

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

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

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

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.



| Visit 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.



| Visit 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

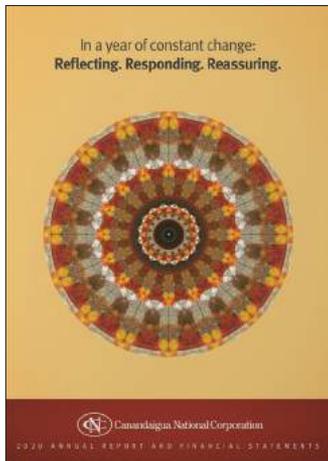
Annual Report, Specialty Print

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



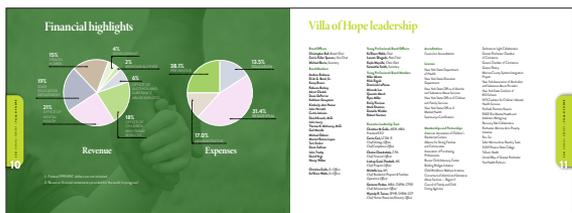
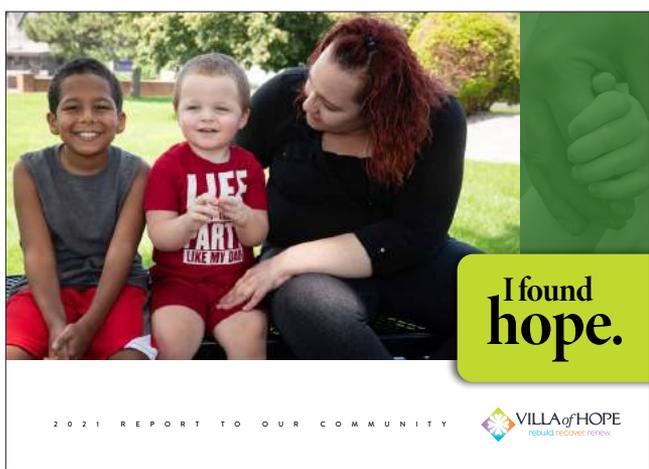
Annual Report, Specialty Print

Canandaigua National Corporation Annual Report (Flynn)

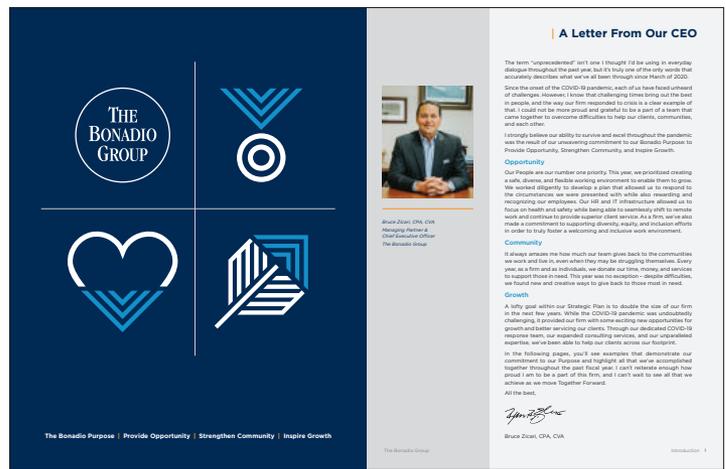
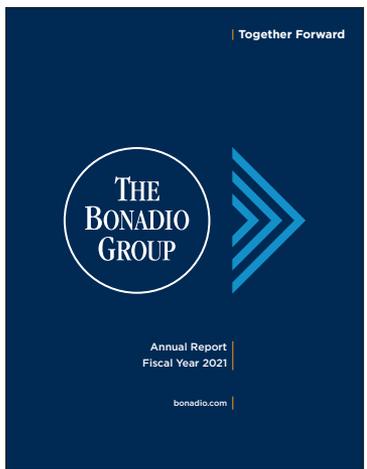




Annual Report, Specialty Print
 2021 Villa Annual Report (Villa of Hope)



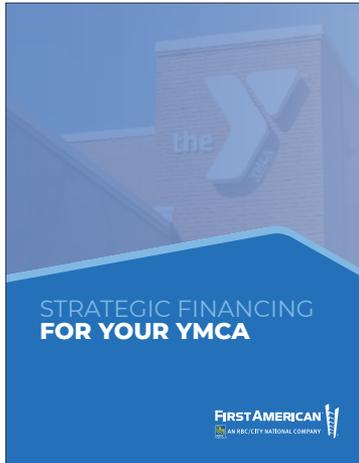
Annual Report, Specialty Print
 Together Forward: The Bonadio Group's Inaugural Annual Report



FINALISTS

B2B Integrated Marketing Campaign

Hyper-Focused YMCA Journey (First American Equipment Finance)



B2B Integrated Marketing Campaign

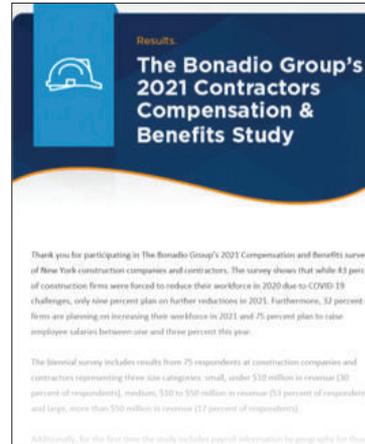
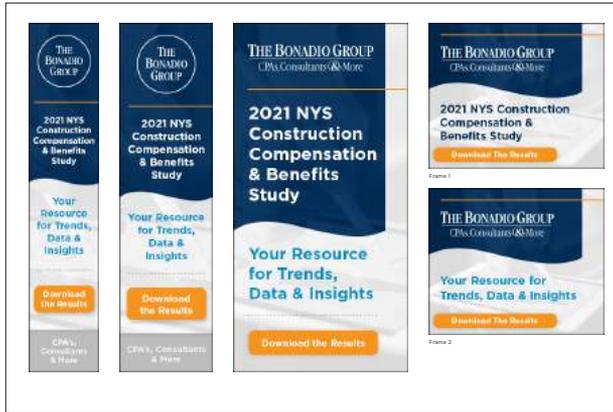
Game On, Presbyopia: CooperVision Introduces MyDay Multifocal (McDougall Communications with Truth Collective)





