



## Community Engagement Statement

JCJ is committed to the support and enhancement of our local communities across the United States. Design for the community is not about the vision of one, but rather the collective vision of many.

As architects and designers, we feel that it is our role to be a conduit for the community in envisioning the 1 October Memorial. JCJ Architecture and our supporting team members are here to listen, process, and propose the most thoughtful and meaningful design solution for the two-acre memorial site.

The 1 October Memorial is to provide a space that will remember the 58 lost souls who perished in the immediate aftermath of the tragedy at the Route 91 Harvest Festival and those who succumbed to their injuries thereafter, honor the survivors and the many heroes who inspired the nation with their bravery, and to celebrate the resiliency and compassion of the community. Our team is united by our passion to create a powerful and memorable place guided by the desires of those most impacted by this tragedy – Remembrance, Respect, Honor, Healing, Unity, Peace, Community, and Love. Our united goal would be to create an inclusive memorial that embraces the collective ideas reflected in the submissions and to coalesce the desires of many into the vision of one sacred space.

The JCJ team is comprised of six firms, representing architecture, interior design, memorial design, landscape architecture, lighting design, mechanical, electrical and plumbing engineering, and structural engineering. Together, we bring a committed team of local and world-class professionals, united by our compassion for those impacted by the events of 1 October 2017 and driven by the resiliency of our “Vegas Strong” community.

We are compelled to leverage our collective strengths as design professionals to contribute to the healing process for Las Vegas that has helped to shape us as individuals and the lives of so many. While we have preliminary ideas about what the memorial could be, as a conduit for those who have been impacted, first we will listen. Led by passionate supporters skilled in community engagement, our team knows how to closely collaborate with victims’ families, survivors, first responders, community members and others who will inform the creation of a purposeful place to honor, remember, and instill hope. We will listen, review, and consider the submitted creative expressions and work together with local artists, sculptors, and creative contributors to design a personal journey that will resonate long after the last visit.

The JCJ team has carefully refined a discovery process for exploring, testing, and identifying a project’s most compelling vision. It is a process that will identify and integrate common threads and themes extracted from the anticipated community and stakeholder meetings.

Our team will then continue to engage the community as we further evolve the design, offering an established dedicated webpage at [www.JCJ.com/1OctoberMemorial/](https://www.jcj.com/1OctoberMemorial/), providing our contact information should the community wish to reach us. Through this collaborative approach, we are confident that the vision for the 1 October Memorial will come to life and will truly reflect the community that it is meant to serve.

# JCJ ARCHITECTURE

## Architecture & Interior Design

**Website:** [jcj.com](http://jcj.com)

**About:** JCJ Architecture has been in continuous operation since 1936. The firm's roots are based on a portfolio and expertise across both experiential-design such as hospitality, gaming, and food and beverage; as well as community-centric design for education, museums & cultural centers, and not-for profits. The firm has built a practice that balances the business and art of design by integrating rigorous methods of management with the highest standards of design and client service.

We practice a demanding discipline that calls for the highest quality in formulation and implementation. The collective skills we have acquired through study, observation, and practice are supported by a business framework that gives structured freedom to creativity and an overriding sense of purpose.

We strive to connect with our clients in their world and to bring our extensive experience and knowledge to every project and interaction. We understand that the world is ever-changing and that we must adapt to help our clients thrive. JCJ Architecture's extensive portfolio of work demonstrates our ability to provide comprehensive services and apply our collective knowledge for clients in the public and private sectors. We are proud of the many exceptional buildings and environments we have created and of the contributions they have made to making communities better places to live, learn, work, and play. In all aspects of our work, we strive to live and practice in alignment with our firm principle: Design That Builds Community.

### Team Members:



**Derek Sola** RA, AIA, NCARB  
DESIGN PRINCIPAL  
ARCHITECTURAL DESIGN LEAD

Derek, a long-time resident of Las Vegas, and the driving force behind this project, will champion the Architectural Design and overall Vision for the 1 October Memorial project. While newer to JCJ, Derek has worked closely with the firm on a number of large-scale, complex projects since 2020. Derek has known and collaborated successfully with both Bob Gdowski and Joycelynn Lagula on dozens of projects throughout his career.



