

Be Informed

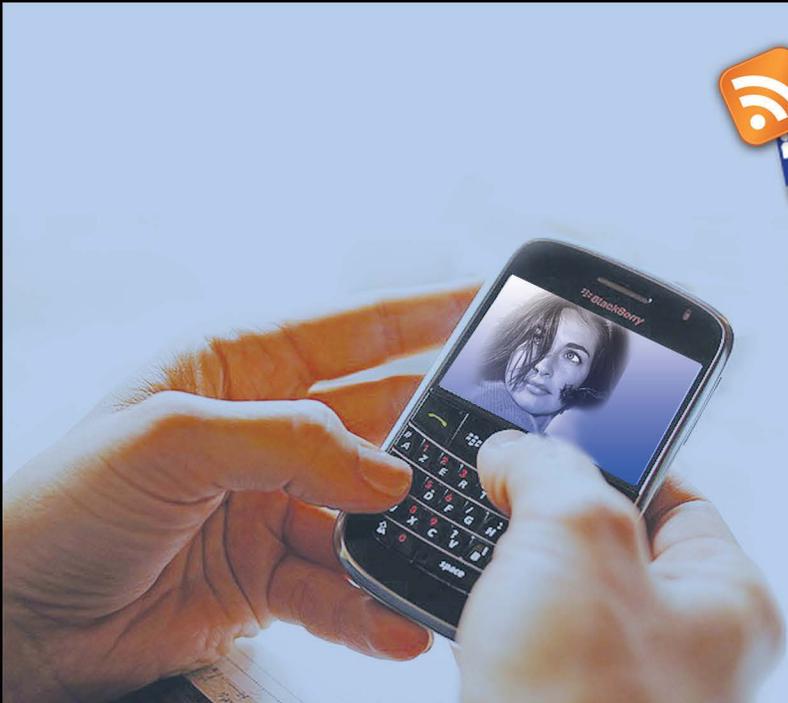
A QUEST CORPORATION OF AMERICA PUBLICATION



REMEMBERING THE GOOD OLD DAYS

REFLECTING

ON 2000-2010



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QCA

QUARTER 3 2013



“Without deeper REFLECTION one knows from daily life that one exists for other people.”

- Albert Einstein

QCA President
Sharlene Lairscey



Dear Friends,

Every year around this time, I'm humbled as we celebrate yet another successful year. How do I know we are successful? I know because our clients repeatedly rave about how QCA associates make their lives easier; how we are willing to do anything, and how we simply just get things done. Since 1995, QCA has been the “go to” DBE / MBE / SBE / WBE certified firm for providing professional communications products and creative solutions to both government and private sector clients. It's been an amazing ride, and I always feel as if we've only just begun.

Our 2013 newsletter theme is all about **REFLECTING**. You may recall that our first *Be Informed* issue highlighted the good old days of the 60's and 70's, and our second issue highlighted life in the 80's and 90's. So when looking back to the year 2000, the growth of the Internet was one of the prime contributors to globalization, making it possible for people to interact with other people, express ideas, introduce others to different cultures and backgrounds, use goods and services, sell and buy online, and research and learn. Things began moving at a much more accelerated pace. On a personal note, in the year 2000, my husband and I built a new home and blended our families. Not to mention, in the world, the War on Terror and War in Afghanistan began after the September 11 attacks in 2001. There were natural disasters such as the 2004 Indian Ocean earthquake, and Hurricane Katrina, as well as non-natural disasters such as American Airlines Flight 587, where hundreds of people were killed. And with respect to economics, basically this time period was dominated by a worldwide economic downturn. Life for me, truthfully, was a blur. I needed balance, and I needed it bad.

During all of the craziness in the world, as well as within my little personal world, QCA was emerging as Florida's leading Communications / Marketing / Public Involvement firm. I was trying to know it all, be it all and do it all, but there were so many challenges during this time period both at home and at work. *Since 2000 I've learned that balance requires knowing the things that matter, and adding them into your life. It also means taking away the things that reduce your peace. Often, I find that the problem can be found in our priorities.*

QCA is celebrating 18 years, and maintaining our momentum, and enjoying a quality life for me, will mean continuing to look forward even as I focus on the present. As we move forward, I'm very much at peace knowing that there are no limits to what we can do. Thank you for your confidence in us always. I look forward to a future where QCA can continue to serve you.

Much love and many blessings always,

About QCA

Serving clients since 1995, Quest Corporation of America, Inc. (QCA) provides Communications, Community Involvement, Compliance Administration, Creative Graphics and Web Design Services to a long list of distinguished transportation infrastructure clients. As a growing full-service, turn-key communications firm based in Florida, QCA is positioned and DBE certified to serve nationally. QCA works in cooperation with the staff of federal agencies, state departments and municipal governments, as well as private entities to provide the highest quality products and services.