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 CONFIDENCE

Sany Capital comes to us on 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 the dealer's mobile device. The dealer will scan the QR code and upload the details to the QuickFi platform.
- 2. Select Structure** Choose the account structure and financing terms. The QuickFi platform will provide the borrower with a clear understanding of the financing options and the impact of each choice on their monthly payments.
- 3. Complete** Quickly complete the financing process. QuickFi will send the borrower a confirmation email and a mobile app notification.

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. Helpdesk and chat support is available 24/7/365.

Trustpilot 

Equipment finance made easy

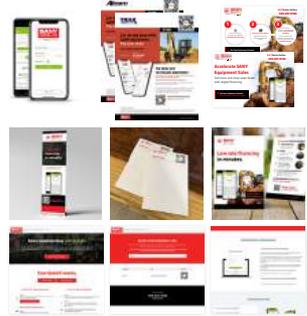
"The application and closing process, from start to finish, was smooth and easy. They responded with their advice as well, resulting in a great financing experience. I highly recommend QuickFi."

Bill Bowers, President

Creative

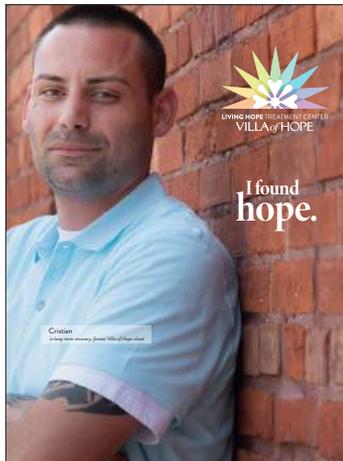
The majority of the creative for this campaign incorporated our partner's branding to develop subtle trust and reflect positively on the brand. Using consistent imagery, colors, and content, we were able to build a campaign that looked and felt like a seamless experience to link the factors between transitioning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

VILLA of HOPE

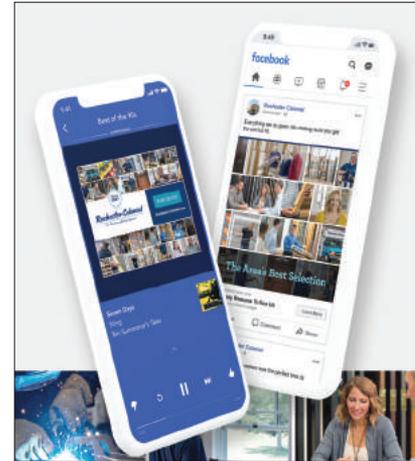
I found hope.



FINALISTS

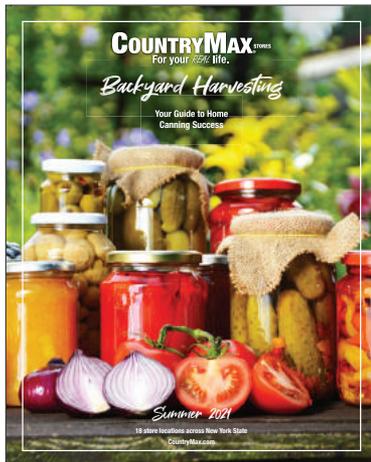
B2C Integrated Marketing Campaign

Rochester Colonial "So Many Reasons" (Flynn)



B2C Integrated Marketing Campaign

Canning with CountryMax





FINALISTS

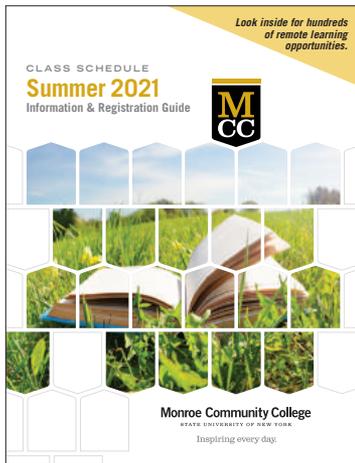
B2C Integrated Marketing Campaign

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



B2C Integrated Marketing Campaign

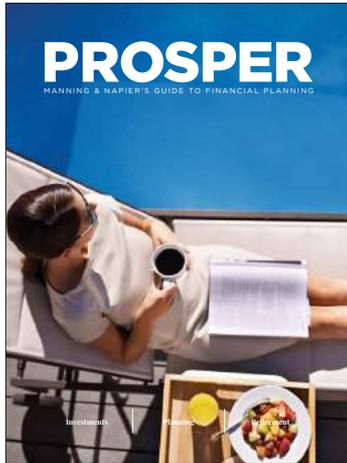
MCC Summer Campaign



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)

