

28th Annual 

NORTHEAST TENNESSEE

PINNACLE

Awards

May 28, 2025
Tennessee Hills Distillery
Bristol



 SOUTH HOLSTON LAKE – NEAR BRISTOL, TN

ALWAYS THE
BEST SEAT
IN THE HOUSE.



TENNESSEE
SOUNDS PERFECT

TNVACATION.COM

 Bristol
Motor Speedway

THE
NIGHT RACE



SEPT. 13

NASCAR

Alicia Phelps, Executive Director Northeast Tennessee Tourism Association



The Northeast Tennessee Tourism Association has been honoring top performers within our industry for 28 years through the Pinnacle Awards program. This year's awards mark another year of growth with a record shattering 107 nominations, and the most attendees we've ever hosted.

Our organization has been crossing state, county, and city lines uniting the tourism and hospitality industry for 48 years. When it comes to economic development and impact, we have transitioned to the top industry in our area. I am constantly amazed at the quality, teamwork, and spirit that each of our partners display in the variety of opportunities that make Northeast Tennessee a destination for travel, investment, entrepreneurship, and a great place to live. Thanks to each of you for all you do to support Northeast Tennessee and our organization.

Congratulations to our nominees and winners!

Alicia Phelps

Matt Bolas, Explore Bristol 2025 Pinnacle Awards Chairperson



Welcome to Bristol and the 28th Annual Pinnacle Awards!

Congratulations to every organization and community represented here today. We hope you take time to enjoy the festivities and celebrate the impact that your work has made on our region. It's because of you and your passion for Northeast Tennessee that we continue to see tourism thrive, generating jobs and growth for our communities.

We hope you've enjoyed retro country music twist on the traditional Pinnacle Awards, here at the new and beautiful Tennessee Hills Distillery! Bristol is also home to other amazing regional attractions including Bristol Motor Speedway, Birthplace of Country Music Museum, and Hard Rock Hotel & Casino Bristol.

Your contributions to the tourism industry in Northeast Tennessee have certainly made an impression and make our region a great place to live, work and visit.

Sincerely,

Matt Bolas

Luncheon Agenda

- 11:30 Opening Reception
- 12:00 Lunch
- 12:25 Hospitality & Tourism Graduation
- 12:35 Remarks
- 12:45 Awards Presentation

Primary Sponsors



Table Sponsors



Meet the Judges

Adrianne Glass Interactive Marketing Specialist Mexico Beach Community Development Council

For the past 12 years, Adrianne Glass has been a dedicated advocate for small and rural destinations in the tourism sector. Her journey began in Gulf County, Florida, where she cultivated a strong passion for supporting local businesses and enriching visitor experiences. This enthusiasm for storytelling and community-focused tourism propelled her to become a Marketing Director and later to advise destinations across Florida in sharing their unique stories. Adrianne now serves as the Interactive Marketing Specialist for Mexico Beach, Florida. There, she continues to elevate community voices and celebrate the appeal of small-town coastal living.



Allison Calvin Dir. of Marketing & Communications Explore Lawrence Kansas

Allison Calvin has been in the tourism industry for over 10 years. Her degree is in Travel, Tourism, and Hospitality Management from Johnson & Wales University. She has worked for a variety of Destination Marketing Organizations, and she is currently the Director of Marketing and Communications at eXplore Lawrence, a board member of the Travel Industry Association of Kansas, and leads the Northeast Kansas Tourism Association. Allison lives in Overland Park, KS with her husband and 2 kids, Brody and Rory.



Nathan Sims Paid Media Manager Visit Oklahoma City

Nathan Sims works as the Paid Media Manager for Visit Oklahoma City, strategizing, budgeting and reporting on all paid advertising efforts to promote the wonderful city he calls home. He is a Texas native who fell in love with Oklahoma during college and hasn't left since. Outside of work, he is a burgeoning birder, avid runner and lay theologian.



Stefanie Boe Tourism and Marketing Manager Discover Marana Arizona

Stefanie is the Tourism and Marketing Manager for Discover Marana, a destination marketing organization just outside Tucson, Arizona. With a background in television news, communications, and social media, she brings storytelling expertise and local passion to her role. Stefanie has deep roots in the community and loves sharing the region's unique desert landscapes, culture, and experiences with visitors—whether it's through digital content, events, or just a really good prickly pear margarita.



