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# AIA NEVADA

## DISTINGUISHED SERVICE AWARDS

### *2022 ALLIED AWARD NOMINATION*



KAYLEIGH HASSHAW, CPSM

ALLIED DIRECTOR

November 4, 2022

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November 4, 2022

AIA Nevada  
1131 S. Casino Center Blvd  
Las Vegas, Nevada 89104  
Attention: Kelly Lavigne  
Reference: 2022 AIA Nevada Distinguished Service Award, Allied Member Nomination

Dear Kelly:

It is my pleasure to nominate Kayleigh Hasshaw, CPSM for the 2022 AIA Nevada Allied Member Award. For the past 14 years, I have worked closely with Kayleigh on several endeavors within our firm including executive management, business development, marketing, and financials. As the Director of Operations, Kayleigh is a reliable and trusted advisor. She takes pride in elevating knowledge, establishing connections, and facilitating a culture of growth and excellence in the AEC industry.

Kayleigh Hasshaw is currently the AIA Allied Director for the Las Vegas Chapter. In addition, she has been a member of AIA for several years as well as volunteering for AIA events for over a decade. Whether she is helping out with the annual golf tournament, attending the monthly meetings, running a booth at the product show, moderating panels, or volunteering for other various events, she is always present, enthusiastic, and willing to lend a helping hand. Kayleigh is the ultimate volunteer and continues to show that she is indispensable to AIA.

In addition to AIA, Kayleigh has also been highly involved with the Society for Marketing Professional Services ("SMPS") for over a decade. Not only has she served as the Las Vegas Chapter President for 3 years in a row, but she continues to be involved with SMPS as a leader, mentor, and friend to the local chapter. Even when she is not in a leadership position on the board, her influence and guidance continue to disseminate throughout the local chapter.

Throughout the years, I have witnessed Kayleigh's determination, ambition, and veracity to make TJK and the AEC industry a better place. Due to her continued involvement with the association and passion for quality and improvement, Kayleigh is more than deserving of the AIA Nevada Allied Member Award. I look forward to continuing to witness her continued leadership, unique vision, and progressive perspective.

Warm Regards,  
Ken Meechudhone

A handwritten signature in black ink, appearing to read 'Ken Meechudhone', with a small dot at the end.

TJK Consulting Engineers, Inc.  
Vice President/Principal

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# BIOGRAPHY

Kayleigh Hasshaw, CPSM began her AEC career journey at TJK as an Administrative Assistant in 2008. In 2013, she was promoted to Office Manager. Since 2017, Kayleigh has served as the company's Director of Operations. Kayleigh earned her bachelor's degree in Marketing at UNLV all whilst continuing to work for TJK and developing the company's executive management team and marketing department. Throughout the years, Kayleigh has found success in various areas of her job, which she feels nourish all the different parts of her brain. Her favorite aspect of her day-to-day routine is that she always gets to do something different. One day she can be analytical while focusing on financials, the next she exercises her creativity, brainstorming marketing and business development strategies. Other days are filled with different types of challenging management tasks and conversations. Kayleigh is versatile, adaptable, and dependable no matter what she sets her mind to.



Kayleigh is known for her tenacity and drive. Her direct approach and fastidious work ethic have catapulted her into the position she sits today. Now being in a seat of executive management, Kayleigh has shifted her focus from a get-it-done, daily grind mentality to a more people-centered approach. Management has taught her the importance of different qualities such as listening, compassion, curiosity, and thinking more about how she can help others. Kayleigh excels when collaborating and working with others towards a big picture goal. That is where she shows her strong leadership and forward thinking mentality.

Long before Kayleigh joined AIA, she had already been involved with the association for nearly a decade. Kayleigh has devoted countless hours to AIA, volunteering her professional and personal time to make sure events run smoothly and there are smiles around the room. Kayleigh has also been a member and leader of the Society of Marketing Professional Services ("SMPS"), serving as chapter President for 3 years in a row among many other distinguished positions on the board throughout the years. In addition, Kayleigh recently passed the Certified Professional Service Marketer ("CPSM") exam. The CPSM credential distinguishes individuals with a high standard of experience and expertise in marketing professional services who have demonstrated their knowledge of the practice through a thorough examination of marketing competency. The test has an approximate 60% pass rate, making this a significant and notable achievement.

During her time in the industry, Kayleigh has become the trusted advisor, expert, and friend that everyone knows is dependable, bold, and resilient. She approaches challenges with grace and is always opened to offering her wisdom and knowledge to help those around her. Kayleigh continues to set future goals and ambitions for herself and the industry, while staying involved in the community and inspiring many with her willingness and ambition.