QCA's *Be Informed* is published quarterly to keep you up-to-date on our projects as well as any relevant news within the industry. If you are interested in receiving a copy, please visit our website's homepage at QCAusa.com to sign up!

Welcome TO THE QCA FAMILY



Lori Morgan has joined QCA's corporate management team as our corporate services manager. She will work closely with Vice President Diane Hackney on overseeing, designing and controlling business operations. Her role includes working with QCA's senior management team ensuring that business operations are efficient in terms of using as few resources as needed, and effective in terms of meeting customer requirements. Lori has served QCA in the past assisting with accounting, human resources and marketing. Lori has a bachelor's degree in accounting from the University of South Florida.

We would also like to welcome Ramin Khalili. Ramin first walked through QCA's doors in April of 2013, and has since been hard at work on a number of projects throughout the state, mainly focusing on the Central Florida and Gulf Coast regions. Currently, Ramin serves as a public information specialist with QCA, and has so far supported such projects as the US 192 widening effort in Orange County and the US 441 construction effort along Dr. Martin Luther King Boulevard in Lake County. Ramin is a graduate of Penn State University. Since 2000, he has worked all across the country as a broadcast journalist, reporting both national and local news in cities such as Phoenix, Nashville and Orlando.



Starting Right, Now ENDING HOMELESSNESS

One Child at a time!



Iviana Espada was able to experience a night most people only dream of – she was able to step on the gridiron at Raymond James Stadium in Tampa as part of Starting Right, Now (SRN), a local non-profit organization whose main focus is to end child homelessness. She was welcomed by the Glazer Family Foundation as part of their Gameday for Kids program. The program allows one hundred kids like Iviana the opportunity to go on the field that has featured the likes of Tampa Bay Buccaneers greats such as Mike Alstott and John Lynch prior to each home game.



Sharlene & Iviana

Iviana, along with mentor and QCA President Sharlene Lairscey, attended the Buccaneers game against the Washington Redskins. They were able to get their picture taken on the field prior to the game before getting to take in the action from a special reserved seating area. Additionally, they were acknowledged on the stadium screen at the end of the first quarter while they proudly waved their souvenir Buccaneers battle flags and donned their yellow foundation t-shirts.

The Glazer Family Foundation has provided this opportunity to more than 10,000 kids and features many different non-profit organizations throughout Central Florida. During the 2012 season, 30 groups were able to enjoy this once-in-a-lifetime experience.



Sharlene & Mr. Glazer



Gameday!



Connect TRANSIT in NORTH CAROLINA

This summer, **Concord Kannapolis Area Transit** (Rider Transit) awarded QCA a contract to provide marketing and public relations services and to develop effective marketing campaigns that will increase ridership, build community awareness and encourage passengers to become transit advocates.



Associate Traci Missildine, QCA's project manager for Rider Transit, is organizing business partnerships and grassroots community engagement activities as well as directing media and stakeholder relations.

Graphic Designer Joe Duhamel is updating bus schedules, system maps and bus stop display signage along with developing new system branding elements.



QCA's Dylan Conway is assisting with the website redevelopment.

QCA recently assisted with the launch of a new Sunday bus service which now provides the community with greater, more convenient access to employment, medical facilities, shopping, restaurants and faith-based opportunities.

The QCA team has begun creating cinema advertising, finalizing an Outreach and Marketing Plan and developing campaigns for 2014 transit initiatives.



Alabama Update



QCA has successfully redesigned and launched a new website for Alabama client, the Birmingham-Jefferson County Transit Authority (BJCTA) bus system, better known as MAX. We are now entering Phase II – the intranet. According to QCA Project Manager Dylan Conway, “the intranet is a computer network that uses Internet Protocol technology to share information, operational systems, or computing services within an organization. Increasingly, intranets are being used to deliver tools as well as to advance productivity.”

CT fastrak's New Website *RESPONSIVE*



QCA successfully completed the first phase of development of the Connecticut Department of Transportation's (CTDOT) refreshed website. The site promotes CTfastrak, a premiere Bus Rapid Transit (BRT) system launching in early 2015.

According to QCA's Dylan Conway, “We built the site to reflect the excitement and innovation of the BRT system.” Michael Baker Corporation's David Wilcock noted that the website has a “really nice look and feel to it.”



Prior to launching the site, Dylan traveled to Hartford to provide content management system training to ensure our clients will be able to maintain the website and update information regularly. The team is currently developing phases two and three of the website, which include enhancing the viewing experience by adding animation, a 3-D video flythrough, an interactive map, special interactive sections and video elements. Visit the new website at www.ctfastrak.com.



The theme at this year's SASHTO conference held in Asheville, North Carolina was, "Transportation – the driving force of a strong economy." QCA's National Services Manager, Maricelle Venegas, attended the conference and networked amongst nearly 1,200 delegates and their guests.

The Southeastern Association of State Highway and Transportation Officials, or SASHTO, is comprised of 13 state department of transportations from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia, and West Virginia. QCA is registered and DBE certified throughout these states and is currently working in Alabama, Florida, Connecticut, Texas, Georgia and North Carolina.