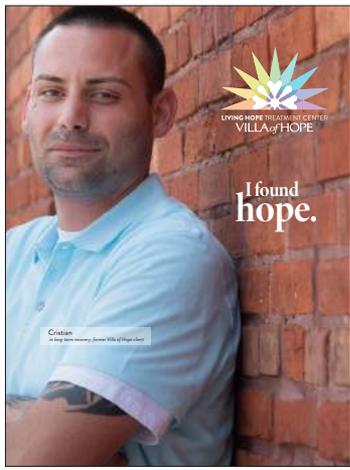




FINALISTS

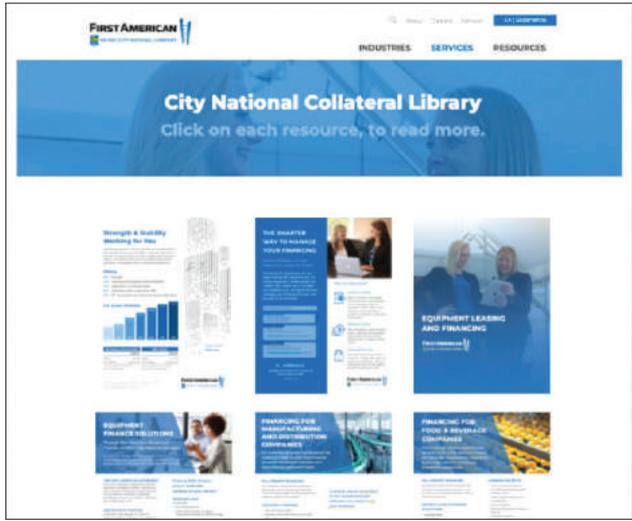
Best in Branding

Living Hope Treatment Center logo (Villa of Hope)



Collateral/Print Piece

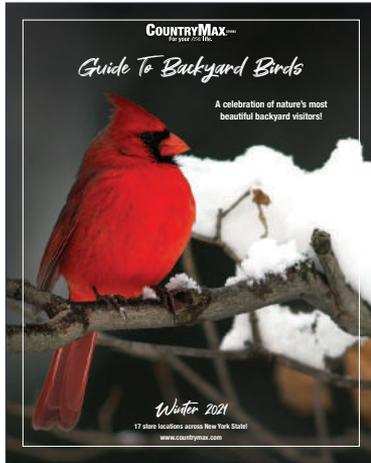
From PDF to Digital Collateral Library (First American Equipment Finance)



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 of Social Security work. You receive one credit for each \$5,100 in earnings (2021), up to a maximum of 4 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 (e.g., \$142,800 in 2021). The estimated average monthly Social Security benefit of a retired worker is about \$200 to \$1,500 (e.g., based on a 1.3% cost of living adjustment (COLA) in January 2021) by the time you are 66 years old. Benefits for a worker starting at Full Retirement Age in 2021 is \$1,140 (62.5% of FRA).

How to Find Out Your Own Benefit Information
While the Social Security Administration has historically provided Social Security statements to all individuals, the Social Security benefits always can be obtained from Social Security online by logging on to your Social Security account (mySocialSecurity). This website also provides information on Social Security retirement calculators.

Retiree's Benefits
Depending on your income or retirement, a portion of your Social Security benefit reported may be subject to taxes. The retiree receives the percentage of your Social Security benefit that could be subject to taxation, depending on the retiree's taxable income.

Income Taxation

Single Taxpayers	Married Filing Jointly	% of Social Security Benefits Taxable
\$0 - \$10,000	\$0 - \$13,000	0%
\$10,000 - \$14,000	\$13,000 - \$19,000	50%
\$14,000+	\$19,000+	85%

Working Spouse's Benefits
If you are fully paid for Full Retirement Age, you continue to receive Social Security benefits. If you are not fully paid for Full Retirement Age, you are reduced by \$1 for every \$2 of earnings above \$14,000 (2021), and the amount you reach FRA. Benefits are not reduced by \$1 for every \$2 you earn over \$10,000 (2021), and the amount you reach FRA. Benefits are not reduced beginning the month you reach FRA.

www.manningnapier.com

2021 Medicare Reference Guide

MANNING & NAPIER

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 health care costs. Depending on how it is managed, Medicare Part B premiums increased approximately 2.7% from 2020 and Part C premiums have increased by about 8.1% from 2020.

Part A (Hospital Insurance)
Part A covers hospital care, skilled nursing facility, hospice, and home health care.

Part B (Prescription Standard Benefit Model)
Part B covers outpatient medical services, including doctor visits, hospital care, and durable medical equipment.

Part C (Medical Insurance)
Part C covers all Part A and Part B services, plus prescription drugs, vision, hearing, dental, and other benefits.

Medicare Advantage ("Part C")
Medicare Advantage plans are offered through private insurance companies. They provide an alternative way to receive Medicare benefits, often including additional services like vision, hearing, dental, and prescription drug coverage.

www.manningnapier.com

2021 Reference Guide

MANNING & NAPIER

IRA & Qualified Plans
This guide provides information on IRA and Qualified Plans, including contribution limits, required minimum distributions, and tax implications.

Capital Gains & Qualified Dividends
This section details the tax treatment of capital gains and qualified dividends, including the 0%, 15%, and 20% rates.

Income Tax Rate Schedules
This section provides the 2021 income tax rate schedules for various filing statuses, including single, married filing jointly, and estate.

Health Savings Account
This section discusses the benefits and requirements of Health Savings Accounts (HSAs), including contribution limits and tax advantages.

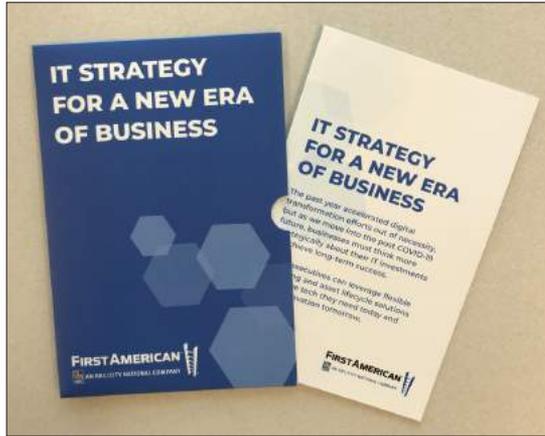
Income Tax Deductions and Credits
This section lists various income tax deductions and credits available for 2021, such as the standard deduction, itemized deductions, and tax credits.

