

BE INFORMED

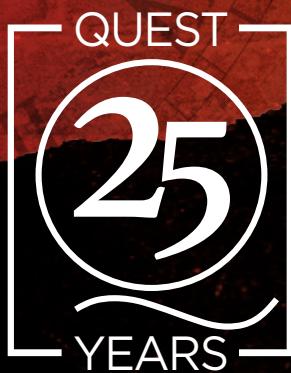
QUARTER 3 | 2020

QUEST'S

25<sup>TH</sup>

ANNIVERSARY

ONCE UPON  
A TIME...



Your Future | Our Vision

America's Choice for Marketing and Communications

# LIFE'S CHALLENGES OFTEN REVEAL THE WAY FORWARD

WELCOME TO THE 25<sup>th</sup> Anniversary edition of **BE INFORMED!** When I entered 2020, it was to be the year Quest would celebrate our 25<sup>th</sup> Anniversary in a big way. With over 80 employees, we are excited about the past and focused on the future. I already knew I needed a good story for this issue, but never in my mind did I envision this.

Like many businesses, we were experiencing a high level of growth, and then the pandemic hit. Suddenly, the world changed. Workers were sent home, and we had to pivot our direction.

First and foremost, our response began with the health and safety of our employees in mind. During all of this, we continue to look internally at our mindset, always seeking within to see how we see ourselves and what we are capable of.

As a growing company, we know it is important to predict what we can, to imagine what we cannot, and to develop the judgment we need to know the difference.

On recruiting, we changed onsite interviews with job candidates to videoconferencing, and we redesigned our employee onboarding process to be completely remote.

Videoconferencing and other digital platforms were needed for business continuity with our customers. And, as the magnitude of the COVID-19 crisis became clear, we realized that we would need to get up to speed quickly. With respect to our employees, our internal gatherings became online only events.

***A good story usually focuses on a problem and a solution, on a plan and a goal, and highlights the talents of our leadership and teams. It is told with passion and conviction. With any luck, enthusiasm builds around the story, and everyone piles in.***

At the same time, we were continuing all normal operations, teaming activities, new contracts, new hires and more. In order to keep everyone focused on the top strategic priorities, connecting and overcommunicating with our employees and customers takes place daily. I would like to think that I am connected to my employees whether I am in the office, on the road, at home or anywhere in between, but there is a new expectation in place as we moved forward.

What have I seen? I have seen all inspiring genuine collaboration, energy, focus and determination company-wide. I am truly getting the best from the best with a clear sense of purpose. Widely understood, shared objectives and appreciation for the importance of our work is evident.

***We will remember this pandemic for a very long time. Of course, we are still worried about loved ones and deeply concerned about the world we live in. That being said, we're doing our best to help. With respect to philanthropy, we are coming together like never before to help one another. We have strategically scaled up our efforts.***

Overall, we have been made a better organization. With respect to preparing our business for the future, it has been an excellent experience. Remote work environments have proven successful. Productivity has even increased. We were already moving in the direction of improved and increased automation, and while trust has never been an issue in the past, it is even better now.

Personally, I believe it will be a long time before we truly understand the full impact of this pandemic. While we continue to stay focused on the big picture, we are reassessing our growth opportunities in the new normal, reconfiguring our business model to better realize more opportunities, and reallocating our resources more effectively. Quest is truly in a stronger position these days. Our performance has been positive, and we continue to pursue all possibilities. We are taking a fresh, careful look at our growth opportunities, and we are diving deep into how we can create and deliver value, who we need to partner with, and who our customers should be.

So, what is my story? Well, in the spirit of Quest, we celebrate the many accomplishments of the past 25 years as we engage with our customers to envision the next. We first and foremost thank God for His provisions and blessings throughout the years, as well as extend our gratitude to all our supporters. Our story is that at Quest, the human element in every situation always comes into play. We are truly friends supporting one another, generating mutual positive feelings and personal growth through the good times and the bad.

Over the years, we have laughed, loved, learned and most importantly, stuck together. We recognize that real life happens at work: success, joy, failure, trauma. We need real friends - right there, at our side - through it all. I believe our lives are good. That is our story. Remember, someone might write a story about you someday, so make sure your life is a good one!

**BE A PART OF OUR STORY!**

Love,

*Sharlene*



## ABOUT QUEST

Quest Corporation of America, Inc. (Quest) has maintained a reputation for providing high-quality, professional creative products and communications services to various state departments, federal and municipal agencies, and to some of the largest engineering and construction companies throughout the United States. Owned and operated by partners Sharlene Lairscey and Jessica Francois, Quest is licensed and minority certified (DBE/MBE/SBE/WBE) to serve nationally.

## OUR CUSTOMERS

We believe our goals are ultimately to build better relationships with the societies in which we operate, to initiate open, two-way dialogue seeking understanding and solutions to issues of mutual concern. Our customers mean the world to us. We consistently strive to treat them fairly, honestly and with integrity, maintaining product quality and engaging in responsible marketing and consumer information practices.

## OUR CULTURE OF LOVE

Our culture is driven by one thing - LOVE. Of course, we have revenue targets, and our goals are financially driven. Our purpose, however, is about making our employees and clients happy. We view our employees as our number one asset, and at its core is a belief that work/life balance is always a priority. We share a positive climate with motivation among workers. We are transparent, and there is open communication and trust. And, we believe no matter what, at the end of the day we should always have fun.

## A HEALTHY ORGANIZATION

Truly a healthy organization, Quest is one which strategically integrates employee well-being into our business objectives and reinforces it through our established practices on leadership support, a learning culture, healthy job quality and people-friendly practices.

**IT'S LIKE MAGIC.**

**1 QUARTER 3 2020 | BE INFORMED**

# CYBERSECURITY SUCCESS

THESE DAYS, OUR highest priorities include protecting our employees, their connections and Quest's physical data. Since the rise of COVID-related remote work, we are seeing a major increase in attempts to garnish access to home networks. According to IT Support Manager David Alberts, "Regardless of whether you are working from your home or the office, employees should be extra cautious when opening links and attachments from emails. When in doubt, do not open. Reach out to someone knowledgeable (in this case, your IT Manager) for advice."

Innovative Catalyst Manager Tony Cappadaro states that Quest is doing a great job providing employees with the proper tools to protect the integrity of our infrastructure. With weekly "Tuesday Tech Talks", we are educating our staff on cyber threats and red flags they should pay attention to.

Our IT Support team is constantly checking our internal connections for signs of a breach, and we are updating login credentials at regular intervals. Additionally, our company's disaster recovery plan is being revisited frequently. Checking our backups (physical and virtual) for safety and making sure we are operating in a healthy setting are critical parts of each day. "Networks and infrastructure are being required to support heavier and more intensive workloads from remote users," says Tony. "Wi-Fi networks have different security protocols, and home networks do not have the strongest protocols available. It's far easier for a malicious attacker to garnish access."

In an effort to provide 24/7 IT support service, we have set up our own internal hotline and expanded our hours to give employees around-the-clock access as they continue to work from home, providing them with full support of fluid work environments while they serve their customers.



David Alberts



Tony Cappadaro

## IT STARTS WITH A LOVE OF MATH

**ACEC**  
AMERICAN COUNCIL OF ENGINEERING COMPANIES  
of Florida

**MATHCOUNTS**®

FOUNDED 1916  
Florida  
Engineering  
Society

QUEST IS A member of the Florida Engineering Society (FES)/American Council of Engineering Companies of Florida (ACEC-FL) and proudly donates to their foundation to promote engineering education in Florida. This is accomplished by providing scholarships to students pursuing engineering degrees and supporting programs that incorporate STEM in their activities and competitions. FES scholarships were established in 1986 and enhance engineering education in Florida to position our state as a technological leader in the global economy.

Quest Senior Communications Manager Maria Camacho of Miami and Quest Owner/President Sharlene Lairscey are personally supporting the National MATHCOUNTS program by volunteering to support students who excel in math and need a challenge to stay engaged. According to Sharlene, "MATHCOUNTS provides a place and program for every kind of math student. It doesn't matter how students get to an appreciation and excitement for math, as long as they get there."



Maria Camacho

*The MATHCOUNTS Competition is usually held at the local chapter level in February. Over 500 local events take place across the county. Top students from each chapter advance to the State Competition in March. The top four students from each state win an all-expenses paid trip in the National Competition in May.*

**It is a love with limitless potential, a love that can be channeled into a discovery that will make us more efficient, more sustainable. It is a love that can change the world.**



QUEST'S  
**25**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**DAVID ALBERTS**  
IT SUPPORT MANAGER /  
DRONE PILOT / WEBMASTER

**“** YOU CAN HAVE RESULTS OR EXCUSES NOT BOTH.



**TONY CAPPADORO**  
GIS TEAM LEAD / TECHNOLOGY &  
INNOVATION CATALYST

**“** YOUR MIND IS YOUR GREATEST TOOL, BUT AS ANYONE WHO HAS BEEN TAKEN OVER BY FEAR, FRUSTRATION, OR WORRY KNOWS, IT CAN ALSO BE YOUR GREATEST ENEMY.



## EMPLOYEE SPOTLIGHT



**CHARLOTTE APPLE**  
SENIOR ACCOUNTING SPECIALIST

“KEEP YOUR FACE TO THE SUNSHINE AND YOU CANNOT SEE A SHADOW.”



**KELLIE HUMAN**  
ADMINISTRATIVE SPECIALIST

“ALWAYS TAKE TIME FOR A NEW ADVENTURE... ADVENTURES FILL YOUR SOUL!”

# QUEST PARTNERS WITH JAZZY'S BBQ TO FEED FRONT LINE COVID WORKERS



HEALTHCARE WORKERS ON the front lines are working long, hard hours amid the COVID-19 pandemic - some pulling extra shifts without even stopping to eat. Grateful to healthcare and emergency workers, Quest wanted to help. During the month of August, Quest partnered with a long-time local restaurant establishment, Jazzy's BBQ, to feed both the day shift workers, as well as the night shift workers at St. Joseph's Hospital in Tampa. Owner/President Sharlene Lairscey personally picked up the meals and delivered three times per week to the nine COVID-19 units at the hospital.

**“Delivering the meals not only helped the hospital workers, but also supported our local businesses, specifically this restaurant and their staff during these difficult times,” explains Sharlene.**

It started with a financial donation to St. Joseph's Hospital Foundation, when Quest wanted to help fund patient programs and services and invest in creating the most technologically advanced, healing environment in the Tampa Bay area. At the end of the day, it ended up being so much more.



“The fact that the community thought of us during this pandemic makes me feel so appreciated. We were so busy and the thought of going to get lunch in the cafeteria just wasn't feasible for some of us. Then we hear we got food delivered. It definitely brought smiles to all our faces. Thank you to everyone.”

**-Adrienne Galluppo, ICU Charge RN**

From bedside nurses, to respiratory therapists specifically trained to operate the ventilators, to environmental services staff who clean and disinfect night and day, to the facilities staff working overnight to turn regular rooms into infection control rooms, we fed caregivers and healthcare workers on the front lines of COVID-19 in our community.



**“It was such a spiritual experience for me - when you are blessed and you have the opportunity to bless others - and I believe it also made a positive impact not only on our organization, but on our community as a whole,” says Sharlene.**



## Jazzy's BBQ

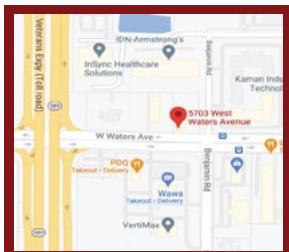
Taste and see, it's all good!

With everything made in house, Jazzy's stands proud for its years of delicious, home-style Barbecue. Residing in the Town N' Country area at 5703 W Waters Ave, Tampa, FL 33634, Jazzy's is your top choice for a delicious family style meal!

Retired NFL player Johnny Ray Smith, a defensive back for the Tampa Bay Buccaneers from 1981 to 1984, along with his wife, Pamela, former cheerleader for the Tampa Bay Buccaneers, opened Jazzy's BBQ in October 1996.

Follow us online! [Twitter @JazzysBBQ](#) [Facebook JazzysBBQ](#) [Instagram @JazzysBBQ](#)

VISIT US AT:  
5703 W Waters Ave, Tampa, FL 33634



Ribs • Chicken • Beef • Pork  
Sausage • BBQ Beans  
Coleslaw • Mac n Cheese  
Collard Greens • Potato Salad  
• Corn • Fries • Garlic Bread  
Corn Bread • Pecan Pie  
Potato Pie • 7-Up Pound Cake  
• Family Meals • Homemade  
BBQ sauces and more!

Order today!



813.243.8872



JazzysBBQ.com



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## EMPLOYEE SPOTLIGHT

ONCE UPON A TIME...



**TINA WEINUS**  
SENIOR BILLING SPECIALIST

“EVERY DAY IS A NEW BEGINNING, TAKE A DEEP BREATH, SMILE AND START AGAIN.”



**ROBYN TONNE**  
SENIOR BILLING SPECIALIST

“I AM STRONG BECAUSE I'VE BEEN WEAK - I AM FEARLESS BECAUSE I'VE BEEN AFRAID - I AM WISE BECAUSE I'VE BEEN FOOLISH.”



# QUEST'S EMPLOYEE SPOTLIGHT

## ANNIVERSARY



**MARIA CAMACHO**  
SENIOR COMMUNICATIONS MANAGER

“THE ROAD TO HELL  
IS PAVED WITH  
ADVERBS.”



**GLORIA FREEMAN**  
ADMINISTRATIVE SUPPORT

“IF YOU CARRY JOY  
IN YOUR HEART,  
YOU CAN HEAL  
ANY MOMENT.”

PHOTOGRAPHEE.EU/STOCK.ADOBE.COM



## A SHARED WORKFORCE VISION BUILDING MORE THAN A JOB ... BUILDING A LIFE

THE FLORIDA DEPARTMENT of Transportation (FDOT), together with leadership of the Florida Transportation Builders' Association (FTBA), has set their sights on a mission centered on building a purposeful life. Working in partnership with the Department of Corrections (FDC) to inspire success, FDOT proudly launches the Statewide Workforce Development Correctional Transition Academy.

Florida's Transportation Industry Leaders have identified an initiative that can offer entry level jobs that can grow into sustainable careers. With this program, employers are able to enhance the abilities of inmates and offenders, so they become productive members of their communities after they serve. This program and the Correctional Transition Fast Track initiatives prepare individuals for productive living through re-entry life skills readiness and hands - on trade skills training - all while being paid.

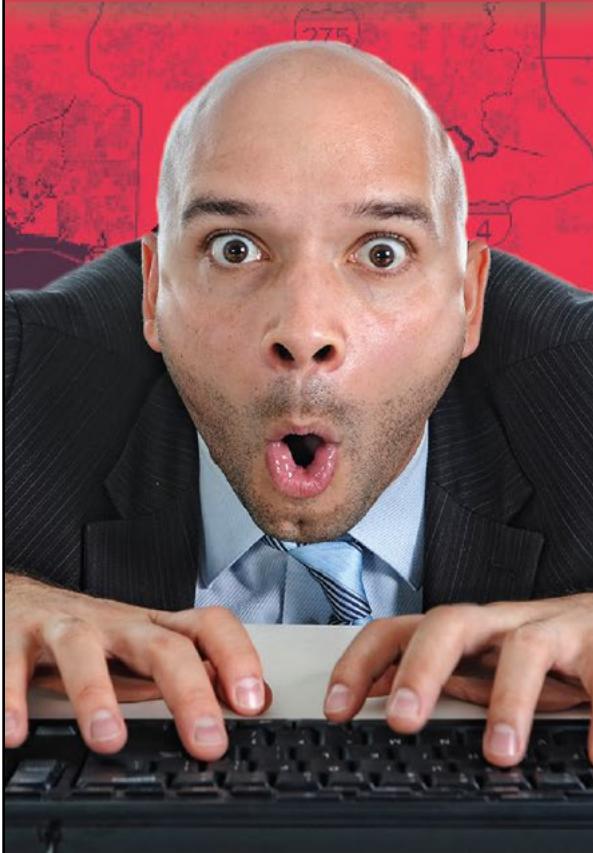
FDC has 148 facilities statewide. According to Quest Project Manager Amy Lee Diel, “Over 30,000 inmates are released every year throughout our great state - what a mind-blowing, untapped resource,” she emphatically stated while introducing the idea of the program in February at the FTBA Annual Construction Conference.

