

PINNACLE AWARDS

AM > | Rochester

≡ ≡ 2021 ≡ ≡



AM > | Rochester



WE'RE SO HAPPY TO





WELCOME YOU BACK! ☺

#letsparty



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
- 39 AMA | Rochester Board of Directors

★ **Special thanks to our colleagues at the Columbus chapter of the AMA for taking many hours out of their busy schedules to review Rochester's entries. We collaborate with partner chapters to ensure unbiased scoring and dedication to marketing excellence and results.**

Let's Get Social

➔ @amarochester

➔ #resultsroc

THANK YOU

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media

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Raise a glass to our friends at MNI for sponsoring tonight's happy hour. Without sponsors, events like the Pinnacle Awards can't happen. Visit mni.com.

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brand new



THE EMCEE



Norma Holland

Norma Holland is director of public relations and engagement for the Office of Equity and Inclusion at the University of Rochester's School of Medicine and Dentistry. She comes to the role after 23 years as anchor and reporter at the local ABC affiliate, 13WHAM. Some of Holland's top priorities in her new role at the School of Medicine and Dentistry include communicating the Medical Center's Equity and Anti-Racism Action Plan, which was unveiled last year. Holland earned a bachelor's degree from SUNY Geneseo. She currently serves on the boards of the Alzheimer's Association, Bivona Child Advocacy Center, and Causewave Community Partners. She lives in Irondequoit with her husband, two daughters and a dog, named Bear.

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.



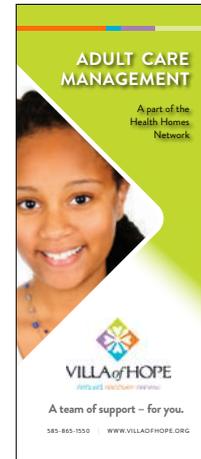
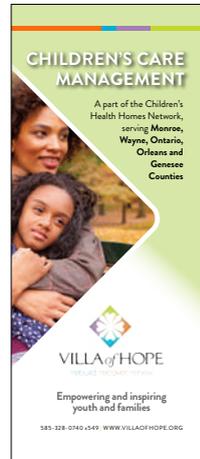
After these two beasts were released the Stromberg-Carlson MC-41 was released. The MC-41 was smaller and lost that Fatboy look, but retained the same overall style. This is the microphone style that Elvis sang with and is known as the Elvis Microphone.



FINALISTS

Annual Report, Specialty Print

Villa of Hope Program Brochure



B2B Integrated Marketing

Building Brilliant Futures: MiSight 1 Day US Commercial Launch (McDougall Communications)



FINALISTS

B2B Integrated Marketing

Carestream NDT HPX-DR Non-Glass Product Launch

p.2

HPX-DR Non-Glass Digital Detector Launch

©2021 Carestream NDT - Unrestricted

p.3

Success Factor: Marketing Toolkit

Carestream-NDT

Deliver a marketing strategy that is:
 - Innovative
 - Scalable
 - Measurable
 - Repeatable
 - Adaptable
 - Consistent

- The HPX-DR 3543 product launch resulted in approximately 40% more leads despite the impact of COVID-19 and the global manufacturing crisis.
- Taking advantage of the Distributor Marketing Toolkit and all the necessary tools to market the product already prepared for them - created three new more sales through their channels, further contributing to increasing sales volume.
- Campaign lead form submissions were higher than all previous campaigns.

©2021 Carestream NDT - Unrestricted

p.4

The Marketing Toolkit: Assets

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B2B Integrated Marketing

First American Equipment Finance Fresh Perspectives Campaign

FRESH PERSPECTIVES FOR 2021

With shifting demands, facility shutdowns, project delays, and general uncertainty, 2020 was a year that no one could have expected—presenting not only challenges but also opportunities to build upon in the year ahead.

Here are the topics that food and beverage executives found the most valuable. What fresh perspectives are you taking into account when planning for 2021?

- COVID-19 Resources
- Cash Reimbursement
- Diversifying Funding Sources
- Food & Beverage Automation
- A Better Experience

First American's Food & Beverage team is here every step of the way—because it's to share valuable insights or help with project financing solutions.

FIRST AMERICAN
 AN HUB CITY FINANCIAL COMPANY

FOOD & BEVERAGE AUTOMATION ROUNDTABLE KEY TAKEAWAYS

In a recent virtual roundtable, food and beverage executives discussed the impact automation has had on their operations and how it will shape the future of the industry.

<p>CHALLENGE</p> <p>Food and beverage packaging can be labor-intensive. As the line process is automated, the time changes and the automation needs to be reconfigured.</p>	<p>SOLUTION</p> <p>Investing in higher quality, more durable equipment adds more flexibility to handle in quality change issues for all different packaging needs.</p>
<p>CHALLENGE & SOLUTIONS</p>	<p>Future Considerations</p> <ul style="list-style-type: none"> Many companies are implementing new ERP systems and production machinery to prepare for expanding capabilities and customer mix. Investing in alternate packaging is imperative to keep up with the evolving market. As robots become increasingly popular, some food and beverage facilities can operate with up to 25% fewer employees, if needed. Automated temperature-taking techniques eliminate the risk of assigning an employee to this task and also help to have a perfect record of who is in the plant at any given time. Automation can enhance throughput and quality as well as lower product cost and improve the quality of the output.
<p>CHALLENGE</p> <p>Scaling in a major customer is a huge feat and requires a lot of resources. It is difficult to keep production consistent and maintain high employee turnover.</p>	<p>SOLUTION</p> <p>Many processes can be automated so that fewer people are needed. Some companies have invested in Automated Guided Vehicles (AGV) to help move products more efficiently and with less errors.</p>

A BETTER EXPERIENCE

Why First American?

