



PINNACLE AWARDS

2024

March 21, 2024

ENTRY KIT



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McKnight's is proud to announce our 2nd Annual Pinnacle Awards.

This one-of-a-kind program recognizes industry veterans who are setting the standard, driving change, providing guidance and inspiring us all.

Individuals with at least 20 years of experience in the industry and who continue to strive for success are eligible. Whether this be a boss, colleague, mentor or friend, we urge you to nominate a deserving individual for one of McKnight's' most prestigious achievement awards.

"With the Pinnacle Awards, McKnight's is honoring the professionals who have not only reached the top of the profession but managed to remain there for years," said Publisher Craig Roth. "They've inspired us in the past and they'll continue to do so for as long as they remain in the field."

ENTRY TRACKS

- Skilled nursing (for-profit)
- Skilled nursing (nonprofit)
- Senior living (independent living, assisted living, memory care and/or continuing care retirement/life plan community) – for-profit
- Senior living (independent living, assisted living, memory care and/or continuing care retirement/life plan community) – nonprofit
- Home care / home health / hospice (for profit and nonprofit)
- Industry ally
- Business partner

CATEGORIES

- **Setting the Standard Award**

For leading by example while compiling impressive results

- **Agent of Change Award**

For driving change and innovation, either within the organization or across the field

- **Inspiration Award**

For inspiring the rest of us

- **Thought Leader Award**

For offering bar-raising guidance and insight

- **Unsung Hero Award**

For positively influencing an organization or the field from behind the scenes with a positive attitude, a willingness to help in whatever capacity necessary and a commitment to excellence

- **Industry Ally Award**

(Must be aligned with Industry Ally track)

Elected official, high-level government administrator, trade group member, analyst, influential academic or researcher, other thought leader, etc.

- **Business Partner Award**

(Must be aligned with Business Partner track)

Vendor/sponsor whose unique contributions have helped move the sector forward

*Vendors are eligible to enter in this category ONLY

- **Career Achievement Award**

Recognizes a person who has made most distinguished contributions to the field over a lifetime of service

(Note: This category is not part of the regular nomination and judging process. Potential candidates will be gathered and considered by event leaders, who will determine one award winner each year. Only one award will be given annually.)

**Vendors are not eligible to enter/win this category*

JUDGING

After entries are submitted, a panel of judges will begin a thorough review process.

Any juror who has a potential conflict of interest with a particular entry will not be allowed to judge that entry.

All jurors will be required to sign a confidentiality agreement that bans them from disclosing information from entry submissions.

ENTRY REQUIREMENTS

All nominations must be submitted by a peer, colleague or friend of the nominee. No self-nominations at this time.

All nominees should be actively involved in the field.

Vendors are eligible to enter only in the **Business Partner Award category**. Any entries in other categories will be disqualified.

Each entry must be submitted online. Once all entry information is prepared, entries can be submitted through the online submission portal. All entries must be submitted and paid for online. You may input your entry information and save as a draft to return at a later date to finalize or submit payment. Credit cards accepted include Visa, Mastercard and American Express. Entries that are not paid prior to judging will not be considered.

Judges do not discuss their individual scores with anyone – not even with each other. As such, the winners are not known until honorees are announced in December. Only the highest-scoring nominees will be awarded as a winner. *Note: This may mean that certain categories will not have a winner.*

McKnight's reserves the right to publish information about the nomination if the individual is chosen as a Pinnacle honoree. If any information in your nomination must be kept confidential, please use the Confidential Information section on the nomination form, and only the McKnight's editorial team will see it. This includes the nominee photo.

All nomination forms must be submitted with a high-quality headshot of the nominee. All headshots should be color, at least 300 dpi and, preferably, professionally shot. Images should be no smaller than 3" by 3". File size should not be less than 300 KB.



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ENTRY PRICING

\$225 per entry

Late fee of an additional \$60 per entry

KEY DATES

The entry deadline is 11:59 p.m. ET **Thursday, Oct. 20, 2023**.

Late entries will be received until **Sunday, November 5, 2023**, 11:59 p.m. ET.

However, entries received after Oct. 20, will incur a late fee of \$60 per entry.

Finalists will be announced on December 11, 2023.

ENTRY FORM CHECKLIST

- Entry Track
- Category
- Nominee career highlights as they relate to the selected category
Word count: 300
- Is there anything else the judges should know about this nominee?
Word count: 200
- Support material

McKnight's Pinnacle Awards
2024 submission page