A partnership that seemed so out of reach has now come to fruition. FDOT and FDC, two influential state organizations in Florida, have successfully joined forces in a concrete partnership to serve the Governor's Statewide Workforce Development Initiative.

The partnership started as an opportunity thriving from listening to the voices of statewide contractors. I believe it is visionary, collaborative, and it unites us in accomplishing a common set of goals. Many statewide contractors have already hired transitional personnel and have reaped the benefits of that decision. At face value, we see a benefit of providing a second chance to someone once locked up for poor decision making; however, the real benefit goes beyond face value. This partnership is building a bridge between state agencies for the greater good of the community for the sustainable future. If you are wondering how the program works, building a pipeline of workforce for the road and bridge construction industry through the FDC starts with a transitional candidate but ends

with lower recidivism rates and lower unemployment rates. The partnership brings accredited training to inmates preparing them for employment opportunities within our industry; connects them with contractors statewide who hire them; provides safety and security for the transitional candidate to become a successful member of their community; creates a workforce for statewide contractors that are dedicated and trained to perform the duties expected of them; provides an easy-to-find solution to the contractors workforce needs; and provides long lasting professional relationships.

Celebrating **25** Years of  
Excellence in Transportation



### Bringing Virtual Meetings with Passion to Florida's Transportation Industry

Audio Visual Services  
Communications and Event Marketing  
Corporate Branding  
Community Outreach and Engagement  
Custom Website and Creative Collaterals  
Event Content Design and Documentation  
Event Hosting and Follow Up  
Site/Venue Recommendation and Selection  
Video Services  
Virtual Meetings and Events



**QUEST CORPORATION OF AMERICA**  
QCAusa.com | 813.494.8505 | Corporate@QCAusa.com



Quest is a proud member of the  
**Florida Transportation Builders'  
Association (FTBA), the  
preeminent trade association  
promoting and supporting  
the transportation industry in  
Florida since 1933.**

### More about the Statewide Workforce Development Correctional Transition Academy

- FDOT is partnering with FDC to present the Statewide Workforce Development Correctional Transition Academy.
- Enhancing the abilities of inmates and offenders under supervision so they become productive members of their communities after serving their sentence is a large part of the Correction Department's mission. Success in this endeavor demands those inmates and offenders lacking adequate education, skills, and work experience have opportunities to participate in self-improvement and work programs.
- The academy will support the Corrections Department's focus on inmate rehabilitation and successful re-entry into their communities.
- The Correctional Transition Academy will:
  - Identify incarcerated adults and transitioning adults ready to enter the workforce.
  - Develop a road-construction-focused curriculum for use by all program training staff and facilitate industry training and basic certifications to these qualified candidates.
  - Connect transitional candidates with contractors upon completion of training course and prior to release.
  - Work with the FDC Transition Team, community partners, OnBoard4Jobs Construction Careers, and contractors to employ candidates.
  - Once released, transition candidates to Fast Track Initiative.
- The Fast Track Initiative funnels contractor hiring needs to the Florida Department of Corrections. Corrections/Probation staff provide a list of transitional candidates who are about to be released back into the community for hiring consideration to program staff. Program staff then connect them with the contractors who are hiring.
- Such programs provide inmates with the necessary rehabilitation and skills to obtain meaningful employment upon their re-entry back into the community to reduce recidivism.
- Such programs have shown proven results. Of the 30,000 inmates who completed their sentences and were released in fiscal year 2018-2019, more than 9,500 received either their GEDs, industry or vocational certificates or completed a career or technical class.



## EMPLOYEE SPOTLIGHT



**LOIS CROSS**  
CONSTRUCTION SUPPORT / ADMINISTRATOR

“ IF IT IS WORTH  
DOING, IT IS WORTH  
DOING RIGHT.”



**WANDA GRIMSLEY**  
CORPORATE RECRUITER / ADMINISTRATOR

“ I BELIEVE THAT  
UNARMED  
TRUTH AND  
UNCONDITIONAL  
LOVE WILL HAVE  
THE FINAL WORD.”

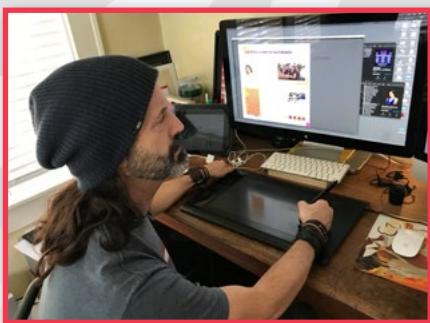
QUEST'S  
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## EMPLOYEE SPOTLIGHT



**TOMÁS MONZÓN**  
VIDEO SERVICES PROGRAM MANAGER

“THE MOST COMPELLING THING ABOUT A BICYCLE IS THAT IT HASN'T CHANGED VERY MUCH IN THE PAST HUNDRED YEARS. MY GOAL IS TO COME UP WITH AN IDEA, PRODUCT, OR SOCIETAL CONTRIBUTION JUST AS LONG-LASTING.”



**CHIP BOECKH**  
SENIOR GRAPHIC DESIGNER

“DESIGN CAN BE ART. DESIGN CAN BE AESTHETICS. DESIGN IS SO SIMPLE, THAT'S WHY IT IS SO COMPLICATED.”

# QUEST HELPS PASCO COUNTY PUBLIC TRANSPORTATION TO KEEP MOVING FORWARD

QUEST'S PARTNERSHIP WITH Pasco County Public Transportation (PCPT) is leveraging the opportunities posed by current times. The project team is delivering engaging, multimedia social media strategy, continues producing videos and is helping to launch a new route amongst the transit agency resuming front-door boarding and fare collection. Adding to the robust project team, Communications Manager Matthew Adams is spearheading innovative and effective social media efforts. The latest review of social media metrics for one week highlighted the post reach increased 267% and engagement increased 136%!

The agency will open a new route in the fall that serves a portion of their north central constituency and provides regional connectivity with Hernando County's TheBus's blue route. Quest's strategy is to reach the largely low-income, underserved population at their homes via a mix of traditional and digital outreach. Senior Graphic Designer Chip Boeckh designed animated files for cross platform ads that will display on phones, iPads, computers and other digital devices. He also designed a flyer and social media graphic that was shared with community partners as well as a postcard that was mailed to residents along the new route. Important destinations for this new route include the Fasano Hurricane Shelter, a Pasco County Health Department location and Premier Community HealthCare and Bayfront Health at Spring Hill in Hernando County. A large component of the new route rollout is a video that will preview the route in first-person fashion with panorama views of specific destination stops.

Quest's videographer Tomás Monzón built on PCPT's vision of filming the route and fast forwarding to certain stops. He installed a GoPro camera on the bus's windshield and "fast forwarded" or used micro animation to progress through the route, while slowing down at the destinations to show the panorama view and highlight amenities or business access at those stops. Not to mention the ribbon cutting where Tomás and Matthew will collaborate to support a Facebook live stream of the event. The event will not be open to the public and only invited elected officials and other community and business partners will be present to speak.

While filming the new bus route, PCPT's Transportation Manager Rosemarie Bruckner organized an informal ribbon cutting at Hudson High School, where a bus stop is located on campus, as well as a meet up with Hernando County's TheBus staff and county communications office staff to celebrate the upcoming new route.

Quest Project Manager Sara Shepherd provided photography services, while Tomás filmed the informal celebration. "It was a display of true collaboration," says Sara. "Seeing the two counties come together in this fashion and celebrate improving the lives of their ridership was truly inspiring."



Sara Shepherd

As Quest's project team assists PCPT to continue solidifying public trust in their system, the team produced another video with PCPT's vision of "Keeping Pasco Moving Forward, Together." This video compiles the efforts of the PCPT team to ensure safety of their riders and staff as well as cleanliness of their buses, in addition to the addition of eight new Gillig buses. The video features drone footage of the new fleet, provided by Quest IT Support Specialist and Certified Drone Pilot David Alberts. PCPT's goal was to demonstrate that their system is safe and prepared to transport their community through thick and thin. Together, we can keep our communities moving forward.

"I love what you are doing with the videos," says PCPT Director Kurt Scheible. "I look forward to finalizing the logo refresh!" As you continue to follow Quest's journey with PCPT, we will be sharing PCPT's brand refresh! Until next time,

**KEEP MOVING FORWARD!**

**NEW SERVICE**

**PCPT** **Route 20**

Fivay High School to TheBus Blue Route (Hernando County) at Bayfront Health Spring Hill

Route Starts Monday, October 5, 2020

Destinations Include

- Arthur F. Engle Memorial Park
- Veterans Memorial Park
- Pasco County Health Department/Premier

Map showing route stops: A, B, C, D, E, F. Legend includes Landmark (Street), Time Point, Street, Connecting Route, and Regional Connection.

For more information, visit [ridepcpt.com](http://ridepcpt.com) or call 727-834-3322.

# QUEST TAKES NEW STEPS IN ANIMATION THANKS TO A SQUIRREL NAMED MURPHY

AS QUEST CONTINUES to ramp up its multimedia services, the City of Ocala has granted us an awesome opportunity to jump onboard a fun and rewarding project featuring the City's latest ecologically minded initiative, the Ocala Wetland Recharge Park. The park is a 60-acre refuge situated between a golf course and another park. It contains two-and-a-half miles of paved walking trails, boardwalks, wildlife lookouts, and educational displays.



The purpose of the park is to supplement natural recharge of the underground Upper Floridian aquifer, with an average of 3 million gallons of naturally filtered stormwater and treated wastewater every day. Not only does the aquifer store water for natural landscapes to use, it also could end up being drinking water and feeds into the Silver Springs system, which you may know as Silver Springs State Park.

Quest's goal is to take pre-existing designs of a character called Murphy, the Southern Fox Squirrel, and combine our cutting-edge video editing and graphic design capabilities, along with Senior Graphic Designer Chip Boeckh's animation expertise, to deliver a 3-minute engaging, educational video. The City plans to use the video to promote the one-of-its kind

park locally and statewide. The process began with a meeting in late summer between the client and Quest's assigned team members on this project, consisting of Video Services Manager Tomás Monzón, Senior Graphic Designer Chip Boeckh and Senior Communications/Project Manager Sara Shepherd.

"Working on this project is a great privilege," says Tomás, who created the script and storyboard and will be directing video shoots of the park and editing the video. "Not only do we get to educate others about a forward-thinking way that the City of Ocala is preserving our most precious resource - water - but we also get to have fun with it by telling that story through the animated expressions of Murphy the squirrel!"

<p><b>D</b></p>  <p>Drone video of Ocala Wetland Park, Murphy on the bottom right <b>VIDEO</b></p> <p>MURPHY: "Welcome the Ocala Wetland Recharge Park, or should I say, my home!" (see script for rest of dialogue) <b>AUDIO</b></p>	<p><b>E</b></p>  <p>Shot of lake/lagoon/water area with trail on the left, Murphy is on the left, speaking <b>VIDEO</b></p> <p>MURPHY: "You see all this water here?" (see script for rest of dialogue) <b>AUDIO</b></p>
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## WELCOME BACK SOPHIA TINGLE!

WHO SAYS YOU can't go home again? Boomerang employees are on the rise and Quest is excited to welcome back Sophia Tingle to Quest's Creative Services team as Senior Graphic Designer. According to Vice President Joe Duhamel, "Sometimes when you part ways with an employee/employer, your desire is to move on and not look back. Sophia left in good standing, and her circling back to Quest is a win for our entire team."

Sophia brings 20 years of experience in print design, digital media, web design, event planning and marketing. In her previous role with Quest, Sophia supported creative efforts company-wide, as well as played a vital role on the Florida Department of Transportation District Six Safety Campaign contract in South Florida. In her career, she has created communications materials associated with marketing and brand development such as brochures, newsletters, postcards, newspapers, letterhead, logos, media kits, promotional kits, and other print collateral. She also assisted in developing and managing companies' Internet presence and on-line marketing initiatives, which included social media, web design, e-newsletters, e-blasts and more.



## EMPLOYEE SPOTLIGHT



**SARA SHEPHERD**  
BUSINESS UNIT LEADER

“INSANITY IS DOING THE SAME THING OVER AND OVER AGAIN AND EXPECTING DIFFERENT RESULTS.”



**JOEY FRANCOIS**  
VIDEO SERVICES SUPPORT

“VEGAN. BECAUSE GOING TO BED EACH NIGHT KNOWING THAT I DID NOT CONTRIBUTE TO ANY BEINGS SUFFERING MAKES MY SOUL SHINE.”



## EMPLOYEE SPOTLIGHT



**MARICELLE VENEGAS**  
ASSOCIATE VICE PRESIDENT

“YOU DON'T CHOOSE YOUR FAMILY. THEY ARE GOD'S GIFT TO YOU, AS YOU ARE TO THEM.”



**CORINE BURGESS**  
SENIOR COMMUNICATIONS MANAGER

“BE THE CHANGE YOU WISH TO SEE IN THE WORLD.”

# VIRTUAL PUBLIC MEETINGS, THE NEW NORMAL

“UNPRECEDENTED” SEEMS TO be the word for the year 2020. Just turn on your television, and the word comes up several times during the news and even commercials to describe the condition of our current world. COVID-19 has spread world-wide, and at times, it seems as though we're living in a science fiction novel. Social distancing is standard procedure, masks are part of our daily wardrobe, and hand sanitizer is an everyday staple. But, as the saying goes, “life goes on.” People still need to get from one point to another, and the transportation industry does not get to take a break and wait it out. Roads, bridges, roundabouts, diverging diamonds and Single Point Urban Interchanges are being constructed every day in our state. In fact, the transportation industry has ramped up their schedules since traffic isn't as heavy these days. So, how do we deal with the challenge of notifying the public about these important events in their areas in these challenging times? Virtual public meetings!

Recently, Senior Communications Manager Corine Burgess, along with the project team including Florida Department of Transportation (FDOT) Heartland Operations staff, CEI firm Eisman and Russo, and members of the design team hosted a virtual public meeting (VPM) for the U.S. 27 at State Road (S.R.) 60 Interchange improvement project. It is a huge project that will affect multiple people, businesses and commuters traveling through the area. Getting word to those folks is essential to help the project move along smoothly and minimize the impact to the traveling public and local businesses.

Since this was the first VPM for FDOT District One, it was a learning experience. The first step was to gather information; Corine accomplished this by viewing other VPMs in different districts and getting ideas about what worked and what didn't.

“I learned from any issues that came up during these meetings, such as technical issues, sound problems, timing and how the meeting software worked between panelists and participants. Next, I made sure the script was easy for participants to understand and had plenty of graphics to keep them visually appealing,” explains

Corine. “Having a good, easy-to-understand presentation was essential. The project team worked together to tweak the presentation and add details that were important in explaining the project. Making sure to have an IT person available in case of technical issues is also a good idea. “The single most important element for a successful meeting is practice, practice, practice!” There is a lot of set up involved in a VPM. Ads must be placed, press releases written, invitations sent, websites built, government officials notified, and a good knowledge of the project details are all critical elements.

The U.S. 27 at S.R. 60 VPM was held in August. The meeting included a formal presentation followed by an opportunity for participants to ask questions and give comments about the project. Forty-five people registered for the VPM, and the interaction between participants and the project panel was excellent. Many good questions were asked, and the project team made sure that all participants had their questions answered and responded to all comments.

“We learned a lot, and the meeting went well. It was very successful. The VPM was truly a team effort; the project team was amazing to work with. Everyone added their ideas and showed up for practice! FDOT staff were pleased with the results, and I'm looking forward to future VPMs,” says Corine.