Candice J. Graham Director of Programs & Engagement Leadership Tennessee

Candice J. Graham is a dynamic leader with a rich background in entrepreneurship, tourism, marketing, and downtown revitalization. As a seasoned MainStreet Director, Candice spent five transformative years driving strategic initiatives that increased foot traffic, empowered small businesses, and brought community-centered projects to life. With a passion for storytelling, innovation, and economic development, she has helped launch small businesses and consulted with nonprofits and downtowns across Tennessee. Candice continues to champion leadership, creative marketing strategies, and rural entrepreneurship.



2025 Awards Committee

Matt Bolas, 2025 Chairperson, Explore Bristol

Lara Potter, 2024 Co-Chairperson, Visit Kingsport

Chelsea Ketron, 2024 Co-Chairperson, Visit Kingsport

John Scott, Explore Bristol

Leah Ross, Birthplace of Country Music

Ashton White, Bristol Motor Speedway

Cameo Waters, Jonesborough Dept. of Tourism

Sarah Fleming, Northeast Tennessee Tourism Association

Alicia Phelps, Northeast Tennessee Tourism Association

2024 HOSPITALITY & TOURISM CERTIFICATE GRADUATES



**TARAN CHRISTIANSEN KELLY JOHNSON
KATHERINE HACKLER AVERY LEWIS
PAUL HARRIS ANGELA WHITE
AMBER HOWARD KRISSY WORTH
MICHAEL LAWTON (2025)**

New Sessions Begin Aug. 12, 2025
Enroll: NortheastTennessee.org/HTC

Offered in partnership with Northeast Tennessee Tourism
and East Tennessee State University

Presentation of Awards Advertising and Promotions Brochure or Guide

- Northeast TN Museum Assoc. Brochure & Map
Northeast Tennessee Museum Assoc.
- The Art of Aging in East Tennessee
ETSU Professional Development
- Johnson City Visitor Guide
Visit Johnson City
- Explore Bristol Visitor Guide
Explore Bristol
- Racks by the Tracks Tasting Guide
Visit Kingsport
- Jonesborough Visitors Guide
Town of Jonesborough Tourism Dept.

Rack Card

- Discover Greeneville and Greene Co.
Greene County Partnership
- Main Street's Music Mashup - Battle of the Bands
Main Street Greeneville
- Visit Mountain City, TN
Johnson County Tourism
- Candy Land Christmas
Visit Johnson City

Mailer

- Alliance for Continued Learning
ETSU Professional Development
- Big South Media Day Invite
Visit Johnson City
- Explore Bristol Group Tour Mailer
Explore Bristol
- Greetings from Jonesborough, TN's Oldest Town
Town of Jonesborough Tourism Dept.
- Bristol Rhythm & Roots Reunion Wristband Mailer
Birthplace of Country Music

Print Ad

- Buffalo Mountain Writers Workshop: Wild Words
ETSU Professional Development
- You Can Do You
Visit Johnson City
- Explore More in Bristol
Explore Bristol
- Adventure is Waiting, TN Vacation Guide
Visit Kingsport

Photography (Lifestyle/Landscape)

- Under the Lights
Ashli Linkous
- Farm to Table Dinner in Jonesborough
Whitney Williams
- David Crowder Band - Fun Fest Concert
CaseSensitive Photos
- Downtown Kingsport
CaseSensitive Photos
- Persimmon Ridge Trail in Jonesborough
Whitney Williams
- Adventure is Out There
Maypop Media
- Pure Joy ETSU Renaissance Camps at Roan Mt. State Park
ETSU Professional Development
- Main Street Jonesborough
Whitney Williams

Commercial

- Candy Land Christmas
Visit Johnson City
- Birthplace of Country Music Museum 10th Anniversary
Birthplace of Country Music

Long Video

- Copperhead Road Landmark
Johnson County Tourism Office
- The Jackson Theatre
The Jackson Theatre
- Old Soul New Stories Film
Main Street Elizabethton and Maypop Media

Long Video (continued)

- Christmas in Bristol
Explore Bristol
- Bristol Rhythm & Roots Reunion 2024 Recap
Birthplace of Country Music

Short Video

- Downtown Small Business Highlights by Nick Harrison
Downtown Johnson City's Main Street Program
- The Jackson Theatre
The Jackson Theatre
- It's Time to Explore More in Bristol
Explore Bristol
- Candy Land Christmas
Visit Johnson City
- Bristol Rhythm & Roots Reunion 2024 "Thank You" Video
Birthplace of Country Music