We're focused on building strong, lasting relationships. That process starts with the promise we make to you, each and every day. Through our people, technology, industry specialization, and credibility through City National and FHC, we're committed to earning your trust and loyalty by delivering exceptional service - from start to finish, for years to come.

FA | Experience

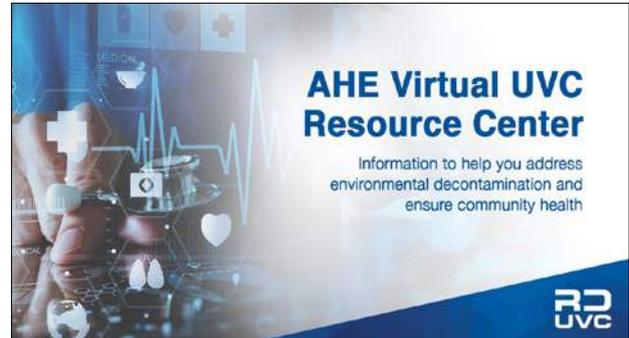
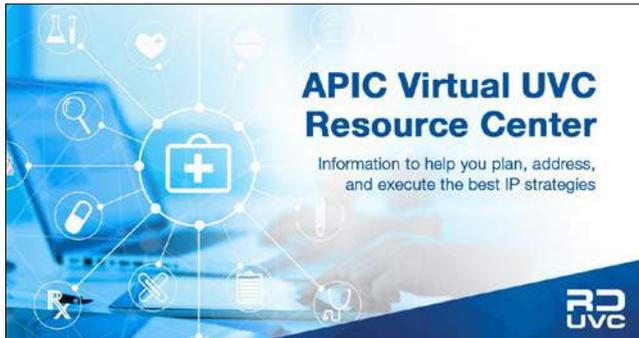
When making purchases in your personal life, you have instant access to transaction details and order history. The same should be true for your organization's equipment financing. Learn how we make that possible with our digital platform that has everything you need in one place:

- E-Sign Contracts
- Securely Submit Information
- Create Custom Fields
- View Invoices & Payment Information
- Check Project Status
- Download Reports
- Track & Update Asset Details
- Make End of Lease Selections

FINALISTS

B2B Integrated Marketing

RD UVC Nurture Campaign (Mason Digital)



B2C Integrated Marketing

Contact Lenses & COVID-19 (McDougall Communications)

CORE Centre for Ocular Research & Education

Contact Lenses & COVID-19
Turning the Tide Against Misinformation

In late March 2020, news media in multiple countries began simultaneously reporting that contact lens wearers were at higher risk of COVID-19 infection—claims devoid of scientific proof. Without countermeasures, panic could ensue among the world's contact lens wearers and health officials, plus devastate the global contact lens marketplace. The non-profit Centre for Ocular Research & Education (CORE) stepped in, assembling a team of scientists with an aggressive plan to turn the tide. In only 30 days, its efforts replaced falsehoods with facts, reached consumers and doctors on six continents, and set an entire industry on the path to recovery.

Science-Centered Content

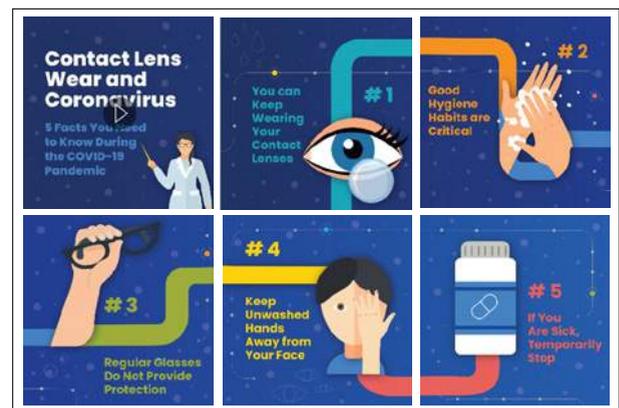
- Peer-Reviewed Paper
- News Release
- Social Animation (GIF)
- 28 Translated Languages
- In-Office Animation (PDF)

Multi-Platform Earned Outreach

- Broadcast News / National, Syndicated & Local Markets
- Consumer Sites for Digital and Print News Duplets
- Optometric Journals and Professional Associations

In Only 30 Days

- 55 Countries Reached
- 5,368 Stories Published
- 5.8 Billion Impressions (4.1 Billion After 60 Days)
- 80% Conversation Reduction (96% After 60 Days)
- 61% Sales Recovery (76% After 60 Days)



FINALISTS

B2C Integrated Marketing

Karma Water Product Launch (Mason Digital)



B2C Integrated Marketing

New Wave New York (Brandmint)



FINALISTS

B2C Integrated Marketing

St. Johns Online Dementia Resource Center (The Verdi Group)

St. John's Online Dementia Resource Center Site
(Launched December 2020)

SUPPORTING TACTICS

SUPPORTING TACTICS

Social Media
 Banner Stand
 Flyer
 Rack Cards
 Google Ads
 Website Google Ads
 Direct Mail Postcard
 Banner Ad to Drive Traffic from St. John's main website
 PR Efforts: Media Interviews

MARKETING AUTOMATION (SHARPSRING) INTEGRATIONS

B2C Integrated Marketing

Quest Direct (Flynn)

QuestDirect™ | QuestCOVID19.com

CONVENIENT COVID-19 TESTING
At-Home & Drive-Thru Options Available

ORDER NOW
QuestDirect™

CONVENIENT COVID-19 TESTING
At-Home & Drive-Thru Options Available

ORDER NOW
QuestDirect™

CONVENIENT COVID-19 TESTING
At-Home & Drive-Thru Options Available

ORDER NOW
QuestDirect™

FINALISTS

Best in Branding

EPI Rebranding



Best in Branding

PERKY Brand Update



FINALISTS

Best in Branding

New PayQuicker Brand (29 Design Studio)



Collateral

Villa of Hope – Champion of Hope

We invite you to partner with us to change the very foundations of our community.