Corine Burgess



**FDOT**  
FLORIDA DEPARTMENT OF TRANSPORTATION  
US 27 at SR 60 INTERCHANGE IN POLK COUNTY  
CONSTRUCTION BEGINS EARLY SEPTEMBER

Financial Project ID: 419243-4-52-01 August 2020

**CONSTRUCTION PROJECT**

The Florida Department of Transportation will begin work in early September 2020 to make improvements to the US 27 at SR 60 Interchange in Polk County. The project limits are from Lake Altamaha to the CSX Railroad crossing on US 27 and Central Avenue to Martin Luther King Boulevard on SR 60, and approximately 300 feet west of US 27 to Miami Street on Central Avenue. The project limits are identified on the project location map below.

**PROJECT IMPROVEMENTS**

- Replace the bridges carrying SR 60 over US 27 and reconstruct the interchange from a partial cloverleaf design to a Single Point Urban Interchange
- US 27 improvements include:
  - Widen roadway from four lanes to six 11-foot lanes and paved shoulders with the outside shoulder designated as a buffered bicycle lane, curb and gutter along the inside and outside, install a closed drainage system and six-foot sidewalks
- SR 60 improvements include:
  - Construct a new bridge over US 27, widen roadway from four to six 11-foot lanes, install a seven-foot bicycle lane, curb and gutter along the inside and outside, closed drainage system, six-foot sidewalks, and construct an urban frontage road in the southwest quadrant for access to local businesses
  - Construct a noise wall along SR 60 from South Miami Street to west of Sharp Street
  - Resurface Central Avenue from west of US 27 to Miami Street
  - Install signals, lighting, signage and pavement markings on US 27 and SR 60
  - Estimated construction cost is \$45 million

**PROJECT SCHEDULE**

- Construction begins early September; estimated completion is early 2025
- There will be daytime and nighttime lane closures and detours on US 27 and SR 60, as needed, during construction
- Access to and from all bus stop boarding and landing areas will be maintained during construction

**CONTACT US**

For more information about the improvements, contact:

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# DISTRICTWIDE PUBLIC INVOLVEMENT SERVICES

THE FLORIDA DEPARTMENT of Transportation District One is a leader in transportation innovation in the state - from the first Diverging Diamond Interchange in Sarasota to the first Continuous Flow Interchange in Fort Myers. It's 12-county, 12,000-mile area is the most diverse in the state with urban, rural and suburban areas from Polk County to the north, Sarasota/Manatee to the west, Okeechobee to the east and Collier County to the south.

Quest was honored to be chosen in 2020 to serve the Districtwide Public Involvement Services contract, which provides communications and public engagement to District One. "District One plays a pivotal role in our transportation future," shares Associate Vice President Maricelle Venegas. "We want to be a part of elevating awareness and building consensus through proactive, top notch public involvement, communications and marketing services."

Quest will provide support to District One's stellar communications team with e-newsletters, social media, cutting-edge video, and hybrid public hearings, and that is just the beginning. Quest has committed a large team of professionals to this contract including Yvonne McClellan, Miranda Lansdale, Catherine Segar, Tomás Monzón, Nannette Rodriguez, and Chip Boeckh. District One's work program projects from large to small play an integral role in supporting its economy and the growth rate of the state overall.



Quest has worked on projects in District One for more than 20 years, establishing solid relationships with key stakeholders, agencies, organizations, media outlets and trade groups from Polk to Collier counties. Our collaborative style of engagement and our inclusive approach enhance our partnership with the District One team. "We are extremely pleased to be working with the FDOT team and breaking new ground with our state-of-the-art services," continues Maricelle. "We want to ensure residents and visitors see the high standards in transportation innovation that we continue to see for District One's future."

## WELCOME BARBARA CATLIN!

BARBARA CATLIN JOINS Quest's Southwest Florida division as Senior Communications Manager, serving as the inhouse Community Outreach Specialist for the Florida Department of Transportation Manatee Operations. Before joining Quest, Barbara worked for industry leaders Cubic | Trafficware and TransCore, bringing more than 20 years of strategic external communications experience in the transportation industry.

According to Associate Vice President/Business Unit Leader Maricelle Venegas, "During her tenure, she supported some of the most innovative transportation applications throughout the United States. Additionally, her award-winning efforts include orchestrating campaigns that garnered coast-to-coast coverage, ghost-writing articles for executive management, writing articles that landed as front-page stories in USA Today and the Dallas Morning News, along with features in Investor's Business Daily, Associated Press, Reuters, CNN, Wall Street Journal, The History Channel, Popular Science, and more."



Barbara earned a triple major in communications, public relations and political science from North Carolina State University and her master's degree from Southern Methodist University. Outside of work, she enjoys the gorgeous Florida beaches and bays, as well as kayaking. She is a voracious reader, foodie and college sports enthusiast.



## EMPLOYEE SPOTLIGHT



**RASHEIA FREEMAN**  
COMPLIANCE / WORKFORCE  
PROGRAM MANAGER

“NOTHING CAN DIM THE LIGHT THAT SHINES FROM WITHIN.”



**BARBARA CATLIN**  
SENIOR COMMUNICATIONS MANAGER

“SOMETIMES SILENCE IS MORE ELOQUENT THAN SPEECH.”

# EMPLOYEE SPOTLIGHT

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY



**MIRANDA LANSDALE**  
SENIOR COMMUNICATIONS MANAGER

“WORRY DOES NOT EMPTY TOMORROW OF IT SORROWS, IT EMPTIES TODAY OF ITS STRENGTH.”



**YVONNE MCCLELLAN**  
SENIOR COMMUNICATIONS MANAGER

“DON'T JUDGE EACH DAY BY THE HARVEST YOU REAP, BUT BY THE SEEDS THAT YOU PLANT.”

## QUEST PARTNERS WITH COLLIER COUNTY TO MARKET \$67 MILLION FOR COLLIERCARES COVID-19 RELIEF FUNDS

WHEN WE LIVE during extraordinary events, sometimes we are honored to be a part of extraordinary circumstances. Quest collaborated with Collier County to market the \$67 million they received from the Coronavirus Aid, Relief and Economic Security (CARES) Act federal stimulus package. The financial aid assisted nonprofits, health and public safety agencies, households, and businesses financially affected by COVID-19. Quest Senior Communications Managers Sara Shepherd and Yvonne McClellan co-managed the aptly named CollierCARES project, which involved alerting the specific audiences to apply for assistance during two-week timeframes designated for them.



**“This was a very important initiative that we were thrilled to be a part of,” says Sara. “Helping others is a huge part of Quest’s culture. This project inspired me each day to get up and at it!”**

Quest’s project team consisted of various colleagues throughout the organization. It really did take a village! The marketing campaigns each consisted of news releases, social media posts and graphics, animated public service announcements (PSA), call-to-action emails, and even an extensive phone bank campaign calling affected nonprofits to share the news of the CARES Act funding program. Some of the campaigns added flyers and digital outreach such as streaming audio, iHeart radio and Over-the-top (OTT)/Connected TV (CTV).



Quest’s Video Services Program Manager Tomás Monzón produced five animated public service announcements (PSAs) in English and Spanish (10 total). The PSAs were shared with news media, social media, and other digital outreach such as streaming audio, iHeart radio and OTT/CTV. Quest Senior Communications Manager Sergies Duarte lent his voiceover talent for a majority of the PSAs, both English and Spanish.



Senior Graphic Designer Lisa Lawrence created 55 social media graphics for each of the three county platforms, with themes specific to each audience. The eye-catching, innovative graphics were used to announce each application’s opening and closing dates and a one-week and a “few days left” reminder. She also created flyers as part of the nonprofit and community health and safety providers outreach as well as household assistance outreach and how to use properly personal protection equipment (PPE). PPE flyers were included in kits alongside disinfectant items the county provided to those businesses who requested them. And, about 85 percent of all materials were translated into Spanish courtesy of Senior Communication Manager Nannette Rodriguez and Associate Vice President Megan Olivera.



Webmaster Dylan Conway, assisted by IT Support Manager David Alberts, implemented a CollierCARES tab on the Collier County Affordable Housing website, which Quest launched earlier this year. The tab consists of four pages that explain the program, provide access to the application portal, answer frequently asked questions, and provides transparency by providing dashboard graphics that document the number of applications received and/or approved, funds spent and funds available to date. To make the CollierCARES tab easy to find, we developed a specific web address, CollierFLCares.com. The dashboard graphics were created and continue to be updated by Senior Graphic Designer Chip Boeckh.



Ms. Hilary Halford, Sr. Grant & Housing Coordinator (Collier County Community and Health Services Division), had this to say about Catherine: **“It was a pleasure to work with you! You made it so seamless from working with Sara. It was like you had been on board all along! Thanks for doing such a great job! I hope we can work together again soon!”**



Senior Communications Manager Catherine Segar also played a pivotal role. She launched the small business campaign while Quest’s project lead was out of the office and handled a last-minute request to create a flyer focused on promoting the county’s 311 non-emergency hotline as a the appropriate way to contact the county with questions about the CollierCARES program and for assistance completing applications. She also created and managed a Constant Contact database comprised of those who signed up for updates on the CollierCARES application page. The emails were sent in advance of the application portal opening, the day of the opening, one week before it closed, and two business days before the portal closed.

Another large component of the CollierCARES marketing was a health and safety education initiative. For this, the county partnered with their Department of Health (DOH) to develop a PSA, “Cover Up, Collier!”. Tomás spearheaded this effort by creating the storyboard and coordinating drone footage with David Alberts, who is also a certified drone pilot. He also coordinated the filming locations with the local DOH’s Public Information Officer Kristine Hollingsworth. The PSA featured well-known landmarks and specific businesses in Naples as well as elected officials and other prominent community leaders and first responders. These community members held up signs that said “I Wear A Mask For” and filled in the blank with a reason, such as family, friends, you, customers, and so on. The PSA will be featured on the four major networks that serve Southwest Florida.

According to Kristine, “It’s amazing how all the footage we took was so perfectly edited - I just love it!” Community and Health Services Director Kristi Sonntag was also pleased with the PSA. “These are wonderful!! Great job!” states Kristi.

Furthermore, Quest will be serving Collier County through December by relaunching the household past due assistance and small business relaunch/rehire grants as well as updating dashboard graphics and various webpage edits to keep CollierCARES content current.



## WELCOME MIRANDA LANSDALE!

MIRANDA LANSDALE JOINS Quest’s Southwest Florida division as Senior Communications Manager. Prior to joining Quest, Miranda was the Neighborhood Services Coordinator and Outreach Specialist for Sarasota County. In that role, she administered two major programs, Civics 101 and the Neighborhood Initiative Grant Program (NIGP), and other educational efforts. Her responsibilities included planning/design, interdepartmental coordination, marketing, stakeholder communications, hosting and financial management. She has a passion for serving others and is an active volunteer, participating on various boards and committees within Sarasota County. Miranda earned a double major in public administration and political science from the University of Northern Iowa. In her spare time, she enjoys exploring Native plants, and even recently completed the UF/IFAS Master Gardner Volunteer training program.

According to Associate Vice President Maricelle Venegas, “Miranda truly enjoys helping people understand and feel connected with government processes and projects. We’re excited to have her join our team, as she’ll continue to make governments accessible to their residents in her role with Quest.”



## EMPLOYEE SPOTLIGHT

25 ONCE UPON A TIME...



**ANDY ORRELL**  
SENIOR COMMUNICATIONS MANAGER

“THINK LIKE A WISE MAN BUT COMMUNICATE IN THE LANGUAGE OF THE PEOPLE.”



**SUSAN CLARY**  
BUSINESS DEVELOPMENT MANAGER

“YOU GAIN STRENGTH, COURAGE AND CONFIDENCE BY EVERY EXPERIENCE IN WHICH YOU REALLY STOP TO LOOK FEAR IN THE FACE. YOU ARE ABLE TO SAY TO YOURSELF, ‘I HAVE LIVED THROUGH THIS HORROR. I CAN TAKE THE NEXT THING THAT COMES ALONG.’ YOU MUST DO THE THING YOU THINK YOU CANNOT DO.”

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**CHRISTINE ARONOW**  
SENIOR ADMINISTRATOR

“A NEGATIVE MIND  
WILL NEVER GIVE  
YOU A POSITIVE LIFE.”



**KAREN HARRELL**  
SENIOR COMMUNICATIONS MANAGER

“THE BEST WAY TO  
FIND YOURSELF IS  
TO LOSE YOURSELF  
IN THE SERVICE TO  
OTHERS.”

# GOLDEN GATE AREA IN NAPLES, FLORIDA CONSIDERS GREATER CONNECTIVITY WITH 10 NEW BRIDGES

WHEN THE AREA around your home may change – whether it be the width of the streets or adding a new traffic signal or medians – it’s something you want to know about as soon as possible. Quest always has the end user in mind in our approach for public outreach, and it’s no different for the stakeholders in the Golden Gate Estates area of Naples who, through our efforts, are learning about ten proposed bridges in their community.

As part of the East of County Road 951 Bridge Reevaluation Study for Collier County’s Growth Management Department, Quest’s Southwest Florida team is organizing several virtual public meetings to notify stakeholders near each bridge location about the bridges that are being evaluated and considered in their neighborhoods. These proposed bridge sites were part of a study done in 2008 and are now being reevaluated before presenting them to the Board of County Commissioners for review. Using GoToWebinar, our team is able to provide hosting and moderating services for several meetings that resident stakeholders can take part in from the comfort of their home.

“Making sure we keep the community safe, but still ensure that they have a voice regarding the bridge reevaluation study is so important to the County, to Stantec, the engineering consultant leading the evaluation, and to Quest” says Quest Senior Communications Manager Miranda Landsdale.

Quest first supported with developing an eye-catching mailer piece that let stakeholders in the area know immediately they were invited to a meeting. Our team also took every precaution, wearing masks, practicing social distancing to leave information material at doors, or gates in some cases, to make sure the area stakeholders were informed about these bridge meetings.

The area where these bridges are is rural, with multiple acre lots and long driveways that can be as much as 40 to 50 minutes off the beaten path from the hustle and bustle of Naples’ more metropolitan areas.



Yvonne McClellan

“I certainly got my steps in - it was my workout for the day,” Quest Senior Communications Manager Yvonne McClellan jokes. “But going door-to-door and having a grassroots approach is one of the things that makes Quest stand out.” We’re always looking for ways we can continue to improve and measure the success of our efforts for our clients. Quest has been measuring the success of the outreach campaign asking how residents heard about the meeting.

In more cases than not, the mailer notices tied with our door-to-door notices, or the door-to-door notices exceeded the success of the mailer notices. We strive to continue to find ways to gauge the success of our efforts for our clients, and really give them a great value with everything that we do.



**BRIDGE REEVALUATION STUDY**

**PROJECT: Bridge Reevaluation Study**  
You are invited to attend a virtual public meeting to learn about the proposed bridge at Wilson Blvd. N., south of 33rd Ave. NE. This informational meeting is designed to tell you more about the project and the study reevaluating the benefits of and justification for ten (10) new bridges in Golden Gate Estates, originally approved in 2008 as part of the East of 951 Horizon Study for Bridges. Following these meetings, staff will present the findings to the County Commission for approval to move forward with engineering and design.

**PROJECT IMPROVEMENTS**  
This project will improve traffic mobility and access to services in the area such as schools, parks, public libraries and businesses by shortening commute distances. New roadway connections will improve evacuation routes, decrease emergency response times for fire, emergency services and law enforcement so they may quickly respond to urgent situations, and will reduce overall travel times.