Marketing and Public Relations

Best Marketing Campaign

- StoryTown Radio Show Rebranding
McKinney Center
- Candy Land Christmas
Visit Johnson City
- Forgotten Kingdom
Tiebreakers
- Marketing Videos for Festivals
Town of Jonesborough Tourism Dept.
- Explore Bristol
Explore Bristol

Best Public Relations Campaign

- Outdoor Writers Association of America
Visit Johnson City
- Forgotten Kingdom
Tiebreakers

Best High School Campaign

- Work Based Learning at Sullivan County Schools
West Ridge High School
- Start Your Journey Today
Sullivan East High School



Social Media Campaign

- Copperhead Road Landmark & Music Fest
Johnson County Tourism Office
- The Juice is Loose: Believe in Bristol's Halloween Campaign
Believe in Bristol
- Biker Banjo - Taco Trek
Visit Johnson City
- Explore Bristol
Explore Bristol
- Festus
Visit Kingsport
- Bristol Rhythm & Roots Reunion
Birthplace of Country Music
- Jonesborough Fall and Winter Reels
Town of Jonesborough Tourism Dept.

Festivals and Events Virtual Event or Series

- Bristol Rhythm & Roots Reunion Paste Magazine Sessions
Birthplace of Country Music

Festival or Event of the Year

- Main Street Days Festival
Downtown Johnson City's Main Street Program
- Meet the Mountains
Visit Johnson City
- Fun Fest
Visit Kingsport
- Christmas at the Kingsport Carousel
City of Kingsport
- Wizardly World of Jonesborough
Town of Jonesborough Tourism Department and The Goose Chase

Best New Event

- Firefly Festival
Greene County Partnership
- Copperhead Road Music Fest
Johnson County Tourism Office
- Main Street's Music Mashup - Battle of the Bands
Main Street Greeneville
- Bristol Open 2024 - PPA Tour Event
Bristol Sportsplex

Best New Event (continued)

- Iron Mountains Invitational
Visit Johnson City
- Appalachian League All-Star Game
Visit Johnson City
- Twilight Rides at the Carousel
City of Kingsport
- Portuguese Water Dog Club of America National Specialty
Visit Kingsport
- Noon Years Eve
Tiebreakers

Best Sports Event

- Bike Ride Across Greene Co.
Greene County Partnership
- USA Softball National Championships
Visit Johnson City
- ISSA Senior Softball World Series
Visit Johnson City
- MATE ROV World Championships
Visit Kingsport

Roll With It Award

- Copperhead Road Landmark & Music Fest
Johnson County Tourism Office
- First Freed African Americans Win First Inheritance Suit Historical Marker
McKinney Center
- Storytelling Benefit Concert
The Jackson Theatre
- Elizabethton Christmas Parade
Main Street Elizabethton
- Johnson City Railroad Experience
Visit Johnson City
- Red, White, and Boom
Visit Kingsport
- Drool Party
City of Kingsport

The Best Of...

Attraction of the Year

- Copperhead Road Landmark
- Johnson City Railroad Experience
- Kingsport Farmers Market
- Tiebreakers
- The Jackson Theatre
- The Great Jonesborough Pumpkin Hut

Supporting Businesses

Vendor of the Year
Partnership of the Year

Industry Leadership

Adventure Tourism Award
Rising Star
Sustainability Leader
Frontline Employee of the Year
Volunteer of the Year

sync.space
Entreprenuer of the Year



Hospitality Leader of the Year



Tourism Leader of the Year

1805 N Roan St
Johnson City, TN



TIEBREAKERS
EAT. PLAY. WIN.

ARCADE LASER TAG BOWLING COCKTAIL BAR RESTAURANT GIANT TVs

1805 N Roan St
Johnson City, TN

A collage of images showing various entertainment options: a person on a laser tag machine, a group of people at a cocktail bar, a boy holding a large pizza slice, and bowling pins and a ball on a lane.



MEET ME IN TENNESSEE

PODCAST

FEATURING

RANKED
TOP 3
PODCASTS IN
TENNESSEE

STORIES BEHIND THE LOCAL SCENE
SEASON 3 NOW STREAMING!

New Episodes Monthly
Brought to you by:

MEET ME IN TENNESSEE
TOURISM ASSOCIATION

JENNA LAFEVER
LARA POTTER

Two women, Jenna Lafever and Lara Potter, are shown holding microphones and smiling.



Visit
MOUNTAIN CITY
- TENNESSEE -

make this your
happy place!

Welcome to
extraordinary moments!

VisitMountainCityTN.com
Johnson County Tourism Office

A collage of images showing various activities in Mountain City, Tennessee, including a band performing, people riding bikes, and people sitting outdoors.