According to Maricelle, "The association was organized to encourage a balanced transportation system, study various materials, methods of construction, exchange ideas and evaluate programs within the aviation, highway, rail and water modes of transportation, cooperate with the US Department of Transportation, the Federal Highway Administration, the Federal Railroad Administration, the Federal Aviation Administration, and to support legislation for the purpose of protecting capital investments and for improving transportation programs."

In North Carolina, Maricelle introduced herself to potential new clients and reacquainted herself with previous QCA relationships. The SASHTO conference offered a schedule filled with various transportation-related sessions from the opening session, "Detour Ahead! Preparing Today for Tomorrow's Challenges" to a specific communications session, "Don't Detour the Message: A Roadmap to Effective Communications and Community Engagement." In addition, the conference also offered several networking receptions, a trade show, tours and a closing reception at the Biltmore Estate. As QCA's National Services Division continues to grow, our sights are set on many of the SASHTO states. **We look forward to attending next year's conference in New Orleans, Louisiana. See ya'll there!**



QCA's Lacy Levine recently attended the Annual American Public Works Association (APWA) Congress & Exposition in Chicago, Illinois. This year's theme, "Engineering Change," rang loud and clear throughout the event which included engaging educational sessions, inspiring key note addresses, networking opportunities, and a huge vendor exposition. Public Works Professionals from around the world were in attendance. *At QCA, we keep up-to-date on the opportunities and challenges that our clients face.*

This year's conference highlighted the importance of change management in public works. Commissioner of the Chicago Department of Transportation Gabe Klein noted that this is an incredibly exciting time in public works because of the fact that much of America's infrastructure needs to be renovated and improved. Engaging the public was also a theme during many educational sessions. Many speakers and attendees emphasized that without community involvement, public works would not be the innovative and service-driven industry that it is today.

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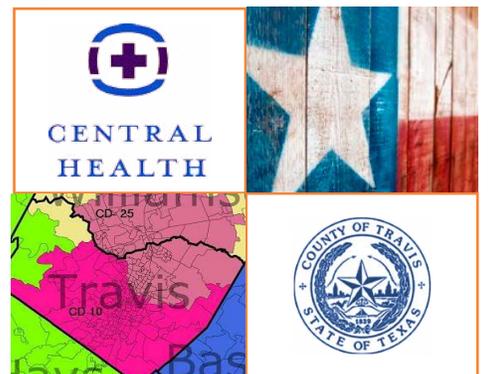
TEXAS WIN!



QCA's National Services Manager for Municipal Services, Judy Manza,

is pleased to announce we have been selected to provide communications and creative services to the Travis County Central Health District in Austin, Texas.

QCA was selected over a dozen top advertising and creative services teams bidding on this project to earn a place with this exciting new client.





Any Soldier®

Freedom isn't free! Just ask Any Soldier...



Thank you to all QCA associates nationwide who generously donated goodies to the AnySoldier.com collection drive! The drive, which wrapped up in July, was a great success! According to QCA's Rachael Wallace who spearheaded the effort, "We received a wide variety of items companywide that are sure to bring joy to the lives of many soldiers currently serving our nation overseas." A total of 20 rather large boxes were shipped to six soldier contacts overseas. Each contact received several stationary kits and envelopes that included a kind request to respond to our handwritten letters, time permitting.



TOGETHER We Can MAKE A DIFFERENCE!



CROHN'S & COLITIS FOUNDATION OF AMERICA

QCA was proud to support Team Challenge, when CDM Smith's Virgil Rook reached out on behalf of his daughter Morgan. Morgan has a chronic disease called Ulcerative Colitis. The Crohn's and Colitis Foundation of America is committed to improving the lives of children and adults with these diseases, and according to QCA President Sharlene Lairscey, "So are we!" Members of Team Challenge are training for a run / walk to be held in November. All donations are for The Crohn's and Colitis Foundation of America. If you would like to raise funds and raise awareness to help find a cure for these diseases, remember there is no donation that is too small. You can donate personally or corporately using the following link: <http://www.active.com/donate/vegasCFL13/CFLVEGASCROOK>.

QCA Commits to Volunteering With ACE MENTOR PROGRAM!

In keeping with its core value to give time, talent and support to the communities in which we work, QCA's Jill Cappadoro, vice president of national services, has committed to volunteering with the ACE Mentor Program of Greater Tampa Bay, Inc. This well-respected program is sponsored by the architectural, construction and engineering community. The Tampa chapter is proudly in its third year and is working with Middleton High School.



The mission of ACE is:



To engage, excite and enlighten high school students to pursue careers in architecture, engineering and construction through mentoring and to support their continued advancement in the industry.

"I'm excited to get to serve on such a worthwhile program, and to work shoulder to shoulder with many of QCA's industry clients to shape the future of our high school students."