**Robert J. Gdowski** AIA, NCARB  
PRINCIPAL-IN-CHARGE

As Principal-in-Charge for 1 October Memorial, Bob will have overall responsibility for the project. Bob brings more than 20 years of experience and is recognized internationally for his design leadership. He is known for his ability to capture a vision and create compelling and memorable experiences, and will bring this unique skill set to the oversight of this team. Bob oversaw the opening of JCJ's Las Vegas studio.



**Mike Larson** AIA, NCARB  
PRINCIPAL | PROJECT DIRECTOR

Mike Larson, a long-time resident of Las Vegas, and JCJ's Principal and Las Vegas Studio Leader, will serve as Project Director on the project. In his role, Mike collaborates very closely with all members of the Las Vegas studio, a team which he has helped to establish and nurture. As the Project Director for the 1 October memorial, Mike will work hand in hand with the design team and specifically manage the day-to-day activities of this project, including consultant coordination and on-going communications.

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**James E. LaPosta, Jr.** FAIA, LEED AP  
CHIEF ARCHITECTURAL OFFICER | CONSENSUS BUILDER

Jim will collaborate closely with the design team, the 1 October Committee, Clark County representatives and the wider community to help to understand and articulate the overall objectives and direction of the project. As the firm's Chief Architectural Officer, Jim is widely recognized by clients and the design community-at-large for his unique design sensibilities, remarkable communication skills and ability to build consensus. Jim has led many of JCJ's most complex, visible and sensitive projects to success. In his role, as Chief Architectural Officer, Jim collaborates across the firm to foster an environment of design success for all.



**JoyceLynn Lagula**  
ASSOCIATE PRINCIPAL  
INTERIOR DESIGN LEAD

Like her colleagues, JoyceLynn, a long-time resident of Las Vegas, is passionate about the community she calls home. JoyceLynn's career took off more than 16 years ago, when she relocated to Las Vegas to work on many of the most significant properties that have helped to shape the city. In her role as Interior Design Lead, JoyceLynn will bring her intentional creative approach, rooted in a deep understanding of each project's unique objectives to the team. She has collaborated closely with the JCJ team both in her current role at JCJ and during her tenure at previous firms, where she worked with Design Principal, Derek Sola. JoyceLynn will be responsible for the interior design of this project, creating an appropriate and memorable experience for visitors.



**Harold C. Lopez**  
DOCUMENTATION TEAM LEAD

Harry brings 30 years of both international and local experience to this project. Harry is a 28-year resident of Las Vegas and has been recognized by clients and peers for his ingenuity, knowledge of construction, boundless energy and positive attitude. Harry will work closely with Derek Sola and the design team to execute the architectural design. He will be responsible for coordinating with consultants, and ensuring that construction documents implement and align with the overall design intent of the memorial.



## Memorial Design

**Website:** [thincdesign.com](http://thincdesign.com)

**About:** Thinc Design exists to provoke meaningful conversations about the world in which we live. Through designing exhibitions and attractions as diverse as art museums, science centers, aquaria, zoos, and brand experiences, we transform how people think about the world and each other. We believe museums and exhibitions have the power to enhance civic life by generating new understanding and fostering new relationships among users.

We continually question an exhibition's reason for being. How do we memorialize the past? How do we speak concretely to the future? What is the core of a collection or a story? How do different people engage? What creates communities? In essence, what should 21st century cultural institutions look like and what can they do for people?

Many of our projects are essentially joyous and playful but we also take on complex social and human issues. In so doing we face head-on the challenge of sharing problematic and conflicting narratives with people who are often visiting during their leisure time.