OUR 2010 VISION: We will advance human potential by transforming the social foundations of our neighbors, elevating lifelong health outcomes for our community.

Our Vision defines HOW Villa of Hope will make a difference. We will construct the social foundations of our neighbors. These social foundations include but are not limited to, but are not limited to: **Basic Needs, Healthy Education, Stable Families and Communities, and Access to Vital Services.** Villa of Hope invites those ready for the life of our participants from secondary school age to our Behavioral Health Clinic, our BHSU Day School, our Adult Supportive Employment and Case Coordination. Yes, we still have years, but we have set our community by continuing to move them through their lives.

The Champion of Hope Society helps fund work toward this Vision, and you are invited to join the Society today!

ECONOMIC STABILITY
Work Based Learning
Our goal is to give individuals the ability and self-efficacy that comes with work. We want to double our capacity.

YOUR DONATION supports: Knowledge, apprenticeships, and work-based learning opportunities for students and employees.

HOPE is a department of leading for success. Read for more info!

EDUCATION
Villa of Hope School
Villa of Hope School houses the unique, proven, science, and research of students. All social and emotional skills. We want to double our capacity.

YOUR DONATION supports: Curriculum and supports, STEM, mathematics, and literacy programs.

HOPE is a department of leading for success. Read for more info!

STABLE FAMILY, STABLE COMMUNITY
Behavioral Health Clinics
Behavioral Health Clinics
Behavioral Health Clinics
Behavioral Health Clinics

YOUR DONATION supports: Person-centered therapy and all of the services available to our patients and their families and staff.

HOPE is a department of leading for success. Read for more info!

ACCESS TO VITAL SERVICES
Care Coordination and Case Management
Care Coordination and Case Management
Care Coordination and Case Management

YOUR DONATION supports: Our programs help people build social and emotional skills. Our services are person-centered and focused on the individual's needs.

HOPE is a department of leading for success. Read for more info!

Workforce Development
Workforce Development
Workforce Development

Behavioral Health Clinics
Behavioral Health Clinics
Behavioral Health Clinics

Villa of Hope School
Villa of Hope School
Villa of Hope School

Care Coordination and Case Management
Care Coordination and Case Management
Care Coordination and Case Management

HOPE is a department of leading for success. Read for more info!

VILLA of HOPE



Workforce Development
Workforce Development
Workforce Development

Behavioral Health Clinics
Behavioral Health Clinics
Behavioral Health Clinics

Villa of Hope School
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Villa of Hope School

Care Coordination and Case Management
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VILLA of HOPE

Collateral

First American Equipment Finance Fresh Perspectives Campaign



FRESH PERSPECTIVES FOR 2021

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- Cash Reimbursement
- Diversifying Funding Sources
- Food & Beverage Automation
- A Better Experience

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A MESSAGE FROM DAN

FIRST AMERICAN
A NATIONAL BANK COMPANY

DIVERSIFYING FUNDING SOURCES

Diversifying your funding sources can help mitigate risk and uncertainty during volatile times. Adding First American's equipment finance options to your portfolio will increase the stability of your business.

REDUCE RISK
Gain access to feedrate funds in a volatile market by adding to your current financial relationships.

PRESERVE CASH
Maintain liquidity for fluctuating market conditions and unanticipated expenses. Reinvest your cash in critical projects and employees.

COMPLEMENT BANK RELATIONSHIPS
Avoid overdrafts and limits on your line of credit. With First American, you can enjoy 100% project lending including soft costs, no non-usage fees, and no blanket liens.

COMMERCIAL CARD UTILIZATION
For short-term needs, City National Bank's commercial card program allows you to extend cash flow, earn cash-back, and have a more efficient reconciliation process. [LEARN MORE](#)

Commonly Financed

- ✓ Capital Improvement Projects
- ✓ Soft Costs, Installation & Construction Fees
- ✓ Capital Equipment Purchases
- ✓ Capitalized Software Expenses
- ✓ Deferred Maintenance Expenditures

FOOD & BEVERAGE AUTOMATION

Automation is the way of the future for food and beverage companies. What goals could you achieve with the implementation of automation?

Common Projects

- ✓ Processing Lines
- ✓ Conveyors
- ✓ Robotics
- ✓ Packaging Equipment
- ✓ Warehouse Automation Systems

Why Automate?

Safety and efficiency are the top goals of many food and beverage facility projects. Automation can help to:

- ✓ Increase efficiency with longer working hours and less human error
- ✓ Minimize risk by reducing the number of people touching a unit of food
- ✓ Enhance traceability in the case of a recall or quality concern
- ✓ Reduce waste by eliminating the need of discarding products

[LEARN MORE](#)

Collateral

Panasonic IIoT eBook (The Verdi Group)



Panasonic

WHEN IT COMES TO INDUSTRIAL IIoT MATERIAL FLOW MANAGEMENT, Panasonic invented the wheel, so you don't have to

Logiscend
Smart Material Flow. Brilliant Results.



Panasonic Logiscend Pick Application:
A Pick-to-Tag wireless Pick solution

Definition: Picking

Picking is the act of gathering materials on the manufacturing floor or in a warehouse, with pickers performing an action like assembling kits to grouping parts, re-working, preparing for fulfillment, or shipping. Picking can be set up as a supermarket or as a lineside activity.

