

AM> | Rochester

2023

PINNACLE AWARDS

# MARKETING EXCELLENCE

TAKES CENTER STAGE

MARKETING  
ADVISORY  
EXCELLENT CONTENT



# 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 professionals in a night filled with Magic, Music and Marketing.

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- 6** About the Emcee
- 7** About Comedy @ The Carlson
- 8** The Finalists
- 46** AMA | Rochester Board of Directors
- 52** Event Track List



PINNACLE  
AWARDS



To the Rochester community, THANK YOU! Thank you to our generous sponsors who have made it possible for us to come together to showcase the best marketing talent in Rochester, we really could not have done it without all of you. Thank you to the staff of Comedy @ The Carlson for hosting our event for a third year in a row and allowing local marketing professionals to take center stage for the night. Thank you to the AMA | Rochester Board and our Pinnacle Committee for taking this event head on and making it a magical night! Lastly, a huge thanks to all of those who took a chance and submitted your work. New and repeating participants really brought this year's submissions to the next level.

Congratulations to our finalists and winners - you have all earned this well-deserved recognition and we cannot wait to see what you do next year!

All the best,



Alyssa R. Dyer, AMA | Rochester VP of Awards



# 2023 PINNACLE AWARDS



**ST. JOHN FISHER**  
UNIVERSITY

SCHOOL OF BUSINESS

| Visit [sjf.edu](http://sjf.edu)

The School of Business at St. John Fisher University is home to more than 700 undergraduate students majoring in accounting, finance, management, marketing, or human resources. There are 150 students in the AACSB-accredited MBA program which provides a foundation in business theories with four concentration options to give students a competitive edge in the workplace. The programs in the School of Business, Fisher's first professional school, are known and respected for preparing job-ready and career-focused students.

**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.

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

Cooley Group is a leader in customized promotional, print and fulfillment solutions. With its mission to "Showcase Your Brand", Cooley Group offers customized products and services which drive brand awareness and growth for its clients.

**ROCHESTER BUSINESS JOURNAL** | Visit [rbj.net](http://rbj.net)

Rochester Business Journal, the leading source of business news and information in Rochester, NY.

**STILL**  
*motion*

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

Lifestyle and commercial photography and video content.



# MADE POSSIBLE BY:



First American Equipment Finance is one of the top equipment financing companies nationwide, providing custom solutions for sophisticated commercial borrowers across a wide range of industries. With thousands of clients and an award-winning culture, we're striving to become the best company to work with and the best company to work for.



Fish & Crown Creative will make your wildest dreams come true. If of course those dreams include great video production.



No bugs. Simply better.



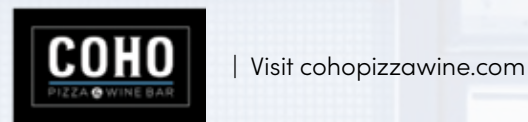
Helping families live healthier, better lives through food has been our mission since our family-owned company had its start in 1916.



Sequent helps its clients develop bold market strategies from within - using proven frameworks, comprehensive insights, and integrated operating models to elevate your team's capabilities.



Cerion is a global leader in the design, scale-up and manufacturing of custom inorganic nanoparticles.



Delicious healthy pizza, mouth watering sandwiches and more, located in Canandaigua.

INTERESTED IN BECOMING  
A SPONSOR FOR 2024?

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

# THE EMCEE

## Brian Geer

Brian Geer has been studying magic since the age of 8 and has been a full-time professional since 1989. He worked his way up the ranks; from performing for kids' shows, home parties, and four restaurants a week for over seven years. Now, he strictly performs for corporations - mainly trade shows and VIP events.

Brian is the author of five books, the creator of "Meteor Paddle" and "Wildcard Deck," and has lectured across the country for magicians, performed for President Bush's Inaugural Ball, the Pentagon 26 times, and has been featured in Newsweek Magazine, Business Strategies magazine, Upstate Magazine, and many television appearances.





# VENUE HISTORY

## Comedy @ The Carlson

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 (For Profit)

Flynn | Canandaigua National Corporation



## Annual Report (Not For Profit)

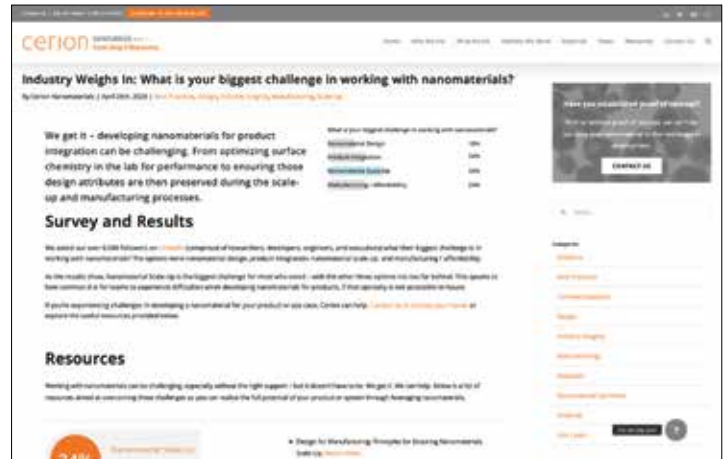
Lollypop Farm | Hedberg Creative





## Blog

Cerion Nanomaterials | A Valuable Resource: Cerion Blog Refresh



## Blog

CountryMax | Lawn & Garden Life



# FINALISTS

## Collateral

CountryMax | Microsites

**For Your Backyard Bird Life**  
Your Guide to Attracting Wild Birds All Year Long

January February March April  
May June July August  
September October November December

Why Feed Your Bird Common Birds of NY All About Snow

Feeding Basics Songbirds More Resources

**Some Stay, Others Fly Away!**

Which Birds Stick Around?