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# BIOGRAPHY

Along with her service on the board as the current Allied Director, Kayleigh Hasshaw has been volunteering for AIA events like the annual golf tournament for nearly a decade. Whether it's volunteering her time to help stuff swag bags, assist with set up, check in, registration, or coordinating with AIA on behalf of TJK, Kayleigh is always willing and enthusiastic to help out.

For several years, Kayleigh has demonstrated her support for AIA and her involvement industry by consistently participating in and attending the product show. In addition, you will always see her showing her support for the fellow architects and industry peers by attending the annual holiday gala.

As the Allied Director, Kayleigh formed a 10 person allied member committee. It was important to include other allied members to understand their needs, wants, and get their perspective on the year's events. Kayleigh has also taken over the hosting of the bi-monthly AIA Las Vegas Coffee with an Architect meetings. A notable contribution from Kayleigh for Coffee with an Architect was her initiation of the UHS Henderson Hospital IPD Lean Team discussion featuring Tom Anderson of TJK, Steve Wilson of HMC, and Joe Garcia of SR. Kayleigh worked closely with Lee Hopkinson to curate this discussion which provided many helpful insights to members.

As Kayleigh continues her leadership on the board as the Allied Director, she is looking forward to kicking off the new year with new and exciting ideas. She is currently thinking of different ways to give back to the allied members and the biggest sponsors to show appreciation. Along with that, she aspires to set goals to increase new membership, is thinking of new committees to establish to get members involved, and new events to incorporate everyone in the industry.



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# ACHIEVEMENTS

During Kayleigh's 14 accomplished years in the AEC industry, she has served on the board of several industry organizations and continues to make herself an asset and trusted advisor. Kayleigh is currently a member of AIA, SMPS, and NAIOP. She serves as Allied Director for the AIA Las Vegas Chapter and is a current member of the AIA Central Idaho Chapter.

## **American Institute of Architects**

### *Las Vegas Chapter*

- 2022- 2023 Allied Director
- 2019-2022 Chapter Member

### *Central Idaho Chapter*

- 2021-2022 Chapter Member

## **Society for Marketing Professional Services**

### *Las Vegas Chapter*

- 2021-2022 Communications Director
- 2020-2021 Past President
- 2019-2020 Chapter President
- 2018-2019 Chapter President
- 2017-2018 Chapter President
- 2016-2017 Chapter President Elect
- 2015-2016 Chapter Treasurer
- 2014-2015 Chapter Treasurer
- 2013-2014 Chapter Treasurer
- 2012-2013 Chapter Secretary
- 2011-2012 Chapter Member

### *Pacific Regional Conference*

- 2022-2023 SMPS Pacific Regional Conference Board of Directors, Chair
- 2020-2022 SMPS Pacific Regional Conference Planning Committee Past Chair
- 2019-2020 SMPS Pacific Regional Conference Planning Committee Chair
- 2020-2021 SMPS Pacific Regional Conference Planning Committee Incoming Chair

## **NAIOP Commercial Real Estate Development Association**

### *Southern Nevada Chapter*

- 2018-Current Member

## **Certified Professional Service Marketer**

- 2022-Current

## **University of Nevada Las Vegas**

- 2015-2018 *Bachelor of Science in Business Administration, Marketing*



# ACHIEVEMENTS



## CONTACT

Kevin Doyle  
Manager, Administration and Operations  
703.684.2271  
kevin@smps.org

November 4, 2022

### **Kayleigh Hasshaw Achieves Certified Professional Services Marketer Designation**

Kayleigh Hasshaw, Director of Operations for TJK Consulting Engineers, Inc, Las Vegas, Nevada, earned the designation of Certified Professional Services Marketer in October 2022. She is among a growing number of professionals to be certified by the Society for Marketing Professional Services (SMPS), which advocates for, educates, and connects leaders in the design and building industry.

Certified Professional Services Marketers (CPSMs) are recognized as having the experience and knowledge to generate profitable business in the architectural, engineering, and construction marketplace. To achieve this designation, certification candidates must meet educational and experience requirements, pass a rigorous written examination, and pledge to abide by the CPSM Code of Ethics. The process validates the individual's mastery of and ability to apply critical business development knowledge in an industry that values certification.

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### **ABOUT SMPS**

**Business Transformed Through Marketing Leadership:** The Society for Marketing Professional Services (SMPS) is the only organization dedicated to creating business opportunities in the architecture, engineering, and construction industries (A/E/C). With over 7,000 members, SMPS provides leadership and professional development programs, industry research, business-building events, and vital marketing resources. Through SMPS, A/E/C professionals in North America tap into powerful networks to form project teams, secure business referrals and intelligence, and benchmark performance. The Society is committed to validating the practice of marketing and business development as essential to the success of all professional services firms. Learn more about SMPS at [smps.org](http://smps.org).