FINALISTS

Digital Marketing & Social Media

Karma Water (Mason Digital)



Digital Marketing & Social Media

Rubino's Italian Foods Italian Cookie Rainbow Layer Beer Collaboration



FINALISTS

Packaging, Direct Mail

Carestream NDT "One Tool is all You Need" Direct Mail (The Verdi Group)



Packaging, Direct Mail

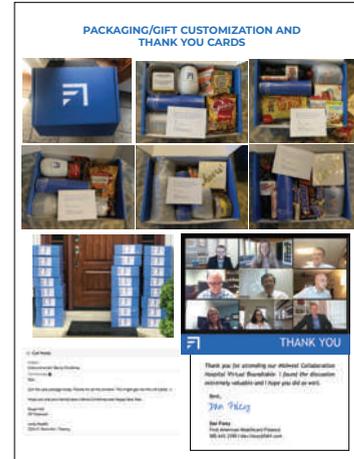
Dick's Sporting Goods Top Flite Packaging (Flynn)



FINALISTS

Packaging, Direct Mail

First American Equipment Finance Bright Spot Packaging



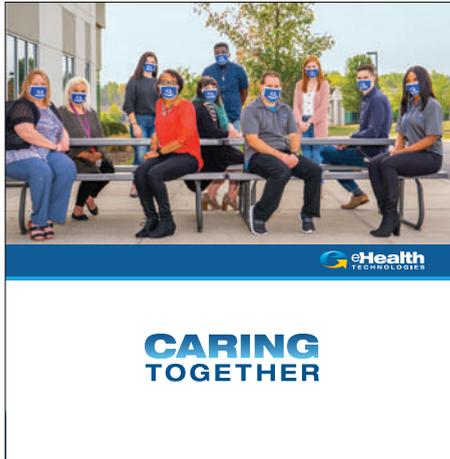
Packaging, Direct Mail

Piper Mountain Holiday Packaging (29 Design Studio)



Internal Communications

eHealth Technologies Caring Together



Internal Communications

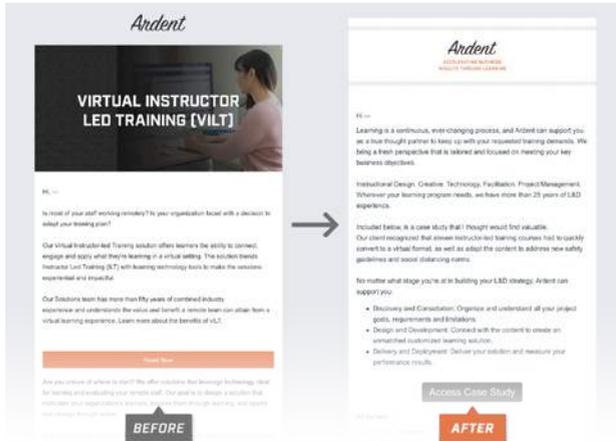
First American Equipment Finance Sales Kickoff



FINALISTS

Most Improved Tactic

Ardent Learning Prospecting Email Campaign



Most Improved Tactic

First American Equipment Finance New Year, New Approach

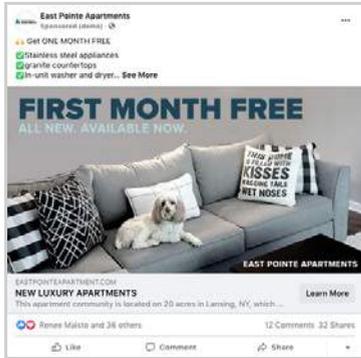


FINALISTS

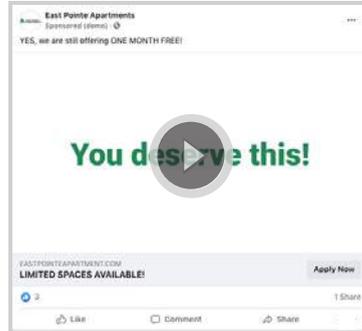
Most Improved Tactic

East Pointe Apartments Campaign (Brandmint)

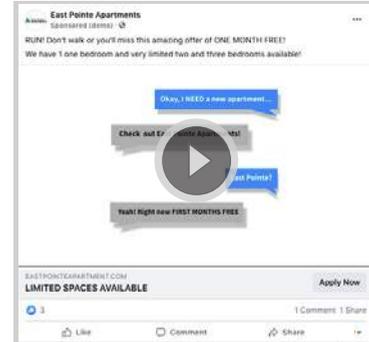
2019



2020

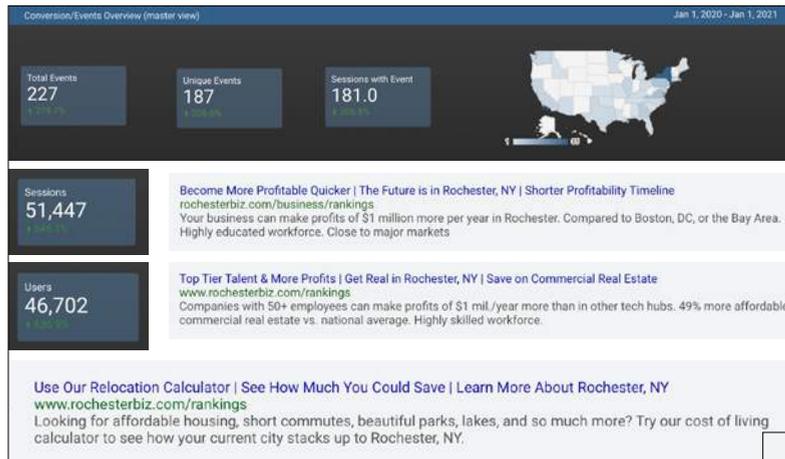


2020



Paid Search & Paid Social Media

GRE Paid Social Media Campaign (ITX Corp.)