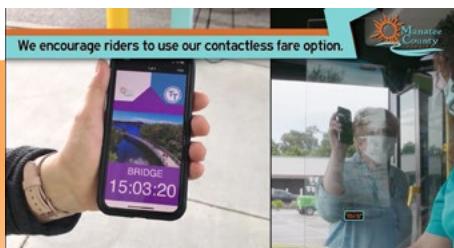
<b>Contact:</b> Lorraine Lantz, Principal Planner Lorraine.Lantz@CollierCountyFL.gov 239-252-5779	<b>WHO:</b> Collier County
<b>STAY INFORMED</b> By visiting <a href="http://colliercountyfl.gov/planningstudies">http://colliercountyfl.gov/planningstudies</a>	<b>WHAT:</b> Virtual Public Meeting
<b>PROJECT CONSULTANT</b> Stantec	<b>WHERE:</b> Register at <a href="http://bit.ly/ggebridge5">bit.ly/ggebridge5</a>
	<b>WHEN:</b> Wednesday, Sept. 30 at 5:30 p.m.
	<b>WHY:</b> Community Engagement and Education

**YOU ARE INVITED!**  
COLLIER COUNTY  
PUBLIC MEETING  
FOR NEW BRIDGE AT WILSON BLVD N,  
SOUTH OF 33RD AVE NE

# SAFETY AND FUN CAN GO TOGETHER FOR MCAT

AT QUEST, WE love when our work gives us the opportunity to provide solutions for our communities. Recently, our team had the pleasure of developing a public safety announcement for Manatee County Area Transit (MCAT) to make sure the community knows that MCAT cares about them, its staff and keeping all of them safe during these COVID times. Video Services Program Manager Tomás Monzón and Drone Pilot David Alberts visited MCAT onsite to shoot live video on MCAT buses, at its transfer station, and of its fleet facility - showing the efforts the transit authority is making in sanitizing buses, wiping down surfaces, providing masks for riders and keeping sanitizer handy for all riders. That's only a handful of the efforts it has made to keep its patrons safe.

"We took a different approach with the direction of this video," explains Tomás. "We wanted to make sure people understood the seriousness of the message and the concern for their health but show that we are having fun with it too and showing that the MCAT team is making the best of the COVID pandemic while taking all the necessary precautions."



This also was a strategy to make the video more engaging to keep viewers interested the whole way through. In the video, we made a point to highlight every aspect of MCAT's safety measures, through careful planning with storyboarding and scripting sessions with the client. This gave us our direction to move forward and develop the best product for our client that met their goals and used our expertise. In addition to this video, Quest will be providing supplemental marketing services to help broadcast and promote the video to the greater community to make sure it is as widely publicized as possible. You can watch the video here: [vimeo.com/456948935/85f43a0743](https://vimeo.com/456948935/85f43a0743)

"We're thrilled to be able to get this message out to the Manatee County community so they can enjoy using the bus service again, and know that they are safe and cared for," says Quest Senior Communications Manager Yvonne McClellan.

In addition to our video program, Quest has been researching a new frontier for MCAT - the world of transit digital advertising. With its state-of-the-art infotainment system, MCAT has the ability to share impactful live visuals on the bus along with real-time bus location information. Now, some of that screen time, may be considered for future advertising placements with the capability to offer potential advertiser's airtime, geolocation services to promote ads near particular areas and much more.

It's not something many transit agencies are doing, but in the same way MCAT is a leader in its industry, Quest's innovative spirit serves us well in helping them consider the merits of potentially launching their own digital pilot program. We look forward to providing you with more updates on this exciting venture soon!



## EMPLOYEE SPOTLIGHT



**LAURIE WINDHAM**  
SENIOR COMMUNICATIONS MANAGER

“ IN A WORLD WHERE YOU CAN BE ANYTHING, BE KIND!



**SUELLEN WILKINS**  
SENIOR COMMUNICATIONS MANAGER

“ YOU HAVE TO KNOW THE RULES TO BREAK THEM!



## EMPLOYEE SPOTLIGHT



**LISA LAWRENCE**  
SENIOR GRAPHIC DESIGNER

“A MIND THAT IS STRETCHED BY NEW EXPERIENCES CAN NEVER GO BACK TO ITS OLD DIMENSIONS.”



**GINGER MILLER**  
SENIOR CONSTRUCTION ADMINISTRATOR

“SOMETIMES YOUR JOY IS THE SOURCE OF YOUR SMILE, BUT SOMETIMES YOUR SMILE CAN BE THE SOURCE OF YOUR JOY.”

# EAST GNV SE 4TH STREET RECONSTRUCTION PROJECT

QUEST HAS BEEN providing project communications and branding services for the City of Gainesville Public Works Department's Trans4ming East GNV projects since 2018. Led by Senior Communications Manager Karen Harrell, our team has assisted the City with the development and implementation of a communications plan, creation of marketing materials, branding of the project, map and creative element design, video production, website development and maintenance, photography services, ribbon cutting event coordination, distribution of project material, and database maintenance.



Trans4ming East GNV refers to the investment in public infrastructure improvements in the East Gainesville area. Trans4ming East GNV promotes city transit, vehicular, and bicycle safety, improved stormwater management, and aesthetic improvements that highlight the character inherent in East Gainesville.

Three Trans4ming East GNV projects have been completed and one remains, the SE 4th Reconstruction project. Quest provided ribbon cutting event coordination, video and photography services for the three completed projects. The primary objective of the SE 4th Street project is to reconstruct SE 4th Street from Depot Avenue to Williston Road. The corridor is a collector roadway which serves existing local businesses and residents. It

also provides access from southeast Gainesville to the Downtown area from Williston Road to the recently revitalized Depot Avenue. Benefits will include: Reconstructed roadway, dedicated bicycle facilities to improve Safety, Access and Options, sidewalks on both sides of the road, Improved stormwater conveyance and treatment systems, landscaped Stormwater Parks with recreational facilities, upgraded culverts at the creek crossing to reduce flooding, undergrounding of overhead utilities, boardwalk system at the creek crossing to reduce impact to adjacent trees and Smart lighting ready. The anticipated completion of the SE 4th Street project is Spring 2021.

According to Karen, “These projects play an important role in transforming East Gainesville. As the last section of the project wraps up early next year, I reflect on the impact Quest had on the success of Trans4ming East GNV. I'm grateful to have served the City of Gainesville Public Works Department staff - they were absolutely wonderful to work with. We're looking forward to future opportunities to collaborate.”



## WELCOME GAROLD SMITH!

GAROLD SMITH JOINS Quest's North Florida Division as Business Unit Leader with more than 25 years of experience in communications, marketing, and public involvement for public works and infrastructure projects. Garold has extensive experience serving public agencies and the A/E/C industry in Virginia, North Carolina, and Colorado. In his career, he has managed the creation and implementation of cohesive and engaging communications programs for over 75 major transportation improvements projects, including planning and construction for roadway, interstate, transit, port, and rail. Garold has honed his stakeholder engagement, community outreach, and media relations skills to effectively represent clients to their target audience and to reach diverse publics on relevant issues. He has spoken at several conferences, including the Transportation Research Board (TRB), Southeastern Association of State Highway Transportation Officials (SASHTO), North Carolina Association of Metropolitan Planning Organization (NCMPO), and WTS International.

According to Owner/Vice President Jessica Francois, “We're excited to have Garold on board as we continue to strategically grow Quest business throughout North Florida.”



# CREATING INNOVATIVE OUTREACH STRATEGIES IS ESSENTIAL BUSINESS

BY: CATHERINE SEGAR

LIKE MANY INDUSTRIES, COVID-19 has made a strong impact on marketing outreach, public involvement and business development. Now, as the world begins to open back up - major cities are allowing business to re-open, city and state employees are returning to the office and brands are trying to resume some normalcy.



While businesses are reopening - we know that the way we do business - will never be the same! These post-COVID-19 waters are uncharted and the clients we serve are looking to us to help them navigate their return. Now more than ever, it is important to be thought leaders and the subject matter experts for the clients we serve.

Our desire is to create content that uses data to show how our innovative communication strategies have helped our clients meet and exceed their goals - interactive websites, digital newsletters, animation, sponsored ads, video stories, social media and powerful imagery. By utilizing our proven results and engaging media to communicate these messages - Quest is leading by example and showing our clients and prospects how to strengthen their own brands.



Catherine Segar

• **You cannot “social distance” from social media.** Networking events, industry conferences, trainings, coffee meetups and non-essential in-person meetings may still be on hold for now. So, we must leverage social engagement platforms to connect with people - to build trust with stakeholders. By sharing regular content with eye-catching graphics, your audience will grow. In the last six months, we've created dozens of social media plans for clients - some who we even helped establish social media pages, and others who may have needed some guidance in strategic content creation.

• **Public engagement on social media is also increasing.** More people are at home, and data has confirmed that activity has increased across all platforms. But people are not just talking to their family and friends on these outlets - they are making purchasing decisions and engaging only with meaningful content that adds value to their lives. While this outlet is a direct marketing tool, it is a crowded space, and social media algorithms make it hard to reach target audiences - so sponsored posts are an important option to consider. Many of our agency special projects that need more attention will need to be promoted using advertising dollars to be successful.

• **Animation and video messages play a crucial role in any campaign.** Since almost everyone is at home watching TV or using their mobile devices, the use of videos and animations have been more impactful. Our Creative and Video Services teams have been able to create these videos and animations that serve as key tools to connecting communities and storytelling.

• **Many people are struggling with our new normal, so consumers are looking for empathy and added value.** Organizations need to understand that people are hurting, generic and overly marketing/sales-oriented content will be ignored. To stay relevant, we've helped our clients rethink their customer or stakeholder's journey - and use tailored messaging when speaking to their target audience. This type of messaging inspires action!

• **Moving your brand or agency online to a virtual experience is vital.** As we saw in March when the world first shut down, being able to continue your business digitally was crucial. As more companies continue to keep their employees remotely working from home - we've advised our clients and partners to take the virtual route. Staying innovative will create loyalty and happier clients as we continue to navigate this crisis.



## EMPLOYEE SPOTLIGHT



AMANDA HOPKINS  
COMPLIANCE MANAGER

“FAMILY IS NOT AN IMPORTANT THING. IT IS EVERYTHING.”



SANDEE LAUNCH  
ASSOCIATE VICE PRESIDENT

“SOME OF IT'S MAGIC, SOME IT'S TRAGIC, BUT I'VE HAD A GOOD LIFE ALONG THE WAY.”

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**CATHERINE SEGAR**  
SENIOR COMMUNICATIONS SPECIALIST

“TWENTY YEARS FROM NOW YOU WILL BE MORE DISAPPOINTED BY THE THINGS YOU DIDN'T DO THAN BY THE ONES YOU DID DO.”



**ASHLEY LAY**  
COMMUNICATIONS MANAGER

“REMEMBER YOU'RE THE ONE WHO CAN FILL THE WORLD WITH SUNSHINE.”

# GO WITH GWTA! WE ARE YOUR SAFE WAY

QUEST IS PROUD to support the Goldsboro Wayne Transportation Authority (GWTA) with its marketing, public relations and social media outreach. Since 2015, Quest has provided a wide variety of communication services to this Goldsboro, North Carolina based transit agency.

From rebranding to website development, Quest has developed countless campaigns, service enhancements and creative deliverables. When COVID-19 struck Quest Associate Vice President Sandee Launch went into overdrive developing safety-related campaigns and deliverables. To promote GWTA employees and their amazing contribution to continued transit services, Sandee and Senior Graphic Designer Lisa Lawrence created the “We Are Essential” campaign, which featured GWTA's many operators who worked throughout the pandemic and kept GWTA's essential services rolling. With a continued focus on safety, Quest created the “Go with GWTA! We are your Safe Way” campaign. This campaign included a laminated card featuring safety tips, multiple social media posts, posters and branded bandanas and hand sanitizers. All of these deliverables tied together to send a message of confidence and safety to the citizens of Wayne County.

“Although GWTA, like all transit systems, was affected by the pandemic and its wide-ranging repercussions, Executive Director Don Willis and the entire GWTA team jumped right in to focus on the continued safe transportation of its ridership,” says Sandee. “Although I have been unable to visit with them or spend any time in Goldsboro because of the pandemic, the entire Quest / GWTA team has worked together to ensure the agency's continued success.” Along with safety campaigns, GWTA's marketing efforts focused on workforce development, employee recognition and inclusion. These campaigns included posters, flyers, social media and website elements.



## QUEST SUPPORTS VIRTUAL PROJECT UPDATE FOR I-10 AT THOMASVILLE ROAD INTERCHANGE

QUEST'S NORTHWEST FLORIDA team proudly supports engineering consultant RS&H and the Florida Department of Transportation (FDOT) District Three on the I-10 at Thomasville Road Interchange Improvement design project in Leon County.

“The improvements planned for this project will increase safety and mobility for motorists in the surrounding area, and we look forward to strategically communicating these messages to the community,” says Quest Owner/Vice President Jessica Francois.

This interchange improvement project will directly impact Leon County residents and travelers passing through the area on I-10. The goal of this project is to reduce congestion and operational deficiencies between Thomasville Road and Capital Circle Northeast in Tallahassee, Florida. Improvements will include a noise barrier wall and two new lanes.

For the design phase of this project, Quest is providing public engagement services including traditional community outreach, content creation, stakeholder database management, flyer designs, advertisements, and more.



Suellen Wilkins

Led by Senior Communications Manager Suellen Wilkins, our work on this project began with the development of a Community Awareness Plan (CAP) in October 2019.

Due to the pandemic, FDOT's CAPs, which originally included in-person public meetings and/or hearings, were put on hold and then later changed to virtual communication activities.

The first virtual activity our team is supporting is a Virtual Project Update, and it can be accessed online through the FDOT District Three website - [nwflroads.com](http://nwflroads.com). To help promote the virtual update, Suellen collaborated with Lisa Lawrence, one of Quest's talented graphic designers, to create a postcard, project flyer, project map, advertisement, and other digital elements to be used on the web.

Through this virtual update, FDOT is releasing new information to the public about the design of the I-10 Interchange at Thomasville Road and Capital Circle Northeast. Similar to other public hearings or meetings, the interested stakeholders have an opportunity to express their views on the proposed improvements by emailing or mailing their comments to the FDOT Project Manager.



“Engaging with the public and communicating critical changes in traffic flow can be challenging, especially during a pandemic,” explains Suellen. “But it has actually been a fun experience for our team. We have been able to be creative and we designed new tools that I know we will continue using in the future.”

# QUEST CHECKS UNDER THE HOOD

AS PROFESSIONAL COMMUNICATORS, we know how to cater written and visual messages to different audiences using multiple platforms, and how to identify which medium is more effective. But not everybody does, and that is where Quest excels.

The City of Palm Beach Gardens recently contracted with Quest's Southeast Florida team to produce a social media policy, a policy manual and professional training for their inhouse social media team. The City of Palm Beach Gardens manages 10 active social media accounts and a few inactive ones - many of which were created during previous administrations. According to Quest Senior Communications Manager Nannette Rodriguez, "It was time for a review and tune-up to rev them up."



Nannette Rodriguez

"The training was great!" says Director Candice Temple with City of Palm Beach Gardens Public/Media Relations department. "I have seen an immediate difference from all participants. We have email requests, thoughtful content, cross posting and more. Thank you for being the spark!" The training not only included best practice strategies to improve engagement, but demonstrated how to comply with federal, state and local regulations as they relate to Americans with Disabilities Act (ADA) copyright, HIPAA and public records retention.

"In reviewing their accounts and posts, we noticed that they relied on the automatic alt-text and closed captioning offered by some of the platforms," explains Nannette, who oversees the Palm Beach Gardens contract. "You still have to review and edit them as they may be inaccurate or provide an insufficient description."

## SOCIAL MEDIA IMAGE & VIDEO TIPS:

- When using images and video on social media platforms, be mindful of readability, such as use of colors and fonts, and ADA compliance.
- Avoid graphics with too much text as you will have to include it in the alt-text.
- The image is meant to be a visual tool not a written one. For video, do not place text overlay where the closed captioning may scroll.
- If a link is included in a post, indicate whether a link leads to a [VIDEO], [AUDIO] or [PIC] file and use URL shorteners.
- When using hashtags, capitalize each word (e.g., #SocialMedia).