1. Blue Jay 2. Goldfinch 3. House Sparrow 4. Starling 5. American Crow 6. Rock Pigeon 7. House Finch 8. Chipping Sparrow 9. Song Sparrow 10. Field Sparrow 11. American Goldfinch 12. Downy Woodpecker

**Sorting Out Your Soil**  
The Mystery and Magic of Gardening

Whether you grow vegetables, flowers or grasses — or that it all comes straight from your soil. Amazing, right? That's why it's an important to understand the soil you're working with, and how to make the most of it for the plants you want to grow. Here's a handy overview of the primary types of soil and what your garden can do.

**Loam** **Clay** **Silt** **Peat** **Sandy**

**Soil is Feeding Soil**  
Soil is a rich mix of minerals and organic matter. It's the source of nutrients for plants. It's important to understand the soil you're working with, and how to make the most of it for the plants you want to grow. Here's a handy overview of the primary types of soil and what your garden can do.

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Soil is a rich mix of minerals and organic matter. It's the source of nutrients for plants. It's important to understand the soil you're working with, and how to make the most of it for the plants you want to grow. Here's a handy overview of the primary types of soil and what your garden can do.

## Collateral

Cerion Nanomaterials | Infographics: Essential Collateral for a Technical Audience

**cerion nanomaterials** Surface Design & Manufacturing [www.cerionnano.com](http://www.cerionnano.com)

**Nanomaterial Property Reference Guide**  
Examples of inorganic nanomaterial uses in industry applications:


Material	Adhesion	Biocompatibility	Conductivity	Optical	Thermal	Thermal Stability	Chemical Stability
Silver Nanoparticles	✓			✓			✓
Carbon Nanotubes				✓	✓	✓	✓
Quantum Dots	✓			✓			✓
Graphene Nanoribbons				✓			✓
Carbon Nanotubes	✓			✓			✓
High Surface Area				✓	✓		✓
Biocompatible				✓			✓
Photocatalytic				✓	✓		✓
Biocompatible		✓		✓	✓		✓
Biocompatible	✓			✓	✓		✓
High Surface Area		✓		✓	✓		✓
High Surface Area		✓		✓	✓		✓

999 Panorama Trail South, Suite 360, Rochester NY, 14625 | +1.585.294.4958 | www.cerionnano.com




## Collateral


Brandmint | National Historic Marker Day



**NATIONAL HISTORIC MARKER DAY**  
LAST FRIDAY OF APRIL



**HISTORIC MARKER CLEANING GUIDE**



#NATIONALHISTORICMARKERDAY

### CLEANING & MAINTENANCE

**STEP 4. EVALUATE**

When you arrive at your location you should first assess the marker's condition.

How dirty is the marker? Is there flaking paint or rust? Will cleaning the marker cause more harm than good? Is the marker cast iron, aluminum or some other material?

If the marker needs refurbishment or repairs, consult with your local historical society or municipality regarding who might handle that type of project.

If you want to do a "before and after" comparison, this is the time to snap a "before" photo of the marker.



**STEP 5. MARKER PREP**

Begin by removing larger debris and residue. Follow that with an initial rinse using just water. If needed, go ahead and set up your shop ladder.



**STEP 6. CLEANING**

Prepare a mild mixture of soap and water. Wet a non-metal scrub brush with the soapy mix and begin gently cleaning one side of the marker. Start at the top and work down to the marker base.

Consider using a soft toothbrush for detailed cleaning around round lettering, logos and trim.



Page 2



## Video (For Profit)

Flynn | Golf Galaxy Karol Club Fitting Video



**GOLF GALAXY | DRIVER FITTING**

COACH  
**KAROL**

CLASS  
**MID-HANDICAP**

GOAL  
**DISTANCE**



# FINALISTS

## Video (For Profit)

Flynn | Golf Galaxy Martin Club Fitting Video



## Video (For Profit)

First American Equipment Finance | Successful Video Marketing? Now That's Something to Smile About



## Video (Not For Profit)

Villa of Hope | Living Hope Treatment Center



## Video (Not For Profit)

Lollypop Farm | Happy Holidays Video





# FINALISTS

## Video (Not For Profit)

The Strong National Museum of Play | The Play Ball



## TV Commercial (Maximum of 60 seconds)

Flynn | Canandaigua National Bank Axe Throwing



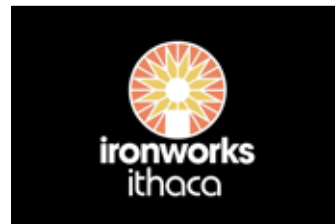
## TV Commercial (Maximum of 60 seconds)

