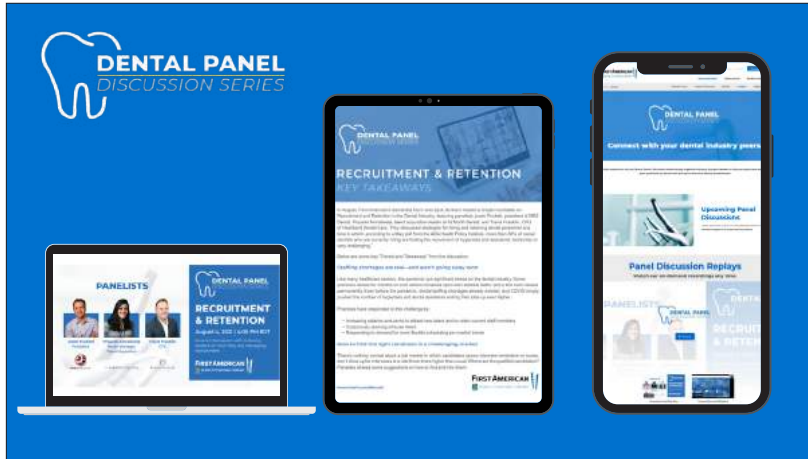
Alcon | [SEE TOMORROW](#) | [CONTACT LENS INSTITUTE](#)



# FINALISTS

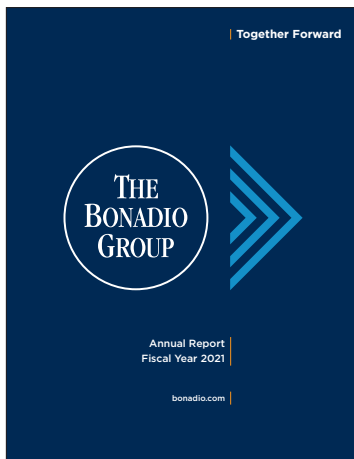
## Small Budget Campaign

Dental Panel Discussion Series (First American Equipment Finance)



## Small Budget Campaign

Together Forward: Leveraging Content to Reach Stakeholders During Difficult Times (The Bonadio Group)



# FINALISTS

## Small Budget Campaign

Innovation Square Lease Up (Brandmint)



## Small Budget Campaign

Bayou Burnin' Buffalo Hot Sauce (Coast Professional Inc.)

Nutrition Facts	
About 10 servings per container	
Serving size 1 tsp (5mL)	
Amount Per Serving	
<b>Calories 0</b>	
<small>% Daily Values*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Sodium 125mg	5%
Total Carbohydrate 2g	1%
Protein 0g	0%

\*The % Daily Values (DV) are based on a diet of 2,000 calories a day.

**INGREDIENTS:** Louisiana Hot Sauce (Aged Red Peppers, Distilled Vinegar, Salt and Xanthan Gum), Bayou Cajun Seasoning (Garlic, Spices, Salt, Onion, Paprika, & Red Pepper).

**COAST**  
PROFESSIONAL, INC.

**Bayou Burnin', Buffalo**

**WHERE LOUISIANA MEETS NEW YORK**

**Cajun Hot Sauce**

1.6 fluid oz (47ml)

HEAT LEVEL  
3/10

ALL NATURAL

VEGAN

Sales@coastprofessional.com

Crafted & Distributed by:  
PepperNutz.com LLC  
Spencerport, NY 14559

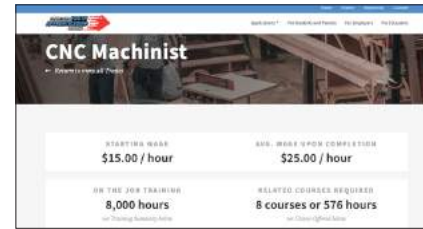
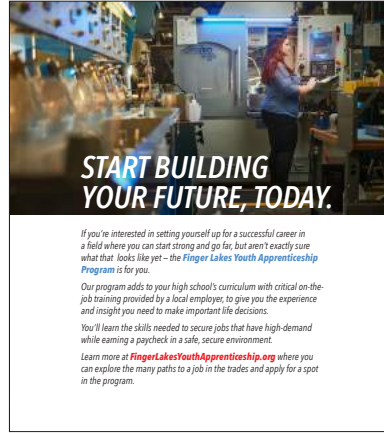