### Team Members:



**Tom Hennes** RA, AIA, NCARB  
PRINCIPAL & OWNER

Tom Hennes founded Thinc Design in 1995 as an extension of a 15-year career as a theatrical designer in New York. Under his guidance, the award-winning exhibition design firm has successfully completed visitor experiences for museums, visitor centers, zoos, aquaria, art installations, and cultural attractions in the United States, Italy, South Africa, The Netherlands, Vietnam, China, Jordan, Nepal, India, and the UAE.



**Jorge Martinez**  
HEAD OF DESIGN

Jorge Martinez has extensive experience working for clients ranging from zoos to natural history and children's museums. Working at Thinc since 2006, his work blends the best of environmental design - inviting spaces that evoke moods and settings at a glance - with an attention to content and a subtle wit that gives each exhibit a memorable twist. As lead designer, Martinez has guided many of Thinc's exhibitions, most recently the Empire State Building Observatory Experience, to successful completion and global acclaim.



**Debra Everett-Lane**  
SENIOR CURATOR  
EXPERIENCE & INTERPRETATION

For 25 years Debra has specialized in exhibits and experiences that enable audiences of all ages to discover, learn, share, and connect. She has expertise in storytelling, human-centered experience design, audience engagement strategies, and working with multidisciplinary teams to create immersive, interactive content for a wide range of clients, including museums, public spaces, educational institutions and more. Debra approaches each project as a collaboration between designers, content creators, community members, and other stakeholders, because she believes that the most effective experiences to bring us together are the ones that we create together.



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**Eric Hoffman**  
EXECUTIVE PRODUCER

For more than twenty years Eric has worked with cultural organizations, brands, and broadcasters, to tell stories that educate, inspire, and connect. As a journalist and documentary writer, producer and director, Eric's work for CNN, Discovery, the History Channel, Google, the Gates Foundation, and more has taken him to more than thirty countries around the world.



**Cynthia Lee**  
EXPERT INTERPRETATIVE CONTENT

Cynthia Lee is an interpretive planner with nearly twenty years of experience in the museum, public history, and exhibit design fields. She applies her background in community based cultural work, oral history, and exhibition development to create an engaging approach to public history and lifelong learning.

## Landscape Architecture

**Website:** lifescapesintl.com

**About:** For more than 60 years, Lifescapes International, Inc. has been a forerunner in design. We are the leading landscape architect in Las Vegas, having designed 20 resorts on the Strip, the Las Vegas Scenic Highway, and over 30 projects in Clark County. We have earned a reputation for professional reliability and developed a distinction for unique, cutting-edge and creative solutions for parks, casinos, hotels/resorts, mixed use, retail, master-planned communities and multifamily projects.

We always begin our design process by listening to the stakeholders and collaborating with all disciplines and consultants to understand the nuances so we can weave together a story. Our horticultural experts are the best in the business and are an integral part of the process to illustrate the vision through planting design.

In the end, it's about the people who will visit the project; they are our focus as we create an environment that satisfies their wants and needs. The best moment for us is when people come away from our project with what they were seeking.



**Julie Brinkerhoff-Jacobs, ASLA AFFILIATE**  
EXECUTIVE SENIOR PRINCIPAL | PRESIDENT

Julie Brinkerhoff-Jacobs has more than 40 years' experience guiding, managing and overseeing the firm. She is a co-founder of HomeAid America and helped start the Southern Nevada HomeAid chapter. She is an active member of ULI, board member of the BIA/Orange County, was a NAHB Spike recipient and was inducted into the California Business Industry Hall of Fame. She's the recipient of several professional awards: Orange County Businesswoman of the Year, Soroptimist International Woman of Distinction Award and the B.J. Stewart Lifetime Achievement Award for Community Involvement.



**Dan Trust, PLA, ASLA**  
EXECUTIVE SENIOR PRINCIPAL | EVP./COO

Dan has been with the firm 42 years, overseeing the coordination and management of day-to-day operations. Dan is responsible for proposal preparation, contract negotiation, and managing workflow to ensure schedules are effectively met. He prides himself on bringing to the table people with unique ideas and passion for their work so the team has the right chemistry for each unique, complex project.