After the training, participants went back to their offices with a 30-day posting challenge using some of the best practices provided. We are happy to report their success: reach has increased over 400%; engagement over 500%; and page likes close to 100%. Let's keep the well-oiled accounts in a positive momentum for all.

## WELCOME DANIELLE ALTER!

QUEST'S SOUTHEAST FLORIDA team is excited to bring Danielle Alter onboard as Communications Manager, soon serving as a Public Information Consultant on a wide variety of municipal and state projects. Her strengths include content creation, social media management, customer service, marketing, and community outreach. Before joining Quest, Danielle was a digital content developer/marketing specialist for a communication consulting firm, creating, and editing content for a variety of deliverables such as newsletters, informational projects collateral, presentations and more. In her free time, she enjoys traveling, watching sports, reading, and cooking.

According to Senior Communications Manager/Supervisor Nanette Rodriguez, "Congratulations on becoming the newest member of our dynamic Southeast Florida team. Your remarkable skills will be a great addition to our team and the company. You are already a valuable asset and we can't wait to see all that you accomplish."



## EMPLOYEE SPOTLIGHT



**DYLAN CONWAY**  
SENIOR NETWORK SYSTEMS  
ENGINEER / WEBMASTER

LIFE IS WHAT HAPPENS TO US WHILE WE ARE MAKING OTHER PLANS.



**DAVID FRANCOIS**  
CYBERSECURITY SPECIALIST

IT'S REALLY EASY TO FALL INTO THE TRAP OF BELIEVING THAT WHAT WE DO IS MORE IMPORTANT THAN WHAT WE ARE. OF COURSE, IT'S THE OPPOSITE THAT'S TRUE: WHAT WE ARE ULTIMATELY DETERMINES WHAT WE DO.

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**DANIELLE ALTER**  
COMMUNICATIONS MANAGER

“BE THE CHANGE YOU WISH TO SEE IN THE WORLD.”



**MATTHEW ADAMS**  
COMMUNICATIONS MANAGER

“I NEVER LOSE. I EITHER WIN OR LEARN.”

# VILLAGE OF INDIANTOWN

QUEST'S SOUTHEAST FLORIDA team provides ongoing marketing and communication services for Florida's youngest municipality, the Village of Indiantown. Located in western Martin County, the Village incorporated in 2017. The Quest team, including Senior Communications Manager Nannette Rodriquez, works closely with the Village to help educate the community and media about some of the great services is providing.



They also track media coverage. Quest helped the Village develop a communications plan that included media relations, publishing and social media tactics. The team assisted the Village obtain their Facebook verification necessary to be recognized as the official pages for the community.

In addition to social media, Quest worked with the Village from concept to creation of the monthly e-newsletter and quarterly printed newsletter. We created a look and feel for the newsletter including all content and story recommendations. Quest works with staff and the community to write stories that inform and spotlight the Village activities, staff and community.

The Village of Indiantown has a diverse community which includes a large audience who speak and read Spanish. All Quest deliverables are translated and provided in both English and Spanish.

**“We worked with the Village to develop a communications plan to position Indiantown as a progressive municipality,”** says Nannette.



## VOLUNTEER OPPORTUNITIES SUSPENDED IS NO EXCUSE FOR NOT SUPPORTING



VOLUNTEERS ARE ALWAYS needed regardless of COVID-19. Founded by Jimmy and Rosalynn Carter, Habitat for Humanity in Martin County has helped countless lower income families set roots in the community. They teach money management and responsibility, and that good old sweat equity goes a long way. The group also fosters friendships and a sense of community.



“The people who are in this program do not feel entitled to anything,” states Quest Senior Communications Manager and Martin County resident Peter Dobens. “They are instilled with a sense of community and a willingness to give back. There are numerous locations statewide. Visit [habitat.org](http://habitat.org) or [habitatflorida.org](http://habitatflorida.org) for more information on how to get involved.

# PORT ST. LUCIE'S FLORESTA DRIVE ALWAYS A PRIORITY

IMPROVEMENTS TO THE Floresta Drive corridor continue, and Quest continues to support the City of Port St. Lucie's Public Works Department on this priority project, Phase 1. Quest Southeast Florida Business Unit Leader Beth Zsoka has worked closely with the City and project team members, as well as with their growing community since 2014, when she led the public involvement efforts for the City's Crosstown Parkway Extension Design/Build project. Today, Beth continues to work closely with the City and community to provide project updates and key information regarding project impacts.

According to Beth, "This is an exciting project and I love working with the City. They are extremely committed to state-of-the-art infrastructure." The Floresta Drive Improvement Project is a four-mile project which will provide a two-lane roadway with landscaping, lighting, sidewalks, and bicycle lanes from Southbend Boulevard to Prima Vista Boulevard. The project is designed to improve safety, enhance pedestrian, and bicycle movements, alleviate congestion and provide more efficient traffic flow. Beth went on to say, "I'm confident that the project improvements to this corridor will help with future traffic volumes while helping preserve the integrity of the neighborhood."

Beth celebrates 13 years with Quest as a public involvement professional. She has served several projects in the area from planning to design through construction and beyond. "Even with social distancing, our team has been ensuring necessary outreach to residents regarding landscaping in the right of way and necessary right of entry agreements needed to help tie residential properties into the newly constructed sidewalk and roadway, said Beth.

In September, Beth facilitated an in-person Public Information Construction Open House at the City of Port St. Lucie Community Center. More than 70 residents attended the meeting and had the opportunity to ask questions and review the latest Floresta Drive Project Information while ensuring proper social distancing measures. This meeting also provided an official announcement of the start of construction.

Almost two weeks following the Construction Open House, the City celebrated the start of construction with a Groundbreaking Ceremony. The ceremony included elected officials and guest speakers from the community. In addition to virtual communications, Beth and her team still go door-to-door to talk to residents as other project team members conduct pre-construction videos of residents' properties prior to work on drainage and in the roadway. Residents are given the opportunity to participate and document pre-existing conditions of their property for project documentation. According to Beth, "Our team continues to work with residents to address individual concerns regarding impacts and questions about project aesthetics. Other Quest activities include: maintaining project hotline, updating the project website, providing weekly reports to the City, community coordination, creating and generating project information materials and more."



Beth Zsoka

This project was designed by American Consulting Professionals, LLC. The City procured the Construction Engineering and Inspection Firm Culpepper and Terpening, Inc. to oversee the construction. Felix Associations of Florida, Inc is the contractor.

**THE FLORESTA DRIVE CORRIDOR IMPROVEMENT PROJECT**

www.florestadrive.com | www.cityofpsl.com/floresta

**FLORESTA**

**Typical Sections**

Two lane roadway with center turn lane, off set sidewalks and landscaping in between

Two lane roadway with center median, bike lanes, off set sidewalks and landscaping in between

**Purpose of the Project**  
Improvements to the corridor will help with future traffic volumes while helping preserve the integrity of the neighborhood. The project will improve safety, enhance pedestrian and bicycle movements, alleviate congestion and provide more efficient traffic flow.

**Features of the project:**

- Dedicated bicycle lanes
- Multiple ponds to provide roadway drainage
- Flood protection and aesthetic value
- Sidewalks
- Street trees and landscaping
- Pedestrian and FPL street lighting
- Landscaped roundabouts

**Project Funding**  
This project is possible thanks to the voters of St. Lucie County and the City of Port St. Lucie approving the one-half cent sales tax referendum in November 2018. The Floresta Drive Corridor project is one of the priority projects funded and the first major project undertaken. A total of \$25 million is dedicated towards the three phases of the project in the 10-year term. The City is also actively seeking State and Federal grant opportunities to supplement the sales tax funding.

Visit [www.cityofpsl.com/salestax](http://www.cityofpsl.com/salestax) for more information on upcoming projects and funding. Visit [www.florestadrive.com](http://www.florestadrive.com) or [www.cityofpsl.com/floresta](http://www.cityofpsl.com/floresta) for more information on the Floresta Improvement Projects.

**JOIN US FOR A PUBLIC INFORMATION WORKSHOP**

Wednesday, September 2, 2020  
from 5 p.m. to 7 p.m.

City of Port St. Lucie Community Center  
2195 SE Airosa Boulevard  
Port St. Lucie, FL

**Contact Us**

**Beth Zsoka**  
Project Public Information Specialist

**Project Hotline**  
772-871-5176  
Beth.Zsoka@QCAusa.com



## EMPLOYEE SPOTLIGHT



**BETH ZSOKA**  
SOUTHEAST FLORIDA  
BUSINESS UNIT LEADER

**“DANCE LIKE NO ONE'S WATCHING. SING LIKE NO ONE'S LISTENING. LOVE LIKE YOU'VE NEVER BEEN HURT.**



**GAROLD SMITH**  
NORTH FLORIDA  
BUSINESS UNIT LEADER

**“WHETHER YOU THINK YOU CAN OR WHETHER YOU THINK YOU CAN'T, YOU'RE RIGHT.**

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**SUSAN MILLER**  
SENIOR ADMINISTRATOR

“IT IS OUR ATTITUDE AT THE BEGINNING OF A DIFFICULT TASK WHICH, MORE THAN ANYTHING ELSE, WILL AFFECT ITS SUCCESSFUL OUTCOME.”



**TIM FREED**  
COMMUNICATIONS MANAGER

“I HAVE TOLD YOU THESE THINGS, SO THAT IN ME YOU MAY HAVE PEACE. IN THIS WORLD YOU WILL HAVE TROUBLE. BUT TAKE HEART! I HAVE OVERCOME THE WORLD.”

## PASSING THE “HOT POTATO”

FIRST-OF-THEIR-KIND PROJECTS are always exciting, especially when it means entering uncharted community outreach territory. Such was the case when The Florida Department of Transportation (FDOT) District Five began construction on pedestrian hybrid beacons, or PHBs, on U.S. 441 in Orlando. Community Outreach Coordinator Shemir Wiles understood the new beacons would require a comprehensive approach to public education.

“These kinds of beacons are new to the Central Florida region, so I knew it would be imperative to educate both motorists and pedestrians on how these new roadway features work,” explains Shemir.

Since the beginning of 2020, Shemir has been involved in coordinating, disseminating and developing educational PHB materials. It’s been a labor of love leading up to the eventual activation of these highly anticipated beacons. However, unforeseen delays have meant standing by patiently while the kinks get worked out on a construction level.

In the meantime, a fast-moving push button PHB project in Daytona Beach leapfrogged the Orlando project. Recognizing that fellow Community Outreach Coordinator Amber Mullins could benefit from the legwork she had already done on PHBs, Shemir punted her knowledge and material to Amber, who ran with it. Amber’s PHB Project was in a busy corridor on International Speedway Boulevard in Daytona Beach. The PHB was being installed in front of Mainland High School, along with an additional traditional traffic signal and signalized crosswalk a block away in front of Daytona State College.



The project was moving quickly, with a goal of blinking to life before school began. As it neared completion, community education and safety events were planned in coordination with the FDOT District Five office. Amber worked closely with Shemir and her Central Florida Quest teammates to pull the events together. The week before school, the team facilitated a safety and outreach event. Local media were invited to learn more about the new PHB while Quest team members, FDOT’s Modal Development team, and local law enforcement performed outreach to pedestrians and drivers. The event was a great success, with media footage ending up on many local news stations.

On the first day of school, Shemir and Amber went back out on the corridor, educating students and parents as they arrived for the beginning of classes. The team handed out safety tip cards and demonstrated how to use the PHB system. They came back as the school day ended to continue the safety outreach efforts. “The events wouldn’t have been possible without the help of my Quest teammates,” Amber says. “Their flexibility to jump in at the last minute and staff the event really made it possible.”



Shemir Wiles



## HOWEY BRIDGE WRAPS UP

SINCE 2017, QUEST Senior Administrator Ginger Miller has provided construction administration and clerical support on the Howey Bridge over Little Lake Harris Replacement project in Howey-in-the-Hills, Florida. This project includes new bridge approaches, drainage system, pond construction, updated lighting and signals, and new pavement marking, sidewalks, and driveways. Working with Metric Engineering and the Florida Department of Transportation District Five, Ginger’s responsibilities have included correspondence tracking; weekly meeting minutes preparation; creating and maintaining construction office; inputting and tracking project documents, and everything in between.

The original bridge, built in 1926, was a 7,800 foot wooden structure between Howey and Astatula. In 1950, the bridge was replaced. The second bridge received a major facelift in 2010 and was demolished earlier this year as part of the construction activities of the newest bridge, which is set to wrap up in the fall.



Ginger Miller

“I’ve thoroughly enjoyed working on this project with Metric Engineering and FDOT,” says Ginger. “Getting to know the history of the bridge has been very interesting. I love when I have the opportunity to be part of a project that has really cool facts behind it.”



## TO MAKE THE DREAM WORK IT TAKES TEAMWORK!



Lisa Mark

AS QUEST'S CENTRAL Florida Construction Program Manager, I am fortunate to manage three separate programs, each staffed by highly successful, yet very diverse teams. I've learned the power of a strong team and how to foster team success. As a manager of teams, I have a role to support others, to think strategically and make decisions with long-term staff and organizational benefit. I strive to promote my team members' strengths and enable them to shine and help others with their skills, always appreciative of what each individual has to share.

Like a good marriage, respect, trust, good communications are essential to a high-achieving team. This sometimes means reaching out for assistance and being open to team members' input regarding work. Our Central Florida Public Information Specialist team incorporates an ongoing quality control process for all client deliverables. The team reviews the work and makes suggestions for improvement before sending draft submittals to the client. This is not a process for the faint of heart, as we have three professional editors on our team who will not hesitate to make recommendations for an even better product!

A strong team must "respect the newborn" when brainstorming and be open to incorporating new ideas. Our Municipal Projects team is always innovating to meet the needs of diverse municipalities and numerous contractor clients. The pace is fast for this team, and having great communications is key to successful business development and client management.

A productive team has members that are not afraid to ask for help or guidance. Our Resident Compliance and Construction Administration team is highly organized and efficient. They are always early to meetings and well-prepared with materials. They are confident enough to ask for support when needed and collaborate to learn new skills, sharing examples and past work.

Above all, a successful team is harmonious! A harmonious team has great communications, trust in each other, respect for all members' contributions and the judgment to ask for help when needed. Research over the last few decades has proven that the "harmonious" group decision-making is superior to that of even the smartest person in the group.



## TACKLING A TROUBLING INTERSECTION NEAR DELAND

THERE IS A PORTION of State Road (S.R.) 44 between I-4 and the City of DeLand in Volusia County that runs along Lake Winnemissett with single-family homes on either side of the road. There is a great view of the lake that drivers heading into DeLand during the morning or afternoon commute have time to enjoy as they crawl in traffic. And that's a problem.

The Florida Department of Transportation District Five has proposed constructing a multi-lane roundabout at the intersection of S.R. 44 at Kepler Road to replace the existing signal. The intersection experiences long delays and long traffic queues as both S.R. 44 and Kepler Road carry significant traffic, which is expected to increase significantly with new development in the area. Although roundabouts are being built across Florida and the United States, they are still somewhat controversial and uncomfortable for drivers. Quest is honored to support American Structurepoint Inc. with public involvement services during the design of the project to help inform and educate the community on the project benefits.

Quest associates Shari Croteau and Susan Clary supported the project's first public meeting in August, which had to be held virtually because of COVID-19. Originally, the team had planned to provide some hands-on activities to help attendees understand the roundabout and how to navigate through it. Instead, the presentation included video and simulations to show the vision for the proposed improvements. Quest Video Services Program Manager Tomás Monzón assisted with creating animations to illustrate the driving patterns. The public hearing for the project is planned in early 2021.

"Obviously, we all would have preferred the ability to engage with the community in person, but as one of the first virtual public meetings in District Five, we are pleased with the response and participation we had," explains Shari "We had almost 80 attendees who were able to learn and ask questions about the project. It was a good first step."



