



Sierra Nevada Chapter

Sierra Nevada Chapter Public Relations Society of America

Silver Spike Awards – Individual Awards

Individual Award Descriptions and Rules

Individual awards have been distributed to chapter members and professionals in our community for many years.

Mark Twain Community Service Award:

- Awarded to a newsmaker who is a resident of PRSA's Sierra Nevada chapter area.
- Must be in a position to manage the flow of information within an organization.
- Must not be a communications professional.
- During an extended period of time, the person must have demonstrated a sensitivity and appreciation of the need to communicate candidly with the media and the public regardless of the consequences.
- Must have demonstrated a commitment to the community through involvement in numerous community events and activities.
- Must exemplify integrity, honesty, and sincere concern about the community.
- May be awarded to individuals or organizations.
- Only one award per year.

Gold Spike Community Excellence Award:

- Award is based on the use of professional skills in public service activities, which have provided a positive service to the social and or economic well being of the community over a period of time.
- Must have the respect of the public relations community both for the quality of his/her professional work and accomplishments, and for his/her service to the community.
- Must show a commitment to the community which is included, but not limited to time devoted to philanthropic, charitable or public institution, which has brought credit to the individual, the community and the public relations profession. The evidence may involve work for one organization, a single special event or involvement with a number of activities over time.

Mark Curtis, Sr., Professional of the Year Award:

- A member of the PRSA Sierra Nevada Chapter who has demonstrated excellence over the past year in their role as a chapter member and as a public relations professional.
- Must be a public relations professional with at least five years of experience.

Outstanding New Practitioner Award:

- Recognizes an outstanding public relations professional with less than five years in the profession.
- Must be a current member of the PRSA Sierra Nevada Chapter.
- Must have demonstrated exceptional talent in performing public relations duties.
- Must have demonstrated a commitment to the community by volunteering time and expertise to philanthropic, charitable or public organizations.



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Public Relations Hall of Fame:

- A public relations professional who has contributed significantly to the advancement of the profession in the PRSA Sierra Nevada Chapter area.
- Must have 20+ years of experience working in public relations, preferably practicing in northern Nevada.
- Nominee must have actively served the local PRSA chapter in some capacity (past/current board member, past/current committee member, etc.)
- A professional who has a long history of continuous involvement in the public relations profession and the community.
- A person, who by his/her professional capability has earned the respect of the public relations community.
- A person held in high stature by the community because of professional integrity, public service and a commitment to quality in all that he/she does.



Sierra Nevada Chapter

2011 Silver Spike Individual Award Nominations

Mark Twain, Gold Spike, Mark Curtis Awards, Outstanding New Practitioner and Hall of Fame

INDIVIDUAL AWARD ENTRY DEADLINE – Thursday, Oct. 6 at 5 p.m.

Please return nominations to Natalie Savidge at nsavidge@unr.edu
(You may attach support materials, if necessary)

Nominator: _____

Address: _____

Phone: _____

Email: _____

Nominee's name, title and place of employment:

Which award are you submitting this nomination for (please select one)?

Please Note: All questions must be answered in order for award consideration

- 1) In no more than 200 words, please describe the nominee's professional experience, including years in the industry, professional achievements, etc.

2) In no more than 200 words, please describe the nominee's community involvement/service efforts:

3) In no more than 200 words, please describe how the nominee has contributed to the overall development and stature of the public relations industry:

4) In no more than 200 words, please elaborate on why this nominee has earned this recognition from the Sierra Nevada Chapter of PRSA:



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INDIVIDUAL AWARD HISTORY - 1990 TO PRESENT

GOLD SPIKE AWARD

Norm Nielson – 1990
Faye Andersen, APR – 1991
Bob Alessandrelli – 1992
Stephanie Kruse – 1993
Susan G. Hill, APR – 1994
Fred Davis – 1995
Janice Ayres – 1996
Lynnae Hornbarger – 1997
Lynne Atcheson – 1998
Caryn Swobe, APR – 1999
Dotti Loader – 2000
Danielle Swift – 2001
Julie Ardito – 2002
Kerri Garcia – 2003
Gary Aldax – 2004
Brinn Wellise – 2005
Rick Sorensen – 2006
Alison Gaulden -2007
Tiffany East – 2008
No Award Given – 2009
Phil Ulibarri – 2010

MARK TWAIN COMMUNITY SERVICE AWARD

Ben Dasher – 1990
Sue Wagner – 1991
Richard Kirkland – 1992
No award given – 1993
No award given – 1994
Jim Rogers – 1995
Judy Simpson – 1996
Joni Kaiser – 1997
Frankie Sue DelPapa – 1998
Fred Boyd – 1999
Chuck Alvey – 2000
Ian Hill – 2001
Michael Thomas – 2002
Stephen Ascuaga – 2003
Brian Hutchinson – 2004
Beth Macmillan – 2005
Joe Crowley – 2006
Russ Fields - 2007
Chuck Allen – 2008
Sherri Rice – 2009
Mike Houghton – 2010



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INDIVIDUAL AWARD HISTORY - 1990 TO PRESENT

PRSA HALL OF FAME

Wallie Warren – 1990

Tom Wilson – 1990

Mark Curtis, APR, Fellow – 1990

Norm Nielson – 1991

Jim Ellis, APR, Fellow – 1992

Bob Chez – 1993

Ted Conover – 1994

Don Dondero – 1995

Bill Martin, APR – 1996

Stephanie Kruse – 1997

Valerie Glenn – 1998

Roy Powers – 1999

No award given; Lifetime Achievement Award Given – 2000

Susan G. Hill – 2001

Lynne Atcheson – 2002

Marlene Olsen – 2003

Faye Andersen – 2004

Jane Tors – 2005

Phil Weidinger -- 2006

Dr. Steve Mulvenon – 2007

Chris Chrystal – 2008

Karl Walquist – 2009

LIFETIME ACHIEVEMENT AWARD

Jim Ellis, APR, Fellow – 1992

MARK CURTIS, SR. CHAPTER MEMBER AWARD

Dotti Loader – 1998

Faye Anderson – 1999

Jane Tors – 2000

Adrienne Bemus – 2001

Ronele Klingensmith – 2002

Alison Gaulden – 2003

Alexia Bratiotis – 2004

David Taylor – 2005

Katie Nannini – 2006

April Conway – 2007

Don Butterfield – 2008

Scott Walquist – 2009

Bethany Drysdale – 2010

OUTSTANDING NEW PRACTITIONER

Natalie Savidge – 2009

Marcus Liem – 2010