# FINALISTS

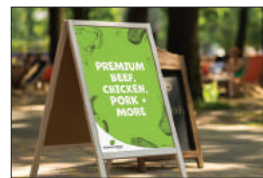
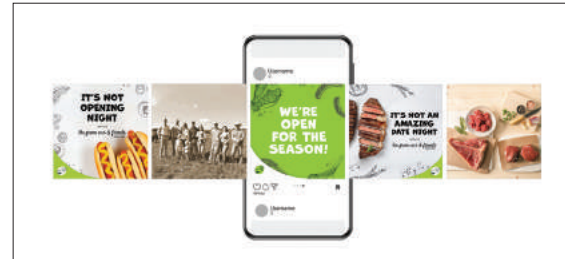
## Small Business Campaign

RTMA/Soucier Design, Caleb Parker Cinema, Causewave Finger Lakes Youth Apprenticeship Program



## Small Business Campaign

The Green Cow Reopening (29 Design Studio)



# FINALISTS

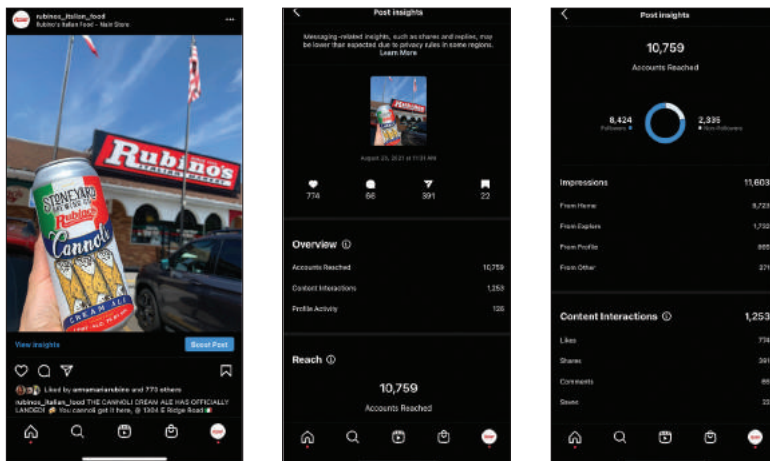
## Small Business Campaign

Innovation Square Conversion Campaign (Brandmint)



## Small Business Campaign

Rubino's & Stoneyard Cannoli Cream Ale (Rubino's Italian Foods)



# FINALISTS

## Small Business Campaign

Alerting the World to MADE: Mask-Associated Dry Eye (McDougall Communications)

## Special Event

Dental Panel Discussion Series (First American Equipment Finance)



# FINALISTS

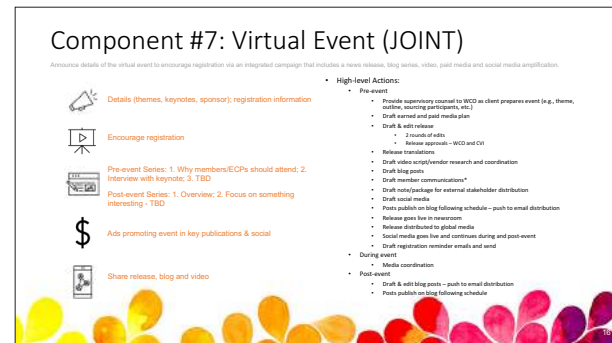
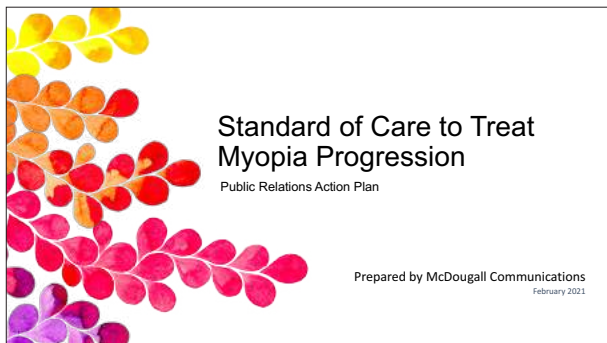
## Special Event