www.manningnapier.com

FINALISTS

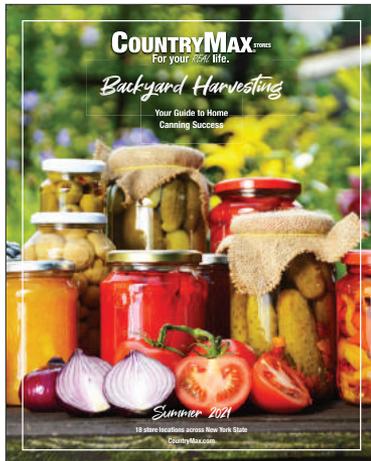
Collateral/Print Piece

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



Collateral/Print Piece

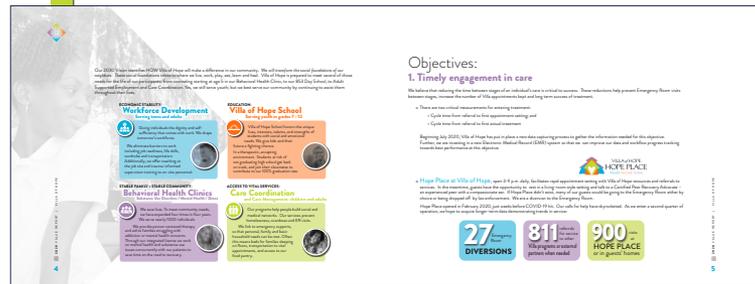
CountryMax Canning Guide



FINALISTS

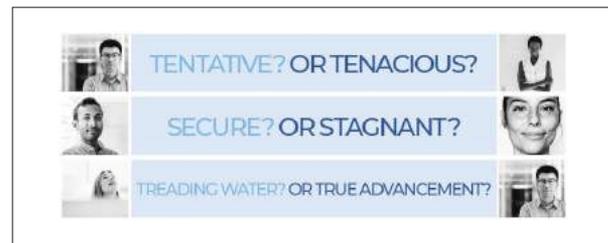
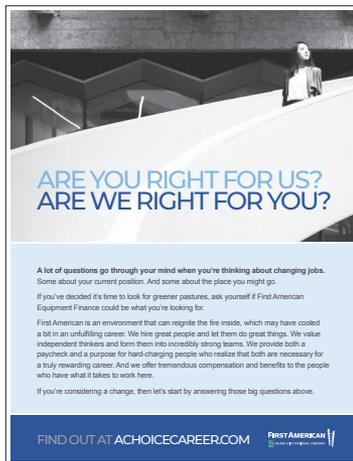
Collateral/Print Piece

Value Report (Villa of Hope)



Digital Marketing

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





FINALISTS

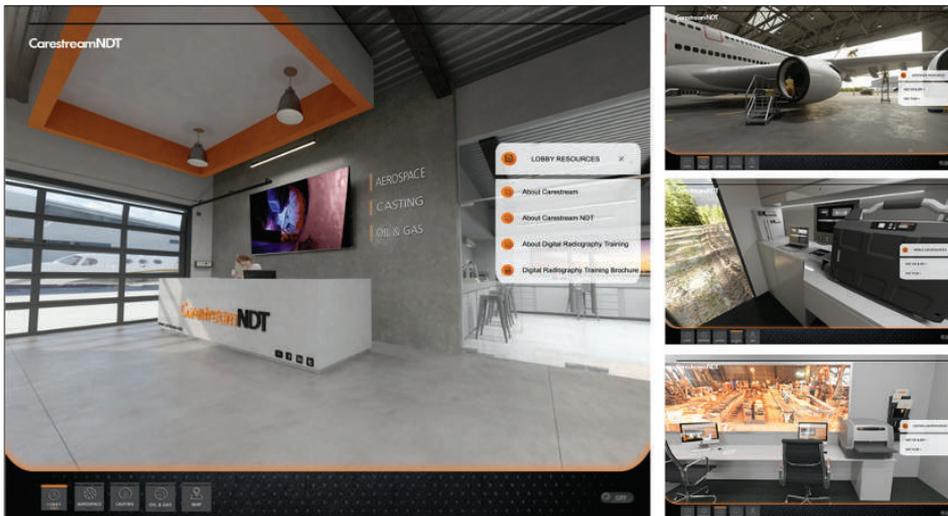
Digital Marketing

CountryMax Holiday Gift Guide



Digital Marketing

CareStream Virtual NDT



FINALISTS

Direct Mail

Barasch & McGarry (Flynn)

Direct Mail

CountryMax Winter Bird Guide

Suet and Seed Cakes

When it comes to attracting and feeding backyard birds, no offering is complete without suet, seed cakes, and similarly composed "fatty" things birds enjoy pressed into shapes. Deploying an assortment of seed, suet, cakes, and the various feeders that come along with a wide selection will have you bringing in northern cardinals, tufted titmice, northern flickers, downy woodpeckers, and everything in between. As long as you have a good understanding of the basics below, you'll be ready to confidently plan your next trip to a CountryMax Stores wild bird department.

Why is it a smart choice

To offer suet? Surprisingly, suet is one of the best things you can offer your backyard birds year-round, but especially in the winter. Suet is easily digested, nutritious, and provides an incredibly high energy source for birds that are actively foraging for food all day. Many people who enjoy feeding birds in the winter don't realize that they are missing what may be the single most valuable foodstuff for winter birds to thrive - don't make that mistake this year!

How do I provide suet? There are a variety of suet feeders, typically called "cages," that are available in many forms - including attached to seed feeders. These dual-purpose feeders are excellent for a variety of birds, but make sure to include some high-hanging suet feeders apart from your seed stations to allow birds that may be intimidated by the activity and aggressiveness of the birds actively eating at the seed feeders. It may be surprising, but hanging suet (and seed feeders) at different locations in your yard and at different heights will give you a wider variety of feathered visitors.