He sets performance goals and ensures the team meets those standards. Lifescapes has a meaningful and long-standing corporate culture of excellence and Dan instills that vision in his team.



**Roger Voettiner, PLA, ASLA**  
EXECUTIVE SENIOR PRINCIPAL | VP OF DESIGN & HORTICULTURE

Roger has been with Lifescapes International for 45 years. He has, in effect, worked on all projects for the firm, leading the horticulture and field services team, overseeing the planting design and artistic direction on all domestic and international projects. His expertise is in designing and picking out softscape materials, climate considerations, understanding growth patterns, plant/tree seasonality and long-term life span. His goal is to make projects look lush at opening day and be able to be maintained for the long run.

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**CONTINUED****Andrew (Andy) Kreft**

EXECUTIVE SENIOR PRINCIPAL | DIRECTOR OF DESIGN

Andy has been with Lifescapes International for over 30 years, managing all aspects of the creative output for the firm. As the head of the design team, he oversees the concept development on a variety of projects worldwide, through all phases of detail and installation. Some of his noteworthy projects include Resorts World Las Vegas, Wynn/Encore Las Vegas, Bellagio, The Venetian Resort, Palazzo, and The Mansion at MGM Grand.

As the design lead on the 10Oct Memorial, Andy will listen to the shareholders' wants and needs and work with the team to interpret them into a meaningful garden environment which reflects their desires.

**Matt Geiss**

PRINCIPAL | SENIOR PROJECT MANAGER

Matt has over 20 years' experience in the field of landscape architecture. He has been involved in, and overseen a broad range of projects including master planned communities, parks, mixed-use developments, retail centers, casino resorts, and destination hotels. Matt brings a fresh, positive attitude to his interaction with clients and consultants, and leads his team through all aspects of a project. His role on the 10Oct Memorial will be to manage the project through detail design and material selection, construction documentation and plan-check to ensure the design is achieved.

Notable projects include Encore Boston Harbor (Everett, MA), Encore Beach Club (Las Vegas, NV), Palazzo Condo Tower (Las Vegas, NV), and Golden Nugget (Las Vegas, NV).

**Shelby Gleba**

DIRECTOR OF MARKETING

With more than 25 years' experience in marketing and strategic planning, Shelby has been instrumental in implementing high profile advertising and marketing campaigns, business development, product launches, research/focus groups, tracking and evaluation.

She worked as the Strategic Marketing Consultant for The American Diabetes Association's Annual Campaign, facilitated Lifescapes' fundraising efforts for HomeAid America, and was instrumental in coordinating the marketing for the firm's non-profit efforts: the Ben Carlson Memorial and Miracle Manor (subsidized housing for children with life threatening illnesses).

# LIGHTING DESIGN ALLIANCE

## Lighting Design

**Website:** [lightingdesignalliance.com](http://lightingdesignalliance.com)

**About:** Established in 1992, Lighting Design Alliance is an internationally renowned, full-service architectural lighting design firm. Our expertise includes the design and specification of complete lighting and control systems. The services we provide address value and quality, and incorporate an awareness of design aesthetics, various production options, and the effective use of energy. LDA's client base includes major real-estate developers from around the world, corporate entities and the leading architectural firms. Lighting Design Alliance has been recognized by winning over 300 National and International design awards.

Our services range from concept development to fully documented lighting design, from custom fixture design to designing with only standard products. To satisfy the needs of our varied clientele, we use the most current industry technology. We take pride in our ability to create remarkable lighting designs that yield minimal energy consumption. We have the resources and expertise to run complex illumination calculations, daylighting analyses, life-cycle analyses, and cost-comparison studies. With a diverse staff of in-house designers and qualified support, assisted by state-of-the art infrastructure and technology, LDA is able to meet the most stringent deadlines while providing innovative lighting design solutions.