FINALISTS

Paid Search & Paid Social Media

The Summit FCU Paid Search (Mason Digital)

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It Takes Just A Few Minutes To Open An Account With Us Online. Join Today To Become Part Of The Summit Federal Credit Union.

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Everything We Do Is To Serve You Better, Such As Offering The Best Rates You Can Find. Open An Account Online Or At Your Local Branch. Join The Summit Federal Credit Union Today

Paid Search & Paid Social Media

New Wave Energy Paid Social (Brandmint)

New Wave Energy
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In 5 minutes, choose your rates & make a hassle free switch today! The only thing that changes is the amount you pay. <https://newwaveenergy.com/save>



NEWWAVEENERGY.COM/SAVE
SAVE WITH NEW WAVE 🎉🎉
Josh Allen said what about his bills? [Get Offer](#)

132 16 Comments 33 Shares

Like Comment Share

New Wave Energy
Sponsored · 1/11

It's time to look at your utility bill... If you've never shopped your rates, it only takes 5 minutes to find your [...See More](#)



NEWWAVEENERGY.COM
Ohio Residents
Orb: Your Bill, Resey To Sev? [GET OFFER](#)

13 8 Comments 9 Shares

Like Comment Share

New Wave Energy
Sponsored · 1/11

Deregulation allows you to decide where your energy comes from. Market competition means you can shop for the best price. newwaveenergy.com/pa-enrollment



NEWWAVEENERGY.COM
Pennsylvania Residents
View Our Best Rate Offers! [GET OFFER](#)

23 Comments 3 Shares

Like Comment Share

FINALISTS

Paid Search & Paid Social Media

Site Hub 3X Free Promo Paid Social

Ad Name	Results	Reach	Impressions	Cost per Result
Empty Pool	91	17,428	35,691	\$5.92
Happy Girl - No Text	1	1	2	---
Lane Pool No Text	1	798	827	\$8.30
Happy Girl - 3X Text	---	---	---	---
Lane Pool - 3X Text	---	41	43	---
Corner Pool - 3X Text	3	743	700	\$3.12
Corner Pool - No Text	39	7,540	10,092	\$3.07
Swimmer	3	454	583	\$4.90
Yoga Pose	---	25	32	---
Man Pushup	---	39	53	---
Stretch	---	43	48	---
Results from 11 ads	137	20,726	48,191	\$5.06

Product Launch

Building Brilliant Futures: MiSight 1 Day US Commercial Launch (McDougall Communications)



FINALISTS

Product Launch

Carestream DRX-Compass Product Launch (The Verdi Group)



Product Launch

CaterTrax New Product Launch Supports Clients Through the Pandemic

CATERTRAX[®]

Continued Service During A Crisis

CaterTrax has developed the following solutions available for rapid deployment that enable our clients to preserve revenue and support their customers during these challenging times.

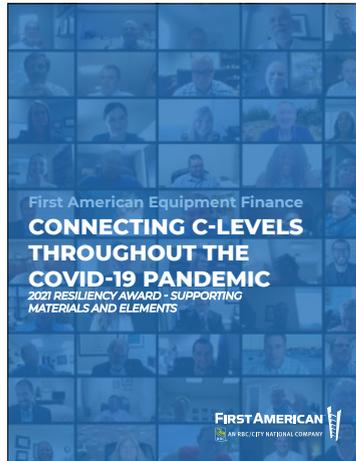
- Grocery
- Meal Replacement
- Limited Catering
- Café Services

	Grocery	Meal Replacement	Limited Catering	Café Services
Target Audience	Operators Engaging Their Supply Chain to Supply Customers with a Consistent List of Grocery Items for Pick-Up (Not for Full or At-Case)	Operators Providing Take-Away or Take-Home Meals to Replace Traditional Cafeteria/Café Services - Liability Risk Appointed	Operators with a Small Quantity of Traditional Catering Business (Executives, Support Staff, etc.) that Are Offered Limited Menu Due to Current Conditions	Operators with Limited Foodservice Locations (Cafes, Coffee Shops, Juice Bars, etc.) that Offer Food and/or Beverage
Menu	Standardize Menu with Uncategorized List of Grocery Choices	Standardize Limited Menu	Standardize Limited Menu	Standardize Limited Menu
Workflow Impact/Existing Content	No Impact to Site Workflow, New Module Introduces Simple Workflow for Grocery Orders - Existing Content May be Hidden or Visible	No Impact to Site Workflow, New Module Introduces Simple Workflow for Meal Replacement Orders - Existing Content May be Hidden or Visible	No Impact to Site Workflow, New Module Introduces Simple Workflow for Limited Catering Orders - Existing Content May be Hidden or Visible	No Impact to Site Workflow, New Module Introduces Simple Workflow for Café Orders - Existing Content May be Hidden or Visible
Business Rules	Configured for Grocery Workflow (Order Cutoff, Availability and Pick-up Timing) - New Default Payment (Daily CC or Internal Transfer) and Delivery (Daily Pick-Up) Methods	Configured for Meal Replacement Workflow (Order Cutoff, Availability and Pick-up Timing) - New Default Payment (Daily CC or Internal Transfer) and Delivery (Daily Pick-Up) Methods	Configured for Limited Catering Workflow (Order Cutoff, Availability and Pick-up Timing) - New Default Payment (Daily CC or Internal Transfer) and Delivery (Daily Pick-Up) Methods	Configured for Café Services Workflow (Order Cutoff, Availability and Pick-up Timing) - New Default Payment (Daily CC or Internal Transfer) and Delivery (Daily Pick-Up) Methods
Marketing & Promotion	Messaging and Image May be Featured and Linked from Site Home Page	Messaging and Image May be Featured and Linked from Site Home Page	Messaging and Image May be Featured and Linked from Site Home Page	Messaging and Image May be Featured and Linked from Site Home Page
Contactless	Users Are Able to Place Orders Remotely, Pay Electronically and Take Delivery at Designated Pick-Up Site - Control of Menu of Orders and Availability	Users Are Able to Place Orders Remotely, Pay Electronically and Take Delivery at Designated Pick-Up Site - Control of Menu of Orders and Availability	Users Are Able to Place Orders Remotely, Pay Electronically and Take Delivery at Designated Pick-Up Site - Control of Menu of Orders and Availability	Users Are Able to Place Orders Remotely, Pay Electronically and Take Delivery at Designated Pick-Up Site - Control of Menu of Orders and Availability
Cost	Implementation Fee Waived and MSP Forgone Through 7/31/2020	Implementation Fee Waived and MSP Forgone Through 7/31/2020	Implementation Fee Waived and MSP Forgone Through 7/31/2020	Implementation Fee Waived and MSP Forgone Through 7/31/2020
Timeline	2-3 Days - Depending on Volume in Queue	4-5 Days - Depending on Volume in Queue	4-5 Days - Depending on Volume in Queue	2-3 Days - Depending on Volume in Queue