Are there different kinds of suet? While there are some choices for just straight suet cakes, the vast majority of suet cakes include some sort of seed, nut, berry, insect, or virtually any combination you can think of. Some ingredients are traditionally thought of as bird-specific - like peanuts for woodpecker, or mealworm cakes for bluebirds - but the reality is that most birds will eat just about any flavor or mixture of suet - they are after the suet!

Suet - What is it? (Do we want to know?) As defined by the Cornell Lab of Ornithology, "Suet is technically defined as the hard fat around the kidneys and testis in beef and mutton, but in common usage, most kinds of beef fat are also called suet and can safely be fed to birds." Suet will melt immediately in warm weather, so it's "rendered" to remove impurities and today's suet can stay firm even in summer. Backyard Seeds™ brand suet cakes will stay "no-melt" up to 120 degrees Fahrenheit, or do several others, so check for that label before you buy!



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.

Decorative icons at the bottom include a cluster of blue dots, three test tubes, and a stylized atom symbol.

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)





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.

FIRST AMERICAN
AN FSC-CITY NATIONAL COMPANY

Rochester Business Journal
First American moves to new digs in Victor

First American Equipment Finance

Spring Cleaning

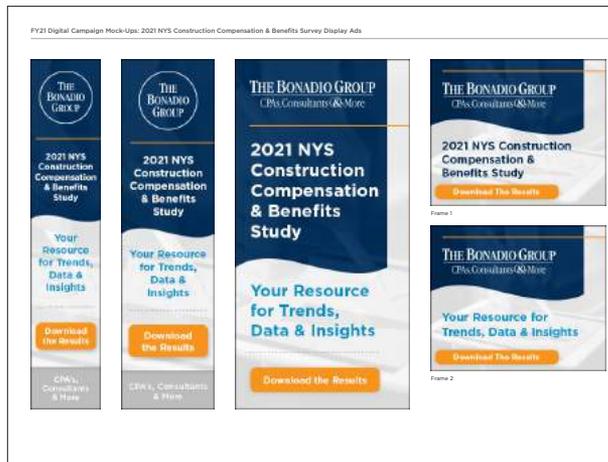
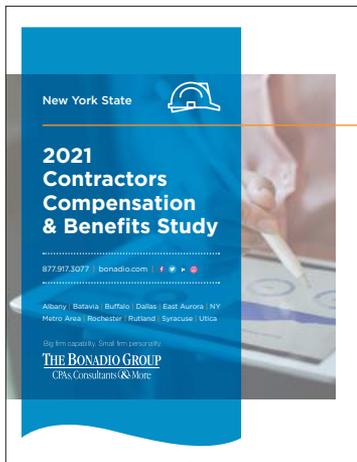
Succeeding through communication

Bright Spot: Cooking for a cause



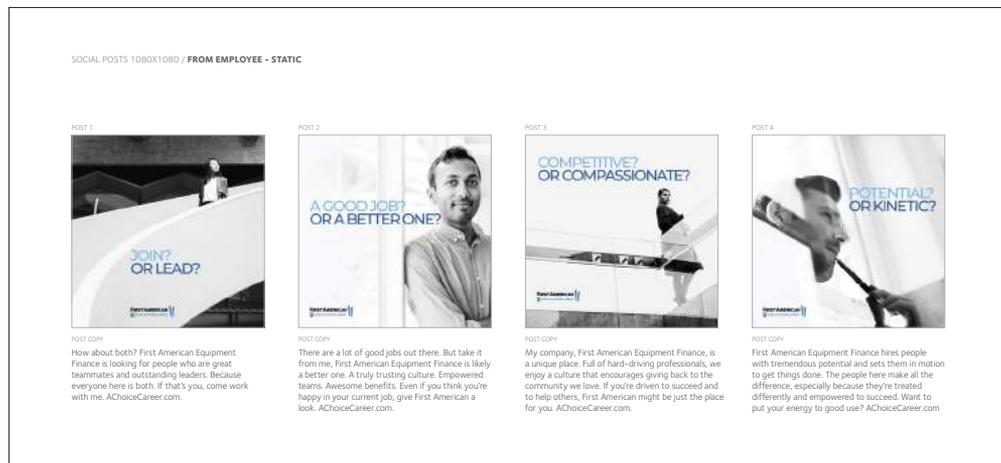
Most Improved Tactic

The Bonadio Group Construction Social Media Campaign



Organic & Paid Social Media

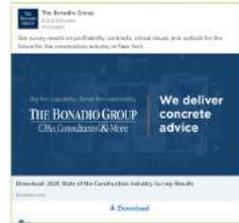
Choice Career Campaign: Putting the Recruit First (First American Equipment Finance)



FINALISTS

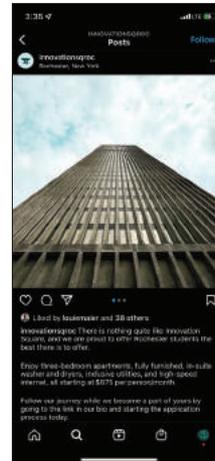
Organic & Paid Social Media Campaign

The Bonadio Group Construction



Organic & Paid Social Media Campaign

Innovation Square (Brandmint)

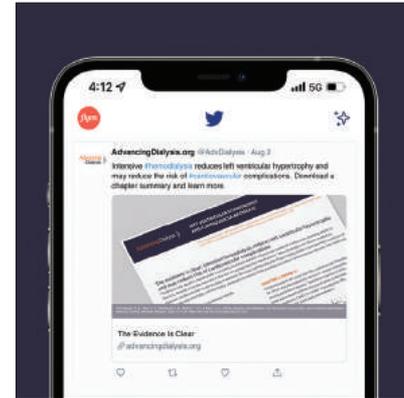




FINALISTS

Organic & Paid Social Media Campaign

Advancing Dialysis (Flynn)