Flynn | Canandaigua National Bank Language



## TV Commercial (Maximum of 60 seconds)

Brandmint | Ironworks



# FINALISTS

## Internal Communications Initiative

CountryMax | Apparel



## Internal Communications Initiative

First American Equipment Finance | Flourishing From the Start: Growing a New Intern Program

**First American's Summer Internship Program**

**FA Flourish**  
Education | Connection | Experience

**About the program**

FA Flourish is an intensive internship program that offers educational and networking opportunities to a select group of students. In addition to contributing their skills and perspectives in one of our growing departments, FA Flourish interns participate in a variety of training, shadowing experiences, and competitive team challenges, and more! The program's goal is to develop career readiness, foster connections with colleagues, and create opportunities for potential careers at First American.

**What to expect**

- On-site program in Victor, NY
- Paid, full-time (40 hours per week)
- Meaningful & memorable work experiences
- Variety of shadow & mentor opportunities
- Competitive expense report
- A summer full of learning, growth & fun!

**What it takes**

- High academic track record
- Ambition, passion & purpose
- Curiosity & an open mind
- Commitment to collaboration & teamwork
- Interest in business & finance
- Competitive spirit

**FA | FLOURISH**

First American  
AN FSC-CITY NATIONAL COMPANY

FAF.com/interns

**FIRST AMERICAN**  
AN FSC-CITY NATIONAL COMPANY

**Facilitated by Marie Black**  
New Hire will be given a desk plant to accompany this activity

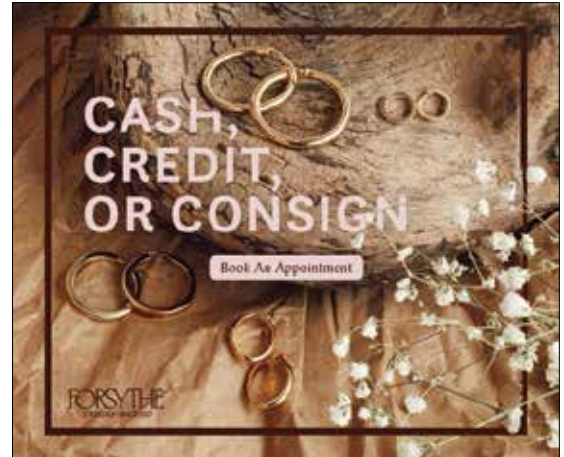
**FA | FLOURISH**

**HOPES & DREAMS**



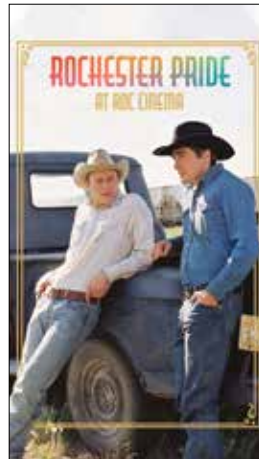
## Paid Search/Display

Brandmint | Forsythe Geofencing Campaign



## Organic Social Media Campaign

Brandmint | RocCinema



# FINALISTS

## Organic Social Media Campaign

Flynn | Stop The Spread



## Paid Social

Cerion Nanomaterials | An Impactful Webinar for a Niche Industry

[View in browser.](#)  
[cerionnano.com](http://cerionnano.com)

**15** **DATA** **cerion** nanomaterials ..... from buy & thinking

**LIVE WEBINAR**

**Successfully Integrating Nanomaterials into Your Products**

How to overcome the technical challenges that researchers and developers face when bringing nanomaterial-enabled products to market.

Nov 16, 2022 | 10 AM (EST)

**REGISTER NOW**

**Overview**

Product developers and researchers across every industry experience one main challenge when working with nanomaterials: **successful product integration**.

It is common knowledge that the unique properties of nanomaterials offer extraordinary potential in a number of applications. These are properties that virtually every industry is attempting to leverage to produce differentiated and high-performing products. So, why is it challenging for these industries to integrate nanomaterials into products and what steps can you take to increase your likelihood of success?

**15** **DATA** **cerion** nanomaterials ..... from buy & thinking

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**NOV 16, 2022  
10 AM (EST)**

**15** **DATA** **cerion** nanomaterials ..... from buy & thinking

## Paid Social

Cook Properties | Spend Less. Live More.