## EMPLOYEE SPOTLIGHT



**THOMAS MCNIFF**  
SENIOR COMMUNICATIONS MANAGER

“LIFE IS ENTRUSTED TO MAN AS A TREASURE WHICH MUST NOT BE SQUANDERED, AS A TALENT WHICH MUST BE USED WELL.”



**MELANIE HAND**  
COMMUNICATIONS MANAGER

“CARPE DIEM - SEIZE THE DAY!”



## EMPLOYEE SPOTLIGHT



**CAROLYN FITZWILLIAM**  
PD&E DESIGN PROGRAM MANAGER

“GIVE YOUR HANDS TO SERVE AND YOUR HEARTS TO LOVE.”



**SHARI CROTEAU**  
SENIOR COMMUNICATIONS MANAGER

“THIS HAS BEEN A VERY CHALLENGING YEAR FOR EVERYONE. SOMETIMES, ALL YOU NEED IS A FUN ACCESSORY TO EASE THE STRESS!”

# GOOD PROJECT RELATIONSHIPS = RAPID CRISIS COMMUNICATIONS

QUEST PUBLIC INFORMATION Officers know the importance of developing and nurturing relationships with the many stakeholders impacted by a construction improvement project. Establishing relationships and getting in front of the customers in advance and advising of expected interruptions is the main goal for us on any project.

Our stakeholder relationship database is crucial to us on every project. Our list might contain anywhere from 200 to 2,000 contacts, including agency contacts, institutions, utility contacts, project team members, local associations, business owners and managers, residents and more. We are committed to constant communications, now using many platforms to provide up-to-date and accurate information on project progress and potential interruptions. In a crisis, our lists prove to meet our needs when we need to get the word out.

Recently Quests Central Florida Municipal Projects Manager Laurie Windham was on site one of her projects when a serious incident occurred. Laurie shares, “A crew

working along a very busy street at the entrance to a condominium community struck a buried, 2-inch, low-pressure gas line, instantly filling the trench and the air with extremely flammable, yet invisible gas. The contractor instantly notified authorities cleared the trench and began monitoring the situation. It only took a few minutes for the fire department to arrive and take over the scene. No evacuations were necessary, and the utility company repaired the pipe. While the pipe was being repaired amidst flashing red lights and a closed street, I reached out to my contacts in the 140-unit community. Within minutes, I was able to send a text and an email and make a call to the Homeowners’ Association president, property manager, residents on site and maintenance man from a safe distance.” This episode illustrated the importance of developing and cultivating contacts for every job and how this level of communications can help make a potential crisis much less serious.



Laurie Windham

## UNDERSTANDING INTERCHANGES: MEETING CHALLENGES ON BREVARD’S INTERCHANGE PROJECTS

THE CONSTRUCTION OF a highway interchange can bring both excitement and frustration to the community in which it is built. Quest Communications Manager Melanie Hand has worked on three different interchange projects in her role as the Community Outreach Coordinator for the Florida Department of Transportation in Brevard County. “Additional highway access not only helps to elevate traffic congestion and shorten commute times, but they also allow an opportunity for economic growth in a community,” explains Melanie.

From the direct connections to local businesses and landmarks, such as airports and beaches, interchanges bring more traffic to an area. “If you are a business this is great for sales, if you commute this may lessen your drive time, but if you live next door, it can cause frustration, especially during construction,” she continues.

As Melanie quickly learned, noise can be one of the biggest impacts to an area from interchange or bridge construction. “One of the most challenging parts of any interchange project is communicating the need for pile driving to local residents.” Pile driving requires the contractor to set up a large hammer that forces concrete and steel bridge support pillars, sometimes up to 120-feet in length, into the ground through a continuous serious of pounding.

“One of my interchange projects was being built next to a quiet, adult community, and the contractor was allowed to begin pile driving activities as early as 6 a.m. and as late as 8 p.m., seven days a week.” Melanie describes the community as beyond frustrated and vocal. Melanie did her due diligence and returned all calls. “There was not much I could do about the noise, but I could listen to their concerns,” Melanie shares.



Melanie Hand

Communicating interchange construction phases and design differences can also be challenging depending on the interchange design and location. Melanie worked on two uniquely designed interchanges — two of the first diverging diamond interstate interchange projects in Central Florida. Understanding the concept and how traffic would flow was crucial in communicating the new design to the community. This design carries traffic to the opposite side of the road in a crisscross pattern as you pass through the interchange to enter or exit the highway. “Most drivers - myself included - have not experienced an interchange quite like this, so I wanted to have a full understanding of the design,” expresses Melanie. “I did some research and had a short video clip and rendering created to help people visualize the way the interchange would safely move drivers.”

Interchange projects can be exciting and challenging for everyone involved, from the community to the contractor. Understanding the design, construction phasing and community impacts can help mitigate frustrations. Overall, communication is key. Clear, consistent communication with the community and project team will go a long way. Sometimes, all you can do is listen, helping people need to feel less frustrated and more positive about the project.



## THE UNSEEN BUT VITAL WORK OF A RESIDENT COMPLIANCE SPECIALIST

CONSTRUCTION PROJECTS ARE large, noisy, exciting and occasionally disruptive. With their giant machines and many hard-hatted workers moving in unison, they can sometimes seem like well-orchestrated theater productions. But not all the work that goes into a construction project is seen by the public. Like a theater production, much of the hard work on a construction project goes on behind the scenes but is no less important to the success of the effort.



Resident Compliance Specialists (RCS) like Quest Area Manager Rosemarie Artura play a vital role on the construction team by monitoring wages, on-the-job training (OJT), Equal Employment Opportunity (EEO) and the DBE (Disadvantage Business Enterprises). These are the unseen things that keep projects running smoothly and ensure that each one adheres to state and federal mandates.

Rosemarie and her RCS team review all the certified payrolls for the prime contractor and the subcontractors on federally-funded road construction projects. They ensure every worker under the Davis Bacon Act is being paid the minimum wage rate set by the U.S. Department of Labor. They conduct labor interviews to ensure the employees are being treated fairly and to verify they are classified correctly on the payroll. They monitor the Florida Department of Transportation’s (FDOT’s) OJT program that is set for certain projects by ensuring unskilled laborers get

trained properly to advance to a skilled position. They also ensure prime contractor utilize so many DBE’s per contract to give disadvantaged companies a chance in the bidding process.

“The role of an RCS can be very rewarding,” explains Rosemarie. “We have over 10 qualified RCS serving Florida projects, all looking out for the hands-on workers that are building our roadways and bridges.” For more information on Quest RCS Services, contact Rosemarie at 407.687.8544.

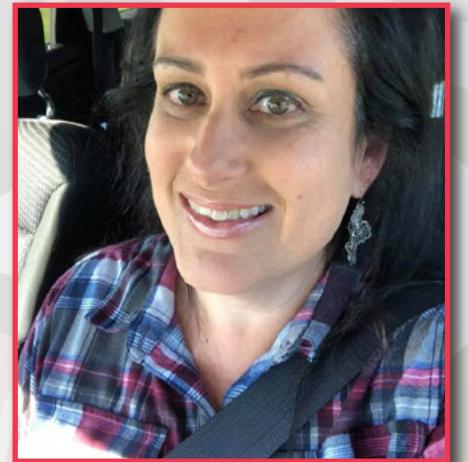
QUEST'S  
**25**<sup>TH</sup>  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**MICHELE GUZMAN**  
ASSISTANT CONSTRUCTION  
SUPPORT SPECIALIST

“PEACE,  
LOVE,  
SERENITY.”



**ROSEMARIE ARTURA**  
CONSTRUCTION SUPPORT SPECIALIST

“EVERY MOMENT IS A  
FRESH BEGINNING.”



## EMPLOYEE SPOTLIGHT



**KATHY PUTNAM**  
PROGRAM MANAGER

**“SOMETIMES YOU’VE JUST GOT TO PUT ON THE TIARA, BECOME THE QUEEN, AND TAKE CHARGE.**



**KEVIN CAMARA**  
COMMUNICATIONS MANAGER

**“ALWAYS STRIVE TO BE WISER, KINDER, AND A LITTLE WEIRDER THAN THOSE BEFORE YOU. TRUST ME, YOUR LIFE WILL BE APPRECIABLY MORE INTERESTING.**

## MORE FRESH ASPHALT FOR U.S. 17-92 IN SEMINOLE COUNTY

EARLY NEXT YEAR, the Florida Department of Transportation (FDOT) will kick off a new project to resurface and widen U.S. 17-92 from north of Lake Mary Boulevard to north of Airport Boulevard. Quest Communications Manager Tim Freed explains the project involves extending the existing right turn lanes to create continuous outside turn lanes, which improves access to businesses and residential properties.

Work also includes numerous improvements to the U.S. 17-92 and Airport Boulevard intersection at the north end of the project. The plans call for resurfacing, upgrading the traffic signals, widening the northeast corner to add another westbound continuous right turn lane, and restriping the eastbound lanes to create an additional right turn lane. “All of this will help to improve the flow of traffic through the intersection. In addition, pedestrian safety is another focus of this upcoming project,” explains Tim. “The Department will place pedestrian hybrid beacons at two adjacent crosswalks approximately 1,000 feet north of Americana Boulevard.”



Tim Freed

Here’s how the devices work: pedestrian hybrid beacons remain dark until activated by a pedestrian with a button typically located on a pole or post at the crosswalk. Upon activation, the indicator lights will start flashing yellow to warn motorists. These lights are then followed by a solid yellow light and then two solid red lights, signaling motorists to come to a complete stop. Pedestrians then receive a “WALK” signal followed by a flashing countdown that indicates how much time is left to cross the road. During the flashing countdown, drivers will see red lights flashing that should be treated like a stop sign, meaning cars should stop and then proceed through the crosswalk if it’s clear. When the cycle is finished, motorists will see the indicator lights go dark and pedestrians will have a “DON’T WALK” signal. Vehicles can proceed with caution at that point. As Community Outreach Coordinator for FDOT’s Oviedo Operations, Tim teamed up with Quest’s creative department on a flyer to showcase the project. The final product includes an informative description and an eye-catching graphic. Tim shares, “I thought it important to provide a project area map that includes a smaller inset map of the Airport Boulevard intersection. This allows the public to see the upcoming lane additions and pedestrian hybrid beacons at a quick glance.”



## LEVERAGING HOAS AND PROPERTY MANAGERS IN THE AGE OF COVID

ONE OF THE principal duties of a community outreach coordinator (COC) for the Florida Department of Transportation (FDOT) is to notify citizens, businesses and stakeholders about upcoming projects that may affect their routines, their commutes and even their livelihoods. It can be a time-consuming effort. Construction projects often span many miles through heavily populated neighborhoods dotted by large apartment complexes and densely packed, gated communities.

This work has become even trickier in the Age of COVID, which has currently limited the ability of COCs to circulate flyers door to door because of CDC social distancing guidelines. It has also curbed their ability to hold live public meetings to introduce the projects and help citizens gain comfort with project nuances. In some cases, COCs have resorted to generating detailed mailing lists and using local mailing houses for larger mailings to get timely information to impacted communities. Depending on the size of the mailing, these costs can really add up!” The COCs who serve FDOT District Five, however, are leveraging local homeowners’ associations and property managers to reach affected residents and businesses, and this strategy has effectively saved significant time for the COCs and reduced costs for FDOT. Quest Senior Communications Manager Tom McNiff, COC for FDOT Operations in Lake and Marion counties, was recently assessing his communications strategy for an upcoming resurfacing job along U.S. 27 in Leesburg when he noticed that 90 percent of the affected citizens lived in gated communities within the project limits. He likewise noticed that a significant percentage of the affected businesses were clustered in just a couple of shopping centers. Tom reached out to the homeowners’ associations and management offices of the various communities and discovered they were willing and even eager to share the pre-construction flyers and other communications with their residents via their weekly newsletters and email blasts. The management companies of the shopping centers were also happy to distribute flyers to their tenants and to verify that they had done so when the task was completed.

“At the end of the day, I had to mail roughly 100 flyers instead of 1,000, and working through the homeowners’ associations and property managers, we were able to save the client hundreds of dollars and me a lot of time,” Tom explains. Of course, you have to know your audience. Certain high-valued stakeholders like Publix Corporate, which has a store in the project limits, got personal phone calls and emails to ensure they were comfortable with the project.



Tom McNiff

# GRATEFULLY SUPPORTING SEMINOLE COUNTY IMPROVEMENTS

A FEW YEARS ago, Seminole County voters approved a penny sales tax increase to fund infrastructure improvements. Among them are capacity and safety projects on Orange Boulevard and Slavia Road. Quest has been privileged to support both projects.



In August, Quest completed the public involvement efforts in support of Johnson, Mirmiran & Thompson (JMT) Inc.'s design efforts on the Orange Boulevard Safety Improvements Project that began in 2018. The team assisted with the virtual project update meeting in August and helped draft and distribute responses to everyone who submitted comments. Now, Quest supports Dewberry Engineers in a project to widen Slavia Road from Red Bug Lake Road to State Road 426 (Aloma Avenue).

The project will be completed in two parts. The Phase I alternatives evaluation will look at three potential options for achieving the capacity and safety goals, including two variations of a four-lane design and a three-lane option with a center dual left-turn lane. Phase II will be the final design of the preferred alternative.

Led by Central Florida Design/PD&E Program Manager Carolyn Fitzwilliam, the team will offer a virtual public meeting, developing all meeting notifications, advertisements, and the meeting presentation. A second public meeting will be held during Phase II. "We are grateful to JMT and Dewberry for providing us the opportunity to serve on these projects," says Carolyn. "Both projects will have such positive impacts for the communities."



## QUEST ADVANCES CFX PUBLIC INVOLVEMENT PROGRAM

QUEST'S CENTRAL FLORIDA Expressway Authority (CFX) team has a busy fall calendar packed with public meetings through the end of the year, despite the preclusion of in-person meetings due to COVID-19 social distancing guidelines.

Led by Program Manager Kathy Putnam and her team, Quest is set to spearhead five pre-construction virtual public meetings for CFX's two high-profile widenings: State Road (S.R.) 417 (GreeneWay Expressway) between International Drive and S.R. 528, and S.R. 429 (Daniel Webster Western Beltway) between Tilden Road and S.R. 414. With a combined construction estimate of \$778 million, these projects will add two travel lanes (for a total of three in each direction) along 34 miles of CFX's expressway, to accommodate for population growth in Central Florida. While these meetings provide residents near the projects an opportunity to learn about widening plans and ask questions, they are also critical for soliciting votes on proposed sound walls. Our team's outreach plan gives property owners multiple options for voting, including using a QR code to vote online via their mobile devices.



In addition to the public meetings for the construction projects that begin in 2021, Kathy is preparing for six online advisory group meetings in December. Those events include Project Advisory Group (PAG) and Environmental Advisory Group (EAG) meetings for three Project Development and Environment (PD&E) studies. These advisory groups, consisting of landowners, government agencies, environmental

advocates, utilities, economic development, and civic organizations provide input on social, cultural, environmental, and physical impacts of the potential expressways under study. The EAG and PAG meetings will be held for PD&E studies for the S.R. 414 Expressway Extension, Northeast Connector Expressway Phase 1, and Southport Connector Expressway. Public meetings for these studies are being planned for early 2021.

According to Kathy, "Our proactive planning and shepherding of the public involvement that helps shape critical infrastructure decisions are vital for our client. In spite of COVID-19, we've quickly pivoted to keep the ambitious public involvement program for CFX's \$2.7 billion 5-year work plan on track."



**CENTRAL  
FLORIDA  
EXPRESSWAY  
AUTHORITY**



## EMPLOYEE SPOTLIGHT



**COLLEEN SHEA**  
COMMUNICATIONS MANAGER

**“** TELL ME, WHAT IS IT YOU PLAN TO DO WITH YOUR ONE WILD AND PRECIOUS LIFE?



**ESTEBAN MENESES**  
COMMUNICATIONS MANAGER

**“** I WAS STARTING TO BELIEVE THAT THE REASON IT MATTERS TO CARE PASSIONATELY ABOUT SOMETHING IS THAT IT WHITTLES THE WORLD DOWN TO A MORE MANAGEABLE SIZE. IT MAKES THE WORLD SEEM NOT HUGE AND EMPTY BUT FULL OF POSSIBILITY.