- Jill Cappadoro

• ACE increases the diversity in architecture, construction and engineering program enrollment.

• ACE students graduate high school at a greater rate than non-ACE participants.

• 95% of ACE high school graduates enroll in higher education, and almost 70% enter majors linked to the design and construction industry.

• Female ACE participants enter college engineering programs at double the national rate of their non-ACE counterparts.

• The large majority of students (72%) agree that the ACE experience increased their motivation to go to college or enter a skilled trades program.

Celebrating EDUCATION



A good education is beneficial more than ever before, and attending college provides opportunities for graduates which are not as widespread to those who have not received a higher education. According to Vice President Diane Hackney, “Pursuing higher education most definitely opens the doors for more opportunity within QCA’s organization, as well as throughout our industry.”

Organization is a must. Time management is key. There are sacrifices and it takes a great deal of discipline. We are proud of QCA’s Jeanny Jiron, who currently is pursuing her accounting degree at Florida International University, while serving as a full-time secretary / administrative assistant for the \$560 million funded SR 826-SR 836 Interchange Reconstruction Project in South Florida.



Congratulations also to QCA’s National Business Development Manager Lacy Levine on recently earning her master’s degree from University of Texas at Austin! Skills such as critical and creative thinking, project management, IT, communication, data analysis, independent thinking and problem solving are best acquired and instilled when undertaking a master’s degree. Lacy was able to juggle school demands, work load, and her social life simultaneously, and for that, we applaud her!

The Value of an INTERNSHIP PROGRAM

QCA has a strong message when it comes to young people, education and work experience. According to QCA President Sharlene Lairscey, “Internships are the best way to jump start your career.” At QCA we provide hands-on learning opportunities, allowing students to collaborate closely with our teams. We offer high school and college students



a glimpse into the daily life and operations of the bustling industry we are so fortunate to be a part of. According to Marketing Manager and Intern Supervisor Rachael Wallace, *“Our interns are compensated and are guaranteed to provide students with experiences that are not like what students get in the classroom.”*



Matthew Lairscey

During the summer season, QCA welcomed four amazing part-time interns, including Sharlene’s stepson Matthew Lairscey. Rachael shared that “Matt, a student at Florida Southern College, was exposed to the ins and outs of QCA’s business operations from administrative tasks to marketing and business development.”



Brian Hutchings IN THE COMMUNITY!

QCA’s Brian Hutchings participated in the Orlando-Orange County Expressway Authority’s (OOCEA) Corporate 5K Run. Over 26,000 runners participated in the fun-filled event. The OOCEA had a group of 40 employees sporting t-shirts with their 50th anniversary logo on the front and their “Designated Texter” campaign on the back. Brian finished the race in only 25 minutes! Great job, Brian!





QCA
Quest Corporation of America

Happy 18th anniversary QCA!
Thanks for your support
always... Why is 18 special to
me? In Judaica the number 18
is "chai" which means "to life!"
It's the reason to celebrate
LIFE! So here's to a long,
healthy, fun, successful life
with my QCA family!

xoxo Lauren Firtel
QCA - South Florida





QCA
18
YEARS STRONG!

TO OUR CLIENTS, FAMILY AND FRIENDS:
Thank you for your continued support!



Florida's Cape Coral CRA Project NEAR COMPLETION!



The Heart of Cape Coral



The City of Cape Coral's downtown Community Redevelopment Agency (CRA) recently kicked off a storm water improvement project on Lafayette Street from Vincennes Street to Cape Coral Street. According to QCA's Maricelle Venegas, "The Public Works Department is constructing an underground storm water treatment system to provide storage and treatment of runoff." The system will collect runoff from Lafayette Street and the adjacent properties and provide water quality treatment, reducing the pollutants entering the adjacent canals. The project also includes adding palm trees and on-street parking which will serve to beautify and make the street a more pedestrian-friendly area of the South Cape. Maricelle has been hands-on in keeping the many businesses and patrons along Lafayette Street informed about construction activities from road closures to lack of on-street parking and temporary water outages due to relocation of water lines. Both the City and this Business District are looking forward to this December as the \$1.47 million project is scheduled to be completed before the end of 2013.



The EVOLUTION of an
AMAZING PowerPoint!

Imagine Blueprint 2020



What do you do when a client asks for an amazing, Hollywood-style glamour and glitz presentation, but then tells you it has to be done in PowerPoint? Let's face it - PowerPoint, the down-and-dirty presentation workhorse, is not exactly the medium of choice for glitzy effects. But QCA's Creative Department gladly rose to the challenge - especially when serving our longtime client, Blueprint 2000. QCA's Graphic Designer Joe Duhamel rolled up his sleeves and worked around the clock to deliver. As with any project, the requisite research, skills, the right software, and dedication to full completion were on full tilt. The results were well-received by the client.

Great job, Joe! Thank you for going above and beyond - the interactive PowerPoint looks amazing!