## Website (For Profit)

CountryMax | Lawn & Garden Life

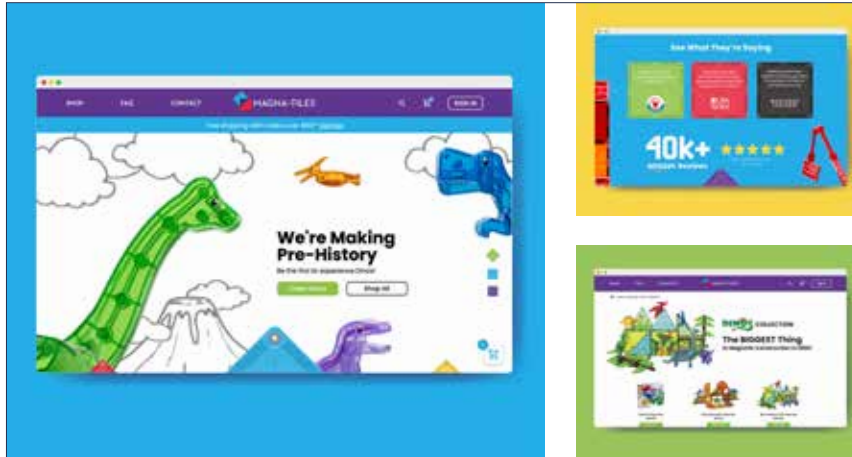




# FINALISTS

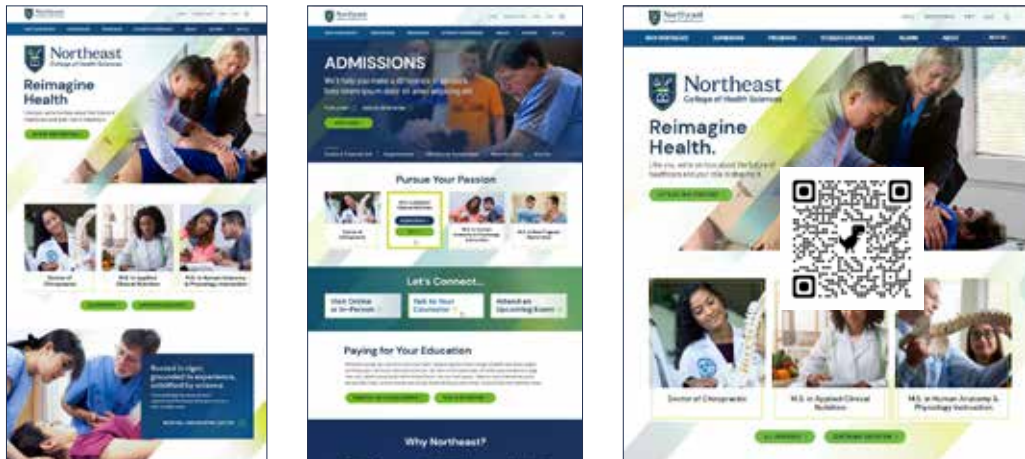
## Website (For Profit)

Flynn | Magna-Tiles



## Website (Not For Profit)

Northeast College of Health Sciences | A New NortheastCollege.edu

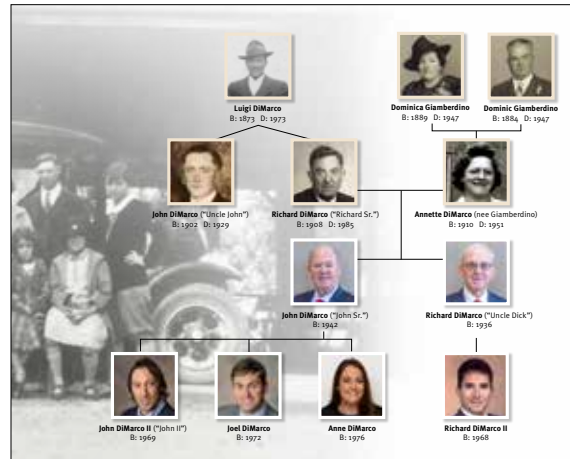
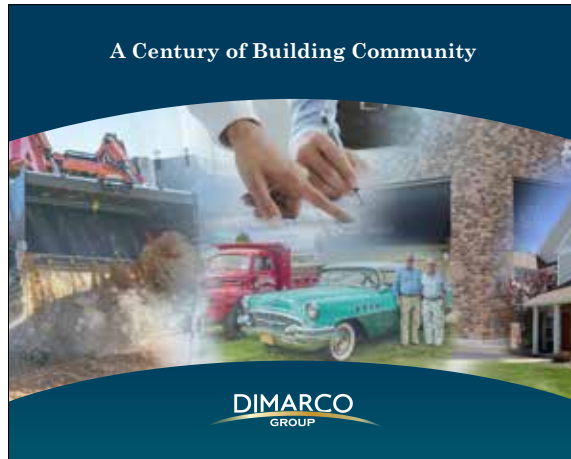




# FINALISTS

## Print Piece Collateral (For Profit)

DiMarco Group | Heritage Brochure



## Print Piece Collateral (For Profit)

29 Design Studio | Fee Brothers Brand Book





## Print Piece Collateral (Not For Profit)

Flynn | Breast Cancer Coalition ACTober Invitation Direct Mail



## Print Advertising

Brandmint | Ironworks



# FINALISTS

## Packaging

CountryMax | Barn Burner



## Packaging

29 Design Studio | Panacheeza Packaging



## Packaging

First American Equipment Finance | Putting Education First: A Box Full of Giving



## Direct Mail (For Profit)

CountryMax | Holiday Gift Guide



**Delicious Foods  
Delightful Gifts**

**Your Go-To for Gift Baskets**  
There's nothing like a thoughtful gift basket. Put your family's favorites and create a fabulous country display.

**New this Season, Barn Burner® Hot Sauces**  
Put a little heat under the Christmas tree! Barn Burner® Hot Sauces come in six delicious, custom-blended varieties. And you'll only find them here at CountryMax Stores. To yours today!