Packaging

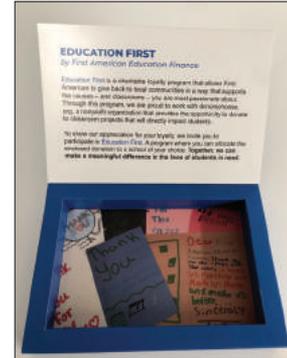
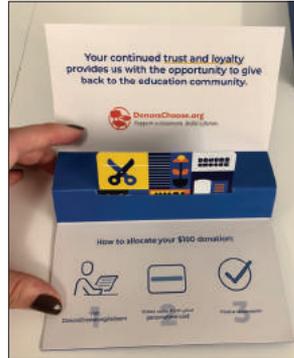
Brewery Ardennes (29 Design)



FINALISTS

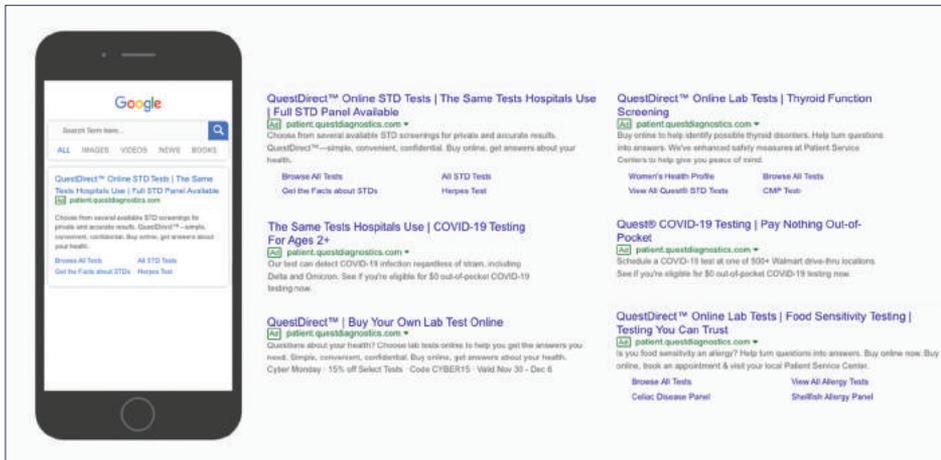
Packaging

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)

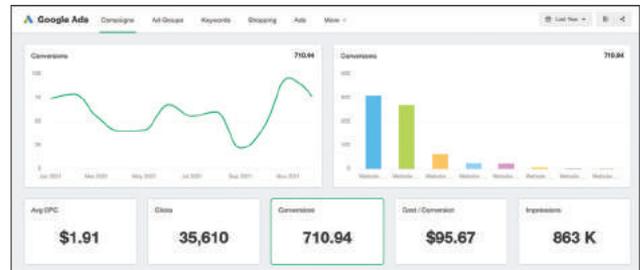


Paid Search & Display

Stockham Lumber: Lumber Shortage & Rising Prices (Brandmint)



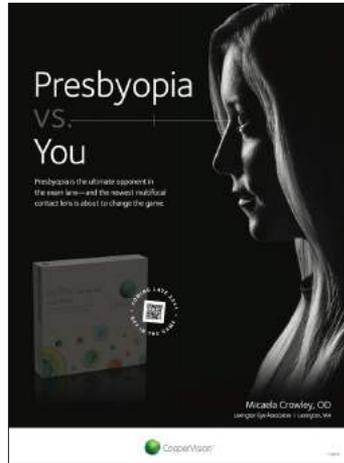
Campaigns										
History: Jan 1 - Nov 30, 2021										
Campaign	Budget	Status	Substitution Rate	Q EMs	Imp.	Cost	Revenue	CTR	Avg. CPC	Cost/Rev
London	\$11.11M	Active	75%	1,800	26,718	\$8.11	\$81.00	8.75%	\$1.45	\$22.00



FINALISTS

Product Launch

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



Product Launch

FIFCO Labatt Good At Activation (Brandmint)





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
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LEARN MORE

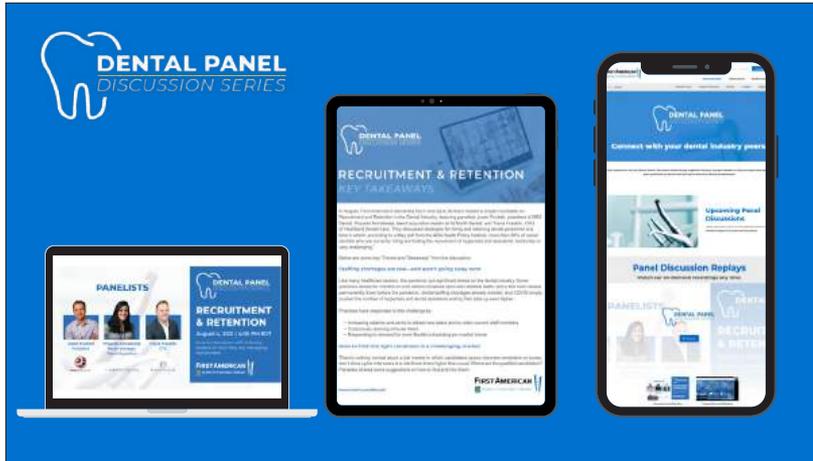
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FINALISTS