CountryMax Halloween Pet Costume Contest



## Special Event

WCO Virtual Event on Myopia Management (McDougall Communications)







# FINALISTS

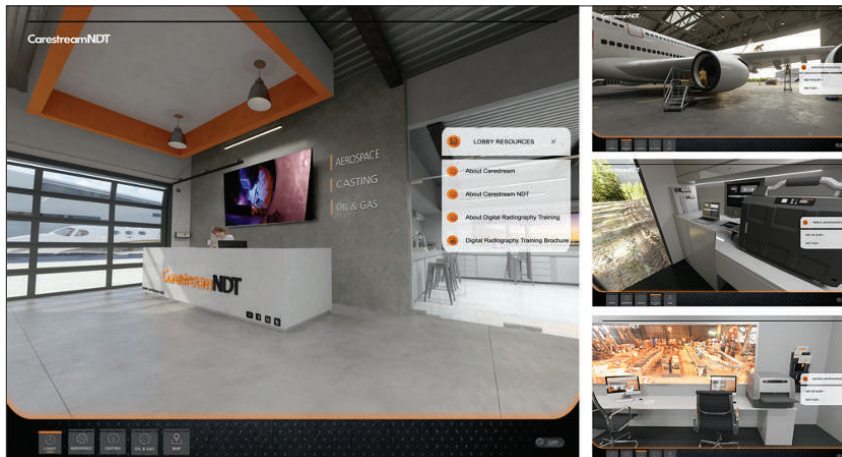
## Tradeshow Marketing

Strategically Navigating the Challenges of COVID-19 for In-Person Events (Cerion Nanomaterials)



## Tradeshow Marketing

CareStream Virtual NDT



# FINALISTS

## Tradeshow Marketing

Adaptec Solutions/Forge Fair



## TV & Radio Commercials

Canandaigua National Bank & Trust Wealth Management "A New Picture" (Flynn)





# FINALISTS

## TV & Radio Commercials

New Wave Energy Pizza Chef (Brandmint)



## TV & Radio Commercials

New Wave Energy (Brandmint)





# FINALISTS

## Video

YMCA Client Video (First American Equipment Finance)



## Video

RTMA/Soucier Design, Caleb Parker Cinema, Causewave Finger Lakes Youth Apprenticeship Program







# FINALISTS

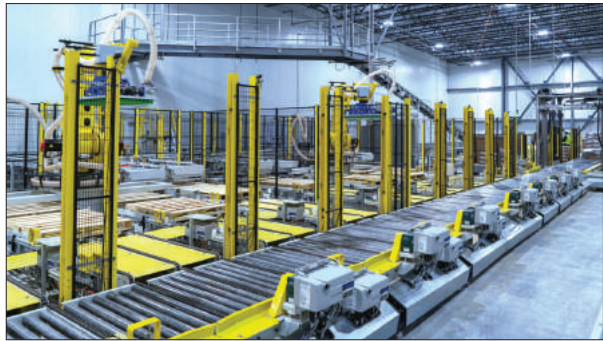
## Video

Rachel's Success (Villa of Hope)



## Video

Adaptec Solutions/Case Farms



# FINALISTS

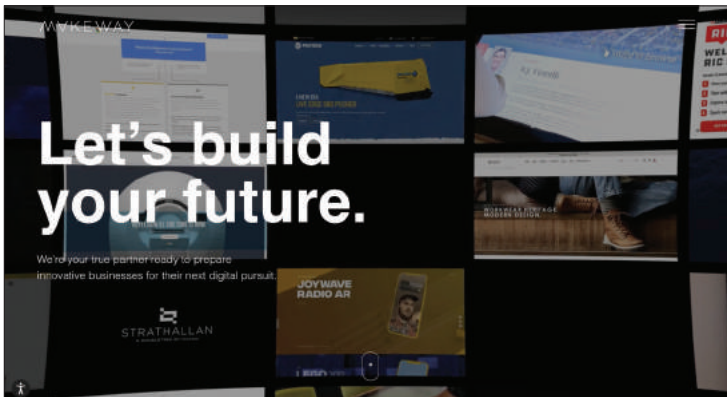
## Video

Dick's House of Sport Teaser Video (Flynn)