To view the project in movie format, please visit www.QCAusa.com/#!/what-we-do/creative.

It's all about PARTNERING



QCA is taking the lead in helping the Florida Department of Transportation realize a more fluid, efficient exchange of ideas between construction project teams and oversight staff. We recently worked with Department staff to implement a brand new round of coordinated and customized Partnering Surveys within the district. QCA's Ramin Khalili and Megan Olivera are supporting this effort in Central Florida, which encompasses a total of 12 projects and several dozen project administrators, project managers, construction team liaisons, and construction engineering and inspection firms. According to Megan, "The task starts with incorporating ideas and opinions from all key players on a project into a survey that is tailored to their specific project needs and goals." QCA has worked with the Department to establish a system for collecting and analyzing the surveys from each project team. Our staff also provides the District Construction Office with useful, comparative and "big picture" data on how the teams are doing in various aspects of project implementation.



In an effort to continue to be socially, fiscally, and most importantly for this initiative, economically responsible, QCA has partnered with the Tampa International Airport (TIA) to conduct meetings with Hillsborough County Aviation Authority (HCAA) staff, tenants, and the public. The purpose is to gauge current sustainability practices at the Airport, to measure propensity, and to embrace additional eco-friendly programs. For this high-profile contract, QCA's Jill Cappadoro serves as the project manager with assistance from fellow colleagues Rachael Wallace and Lacy Levine. Working with HCAA and Ricondo and Associates (R&A), QCA developed and managed the electronic survey administration program, SurveyMonkey. Surveys were administered to HCAA staff and TIA tenants with the goal of receiving insight on the programs currently in place at several Airport departments. QCA was also tasked with assisting the facilitation of the public meeting, held at a local community college. QCA worked diligently with R&A to ensure the community visioning session went smoothly.

The public meeting was well attended by both the public and airport staff. HCAA Project Manger Alice Price shared, "I just wanted to take a minute to say 'thank you' to the consultant team...Your knowledge, organization, and professionalism is evident throughout your deliverables. We are very excited to move into the next phase of this project."

Soaring to NEW HEIGHTS with AVIATION



QCA has served our nation's aviation industry since 1995 by providing branding, communications outreach, focus group facilitation, graphics, web design and maintenance, internal / external customer surveys and more. Most recently, QCA's Lacy Levine and Traci Missildine attended the 44th Annual Florida Aviation Conference and Exposition in Orlando hosted by the Florida Aviation Council. Conference attendees included major engineering firms,

aviation product vendors and airport managers from across the state of Florida.

In addition to multiple networking opportunities, experts addressed the state of the industry, federal funding concerns, opportunities for future growth and challenges

facing 2014. Lacy and Traci were able to meet with several of QCA's past and current clients and thank them for their continued support of QCA. They were also able to congratulate winners of several awards given during the conference.

Florida has the second largest aviation industry in the country and is the only state with four major hubs. This year the economic impact from aviation on the state is \$115 billion. Our airports carried 144 million passengers in 2012, and 90 million of those were visitors to the sunshine state. Florida Department of Transportation Secretary Ananth Prasad expects these numbers to grow for 2014, stating, "The Governor is very committed to the infrastructure and is funding it at a record level."



TEXAS AVIATION BLITZ

QCA Associate Lacy Levine recently hit the road to visit 22 general aviation airports across the state of Texas. She started her journey in San Antonio and headed north through Austin, Waco, Dallas, and their surrounding communities. Texas has a huge network of 292 airports of various sizes that attract businesses and visitors to the state. According to the Texas Department of Transportation, general aviation accounted for \$14 billion worth of direct and indirect business transactions in 2010. QCA provides a variety of services to the aviation industry including surveys, reports and documentation, creative services, master planning support, marketing, media relations, public involvement, research and analysis, website design and management, and communication plans just to name a few! According to Lacy, "QCA is committed to serving the aviation community in Texas and trips like these ensure that our potential clients are made aware of the support that QCA can provide."





John Young Parkway RIBBON CUTTING

QCA is proud to have supported the John Young Parkway Extension Project's broad public involvement and community outreach efforts since June 2011 and we are excited to see the project come to fruition!



Prior to construction, QCA's Alicia Arroyo, Megan Olivera and Karen Kersey helped coordinate and host a public meeting which reached out to the stakeholders along the project corridor. For every phase of the project, QCA has supported the Florida Department of Transportation (FDOT) and consultant staff by providing flier distributions and maintaining contact with business owners and residents of the area with constant updates on the progress of the project.

QCA, Global 5 and the FDOT held the ribbon cutting ceremony in September for the Flyover Bridge on John Young Parkway that included dignitary speakers such as Orlando City Commissioner Daisy W. Lynum and Senator Geraldine F. Thompson. Both provided kind words at the ceremony.



QCA is thrilled to have been part of this project and ceremony!