FINALISTS

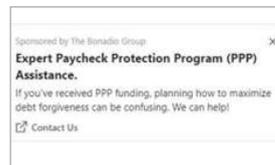
Resiliency Award

First American Equipment Finance Connecting C-Levels Throughout the COVID-19 Pandemic



Resiliency Award

The Bonadio Group Small Business Loan Forgiveness



Resiliency Award

Adapteq Solutions COVID-19 Initiative



Small Budget Campaign

Commit2Geneva (29 Design Studio)



FINALISTS

Small Budget Campaign

Adent Learning eBook



Small Budget Campaign

First American Equipment Finance Fresh Perspectives Campaign

FRESH PERSPECTIVES FOR 2021

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FIRST AMERICAN
AN RECEIPT NATIONAL COMPANY

COVID-19 RESOURCES & TAKEAWAYS

Navigating the current environment can be daunting. From tips on remote work to insider insights to economic insights, we've got you covered. Food and beverage executives have found the most value in these resources.

With COVID-19 affecting the food and beverage industry, our team hosted a virtual roundtable with industry executives to discuss the impact of the pandemic. Can you relate to these?

CHALLENGE Demand shifted from fast service to retail almost overnight. While the decreased demand for some companies, it significantly increased demand for others, making it difficult to keep up.	SOLUTION Investing in technology and automation allowed these companies to deliver higher volume and higher quality with less need for physical labor.
CHALLENGE In order to keep production at 100%, many companies are working long hours, impacting temperature control, sanitation, and food safety.	SOLUTION Companies enrolled in the FreshCheck Protection Program are able to track and adjust critical factors through their online, comprehensive dashboard for better insights into their production and data-driven insights.

READ: 5 Bright Spots for Remote Work

READ: 7 Tips for Video Meetings

VIEW ALL RESOURCES

CASH REIMBURSEMENT

Many companies have found it helpful to have cash on hand in case of emergencies. A reimbursement can provide you with cash to keep your operation options open.

IMPROVE LIQUIDITY
Build up cash and ready your business to react quickly and invest in your employees or emergency purchases.

AVOID COVENANTS AND FEES
Reimbursements with First American do not have fees. Enjoy easy to execute financing and no restrictions on use of funds.

INCLUDE MOST ASSET TYPES
Recently purchased equipment may be reimbursed 100% and repaid over 12-60 months.

TAKE ADVANTAGE OF LOW RATES
Consider the financial benefits of using fixed rate financing at historically low rates vs. liquidating reserve funds in a down market.

Considering your existing equipment as an additional source of liquidity is a quick and easy way for businesses to increase cash on hand. A reimbursement will replenish your cash for up to 100% of a completed project's costs, enabling you to remain nimble and reinvest in your operations as needed.

Commonly Reimbursed

- Food Processing & Manufacturing Equipment
- Material Handling Equipment
- Packaging Equipment
- Facility Upgrades & Buildings
- IT & Office Equipment
- Trucks & Trailers
- Racking & Warehouse Equipment

FINALISTS

Small Budget Campaign

RMSC Limited Edition T-Shirt Fundraiser (Initial Here Creative Services)



Small Budget Campaign

ProTech Fusion Ad (Makeway)



FINALISTS

Small Business Campaign

Restoring Contact Lens Confidence (McDougall Communications)

CORE Centre for Ocular Research & Education

Contact Lenses & COVID-19

Turning the Tide Against Misinformation

In late March 2020, news media in multiple countries began simultaneously reporting that contact lens wearers were at higher risk of COVID-19 infection—claims devoid of scientific proof. Without countermeasures, panic could ensue among the world's contact lens wearers and health officials, plus devastate the global contact lens marketplace. The non-profit Centre for Ocular Research & Education (CORE) stepped in, assembling a team of scientists with an aggressive plan to turn the tide. In only 30 days, its efforts replaced falsehoods with facts, reached consumers and doctors on six continents, and set an entire industry on the path to recovery.

