

PINNACLE FINANCIAL PARTNERS INC

Form SC 13D

February 13, 2004

SC 13D

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

(Amendment No. _____)

Pinnacle Financial Partners

(Name of Issuer)

Common

(Title of Class of Securities)

72346Q104

(Cusip Number)

Check the following box if a fee is being paid with this statement

____. (A fee

is not required only if the filing person: (1) has a previous statement on file

reporting beneficial ownership of more than five percent of the class of

securities described in Item 1; and (2) has filed no amendment subsequent

thereto reporting beneficial ownership of five percent or less of such class.)

(See Rule 13d-7).

* The remainder of this cover page shall be filled out for a reporting person's

initial filing on this form with the respect to the subject of class of securities,

and for any subsequent amendment containing information which would alter the disclosure provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed

to be "filed" for the purpose of Section 18 of the Securities Exchange Act of

1934 ("Act") or otherwise subject to the liabilities of that section of the Act

but shall be subject to all other provisions of the Act (however, see the

Notes).

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1 Name of Reporting Person

S.S. or I.R.S. Identification No. of Above Person

Salem Investment Counselors, Inc.

56-1225913

2 Check the Appropriate Box if a Member of a Group

3 SEC Use Only

4 Citizenship or Place of Organization

North Carolina

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- 5 Sole Voting Power
121,590
- 6 Shared Voting Power
7. Sole Dispositive Power
121,590
- 8 Shared Dispositive Power
- 9 Aggregate Amount Beneficially Owned by Each Reporting Person
121,590
- 10 Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares
- 11 Percent of Class Represented by Amount in Row 9
3.29%
- 12 Type of Reporting Person
IA

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- Item 1(a) Name of Issuer:
Pinnacle Financial Partners
- Item 1(b) Address of Issuer's Principal Executive Offices:
The Commerce Center
211 Commerce Street, Suite 300
Nashville, Tennessee 37201
- Item 2(a) Name of Person Filing:
Salem Investment Counselors, Inc.
- Item 2(b) Address of Principal Business Office:
P. O. Box 25427
Winston-Salem, North Carolina 27114-5427
- Item 2(c) Citizenship:
North Carolina Corporation
- Item 2(d) Title of Class of Securities:
Common Stock
- Item 2(e) Cusip Number:
72346Q104
- Item 3(e) (X) Investment Advisor registered under Section 203 of the
Investment Advisors Act of 1940.
- Item 4 Ownership:
- (a) Amount beneficially owned: 121,590
 - (b) Percent of Class: 3.29%
 - (c) Number of Shares as to which such person has
 - (i) Sole power to vote or to direct the vote: 121,590
 - (ii) Shared power to vote or direct the vote: -0-

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(iii) Sole power to dispose or direct the disposition: 121,590
(iv) Shared power to dispose or direct the disposition of: -0-

Item 5 N/A
Item 6 N/A
Item 7 N/A
Item 8 N/A
Item 9 N/A

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Item 10: Certification:

By signing below I certify that to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

2/13/04
Date

/s/ Dale M. Brown
Signature

Dale M. Brown, President
Name/Title