**Upstate Favorite**  
It may be hard to pronounce, but Guggenheim's Sauce is fast becoming a crime people read for garden-fresh pasta sauces. Share a few jars with your favorite friends this year!

**Snacks for Santa and the Whole Family**  
CountryMax carries specialty and handcrafted food and snacks your holiday guests will love. Visit our Lodge area at the center of most stores. Or just ask, "where's the people food?"

★★★★★  
"The jams were delicious, and I have to admit the Wild Maine Blueberry is as good as the blueberry jam my mother made." 99  
2022 Customer Review

CountryMax.com



## Special Event

Cerion Nanomaterials | An Impactful Webinar for a Niche Industry



## Special Event

Brandmint | National Historic Marker Day



## Special Event

ITX Corp. | ITX Product + Design Conference 2022



## Special Event

SimuTech Group | Webinar Program



# FINALISTS

## Tradeshow Marketing

Cerion Nanomaterials | Trade Show Strategies for What Works Best in a Post-Pandemic Landscape



## Best in Branding

Brandmint | CareerStart





## Best in Branding

CountryMax | Apparel Design



## Best in Branding

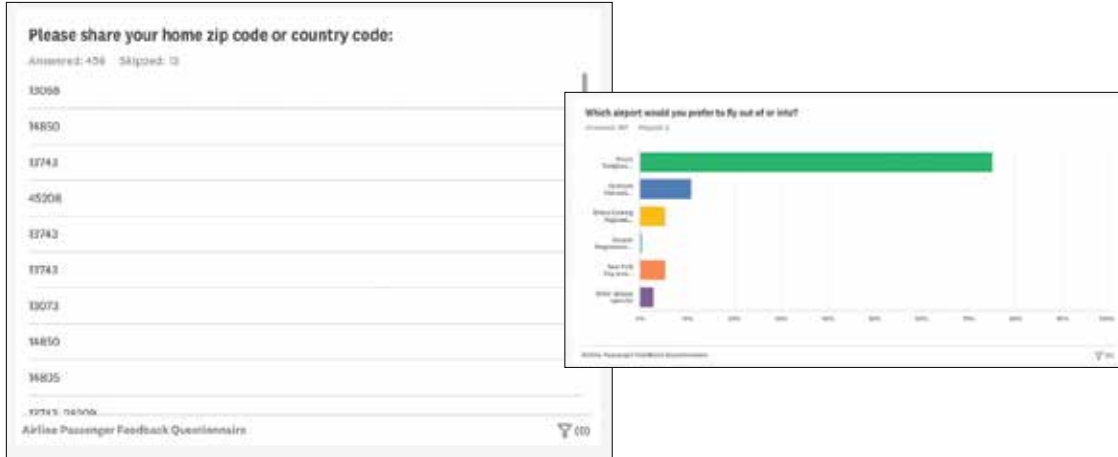
29 Design Studio | KAFL Insurance Resources Rebrand



# FINALISTS

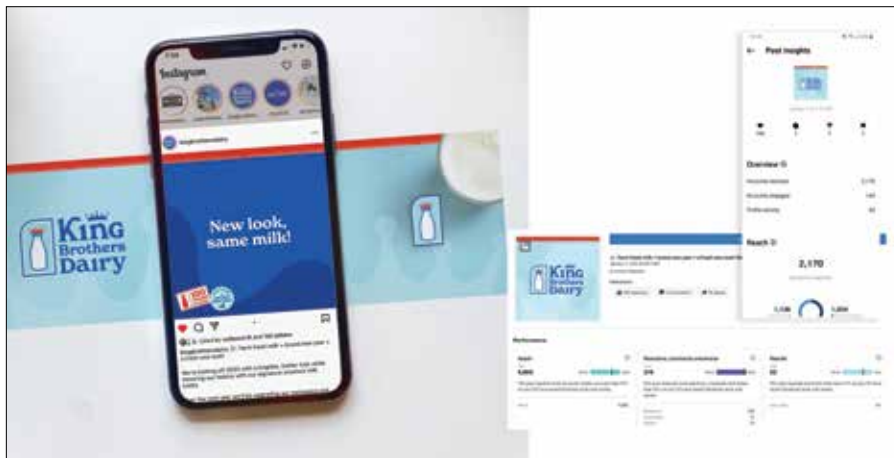
## Market Research (For Profit)

Brandmint | ITH Focus Group



## Market Research (For Profit)

29 Design Studio | King Brothers Dairy Market Research



## Market Research (For Profit)

Cerion Nanomaterials | Market Research Garner Major Attention

**Today's Journey...**

- Current State of Play in Great Power Competition
- How Do Nations (Actually) Become Great Powers?
- What Are GPTs & How Do They Create Power?
- Today's Race for Supremacy in GPTs
- Autocratic Systems Creating Competitive Imbalances
- Chinese GPT Investment Playbook & Results
- Chinese Targeting of Nanomaterial GPTs
- What's Motivating China's Aggressive Investment in GPTs

**15** cerion  
nanomaterials

## Market Research (For Profit)

Sequent | Prospective User Study

**iryss**

For adults diagnosed with chronic illness, financial concerns bubble up very quickly.