## Website

Makeway Website

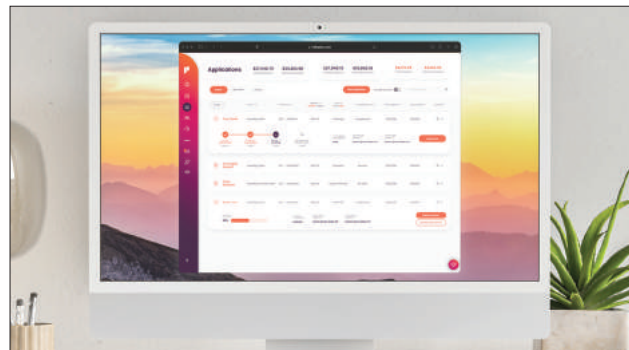
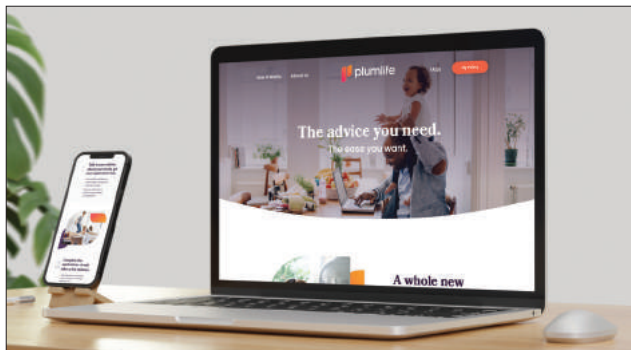




# FINALISTS

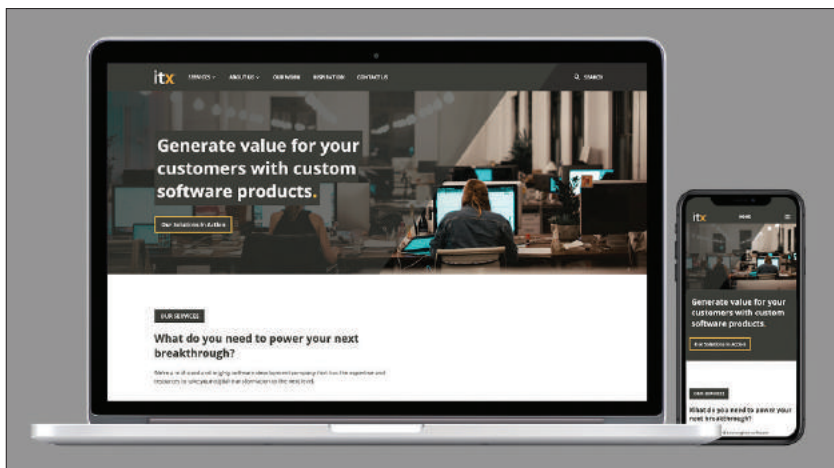
## Website

Plum Life Website (Flynn)



## Website

ITX Website



# FINALISTS

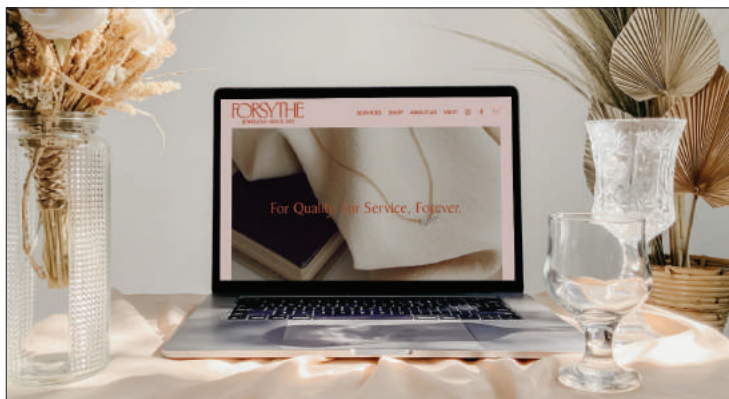
## Website

Empowering People's Independence Website



## Website

Forsythe Jewelers Site (Brandmint)