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**LISA MARK**  
CONSTRUCTION PROGRAM MANAGER

“EVERYTHING COMES TO HIM WHO HUSTLES WHILE HE WAITS.”



**BRYCE PEACHER**  
COMMUNICATIONS MANAGER

“IF HISTORY WERE TAUGHT IN THE FORM OF STORIES, IT WOULD NEVER BE FORGOTTEN.”

# TAKING A LEAD ON PD&E AND DESIGN IN CENTRAL FLORIDA

CONGRATULATIONS TO SHARI Croteau on her recent promotion. After more than three years as a Public Information Manager for the Central Florida Expressway Authority's (CFX) Five-Year Work Program, Shari Croteau recently accepted a new challenge by joining Quest's Central Florida's Planning, PD&E and Design team as a Senior Communications/Project Manager. According to Associate Vice President Mary Brooks, "Shari's dynamic support of planning and feasibility studies for nearly 100 miles of potential new CFX corridors made her ideally suited to take on this role."

Shari is also adept at helping to positively position projects and agencies in community conversations on major transportation initiatives. "Shari has served large organizations promoting a positive public image in the media as well as providing essential information during a crisis since joining Quest. With a solid background in media, she has been responsible for developing media strategies, organizing interviews between the press and executive staff and stepping in to manage and alleviate any challenges. She has great relationships with stakeholders," Mary continues.

In Shari's new role she will work with numerous participants in the process of planning, environmental, designing, and construction. Quest Owner/President Sharlene Lairscey states, "It is advantageous for all of our associates to understand how the different parts of the process fit together. I expect our Communications Professionals to handle the work in every phase of the entire process from understanding the market demands or perceived needs, to conceptual planning and the feasibility study, design and engineering, construction, start up, and even operations and maintenance, regardless of our contractual arrangement."

Shari will now be taking a leading role in providing public involvement support to more than a dozen projects with the Florida Department of Transportation (FDOT) and municipal clients. Shari stated, "The public is increasingly vocal in the scrutiny of construction projects, and I'm excited to start working with them on the earlier phases, where I can work with Owner/Agencies in preparing to manage potential crises before they get out of control."



Shari Croteau

Government agencies have long held the belief that an informed and engaged community is a key asset. Shari went on to say, "The commitment and passion that property owners feel for their homes and/or businesses is evident in the numerous examples of community engagement that have served to enhance the beauty and livability of Central Florida, and hold us, the agency officials and politicians accountable to a higher standard."

Public involvement is a term that encompasses everything from public information to partnerships and collaboration. The development of a Public Involvement Plan is a collaborative process that uses the best thinking of project managers, public involvement staff, and key stakeholders to create a tool that maximizes each party's interest and skills to create the best possible outcome. Every person working on a project or policy within the agency is responsible for achieving excellent standards in public involvement.

Since joining the team, Shari has developed a strong and supportive partnership with numerous communities. She has recognized the desire of each community to be authentically engaged in processes that respect their commitment to their local area. Shari has helped to run two virtual public meetings and staff FDOT District Five's first hybrid public hearing. She has created newsletters and mailings, negotiated units and staff hours, and developed project approaches for several pursuits.

"Construction public information isn't the same as public involvement during development. And, learning new agency styles and preferences can take some time, but Shari grabbed the reins without missing a beat," says Quest Program Manager Carolyn Fitzwilliam. "I am so excited to be working with Shari. I know I can turn over a project to her, and she will make sure we are staying on track and delivering quality service to our clients. She is fabulous!"



# THE EVOLUTION OF ENGAGEMENT

By: Maria Camacho

I HAVE LED public relations and marketing campaigns that often feature a variety of ways to communicate messages – newsletters articles, editorials, social media, videos, gamification, impactful design, and interactive surveys. I have discovered over the years that one of the most essential elements of any effort or campaign is flexibility; flexibility in how we reach our audience, how we communicate our messages and most importantly how we listen and incorporate feedback.

As spokespeople, we have long prioritized the listening aspect of our roles. Today's initiatives require more. It takes active listening and taking the feedback received many steps forward. Luckily, technology has ways to gauge and track responses, but the most useful tool in the arsenal remains our own empathy. According to Quest South Florida colleague Bryce Peacher, "The face-to-face interaction during grassroots outreach is still an effective tool in community engagement, particularly for communities who do not have online access."

At Quest we are high performers, and we are committed to doing our jobs. When it comes to feedback, we first want to make sure we understand what we are looking for. For a successful project, we always look for opportunities to build stronger relationships not only with our clients, and project partners, but also with the stakeholders. Asking for feedback in real time and asking specific questions has proven over the years to provide better results. For Quest's South Florida division, our campaigns have taken that interaction further by implementing pop-up events at locations where the community gathers – be it at the local convenience store or a flea market. We also combine low and high-tech forms of engagement. One example is creating a poster with a QR code that links to a project website. As consultants to both state and municipal public sector clients throughout Miami-Dade and Monroe counties, we know it is a priority is to keep track of stakeholder feedback and elevate the topics deemed most urgent. At all times, this means taking the extra step of being tenacious in reporting that feedback.



## NEW OPPORTUNITIES ON SOUTH FLORIDA'S HORIZON

BEFORE OPENING QUEST, Owner/President Sharlene Lairscey started the Miami operation of an architecture and environmental firm with local clients that included the Miami International Airport, Jackson Memorial Hospital, University of Miami and the Miami-Dade County Public School System. She ran a team of asbestos abatement contractors and on occasion, even chased a few bats out of buildings. Not long after that, Quest was formed and began providing public involvement services in Miami. Since that time, our South Florida team has provided communication, graphic design and marketing services for the Florida Department of Transportation Districts Six and Four as well as municipalities including Miami Beach, Weston, Village of Indiantown, Coral Springs, Doral, Miami Gardens and more.



Before the pandemic hit our shores, South Florida cities were engaged in issues that stretched beyond borders including environmental threats and inequality. Now, as a direct result of COVID-19, city budgets may have scaled back, but community expectations are oftentimes growing. Quest understands the demands on municipalities and is ready and able to serve with cost-effective solutions to a multitude of issues and objectives. For 25 years, our focus has been in supporting, developing, coordinating and implementing strategic communications and marketing programs for our state, county and municipal public sector clients – whatever the challenge.

"Our focus on expanding our client-base in Miami-Dade has never been greater," explains South Florida Business Unit Leader Sergies Duarte. "As the cultural and business epicenter of the state, South Florida continues to be a source of opportunity and growth. We have a generation of professionals with media and marketing experience, who have led communication projects that are multicultural, multilingual and multigenerational. And, we successfully and routinely use a toolbox of integrated techniques in a highly effective and cost-efficient manner."



## EMPLOYEE SPOTLIGHT



**SOPHIA TINGLE**  
SENIOR GRAPHIC DESIGNER

“LIFE IS MEANT TO BE AN ADVENTURE AND YOU CAN ONLY LIVE IT ONCE. THE TIME IS NOW.”



**SERGIES DUARTE**  
SOUTH FLORIDA BUSINESS UNIT LEADER

“THE FLOW OF THE SEA BECAME EASIER TO NAVIGATE ONCE I STOPPED TRYING TO CONTROL THE CURRENT.”

# EMPLOYEE SPOTLIGHT

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY



**JOE DUHAMEL**  
ASSOCIATE VICE PRESIDENT

“MOVE FORWARD. THE REST OF THE WORLD WILL CATCH UP.”



**OLIVIA SMITH**  
SENIOR COMMUNICATIONS MANAGER

“WHAT YOU'RE THINKING IS WHAT YOU'RE BECOMING.”

## STRONG COMMUNITY ENGAGEMENT IS KEY WHAT A GREAT DAY FOR TAMPA BAY!

THE FLORIDA DEPARTMENT of Transportation's Tampa Bay Next program was launched in 2017 as response to the community's demand for a more collaborative and transparent conversation about transportation at the local and regional levels. The goal was to better engage the public and expand the conversation from just interstate improvements to include considerations for transit accommodations, bicycle and pedestrian facilities, and smart technology.

Quest, working alongside the Tampa Bay Next Program Management Team HNTB, the Florida Department of Transportation District Seven, and others, support this vital project through public involvement and graphics efforts. Robust community outreach, creating eye catching, easy to understand graphics and content are key in helping the public and government officials understand the program. The Tampa Bay Next program included the Tampa Interstate Study (TIS) Supplemental Environmental Impact Statement (SEIS).



On September 15, 2020, the Federal Highway Administration (FHWA) approved the TIS SEIS, Record of Decision (ROD), and Section 4(f) Evaluation for the study area of I-275 (SR 93) from the Howard Frankland Bridge to north of Dr. Martin Luther King, Jr. Boulevard and I-4 (S.R. 400) from I-275 (SR 93) to east of 50th Street (US 41). This study, that began in 1996, is part of the Tampa Bay Next program and an important corridor to our region. The signing of this document allows the Department to move forward with the next phase of project development.

“What a tremendous honor it has been to have worked on a project that was 25 years in the making, and to be part of such a talented and committed group. The whole team worked tirelessly to see this effort to its conclusion.” says Lori Buck, Public Involvement Coordinator for the Tampa Bay Next Program.

“It was a monumental effort by the team and once it was approved, the final TIS SEIS formatting and producing the 330+ page report fell to me for my part in the process, formatting the layout. Grateful to be a part of this program and having the opportunity to exhibit the work!” shares Senior Graphic Designer Joe Duhamel. The Tampa Bay Next program is continuing to engage with the community and stakeholder agencies to improve the regional transportation system.



Lori Buck

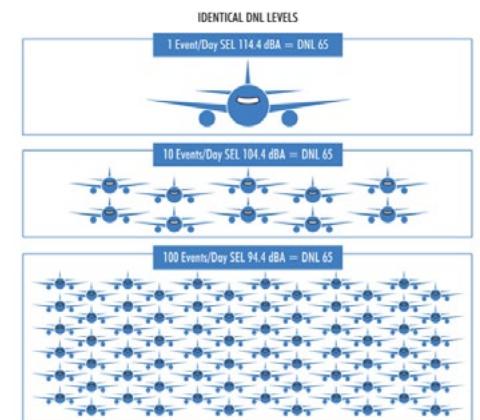
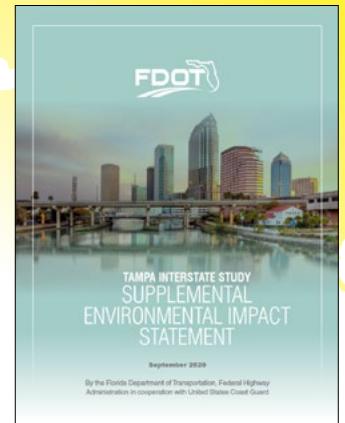
## TAMPA INTERNATIONAL AIRPORT, A GOOD NEIGHBOR



QUEST SENIOR COMMUNICATIONS Managers Oliva Smith and Tom McNiff are pleased to support The Hillsborough County Aviation Authority (HCAA), in the undertaking of a 14 CFR Part 150 Noise Exposure Map (NEM) Update to determine ways to reduce noise over residential and other noise-sensitive areas at the Tampa International Airport. The study also aids in the determination and planning of compatible and non-compatible land areas surrounding an airport.

The Hillsborough County Aviation Authority planned to host the public meetings in March 2020, but due to the rise in COVID-19 cases, the meetings were postponed. This created a need to rethink the format and outreach for this study. Working with Environmental Services Associates (ESA), Quest shifted gears from the original public meeting plan to host three public workshops in two separate formats. Participants will have the option to participate in a Virtual Public Meeting or an in-person meeting, while adhering to COVID-19 safety guidelines at the Tampa International Airport.

Tom and Olivia coordinated the meetings, set up a toll-free phone number and a project-specific email address to register participants, and are currently scheduling appointment times for both the in-person workshop and the Virtual Workshop that will be held in October. “Providing choices to receive information about the study is important to the Airport and the community,” states Oliva. We want to ensure that everyone receives information and can provide comment.”



## WELCOME OLIVIA SMITH!

OLIVIA SMITH JOINS Quest's West Central Florida team as Senior Communications Manager. Olivia is an award-winning communications professional specializing in government media relations and emergency management communications. As a proud alumna of Florida A&M University, Olivia has had the privilege of working in public sector communications her entire career. Prior to joining Quest, she served as the Public Involvement Coordinator for the Florida Department of Transportation District Three Pensacola Bay Bridge Replacement Project. Olivia also served as the Public Information Officer and Tourist Development Council Director for Gadsden County, Florida, and the Public Information Specialist and Media Coordinator for Leon County, Florida.

One of her proudest professional accomplishments include being awarded a tourism infrastructure grant from VISIT FLORIDA following Hurricane Michael, securing national media coverage from NPR, CBS News, Fox News, MSNBC and Telemundo, and presenting at a national conference on citizen engagement. In her free time, Olivia enjoys photography, hoping to always capture pictures worth far beyond a thousand words.

According to Associate Vice President/Business Unit Leader Lori Buck, "We are extremely excited to welcome Olivia. She will be leading and providing outreach services for a variety of municipal projects throughout the Tampa Bay area. Her strategic focus is to pursue and capture multimodal agency and consultant opportunities areawide."



## THINK SAFETY!

QUEST'S WEST CENTRAL Florida team welcomed the opportunity to be a part of the City of Tampa's 30th Street Complete Streets Sidewalk and Safety Improvements Project. This project runs along 30th Street from Yukon Street to Fowler Avenue in Tampa near Busch Gardens and the University of South Florida. It is part of the Vision Zero initiative and includes a multi-use trail, sidewalks, mid-block crossings with beacons, bicycle lane markings, and potential roundabouts. In addition, the roadway will be resurfaced, and drainage is being designed to include green infrastructure.



Working closely with the City of Tampa and Professional Engineering Firm Cardno, Inc. Quest Senior Communications Manager Olivia Smith and Associate Vice President Megan Olivera planned, coordinated, and facilitated the live Virtual Public Meeting (VPM). Olivia moderated the presentation portion of the meeting while Megan provided solid support, including bilingual services, behind the scenes, ensuring the presentation and question and answer portion of the meeting were executed without flaws. The City offered real-time replies via chat and email which helped attendees better understand the project and address concerns.

"Moderating the Virtual Public Meeting for the City of Tampa's 30th Street Streets Sidewalk and Safety Improvements Project was such a great experience, I believe we delivered a flawless VPM for the City of Tampa. It was the perfect start to a beautiful career with Quest." says Olivia.

## TAMPA BAY LIGHTNING WINS 2019-2020 STANLEY CUP!



## EMPLOYEE SPOTLIGHT



**LORI BUCK**  
ASSOCIATE VICE PRESIDENT

“THE PEACEFULNESS OF A BRIGHT ORANGE AND PINK SUNSET BRINGS CLARITY AND INSPIRATION.”



**LISA LEMASTER**  
CEI SECRETARY / CLERK TYPIST

“PUSH YOURSELF, BECAUSE NO ONE ELSE IS GOING TO DO IT FOR YOU.”

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**NICK LULLI**  
FTE BUSINESS UNIT LEADER

“A BAD DAY IN FLORIDA IS STILL BETTER THAN A GOOD DAY ANYWHERE ELSE”



**ASHLEY BECK**  
COMMUNICATIONS MANAGER

“I KNOW NOT ALL THAT MAY BE COMING, BUT BE IT WHAT IT WILL, I’LL GO TO IT LAUGHING.”

# QUEST TURNPIKE DIVISION UPDATE

THE INTERNATIONAL BRIDGE, Tunnel and Turnpike Association (IBTTA), a worldwide association for the owners and operators of toll facilities and the businesses that serve them, recently presented the Toll Excellence Awards to highlight the very best projects, innovations, and solutions from the international tolling industry. According to IBTTA Communications Director Bill Cramer, “The awards encourage the industry to share and celebrate new ideas and emerging practices.”