Cost is a consideration for most as they weigh treatment decisions...

... because they want to continue paying their bills on time, as they did before Dx.

As illness introduces new concerns, financial planning falls down the list.

iryss can help - and survey participants recognized the opportunity it offers

**Sequent**



# FINALISTS

## Market Research (Not For Profit)

University of Rochester (Advancement) | What's the Buzz? Harnessing Market Research Insights



## Most Improved Tactic (For Profit)

First American Equipment Finance | Annual Meetings Reimagined: A Custom Approach to Client Outreach

**SUCCESS ACADEMY CHARTER SCHOOLS + FIRST AMERICAN**  
OUR RELATIONSHIP IN REVIEW:

<b>CLIENT SINCE</b> <b>2017</b>	<b>TOTAL FINANCED AMOUNT</b> <b>\$31,479,254</b>	<b>LEASE SCHEDULES</b> <b>39</b>
<b>PRIMARY EQUIPMENT</b> <b>STUDENT &amp; STAFF DEVICES, SMARTBOARDS, NETWORK EQUIPMENT</b>	<b>LEASE STRUCTURES</b> <b>\$1 BUYOUT, FMV</b>	<b>AVERAGE LEASE TERM</b> <b>36 MONTHS</b>

FIRST AMERICAN  
AN RBC CREDIT FINANCIAL COMPANY



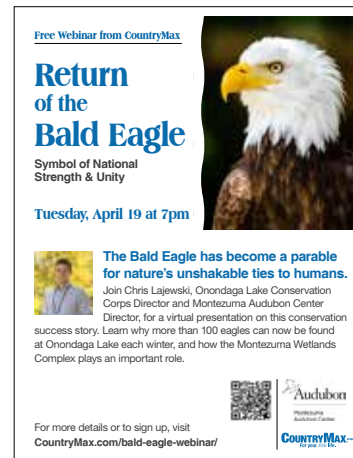
## Most Improved Tactic (For Profit)

Baxter | RetinaVue Care Delivery Model Nurture Email Campaign



## Most Improved Tactic (For Profit)

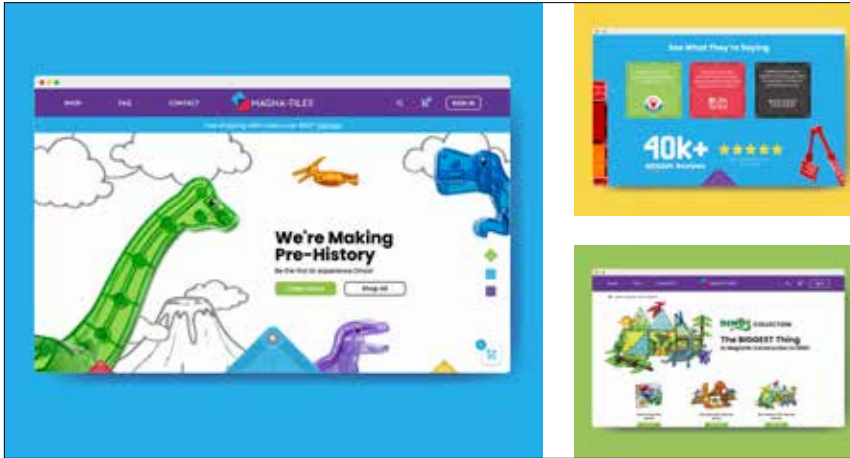
CountryMax | Events



# FINALISTS

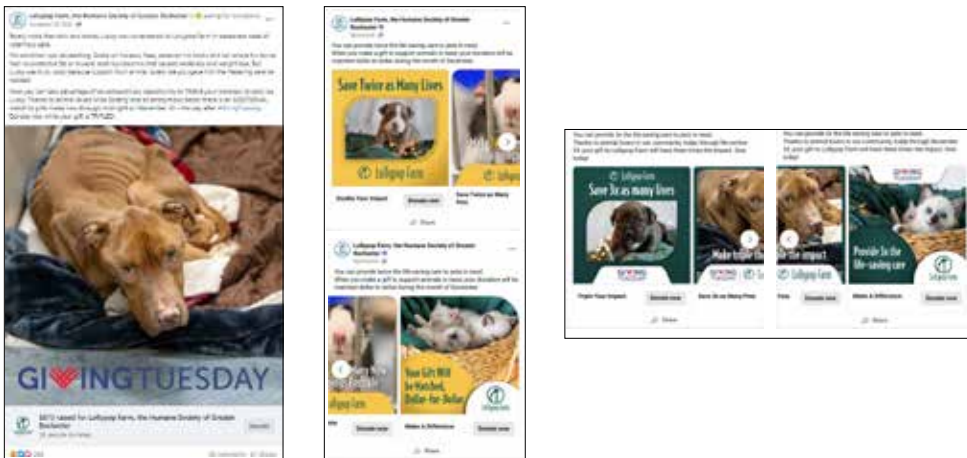
## Most Improved Tactic (For Profit)