Wekiva Parkway KICK-OFF EVENT

After 30 years in planning, activities this summer on the Wekiva Parkway shifted into warp speed – including a much anticipated Kick-Off Event. As the public involvement coordinator for both the Florida Department of Transportation (FDOT) and the Orlando-Orange County Expressway Authority for the 25-mile toll road to complete the beltway



around Central Florida, QCA Senior Manager Mary Brooks was at the helm. She planned the high-profile Kick-Off Event – headlined by Governor Rick Scott and U.S. Congressman Daniel Webster – as well as two public meetings – all within a 30-day time frame.



The event planning required ongoing and detailed coordination with the Governor's Office, FDOT Central Office, Florida Parks and Forest Services officials and about 200 elected and appointed officials. Coordination also included accommodating numerous date and other changes needed to accommodate the Governor's tight and ever-demanding schedule.

Planning and implementing the widely publicized event was a total QCA team effort. Supporting the event planning were QCA's Northeast Florida Manager Karen Kersey and Senior Associate Brian Hutchings, Graphic Designer Joe Duhamel, Area Manager Megan Olivera, Associate Ramin Khalili and Senior Vice President Steve Nalls.

All team members were on hand to help ensure the event ran like clockwork. Currently, 12 of the 14 project sections – mostly in design – are underway.



Pictured L to R: QCA's Ramin Khalili, Steve Nalls, Mary Brooks, Megan Olivera and Brian Hutchings

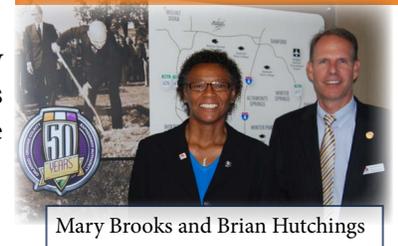


STATE OF THE AGENCY EVENT

QCA recently supported the Orlando-Orange County Expressway Authority (OOCEA) on their first State of the Agency Event, which also coincided with their 50th Anniversary celebration. The event highlighted the Authority’s many achievements over the past 50 years and outlined their current and future priorities. QCA’s Brian Hutchings spent many hours scouring the Expressway Authority’s archives for photos and facts that were used in the video and brochure. He also helped in the planning of the event by creating and maintaining a task list, writing press releases and media advisories and putting together the invite list for the event.

Brian also conducted extensive research on key points in the Authority’s history, its impact to the City of Orlando and the Central Florida region as well as culling highlight information about the region. This information was forwarded to the City of Orlando and Orange County to draft proclamations celebrating the Expressway Authority’s anniversary and contributions to the region. QCA’s Mary Brooks helped to direct elected officials and dignitaries, while ensuring everything ran smoothly.

“This is a very special occasion. Not only is this the inaugural State of the Expressway Authority but we are also celebrating 50 years of service.”
- Walter A. Ketcham Jr.,
Chairman of the
Expressway Authority



Mary Brooks and Brian Hutchings



Poinciana Parkway Southport Connector PD&E Study PUBLIC KICK-OFF MEETINGS



The Poinciana Parkway Southport Connector is a new proposed highway corridor from Pleasant Hill Road to Florida’s Turnpike. This proposed connection, being studied by the Florida Department of Transportation Central Florida, would provide a major mobility alternative. QCA’s Eileen LaSeur is supporting engineering consultant Inwood, with public involvement services for the Project Development and Environment (PD&E) Study currently underway. Eileen coordinated two public kick-off meetings recently held in Poinciana on September 10 and in St. Cloud on September 12. Supported by QCA Area and Bilingual Services Manager Megan Olivera, Eileen worked with the consultant and Department staff to organize the meetings and present the project to the general public and obtain local input about the proposed alternatives. QCA associates not only organized, staffed and documented the meetings, but also fulfilled information requests from those unable to attend. QCA associates also developed and are currently maintaining the project website which can be viewed at www.southportconnector.com.



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US 192 / SR 530 PUBLIC MEETING



Where else to schedule an Open House Public Meeting for a road widening project in a popular tourist area than at a top-rated Central Florida resort? That’s exactly what QCA Public Information Associate Irina Lallemand did when she was tapped to organize an introductory public meeting for the Florida Department of Transportation’s (FDOT) widening of US 192 / SR 530 West Irlo Bronson Memorial Highway in Kissimmee. Irina arranged for the August 29 gathering to be held at the Light House Key Resort and Spa, a well appointed and accommodating hotel at the end of the construction corridor. Due to a series of last minute changes, Irina had only three weeks to prepare. In

typical QCA team-spirited fashion, Irina was able to accomplish all of the planning tasks in time with the support of fellow QCA staff members Megan Olivera, Alicia Arroyo and Ramin Khalili.



Ramin, Irina & Alicia



FDOT project representatives stated that they were impressed with the efficiency and the expertise that QCA brought forth for a successful open house. FDOT Project Manager Eric Jagers shared, “I appreciate the efforts that Irina Lallemand put forth...Irina worked very hard...to ensure that the Public Meeting was as successful as it could be.”