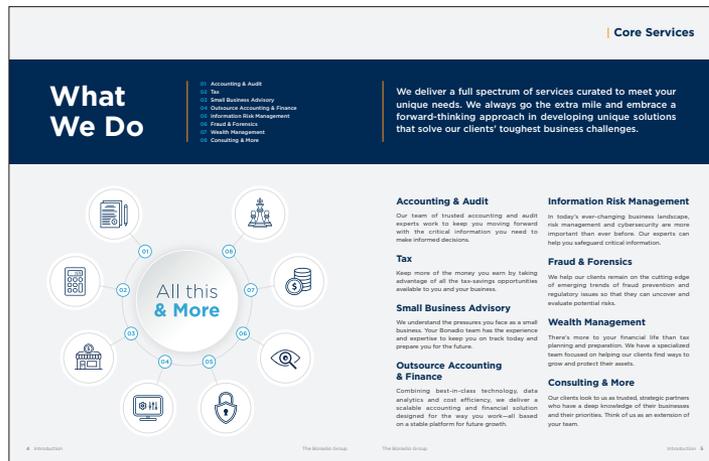
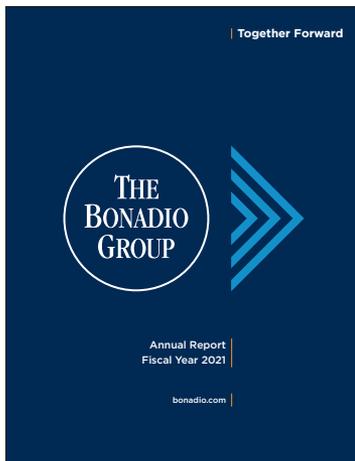
Small Budget Campaign

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	
Calories 0	
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Sodium 125mg	5%
Total Carbohydrate 2g	1%
Protein 0g	0%

*The % Daily Value (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).

HEAT LEVEL 3/10

ALL NATURAL

VEGAN

COAST
PROFESSIONAL, INC.

Bayou Burnin', Buffalo

WHERE LOUISIANA MEETS NEW YORK
Cajun Hot Sauce
1.6 fluid oz (47ml)

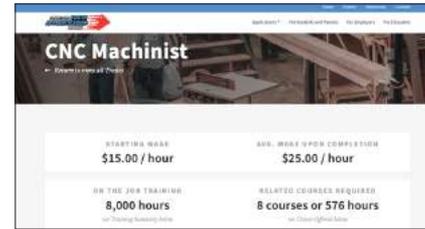
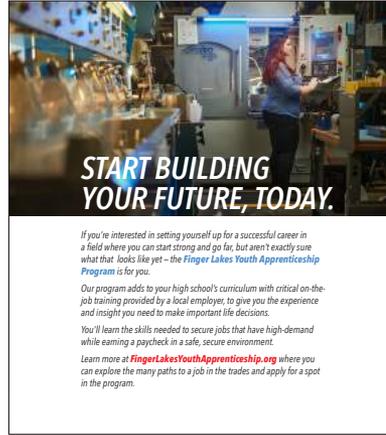
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FINALISTS

Small Business Campaign

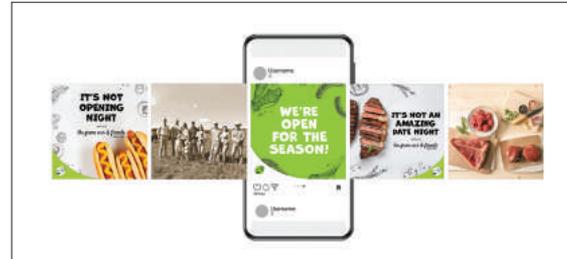
RTMA/Soucier Design, Caleb Parker Cinema, Causewave Finger Lakes Youth Apprenticeship Program



STARTING WAGE	END WAGE UPON COMPLETION
\$15.00 / hour	\$25.00 / hour
ON THE JOB TRAINING	RELATED COURSES REQUIRED
8,000 hours	8 courses or 576 hours

Small Business Campaign

The Green Cow Reopening (29 Design Studio)



FINALISTS

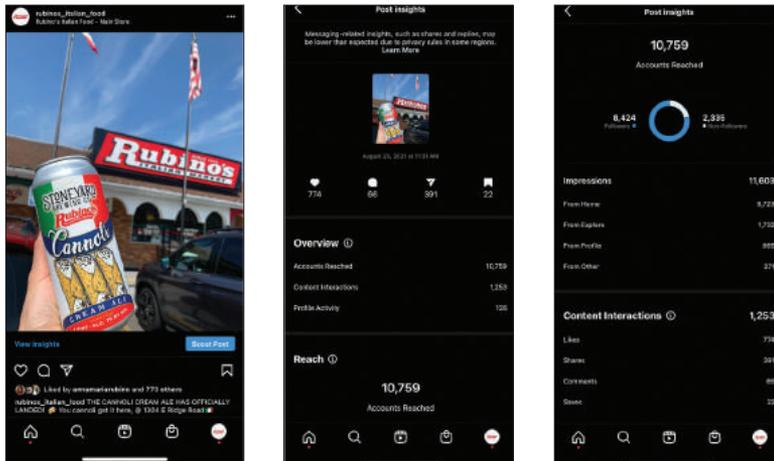
Small Business Campaign

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

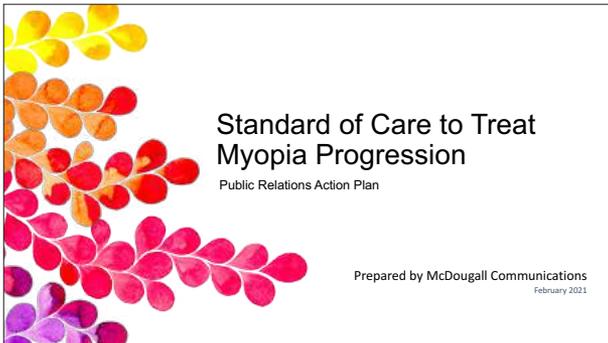
Special Event

CountryMax Halloween Pet Costume Contest



Special Event

WCO Virtual Event on Myopia Management (McDougall Communications)