Flynn | Magna-Tiles



## Most Improved Tactic (Not For Profit)

Lollypop Farm | #GivingTuesday





## Best Campaign Rejected by Client

Brandmint | Pomeroy Foundation: Storybooks



## Small Business Campaign

Cerion Nanomaterials | An Impactful Webinar for a Niche Industry



# FINALISTS

## Product Launch

CountryMax | Barn Burner



## Business-to-Business Integrated Marketing Campaign (For Profit)

Cerion Nanomaterials | An Impactful Webinar for a Niche Industry



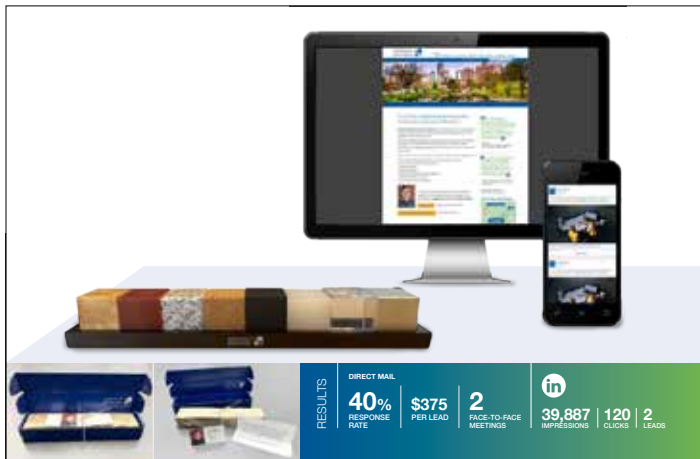
## Business-to-Business Integrated Marketing Campaign (For Profit)

Carestream NDT | 52 Weeks A White Paper Series



## Business-to-Business Integrated Marketing Campaign (For Profit)

Erdman Anthony | Charlotte Business Development Campaign





# FINALISTS

## Business-to-Business Integrated Marketing Campaign (For Profit)

Citizens Pay® | Launching BestBuy Upgrade+ Program, powered by Citizens Pay

**Citizens PAY**

**Treat** yourself this holiday season

**Upgrade+**  
Powered by Citizens Pay

Amazing new Mac.  
Unbelievable monthly price.

And an option to upgrade every three years.\*

From \$19.99/month\* for 36 months, \$288.36 final payment due in month 37. Based on original price of \$999.99. Final payment will be made by Best Buy® if product is upgraded or returned per the Upgrade+ program terms.

[SHOP NOW AT BEST BUY](#)

The advertisement features a woman using a laptop with a Best Buy logo in the background. The text is arranged in a clean, modern layout with a green header and a blue button.

**Upgrade+**  
Amazing new Mac.  
Unbelievable monthly price.  
And an option to upgrade every three years.\*\*

From \$19.99/month\*\* for 36 months, \$288.36 final payment due in month 37. Based on original price of \$999.99. Final payment will be made by Best Buy if product is upgraded or returned per the Upgrade+ program terms.

[Low monthly payments.](#) [Option to upgrade.](#) [Easy to apply.](#)

The screenshot shows the Best Buy website interface with a navigation bar at the top and a main content area featuring the Upgrade+ program details and three call-to-action buttons.

## Business-to-Business Integrated Marketing Campaign (Not For Profit)

Tipping Point Communications | The Strong Museum 2022 Play Ball Gala Video



## Business-to-Consumer Integrated Marketing Campaign (For Profit)

Brandmint | Student Living Reimagined



## Business-to-Consumer Integrated Marketing Campaign (For Profit)

Flynn | Rochester Colonial 75th Anniversary Jingle Contest



# FINALISTS

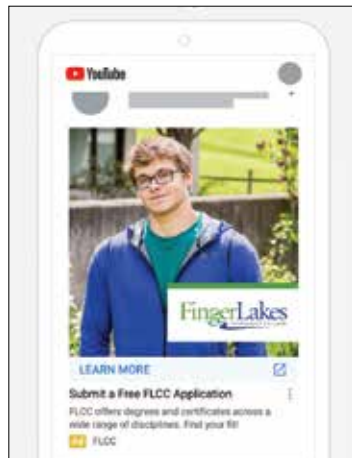
## Business-to-Consumer Integrated Marketing Campaign (For Profit)

Brandmint | National Historic Marker Day



## Business-to-Consumer Integrated Marketing Campaign (For Profit)

Digital Hyve | FLCC Spring into Application Season!





## Business-to-Consumer Integrated Marketing Campaign (Not For Profit)

Jay Advertising | Rochester Building Trades Council Union Mine



## Small Budget Campaign (For Profit)

Cerion Nanomaterials | An Impactful Webinar for a Niche Industry



# FINALISTS

## Small Budget Campaign (For Profit)

Carestream | Field Service Engineers Drive Leads to Fill the Sales Funnel - Reboot for Success

**Carestream** | Lead Gen Contest

GET YOUR SWAG ON!

### Field Engineer Q4 2022 Lead Generation Contest!

Starting October 1, 2022, all US & Canada Field Engineers are eligible to win cash prizes combined with Carestream branded swag!

**Prize Pool:** \$25,000

**How to Win:** We will award the top three lead submissions.

- 1st Place will receive \$5,000 plus a Carestream branded bag.
- 2nd Place will receive \$2,500 plus a Carestream branded bag.
- 3rd Place will receive \$1,500 plus a Carestream branded bag.