TJK Consulting Engineers, Inc. is a multidisciplinary engineering firm providing electrical, mechanical, plumbing, and technology services. They bring the clients' vision to life and enhance the community with team collaboration, innovative design, and quality engineering. Life Through Design is their primary vision and focus in all the designs they create. Their goal is to elevate the experience of usable and livable spaces by adding elements of light, water, air, and sound. Life Through Design is TJK's driving purpose which allows them to cultivate environments for the community that are not only functional and sustainable but welcoming of life.



### **BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.**

625 North Washington Street, Suite 302, Alexandria, VA 22314-1936

703.549.6117

[smps.org](http://smps.org)

# CONTRIBUTIONS

## AIA Allied Committee Mixer - *Committee Planning*

Kayleigh's committee planned the April Allied Mixer, hosted by Grand Canyon Development Partners, where AIA and Allied members were able to network with other industry leaders. As part of the event, they teamed up with two non-profit organizations to collect donations and share knowledge with students.



# AIA ALLIED COMMITTEE MIXER

APRIL 19

4:00-6:00 PM

6841 S EASTERN  
AVENUE  
STE 103



Allied Membership Committee is hosting a networking event with Grand Canyon Development Partners!

We are teaming with up with two non-profit organizations: Noah's Animal House and Nevada - ACE Mentor Program of America.

Please bring an item to donate (pet food, treats, leashes, collars, toys or cleaning supplies) for Noah's and while you are attending, say hello and share your industry knowledge with the students enrolled in the ACE program.



**ACE MENTOR PROGRAM**  
ARCHITECTURE • CONSTRUCTION • ENGINEERING

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# CONTRIBUTIONS

## AIA Project Tour - *Committee Planning*

Kayleigh's committee held a project tour of Main Porte Cohere at Caesar's Palace. The tour included the remodel of Caesar's Palace new entry at the main Porte Cochere which includes the front entry and façade, main lobby, and main pit. The Tour was led by Bob Seliga of Grand Canyon Development Partners along with a Caesars representative to discuss the design concept which included greatly raising the ceiling heights, new statues, upgraded lighting as well as the finishes.





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# CONTRIBUTIONS

## AIA August Membership Meeting - *Panel Moderation*

Kayleigh moderated the AIA Las Vegas Back to School with the Fellows August Membership Meeting. The AIA Nevada Fellows panel was a great opportunity to gain information on the qualities of a leader and provided insight on how to prepare for leadership when you may not feel you're ready for it.



### **BACK TO SCHOOL WITH THE FELLOWS: BUILDING LEADERSHIP, VISION AND CULTURE**

#### **The AIA Las Vegas August Membership Meeting**

08.24.22



**MODERATOR:**

Kayleigh Hasshaw, TJK Consulting Engineers

**PANELISTS:**

Scott Acton, Forte' Specialty Contractors

Eric Roberts, FAIA, KNIT

Bill Snyder, FAIA, Retired, TSK Architects

Ed Vance, FAIA, EV&A Architects

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# REFERENCE LETTER



November 3, 2022

AIA Nevada  
1131 S Casino Center Blvd,  
Las Vegas, NV 89104

**Re: 2022 AIA Nevada Distinguished Service Award - Allied Member Award  
Letter of Recommendation for Kayleigh Hasshaw**

Dear Members of the Jury;

It is an honor to write this letter of recommendation in support of Kayleigh Hasshaw's application for the 2022 Allied Member Award.

The first word that comes to mind when I think of Kayleigh is *service*. She has been a tireless advocate for the AEC industry and has served the industry in many capacities. She has held every Board position in the local chapter of the Society for Marketing Professional Services, including three terms as President. She has helped grow the Las Vegas Chapter of SMPS by over 50% during her tenure. I can truly say that without Kayleigh, the chapter would not be in the great position it is today. Kayleigh has also held regional positions with SMPS, co-chairing the Pacific Regional Conference (PRC) and serving on the PRC Board of Directors.

I first met Kayleigh through SMPS and had the opportunity to watch her grow as a member, a professional, and a tireless advocate to her firm, TJK Consulting Engineers. Kayleigh has represented her firm and herself very well within the AIA. One story in particular demonstrates Kayleigh's approach to everything she puts her mind to.

In 2022 I had the honor to prepare the AIA Nevada Fellows Forum Series, the Business of Architecture. The idea behind the series was to have a panel of three AIA Fellows discuss a particular topic - the first one was regarding Leadership. When we thought about who would be best to moderate the panel, Kayleigh was the obvious choice. She was perfect as she is poised, polished, and experienced to manage a panel such as this. I prepared a few questions to ask the panel and sent them to her.