### Team Members:



**Charles (Chip) Israel**

FIALD, FIES, LEED AP, LC  
CO-CHIEF EXECUTIVE OFFICER & FOUNDER

Charles (Chip) Israel is an internationally recognized lighting designer with over 36 years of experience and is past President of the IES, the Illuminating Engineering Society. As Co-CEO and Founder, Chip works closely with the owner, the design team, and manufacturers to ensure lighting systems are fully integrated with the architectural design and enhance the designer's concepts. Lighting Design Alliance has also been recognized by winning over 300 National and International design awards, including multiple awards for sustainable lighting design.



**Kyllene A. Jones** LEED AP

CO-CHIEF EXECUTIVE OFFICER & PRESIDENT

Kyllene's architectural engineering background first introduced her to the field of architectural lighting. Her passion to balance art and science in lighting continues as Kyllene's wide range of award-winning projects and experience includes hospitality, retail, commercial, and master plan design. With over 25 years of experience in lighting design, Kyllene's strong design aesthetic has developed a portfolio of over 500 architectural lighting design projects.





## Structural & Civil Engineering

**Website:** lochsa.com

**About:** Lochsa Engineering is a leading consulting engineering firm specializing in civil, structural and surveying services. Founded in Las Vegas, Nevada in 1995, Lochsa Engineering has grown to include an office in Boise, Idaho and nearly 100 employees. Lochsa Engineering serves state and federal agencies, local and municipal governments and private industry. The company portfolio includes high-rise, gaming, hospitality, residential, mixed-use, commercial, academic, government, public works, and cultural projects.

Lochsa Engineering's staff includes registered structural engineers, registered civil engineers, registered professional land surveyors, traffic specialists, drainage specialists, 3d scanning specialists, CAD and Revit technicians. The principals of Lochsa share over 150 years of combined engineering and surveying experience and are actively involved in every project. Lochsa Engineering is licensed nationally.

With the goal of providing practical and quality design combined with outstanding service, Lochsa Engineering has earned a reputation of excellence in the industry. Lochsa Engineering has been the Engineer of Record (EOR) for award winning projects such as Nevada State College, the Skywalk at the Grand Canyon, The Expo at World Market Center and many more. Lochsa's CFS and modular design team has been recognized for iconic CFS design such as Allegiant Stadium and the Audrey Irmes Pavillion in Los Angeles.

### Team Members:



**John Zielinski** PE, SE  
PRINCIPAL, STRUCTURAL

Mr. Zielinski has practiced structural engineering since 1992. After moving to Nevada in 1995 and joining Lochsa Engineering in 1997 he has served as a project engineer, project manager and principal in charge on a wide variety of structural engineering projects. For his career, Mr. Zielinski has accumulated a very diverse and unique portfolio of projects including casinos, office buildings, convention centers, theaters and performing arts facilities, retail/commercial centers, hotels, residential, renovations, interiors and specialty structures.



**David S. Peterson** PE, SE, LEED AP  
PRINCIPAL, STRUCTURAL

Mr. Peterson has practiced structural engineering in Nevada since 1984. He joined Lochsa Engineering in 1996. He has worked on a wide variety of engineering projects.



**Jason P. Fink** PE  
PRINCIPAL, STRUCTURAL

Mr. Fink moved to Las Vegas in 2001 after graduating from the University of Wisconsin-Milwaukee to begin his structural engineering career. He started with Lochsa Engineering upon his arrival in Las Vegas and gained invaluable experience working on all types of projects from tenant improvements to 52 story high rise structures. He has also collaborated with several companies to help promote the benefits of new structural steel designs showing adaptability of Lochsa Engineering to stay concurrent with constantly evolving technology.



**Rosy Lyon**  
ASSOCIATE STRUCTURAL ENGINEER

Mrs. Lyon has practiced structural engineering since 1993. Mrs. Lyon joined Lochsa Engineering in 2005. She has designed and managed large structural projects; including high-rise condominiums, hotels, casinos, parking garages, office buildings, retail buildings, hydroelectric power plants, dams, and industrial projects. She has demonstrated great ability to build long-term client relationships.