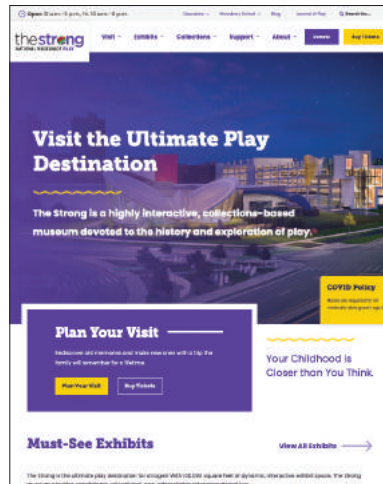






## Website

The Strong Museum: museumofplay.org



# THANK YOU

## AMA | Rochester Board of Directors

**Beth VanVliet**

Past President/Vice President

**Nikki Nisbet**

President

**Pete Barilla**

Treasurer

**Adrianna Switzer**

Secretary

**Desiree Chackal**

VP Membership

**Tracy Gay**

VP Pinnacle Awards

**Rose Cooper**

VP Programming

**Laura Meyers**

VP Communications & PR/Secretary





**Maureen Lenehan**

VP Research & Insights

**Bob Burch**

VP, Media Strategy & Analytics

**Chris Stocking**

VP, Content Strategy and Engagement

**Diana Valenti**

VP, UX and Technology



**Special Thanks to**

**Brian Rapp** and **Tamara VanNostrand** for all of their support as key volunteers throughout the year – we couldn't do it without you!

**Thank You For Attending the 2022 Pinnacle Awards**

**Want to get Involved?**

Visit us at [ama-rochester.org](http://ama-rochester.org) and let us know how we can plug you in.

Program design by David Wilson and updated by IDU Creative Services.



*See you at The Carlson!*

## **Rochester's Premier Comedy Club!**

**Featuring today's  
A-list comedians!**

- Corporate events,  
holiday parties  
& fundraisers
- Two spacious  
showrooms
- State of the art  
sound and  
video system
- Over 2,000  
parking spaces



Follow us at:



50 Carlson Rd.  
Rochester, NY 14610  
(585) 4COMEDY

**[www.carlsoncomedy.com](http://www.carlsoncomedy.com)**





AMERICAN MARKETING  
ASSOCIATION

## The Essential Community for Marketers

No matter your degree of experience, the American Marketing Association is dedicated to empowering your passion, drive and thirst for knowledge—expanding both what you know and who you know.

By becoming an AMA member, you will boost your own marketing knowledge while connecting with a community of highly engaged, decision-making marketers.

### > Membership Benefits

#### CERTIFICATION DISCOUNTS TO PROVE YOUR KNOWLEDGE

Become a Professional Certified Marketer® and show you're serious about your career. Members save up to \$200 off exam fees.

#### IN-PERSON NETWORKING AND LOCAL EVENTS

Connect with other marketers, build your network and get leadership perspectives. Your local AMA chapter is a community where you can gain insight from peers and find volunteer opportunities.

#### BEST RATES FOR CONFERENCES AND TRAINING EVENTS

Save 20% or more on all national AMA training events. Connect with peers who understand your challenges and leave ready to make an impact back at work.

#### DOWNLOADABLE TOOLS AND RESOURCES

Access over 100 ready-to-use, downloadable tools and templates in the AMA Marketer's Toolkit so you can make quicker, smarter business decisions.

#### EXCLUSIVE CONTENT AND RESEARCH FROM TOP THOUGHT LEADERS

Stay on top of industry insights with a subscription to award-winning Marketing News magazine and digital access to all AMA journals. Plus, you get exclusive webcasts, articles, e-books and more.

#### DISCOUNTS ON PROMOTIONAL PRODUCTS

Get free shipping, great pricing and design help on promotional products purchased through The AMA Shop powered by Consolidus

### > Ready to Become an AMA Member?

Visit [AMA-ROCHESTER.ORG](https://AMA-ROCHESTER.ORG) to get started.





AMA > | Rochester

Visit [ama-rochester.org](http://ama-rochester.org)

SEE YOU NEXT YEAR!





PINNACLE AWARDS





AM > | Rochester

Visit [ama-rochester.org](http://ama-rochester.org)