In typical Kayleigh fashion, she took charge and ownership of the panel. She called each panelist to discuss the questions they would be asked and she did her own independent research on each Fellow. Kayleigh rewrote and expanded the questions, making the topic more personal to each panelist. The first AIA Fellows Forum panel was a success, much of it due to Kayleigh's determination and preparedness. I can't imagine doing the next panel without Kayleigh's involvement.

It is because of her enthusiastic advocacy for our industry, that I am proud to recommend Kayleigh for the 2022 Allied Member Award.

Sincerely,  
**LGA Architecture**



Craig S. Galati, FAIA, FSMPS, CPSM  
Principal

Craig S. Galati FAIA, FSMPS, CPSM

John A. Haddad

Jason Jorjorian, AIA, LEED AP

Lance J. Kirk, AIA, NCARB, LEED AP

702.263.7111

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241 W. Charleston Blvd., Suite 107, Las Vegas, NV 89102

# REFERENCE LETTER



3 November 2022

AIA Nevada  
1131 S. Casino Center Blvd  
Las Vegas, Nevada 89104  
Reference: 2022 AIA Nevada Distinguished Service Award, Allied Member

To Whom It May Concern:

I am honored to write a letter in support of Kayleigh Hasshaw for the 2022 AIA Nevada Distinguished Service Award, Allied Member. No one is more deserving of one of the AIA's highest honors. Kayleigh has proven herself to be a strong leader, contributor, and advocate for the architectural, engineering, and construction industries (A/E/C).

I had the pleasure of meeting Kayleigh in 2017, as a new member of the A/E/C industry and to the Las Vegas chapter of the Society for Marketing Professional Services (SMPS). In 2017, Kayleigh was the President of the chapter, and I was immediately drawn to her passion and dedication to SMPS and the industry. I was in awe as she navigated the chapter through some uncertain years and remained President for three consecutive terms when no one else was willing to step up and lead.

Today, SMPS Las Vegas has nearly doubled its membership and is a thriving association. This success can be directly correlated to the three-year strategic plan Kayleigh put in place while she was in office. I feel lucky and proud to call Kayleigh a mentor and a great friend. She is always willing to answer questions and point me in the right direction. When I was President of SMPS, she served as an adviser, helping me navigate the turbulent waters of the pandemic.

Recently Kayleigh embarked on one of the most challenging efforts of her career: to become a Certified Professional Services Marketer (CPSM). A CPSM is recognized as an individual who has met a rigorous standard of experience and expertise in marketing professional services and has demonstrated their knowledge of the practice and related disciplines through a thorough examination of marketing competency. Through her expertise and knowledge of marketing, as well as her dedication to studying for the exam for more than 100 hours, she has seen this career goal become a reality. I was thrilled when she told me she had passed. I never had any doubts!

When Kayleigh told me she was becoming the Allied Director for AIA Las Vegas, I was thrilled to hear that she was embarking on a new and exciting adventure. This further illustrates her dedication and commitment to being integrally involved in all facets of the A/E/C industry. I am grateful for Kayleigh's impact on the SMPS Las Vegas chapter, for not only helping the chapter soar but for giving me a solid footing as I started out in the industry. Guiding us both to new heights!

This high honor from AIA Las Vegas should be awarded to Kayleigh Hasshaw, who has given so much to her profession, SMPS Las Vegas, and AIA Las Vegas.

Sincerely,

A handwritten signature in black ink that reads "Ann C. Trobough". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Ann Trobough, CPSM  
Marketing Director  
TERPconsulting  
Past President of SMPS Las Vegas

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# REFERENCE LETTER



Michael E. McGettigan, P.E.

2 November 2022

AIA Nevada  
1131 S. Casino Center Blvd  
Las Vegas, Nevada 89104  
Reference: 2022 AIA Nevada

**Re: 2022 AIA Nevada Distinguished Service Award, Allied Member**

To Whom It May Concern:

Kayleigh Hasshaw must be the Distinguished Service award winner for the Allied Members. She jumped right into the Allied Member Director position this year and everything continued to run smoothly.

I have known Kayleigh since 2010 when we were both on the board of SMPS. She has continually given of her time and experience to help the AEC community.

I was not involved as much this year, as in previous years, but I am confident and I am sure you are aware, that Kayleigh must have been one of the top Allied Directors.

Sincerely,  
McGettigan Consulting LLC

A handwritten signature in blue ink, appearing to read 'Michael E. McGettigan'.

Michael E. McGettigan, P.E.  
Managing Partner

MEM:mm