Science-Centered Content

- News Release
- Peer Review Paper
- White Board Explainer Video
- Social Animation (GIF)
- 28 Translated Languages
- In-Office Animation (BO)
- Optometric Journals and Professional Associations

Multi-Platform Earned Outreach

- Broadcast News/National, Syndicated & Local Markets
- Consumer A/C for Digital and Print News Outlets
- Optometric Journals and Professional Associations

In Only 30 Days

- 55 Countries Reached
- 5,368 Stories Published
- 5.8 Billion Impressions (61 Billion After 60 Days)
- 80% Conversation Reduction (86% After 60 Days)
- 61% Sales Recovery (70% After 60 Days)



Small Business Campaign

Temp Staffing Awareness Campaign (Brandmint)

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Looking for general labor, manufacturing, or administrative jobs in Rochester or Buffalo? We've got you covered. [...See More](#)

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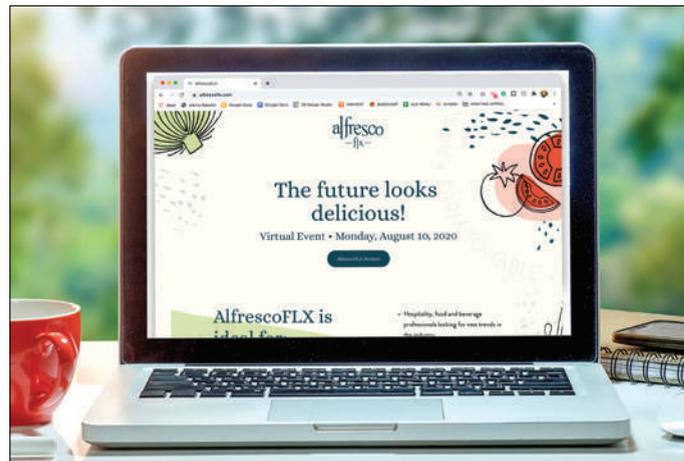
Special Event, Tradeshow & Influencer Marketing

First American Equipment Finance Out with the In-Person, in with the Influencer



Special Event, Tradeshow & Influencer Marketing

AlfrescoFLX (29 Design Studio)



FINALISTS

Special Event, Tradeshow & Influencer Marketing

Manning & Napier COVID Webinar



**MANNING
& NAPIER.**

222 Days Later

UNDERSTANDING COVID
AND ITS CONTROVERSIES



Severity
Overlooking long-term health consequences



Testing
Are we still not doing enough testing?

Special Event, Tradeshow & Influencer Marketing

eHealth Technologies AHIMA Trade Show



Top HIM professionals know it's not enough to just keep up with industry standards in this face-paced, competitive world.

To be a leader, you must work smarter, better, and put patient care at the forefront of everything you do.

It's not just spending hours of staff time managing referred patient medical records by fax, mail, or hand delivery—then organizing them into your EHR—we have a solution to meet your needs.

eHealth Technologies works with 80% of the US News & World Report Honor Roll hospitals and is the only industry leader in medical record retrieval and organization.

We do the work - offering:

- Secure and automatic transfer of outside records for newly referred patients



Is your internal process slowing access to patient medical records?

If you're like other HIM professionals that still rely on a manual retrieval process, you know that getting referred patient records is just not the best. Patient care can't even begin until access of digital and paper files have been organized and added to your EHR. All too often, receiving PHI that are disorganized and key data is lost to an arbitrary location.

Sometimes, it feels like looking for a needle in a haystack for clinical teams.

What if critical external patient records and medical images came to you—directly to your EHR in a single, organized and quality checked package. That's faster access for clinical teams —all made available prior to the patient's first appointment.

The **Outpatient Hospital, Satellite Cancer Center** offered to eHealth Technologies to help them improve their patient experience. By partnering with eHealth Technologies, they can receive their patient records more quickly, decreasing processing medical records and imaging studies for their referred patients. Through eHealth Technologies, they can receive their patient records more quickly, decreasing processing medical records and imaging studies for their referred patients.

- Faster access to the data needed at the point of care
- Ability to expedite patient treatment timelines by reducing patients' wait and processing the information they need to make treatment decisions
- A reduction in time to manage medical images—from 40-60 minutes to only 10 minutes per patient

Learn more about the improvements University Hospital's Satellite Cancer Center has experienced.



Is Your HIM Department at Risk? Protecting PHI is Critical.

As a HIM professional you know the importance of protecting your patient's health information. Yet an average of 42.5 security breaches happen each day in the US alone, according to HIPAA. Almost—and nearly 20% of data breaches were caused by unauthorized access/ disclosure incidents. With patient risk and millions of dollars in penalties on the line, protecting PHI is crucial to your organization.

Now is the time to be vigilant in your security efforts.

HIM professionals share the burden and responsibility for creating a secure environment, that can help to reduce and stop-occurring non-compliance records via traditional fax machine or paper records that require extra manual steps—leave your organization vulnerable and patients exposed.

By partnering with eHealth Technologies for records management, patient data is securely and electronically delivered directly to your EHR. All reports go through a high-step Quality Assurance process to ensure the accuracy of patient identification.

eHealth's proprietary processes and secure delivery methods provide a heightened level of protection and safety. Patient privacy is protected, mitigating the risk of data breaches and HIPAA violations.

Learn more about how you can maximize the strength and security of your PHI and minimize the risk of security breaches in this blog post: [Your Referred Patient Record Retrieval Process Could be Putting You at Risk.](#)

BLOG - Your Referred Patient Record Retrieval Process Could be Putting You at Risk

FINALISTS

Special Event, Tradeshow & Influencer Marketing

United Way of Greater Rochester 21 Day Racial Equity Challenge



Video (online, broadcast)

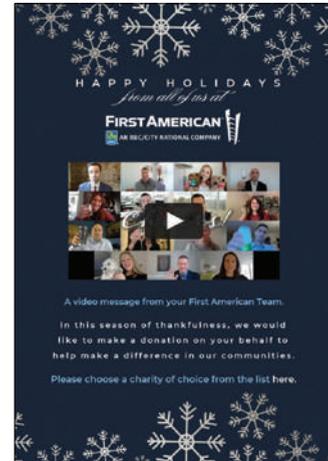
Bud Light Beauties (Brandmint)



