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### **Pinnacle Welcomes Charlotte Kraenzle as Communications Director, Military Housing**

FORT BELVOIR, Va. - Pinnacle recently welcomed Charlotte Kraenzle on board as communications director for its military housing portfolio. In this new position, Kraenzle will work to develop the military housing group's public relations program, communication plans, branding strategy, and standardized marketing materials.

Kraenzle most recently managed marketing and public relations efforts for Clark Realty where she served as a marketing executive for three years. She directed groundbreaking and ribbon-cutting ceremonies; wrote press releases and collateral content; oversaw production of websites, proposals, and trade show booths; and recruited and led consultants.

"I feel lucky to have had the opportunity to work with so many of Pinnacle's team members over the last few years," said Kraenzle. "I know I am joining a winning team."

Kraenzle also knows the importance of communication campaigns – from improving resident satisfaction and corporate reputations to saving lives. In honor of her late father, Kraenzle started a foundation to increase awareness of colorectal cancer and the need for getting colonoscopies. This year, she directed the inaugural Scope It Out™ 5K and donated \$20,000 in race proceeds to four colon cancer organizations.

Kraenzle received a Masters degree in Communication, Culture, and Technology from Georgetown University in May 2005. She completed her undergraduate studies in English at the University of Virginia. She was a member of the women's crew team and won two NCAA championships.

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