QCA IN THE TREASURE COAST



QCA is thrilled to be working with Stanley Consultants on the new general planning consultant services for the St. Lucie Transportation Planning Organization (TPO). QCA's Beth Zsoka will lead a team in providing public involvement, survey and statistical analysis support, as needed, for this contract to involve the affected public and under-served communities in Port St. Lucie County. Our tasks include website development, programming and maintenance; development of visualization techniques, informational and educational materials; focus group meetings; surveys to gather public opinion; prepare documents in alternative languages and evaluate the TPO public involvement program. QCA will assist in completing studies, preparing documents, providing technical support, reviewing plans, and performing other activities that comprise the transportation planning tasks of the St. Lucie TPO.

QCA was selected to serve Martin County with public communications / relations services. Our local Treasure Coast QCA team has been working closely with different Martin County departments through projects such as the Veterans Memorial and the Ernest Lyons Bridge Projects. QCA's Tish Burgher will serve as project principal, leading an excellent team of professionals including Beth Zsoka, Lauren Firtel, Ivette Ruiz-Paz, Joe Duhamel, Linda Devecki and Dylan Conway. QCA will serve the contract with media services, press releases, positive image development, market research, education / community outreach, public events / meetings, social media initiatives, printed / e-mail communications as well as any marketing and crisis communication services needed.



the
TEAM

MetroRapid Exceeds Ridership Expectations



Congratulations to Hillsborough Area Regional Transit (HART) on the first corridor of MetroRapid, Tampa Bay Area's first rapid transit bus line. Since the launch in June, HART reported a 24.2 percent gain in ridership; 48,000 passenger trips in August alone. QCA provided public involvement for this corridor. We're pleased to have been selected again on the next corridor, serving with HDR Engineering on the PD&E and Design for the MetroRapid East-West corridor.



- SAVE THE DATE -

**Veterans Memorial Bridge
Dedication Event**

Saturday, November 16, 2013

7:00 a.m. 5K run

9:30 a.m. Dedication Event



City of Miami Beach Capital Improvement Projects Inspector Francisco Torrens, QCA Public Information Officer Lauren Firtel and TransFlorida Project Manager Joe Goudie working on the South Pointe Phases III, IV and V Project.

MIAMI BEACH



I-95 / SR 9 Kicks Off to a GREAT START!



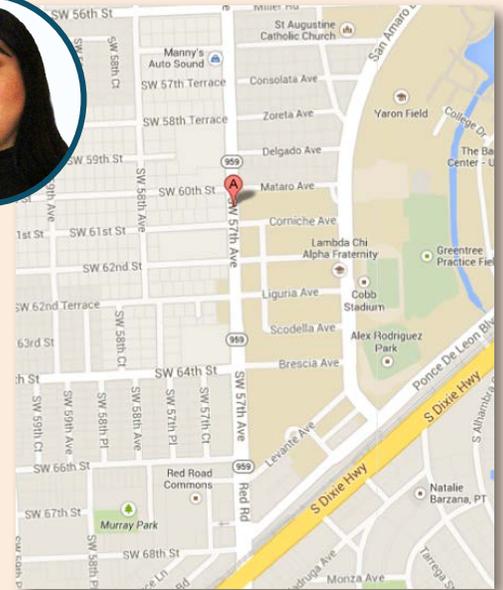
On behalf of the Florida Department of Transportation (FDOT), QCA along with GBF Engineering, kicked off the I-95 / SR 9 Widening Project in July with a Preconstruction Open House Meeting at the Encore Sunshine Travel RV Resort in Vero Beach, Florida.

The meeting detailed the project with safety information and the improvements residents can expect. The 12-mile project will cover the area from just north of SR 60 to the Indian River / Brevard County line. QCA's Tish Burgher serves as the public information officer and was excited to help coordinate and facilitate the meeting. Tish oversees that communication efforts run flawlessly as she works directly with the project team, community and stakeholders. **QCA looks forward to being part of the next phase of the project!**



SW 57 Avenue ROADWAY RECONSTRUCTION Project

The SW 57 Avenue Roadway Reconstruction Project began in July of 2012 and is considered a historic corridor that contains landmark businesses and some of the oldest neighborhoods in Miami-Dade County. Managed by the Florida Department of Transportation (FDOT) South Florida Construction Department, the work for Phase I of this project includes several improvements to the roadway such as: new sidewalks, repaving and restriping of the roadway, landscaping, and adding bike lanes throughout the project. QCA's Public Information Specialist Ivette Ruiz-Paz serves this project and often utilizes this road to communicate regularly with residents and businesses, commuters and elected officials.