**Ted Egerton** PE  
PRINCIPAL, CIVIL

Mr. Egerton has practiced civil engineering in Nevada since 1990 and joined Lochsa Engineering in 1996. He has worked on site development throughout all of Clark County, Nevada and in various other locations.

additional team members

**Edgar Leon** PE  
PROJECT MANAGER, CIVIL/DIRECTOR OF MARKETING

**Kirk Ausban** PE, SE  
ASSOCIATE STRUCTURAL ENGINEER

**Guy Morris** PE, LEED AP  
PRINCIPAL

### 1 OCTOBER MEMORIAL

[HTTPS://WWW.JCJ.COM/1OCTOBERMEMORIAL/](https://www.jcj.com/1octobermemorial/)

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EMAIL: 1OCTOBERMEMORIAL@JCJ.COM



## Mechanical, Electrical & Plumbing Engineering

**Website:** [bearlabelce.com](http://bearlabelce.com)

**About:** Bear Label Consulting Engineers is bringing excellence back to engineering. Bear Label is as strong as the people working here. Thus, we have built ourselves around the elite in our industry to build a firm that focuses on client satisfaction above volume of projects.

Our true value comes from our ability to solve complex problems and think outside of the box. We approach every project by putting ourselves in the shoes of multiple individuals throughout the life of a project. Whether it be the person financing the initial project, operating the end product, or paying for the life-time maintenance and utility costs, we strive to design projects that meet the goals and desires of all parties involved.

### Team Members:



**Matthew (Matt) Steinmetz PE**  
PRINCIPAL, CEO -  
MECHANICAL/ELECTRICAL ENGINEER

Matthew Steinmetz (Matt) is uniquely positioned to provide big picture engineering design including infrastructure master planning and oversight with intimate knowledge, experience, and professional registrations in both Mechanical and Electrical Engineering. Matt is able to coordinate between disciplines, has foresight relating to interdisciplinary impacts including potential increased cost/complexity that one discipline may have on another, and value engineering. Matt specializes in solving complex problems, and with an ability and understanding that few other single individuals possess being versed in both Mechanical and Electrical disciplines.



**Cody Helbert PE, LEED AP**  
SENIOR MECHANICAL ENGINEER

Cody has worked on a variety of projects as the lead Mechanical Engineer/Designer ranging from commercial offices and retail spaces to the Park MGM Theater and large casino remodels. He has created energy models for Green Globe certifications and been part of commissioning teams. With a background in design, Cody has been able to mesh the desires of the owner and design team with a working end product that the owner/facilities can easily take over.



**Jeremiah Johnson CPD, LEED AP**  
PLUMBING DEPARTMENT DIRECTOR

Jeremiah Johnson is the Plumbing Department Director at Bear Label Consulting Engineers. He has 17+ years in the industry and is Certified in Plumbing Design (CPD) and LEED Accredited Professional. Jeremiah has been the lead Mechanical/Plumbing designer, Discipline Manager, and Project Manager for multiple large scale projects including Gaming and Hospitality (in Las Vegas and around the world), Hotels (high-rise and low-rise), Retail (core & shell infrastructure and tenant improvements), Healthcare, Medical Office, Office, Theater, Convention, School District, and Commercial Laundry Facilities.



**Stephen (Steve) Berta PE**  
ELECTRICAL DEPARTMENT DIRECTOR

Stephen Berta (Steve) has worked on a large selection of projects including hospitality, commercial scale PV systems, ground up mixed use, integrated resorts, and everything in-between. As an experienced problem solver, he's equipped to provide potential system solutions for all types of design challenges on various project types.



**Clint Gordon LEED AP**  
PROJECT EXECUTIVE

Clint has worked in the Las Vegas Valley since 1990 on a wide range of projects both in Las Vegas and abroad. With years of experience in building electrical design and project management, Clint plays a major role in assisting the entire design team. He has managed projects sized from large hotel/casino resorts to small tenant improvements. His electrical experience includes designs for medium voltage distribution, low voltage distribution, circuit analysis, lighting control systems, standby power generation systems, and other electrical aspects of the building electrical distribution systems including IECC electrical systems commissioning.

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