THE PERFECT SPACE,
INSIDE AND OUT.

— A Refined Tennessee Experience —

MEADOWVIEW
Marriott
CONFERENCE RESORT &
CONVENTION CENTER



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WHERE ADVENTURE & HISTORY COME to LIFE

Experience the allure of Historic Sullivan County, the top destination in Northeast Tennessee. From the excitement of Bristol Motor Speedway to serene trout fishing on the South Holston River, our stunning county blends adventure with timeless heritage. Explore captivating historic sites and enjoy the natural beauty of Tennessee's most beloved region.



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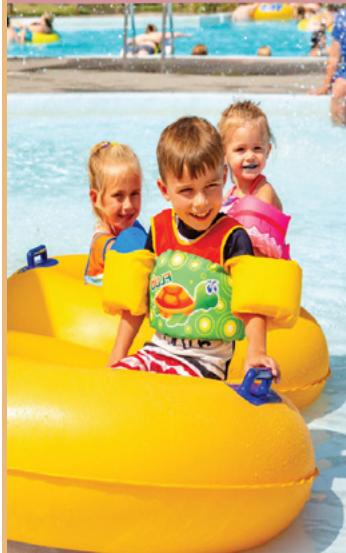
JONESBOROUGH

TENNESSEE

Est. 1779

Tennessee's Oldest Town

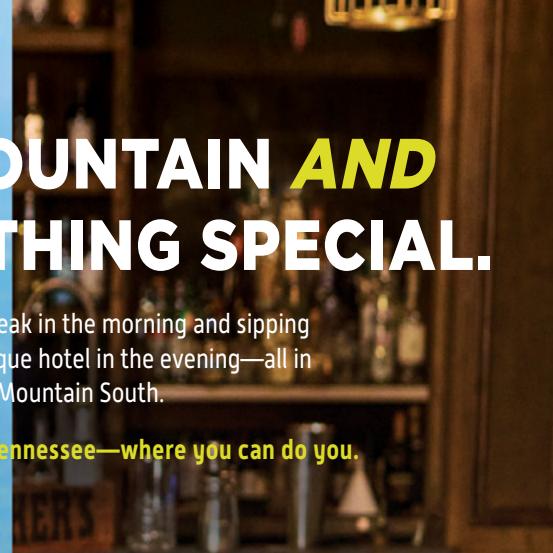
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SUMMIT A MOUNTAIN AND SIP ON SOMETHING SPECIAL.

Find yourself summing a peak in the morning and sipping on a craft cocktail in a boutique hotel in the evening—all in the beautiful Mountain South.

Stay with us in Johnson City, Tennessee—where you can do you.



 **Visit**
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TENNESSEE

visitjohnsoncitytn.com

BRISTOL™ TENNESSEE



WHERE THE SOUNDS OF SUMMER COME ALIVE

BRISTOLTN.GOV

northeasttennessee.org/members

Our Impact

Reaching visitors, promoting members.



Over 9 million annual impressions with a combined 285,000 multi channel reach monthly on Facebook, Instagram, TikTok, Pinterest, YouTube, and LinkedIn.

We produce 20,000 magazines and 40,000 visitor guides annually, showcasing our members and the best of Northeast Tennessee.

With more than 20,000 users monthly to our website, top areas of interest include Places to Stay, Destination Cities, Food & Drink, History, Culture and Trip Idea related content.



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Blountville, TN 37617



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SUNSET CONCERT SERIES PRESENTS ON THE CARDINAL STAGE



THURSDAY JULY 24

TAUREN WELLS
WE ARE MESSENGERS

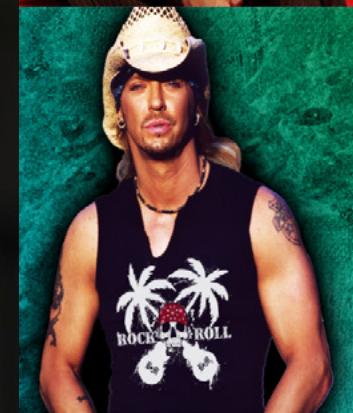


SUNSET CONCERT SERIES PRESENTS ON THE CARDINAL STAGE



FRIDAY JULY 25

BRET MICHAELS
+ EDWIN MCCAIN



SUNSET CONCERT SERIES PRESENTS ON THE CARDINAL STAGE



SATURDAY JULY 26

BRAD PAISLEY
AVERY ANNA