Recently Ivette received praise from a concerned resident who contacted FDOT management about an issue she experienced on her land within the project limits. Regarding Ivette and Project Administrator Claudio Diaferia, the citizen shared that, "I feel very fortunate they are part of District 6 and am very impressed with their attention, expedience, and effectiveness in resolving my issues to date." FDOT Public Information Project Manager Kathy McLendon even declared that, "The team did a great job in handling the issue and the resident took the time to say thanks!" **Awesome job, Ivette!**

Perry Harvey Sr. PARK PUBLIC MEETING



Another successful meeting was held by the City of Tampa Parks and Recreation Department as Kimley-Horn and QCA facilitated a public meeting for the Perry Harvey Sr. Park project. According to QCA Project Manager Maricelle Venegas, "In attendance were over 150 people comprised of community and city leaders which included the Central Park community and Skaters from the Bro Bowl skate park." The City of Tampa, the Tampa Housing Authority and private stakeholders continue to explore ways to rebuild the historic Central Park neighborhood and reshape the urban landscape in downtown Tampa. The new park will feature an expanded and improved skate park, an interactive splash pad, and a historic walk providing a "window through time."



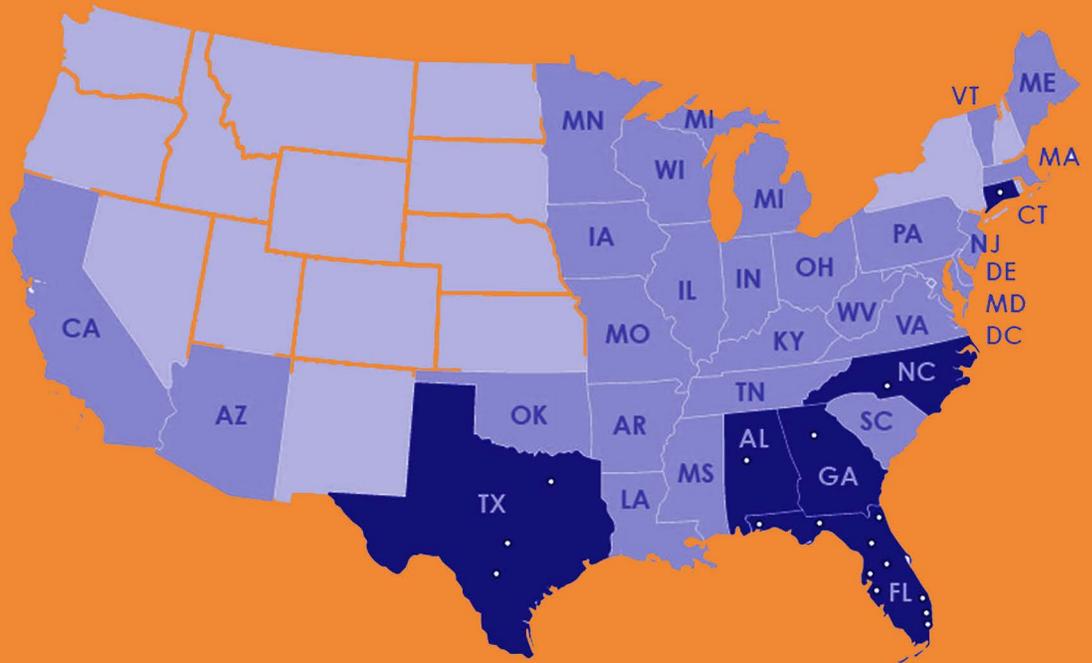
(L to R) QCA's Tish Burgher, Pete Nissen P.E., New Millennium Engineering, Ramon Arosemena, P.E., and Carl Aiduct, American Engineering, and Fadi Hardan, New Millennium Engineering, watched as FDOT performed verification tests on the new Flagler Bridge foundations.



Did YOU know?



Headquartered in Florida, QCA is well positioned to serve you nationwide. With nearly 50 associates strategically located in field, satellite and / or branch offices, we provide professional communications products and creative solutions to both government and private sector clients.



Edward Charles Kersey July 5, 1963 - August 23, 2013

We are here to remember those we loved who have died. At the center of our being is an awareness of an end to a valued relationship. Our hearts ache, our tears flow. We feel a deep, tender wound because someone precious is no longer part of our life on earth. We grieve because of that physical absence, but we also rejoice to have known that love. On behalf of our entire organization, we will miss you Ed.



Let's be friends! 

xoxo Serena Bugatti



VIRTUALLY ... It's The Way To Go!

QCA is always looking for new and innovative ways to communicate with our associates and clients more effectively. QCA IT Manager Dylan Conway stated that for many years, companies used teleconferencing technology to allow employees and clients in different geographic locations to attend meetings by telephone. Over the past few years, however, internet cloud-based video conferencing technology has become an increasingly more affordable and popular alternative. This technology improves upon teleconferencing by allowing both audio and video to be transmitted so that attendees can hear and see everyone participating in what is called, a virtual meeting. It is also possible to share computer displays so that remote participants can view presentations and even collaborate on documents and projects in real-time. QCA is using video conferencing to hold more productive meetings between employees and clients in remote locations.



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