FINALISTS

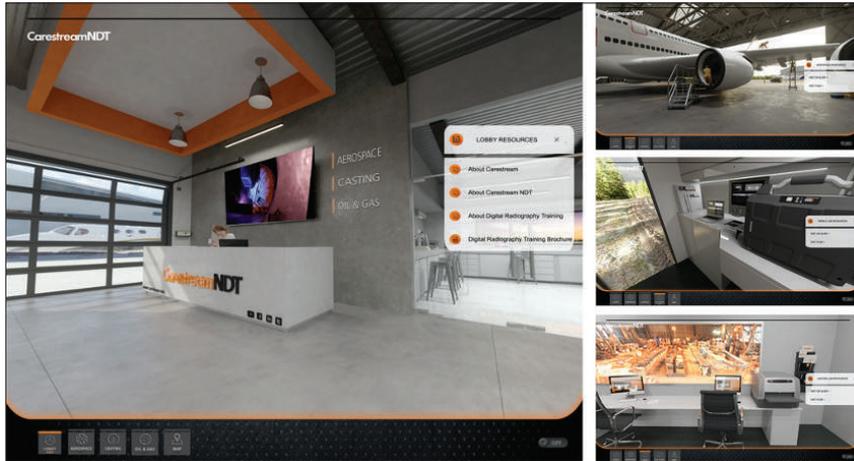
Tradeshow Marketing

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

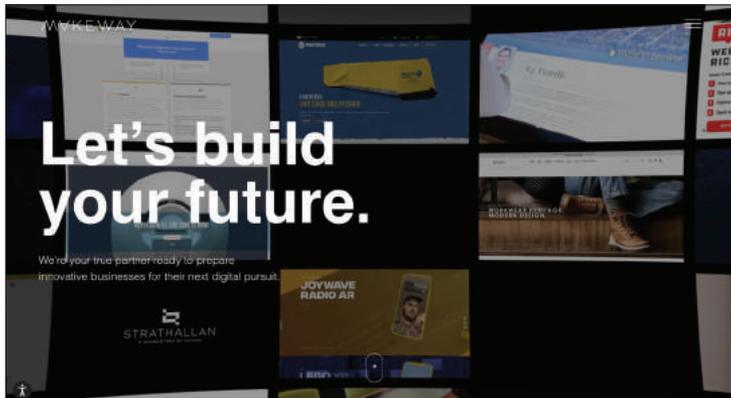
Video

Dick's House of Sport Teaser Video (Flynn)



Website

Makeway Website

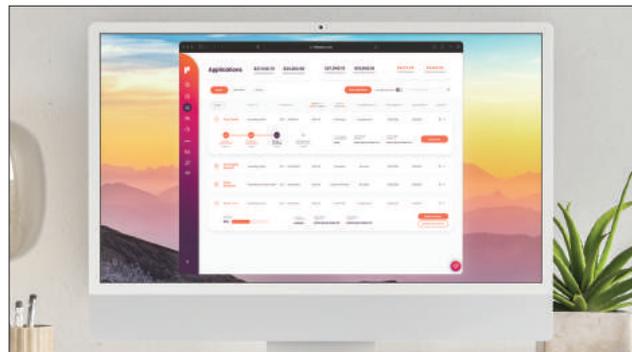
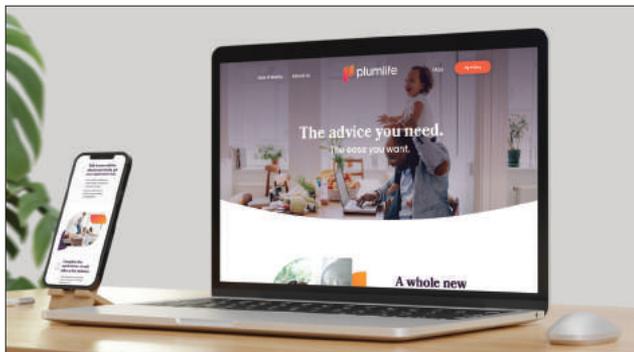




FINALISTS

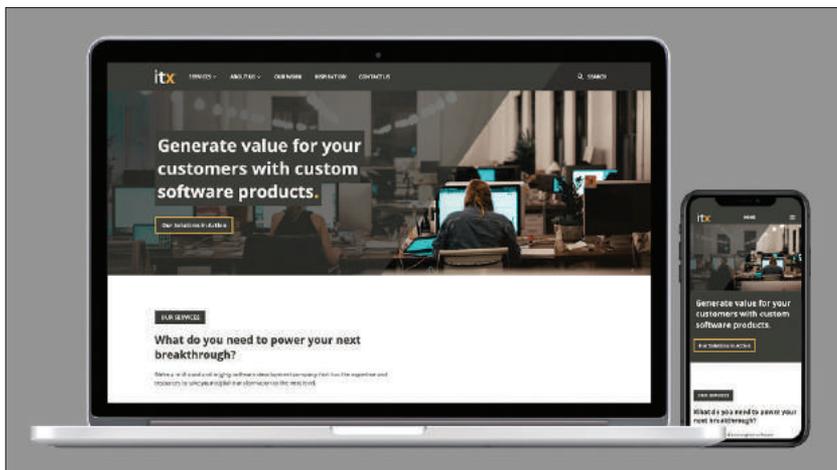
Website

Plum Life Website (Flynn)



Website

ITX Website



FINALISTS

Website

Empowering People's Independence Website



Website

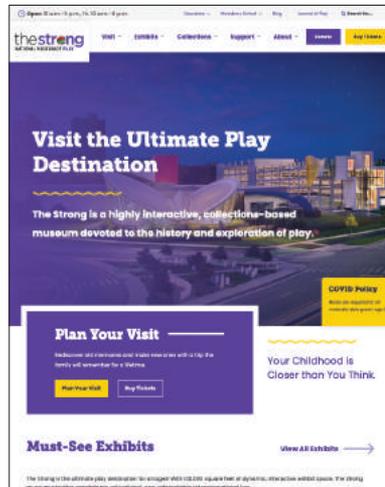
Forsythe Jewelers Site (Brandmint)





Website

The Strong Museum: museumofplay.org



THANK YOU

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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 2022 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.



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Rochester's Premier Comedy Club!

**Featuring today's
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