FINALISTS

Video (online, broadcast)

First American Equipment Finance Ringing in the New Year from Near and Far



Video (online, broadcast)

Living Data (Flynn)



FINALISTS

Video (online, broadcast)

Lights Out (Brandmint)



Video (online, broadcast)

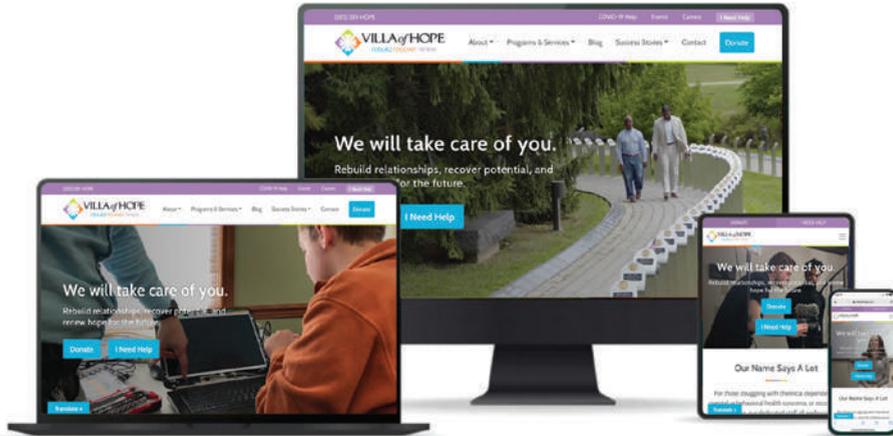
Keep it in the Pocket (Brandmint)



FINALISTS

Website

Villa of Hope



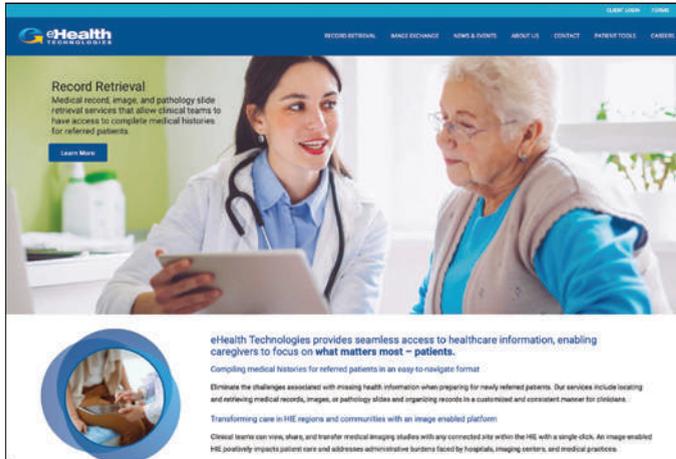
Website

First American Equipment Finance 17 to 1



Website

eHealth Technologies



Website

United Way of Greater Rochester



FINALISTS

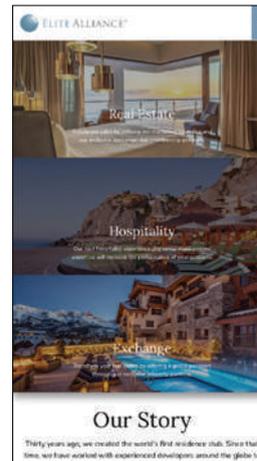
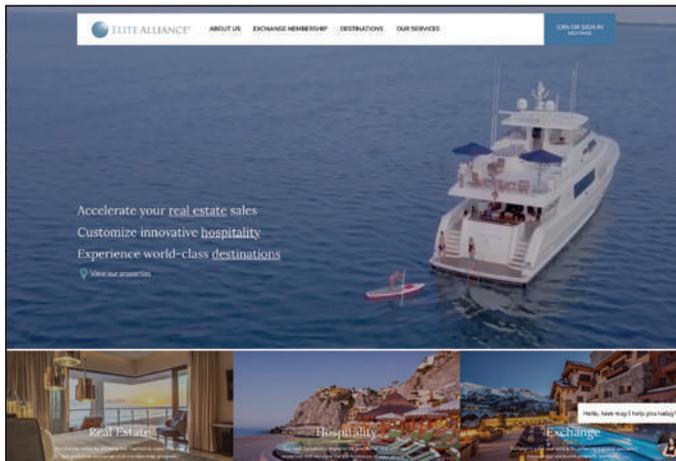
Website

BVR Construction (Vertical Insite Website & Marketing Solutions)



Website

Elite Alliance (ITX Corp.)



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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 2021 Pinnacle Awards

Want to get Involved?

Visit us at 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!

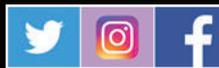


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A photograph of a group of people at an event. In the foreground, a woman with blonde hair is clapping her hands. She is wearing a black t-shirt and a gold watch. Behind her, several other people are visible, some looking towards the camera and others looking away. The background is slightly blurred.

CONGRATULATIONS
Pinnacle Award
FINALISTS

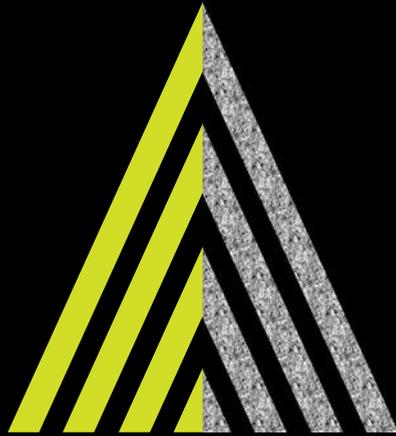
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AM > | Rochester

SEE YOU NEXT YEAR!





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