**Additional Info for the Fall year 2022, we will award the top ten additional prizes for the 10th place of the contest. These prizes include:**

- 10th Place will receive \$500 plus a Carestream branded bag.
- 9th Place will receive \$250 plus a Carestream branded bag.
- 8th Place will receive \$150 plus a Carestream branded bag.
- 7th Place will receive \$100 plus a Carestream branded bag.
- 6th Place will receive \$75 plus a Carestream branded bag.
- 5th Place will receive \$50 plus a Carestream branded bag.
- 4th Place will receive \$25 plus a Carestream branded bag.
- 3rd Place will receive \$10 plus a Carestream branded bag.

If you aren't using the Lead Generation mobile phone application today, scan the QR code and save to your home screen!

carestream.com/lead-gen

Carestream



## Small Budget Campaign (For Profit)

CountryMax | Photo Contests

**CountryMax** | Backyard Birding Photo Contest

March 1 - April 30

You could win a new Bird Feeder, Seed Supply & Gift Card!

**Pets of Summer** PHOTO CONTEST | ALL STORES

June 1 - July 31

You could win a \$200 CountryMax Gift Card!

**Homegrown** Photo Contest

August 1 - August 31

You Could Win a \$100 CountryMax Gift Card!

## Small Budget Campaign (For Profit)

Citizens Pay® | Launching BestBuy Upgrade+ Program, powered by Citizens Pay

**Citizens PAY**

**Treat** yourself this holiday season

**Upgrade+**  
Powered by Citizens

Amazing new Mac.  
Unbelievable monthly price.

And an option to upgrade every three years.\*

From \$19.99/month\* for 36 months, \$289.30. Final payment due in month 37. Based on original price of \$999.99. Final payment will be made by Best Buy® if product is upgraded or returned per the Upgrade+ program terms.

[SHOP NOW AT BEST BUY](#)

**Upgrade+**

Amazing new Mac.  
Unbelievable monthly price.

And an option to upgrade every three years.\*

Low monthly payment.    Option to upgrade.    Easy to apply.

## Small Budget Campaign (Not For Profit)

The Strong National Museum of Play | Deaf Day of Play

**The Strong Museum**

The Museum is excited to partner with RIT's National Technical Institute for the Deaf's American Sign Language and Interpreting Education Department to host a Deaf Day of Play on Sunday, March 20th. Bring the whole family to enjoy a day of fun and learning. The earth will be play!

**RIT** ASL and Interpreting Education  
The Strong Museum and RIT's ASL Department  
present

**Deaf Day of Play at The Strong Museum**

Sunday, March 20, 2022  
10 A.M. – 5 P.M.

**Features:**

- Accessible RIT's Learning Center and play area with ASL interpreters.
- Free admission to The Strong Museum and RIT's ASL Department.
- A special ASL event for the deaf community.

ASL interpreters will be provided for the day. All other accommodations and accessibility requests should be made by March 15th. The Strong Day of Play is a community event.

**We can't wait to play!**

**the strong**  
National Museum of Play

[Event link](#)

**The Strong Museum**

Join us on March 20 for a Deaf Day of Play, in partnership with RIT's American Sign Language and Interpreting Education Department. We can't wait to play!

Get the full story from The Strong National Museum of Play. New York's ASL Museum. The museum is excited to be partnering with National Technical Institute for the Deaf's American Sign Language and Interpreting Education Department for a special day of play. See more.

[Come see highlights of our event!](#)

[Event page](#)

Event details to help you understand what you can expect

**John F. Kelly** · 4 hrs · Comment · Like · Share

**Wanda** · Comment · Like · Share

**Kristin** · Comment · Like · Share

View 1 more comment



# FINALISTS

## Small Budget Campaign (Not For Profit)

Flynn | Breast Cancer Coalition ACTober



## Small Budget Campaign (Not For Profit)

Lollypop Farm | Mouse In A House



Congratulations to all of the  
finalists and winners from  
the 2023 Pinnacle Awards!

## LET'S GET SOCIAL



**@AMAROCHESTER**  
**#PINNACLEAWARDS**  
**#RESULTSROC**

# THANK YOU

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► **Special Thanks to Brian Rapp, Tam VanNostrand and Cathy Hines** for all of their support as key volunteers throughout the year – we couldn't do it without you!

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**Thank You For Attending the 2023 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.

*See you at The Carlson!*

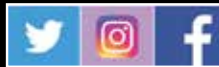


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The logo for AMA Rochester, featuring the letters 'AMA' in a stylized white font followed by a vertical line and the word 'Rochester' in a white sans-serif font.

AMA | Rochester

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

SEE YOU NEXT YEAR!



PINNACLE  
AWARDS

# EVENT TRACK LIST

1. Happy Hour (The Whole Group) 5:30
2. Open Bar (The Thirsty People) 6:00
3. Good Eats (Hungry Folk) 6:00
4. Live Music (SoWhat Jazz) 6:15
5. Magic (Brian Geer) 6:15
6. Awards (The Best of the Best) 7:00

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