Quest is a proud member of IBTTA. During its Virtual 88th Annual Meeting and Exhibition, they announced it has awarded Florida’s Turnpike Enterprise (FTE) the prestigious 2020 President’s Award for Excellence. According to the announcement, FTE was named the winner for its development of SunTrax, the state-of-the-art transportation technology research, development and testing center being developed by the Florida Department of Transportation and FTE. FTE also won IBTTA’s 2020 Toll Excellence Award for Technology.



Nick Lulli

Samuel Johnson, CEO of the Transportation Corridor Agencies and President of IBTTA states, “FTE, along with the six other 2020 Toll Excellence Award winners, continues to implement systems and strategies that are revolutionizing transportation throughout the globe and helping lead the way in creating transportation systems to keep our customers moving safely and efficiently.” Quest has been serving the Florida Department of Transportation and FTE for 25 years. Quest has been serving the Florida Department of Transportation and FTE for 25 years.

At Quest, we continue to enjoy supporting the Customer Service, Marketing Outreach, Innovation and Technology, as well as the Social Responsibility efforts of the Department from concept through construction and beyond. Florida Department of Transportation Secretary Kevin J. Thibault, P.E., said, “This recognition highlights the department’s dedication to providing the safest, most innovative transportation

system in the country.” Client Relationship Manager Nick Lulli is leading Quest FTE efforts. He reports, “Quest is proud to continue supporting FTE and its consultants throughout the COVID-19 pandemic. Public involvement has changed to meet this extraordinary new normal. Against all odds, we are continuing to break new ground and to adapt with virtual meeting formats and other socially distanced methods to engage the public.”

Nick, together with Quest Senior Communications Manager Maria Camacho, is supporting Stanley Consultants, ARCADIS, and FTE on the Turnpike widening and interchange project near its terminus at U.S. 1 in Miami-Dade County. A project briefing video/presentation is being developed to inform stakeholders about the major improvements being pitched for the congested area.

“We are shaping the community outreach tools to show the local business owners that this project will maintain access to area businesses while improving safety and efficiency on the Turnpike,” explains Maria. The team is also working on preparations for a future virtual or hybrid public meeting.

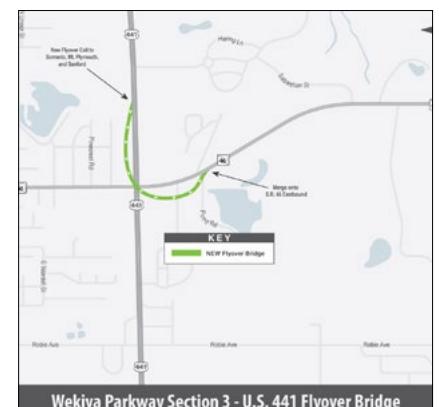
## WEKIVA UPDATE

IT WAS A busy quarter for Quest’s Wekiva Parkway project team, as major construction progress was made on several sections. Quest’s Nick Lulli, Ashley Beck, Susan Miller, and Mary Brooks proudly continue supporting Florida Department of Transportation (FDOT) District Five and engineering consultant AECOM with community outreach and coordination services on the massive endeavor. In September, FDOT opened the new flyover bridge from southbound U.S. 441 to eastbound State Road (S.R.) 46 in Mount Dora. This flyover is expected to alleviate congestion that could have otherwise resulted from the large volume of traffic in Lake County trying to reach the Wekiva Parkway. This milestone represents one of many safety and mobility improvements to the S.R. 46 corridor in Lake County.



“This is a multi-million dollar, non-tolled investment by FDOT for the drivers and residents of Mount Dora,” explains Nick. “Prior to the project, motorists wanting to drive from southbound U.S. 441 to eastbound S.R. 46 had to turn left across multiple lanes of traffic at a non-signalized intersection. S.R. 46 was also widened to six lanes in this area. Bike lanes and sidewalks were also added where none existed before.”

The Quest team has been preparing public notifications for this major traffic pattern change and coordinating with GPS services. Progress also continues on the other sections to the east, and new bridges across the Wekiva River are continuing to move toward completion. Quest is currently preparing public notifications for future traffic shifts for the neighborhoods surrounding the river.



# STATE COLLEGE AREA CONNECTOR UPDATE

QUEST ASSOCIATE VICE President Megan Olivera supports client JMT with public involvement services for the Pennsylvania Department of Transportation (PennDOT) District Two Centre County College Area Connector Planning and Environmental Linkage (PEL) Study.

The PEL Study analyzes the existing characteristics, evaluates community needs and impacts, and develops proposed conceptual improvements to meet future capacity demands in the study area. The study also evaluates roadway safety, access management features, the efficiency of intersection operations, and bicycle and pedestrian facilities along the corridor.

As part of the planning process, the team began preparing for the upcoming project kickoff public meeting. Together, with Senior Graphic Designer Chris Ward and Communications Manager Sophia Fox, Megan worked closely with the JMT team and PennDOT District Two staff to create easy to understand graphics for the project website and the upcoming meeting. The purpose of the PEL study is to identify existing and projected transportation issues within the study area through engineering and environmental investigations as well as public and stakeholder engagement, create a corridor vision, and identify viable solutions to address transportation needs,” states Megan. The virtual public meeting will present the study purpose, study needs, environmental and engineering features within the study area, and provide an opportunity to comment on the study materials.



## QUEST OPENS OPERATIONS IN PHILADELPHIA

QUEST DOES MARKETING and communications, and we do it well! Under the direction of Associate Vice President Megan Olivera, our Pennsylvania division grows by gaining both clients and projects. While actively serving state and municipal government in Pennsylvania, our current clients include the Delaware River Port Authority, Pennsylvania Turnpike, and the Pennsylvania Department of Transportation. Most recently, Quest was part of the winning teams for Rebuild Philadelphia and SEDA-Council of Governments.

Our Pennsylvania team not only works within the state, but has also supported efforts in New Jersey, Delaware, Virginia, and Maryland. By building trust within communities and successfully contributing to better outcomes, Quest has been capturing the attention of citizens, enhancing public engagement, encouraging participation, gathering local knowledge, exploring ideas and presenting solutions.

Quest’s national team members are backed by Owner/President Sharlene Lairscey, who remains active with client relations management and quality assurance. “As you know, community engagement is crucial to achieving high quality, efficient and collaborative care. Quest has a solid reputation for providing policy makers and professionals with guiding principles to implement new programs and/or improvements to existing programs. From grassroots, in-person meetings, to building a passionate online community empowering digital citizen, we are able to engage hard to reach segments of any community to achieve greater representation,” says Sharlene.



As part of the successful, growing Pennsylvania Division, Quest has opened a Philadelphia operations. Megan, along with Philadelphia Area Manager Sophia Fox will work together to build the Delaware County market. “I am very excited to be a part of the expanding Pennsylvania Quest team,” says Sophia. “Opportunities are endless in the state, and I am excited for our team to seize them. We are prepared to provide this part of the state with a strong, loyal, and geographical resource pool and quality products and services.



## EMPLOYEE SPOTLIGHT



**MEGAN OLIVERA**  
ASSOCIATE VICE PRESIDENT

“YOU CAN’T GO BACK AND CHANGE THE BEGINNING, BUT YOU CAN START WHERE YOU ARE AND CHANGE THE ENDING.”



**SOPHIA FOX**  
COMMUNICATIONS MANAGER

“YOU MUST DO THE THING YOU THINK YOU CANNOT DO.”



## EMPLOYEE SPOTLIGHT



**RHONDA KAESER**  
COMPLIANCE MANAGER

“TODAY ONLY  
HAPPENS ONCE,  
MAKE IT AMAZING.”



**KENDALL CAPPADORO**  
RESIDENT COMPLIANCE SPECIALIST

“WE READ IN BED  
BECAUSE READING IS  
HALFWAY BETWEEN  
LIFE AND DREAMING,  
OUR OWN  
CONSCIOUSNESS IN  
SOMEONE ELSE'S MIND.”

# CELEBRATING A MILESTONE WITH FDVA

HAPPY 31ST ANNIVERSARY to the Florida Department of Veterans' Affairs (FDVA)! What a fantastic way to start the fifth year of Quest's contract with this agency, providing them with graphic design services, media outreach and branding services including social media, website design and development, public service announcements (PSAs), and videography and photography services. During the last few months, our team at Quest has had the pleasure of consulting and assisting FDVA during these unprecedented times. Our professional relationship is built on trust, reliability, flexibility, consistency and open communication.



Together, FDVA and Quest accomplished the following magnificent innovations, reached some impressive milestones, and successfully connected veterans and their families with their earned benefits, services and support:



- Advanced FDVA's partnerships by releasing three Forward March newsletters and promoting them via FDVA's website, mobile app and social media.
- Provided daily factual updates on COVID-19 pandemic impacts by creating a banner placed on the FDVA website and click option on the FDVA Mobile App, including: Claims examiners, crisis counseling, veteran home information, testing sites, mental health counseling, cemetery information, benefits and assistance, debt assistance, Project Vet Relief Fund, and more.

- Enhanced awareness by creating and providing COVID-19 updates weekly on all FDVA social media platforms.
- Promoted FDVA's Teleworking Network of FDVA Veterans' Claims Examiners who answer calls 24/7 to connect Veterans and their families with their earned benefits, services and support. The FDVA Claims Examiners are all wartime veterans.



- Celebrated 10 years for the Clyde E. Lassen State Veterans' Nursing Home in St. Augustine.
- Honored Administrator Liz Barton of the Douglas T Jacobson Veterans' Nursing Home virtually with the Nursing Home Administrator of the Year Award.

- Spotlighted Veteran Suicide Prevention Month throughout September. Governor Ron DeSantis signed a proclamation highlighting the states involvement in the national suicide prevention efforts. The proclamation and numerous outreach efforts were made by Quest and FDVA throughout the month of September providing opportunity and options for veterans in crisis.



- Published the 2020 edition of the Florida Veterans' Benefits Guide, making it available in print and online, courtesy of Quest Communications Manager Matthew Adams and Webmaster Dylan Conway. The 32-page full color guide features new legislation and COVID-19 pandemic support services as designed and produced by the Quest creative team.

As an extension of their communications division, our mission ensures a flawless maneuver in business. As we march forward through 2020, Quest and FDVA are an unstoppable force of positive progression and it is all for the benefit of 1.5 million Florida veterans.



Amy Lee Diel

"It is reassuring to work side-by-side with a client who dives in the trenches with you to make positive progress occur even in the midst of tragedy. I am honored every day to work with Steve and Lee Ann. They inspire me with the work they do," says Project Manager Amy Lee Diel.

FDVA was created to advocate with purpose and passion for Florida veterans and link them to superior services, benefits and support. The FDVA staff does so much more and with a passion that is unmatched. Quest would like to shine a huge spotlight on two of the most extraordinary clients this team has had the honor of working with:



### Lieutenant Colonel, USAF (Ret) R. Steven Murray



Steve Murray is Communications and External Affairs Director of the Florida Department of Veterans' Affairs in Tallahassee, Florida. An Operation Iraqi Freedom veteran, he assumed his current duties in July 2006. The retired Air Force lieutenant colonel provides oversight and direction of the department's comprehensive public affairs program of community outreach, media relations, social media engagement, branding and employee communications impacting Florida's more than 1.5 million veterans and their families.

The department's outreach and branding campaign was the 2013 recipient of the Florida Public Relations Association's Dick Pope All Florida Grand Golden Image Award, the industry's top annual honor, for the single best statewide public relations campaign. The campaign also received the Abraham Lincoln Pillar of Excellence Award from the U.S. Department of Veterans Affairs in 2015.

### Lee Ann Sferrazza-Rios



Lee Ann Sferrazza-Rios is Public Affairs Manager of the Florida Department of Veterans' Affairs at the FDVA Headquarters in Largo, Florida. Lee Ann is responsible for managing the FDVA's public affairs program of all community outreach, media relations, social media engagement, branding and employee communications impacting Florida's more than 1.5 million veterans and their families. She works directly with Quest Social Media Coordinator and Web Master to ensure all information is updated accordingly on all social media platforms and the FDVA website. Lee Ann also works on implementing the content for the Forward March newsletter, and collaborates directly with Quest's creative division for the creation of the annual Benefits Guide. Lee Ann consults with Project Manager Amy Lee Diel weekly to ensure Quality assurance of all FDVA requests and collaterals.

### Major General, USMC (Ret) James S. "Hammer" Hartsell



Retired Marine Corps Maj. Gen. James S. "Hammer" Hartsell is FDVA's Deputy Executive Director. The agency operates a network of seven state veterans' homes and provides statewide outreach to connect Florida's more than 1.5 million veterans with their earned services, benefits and support.

He was appointed to his present position in April 2019. General Hartsell recently attended a virtual special ceremony event for the James A. Haley Veterans' Hospital to commemorate the donation of professional portraits of 46 Medal of Honor recipients. Kudos Hammer!



## EMPLOYEE SPOTLIGHT



**NANNETTE RODRIGUEZ**  
SENIOR COMMUNICATIONS MANAGER

“ IT IS NOT THE NUMBER OF YEARS IN YOUR LIFE, IT'S THE LIFE IN YOUR YEARS THAT MATTER.



**BRITTANY REISSFELDER**  
COMMUNICATIONS MANAGER

“ LIVE EVERYDAY LIKE ITS YOUR LAST.



## QUEST'S EMPLOYEE SPOTLIGHT



**JILL CAPPADORO**  
ASSOCIATE VICE PRESIDENT

“ I’LL LIFT YOU AND YOU LIFT ME, AND WE’LL BOTH ASCEND TOGETHER.”



**ANDRE PERKS**  
SENIOR COMMUNICATIONS MANAGER

“ THE ULTIMATE MEASURE OF A MAN IS NOT WHERE HE STANDS IN MOMENTS OF COMFORT AND CONVENIENCE, BUT WHERE HE STANDS AT TIMES OF CHALLENGE AND CONTROVERSY.”

# HELPING FLORIDA CONTRACTORS HIRE ENTRY LEVEL AND SKILLS WORKFORCE

THE QUEST CONSTRUCTION careers consultant team led by Rasheia Freeman and Brittany Reissfelder has accomplished great success with OnBoard4Jobs Construction Careers! Contracted by the Florida Department of Transportation (FDOT) to support road and bridge contractors to identify and recruit On-the-Job Training candidates, the program also is charged with building a pipeline of future workforce by engaging with students throughout Florida.

“With more than 41 people placed with participating FDOT contractors this past year, our Quest team is poised to leverage the community and industry partnerships forged these past five years,” shares Jill Cappadoro, Quest’s project principal since 2014.

On-the-Job Training provides entry level laborers with the hands-on training needed to expand their careers and grow their incomes. Establishing another record year for OnBoard4Jobs Construction Careers, the construction workers were hired for FDOT Districts in Northeast, South, Central and West Central Florida regions.

Brittany’s efforts working closely with contractors to understand their hiring needs and working directly with job candidates to glean their skills, she has facilitated the placement of 19 people since February. Her focus has been strongly on the Contractors’ needs, and this has been flourishing. Included are three women, and a military veteran; the team’s efforts ensure Florida’s road and bridge construction workforce is diverse and thriving.

**WE RECRUIT VETERANS!**

**CONSTRUCTION JOBS ARE AVAILABLE**

**ONBOARD 4 JOBS**

OnBoard4Jobs.com    OnBoard4Jobs@OCUSA.com  
866 ON-BOARD | (866.662.6273) ext. 3

**Here's How it Works**

**THE PROGRAM**  
The Florida Department of Transportation (FDOT) has an initiative to help contractors recruit capable workers for roadway construction jobs. This includes hiring workers who qualify for the On-the-Job Training program.

**CONTRACTORS**  
The Construction Careers Program connects contractors with potential job candidates nearby and for hire workers on local and other highway building contracts. The program also provides opportunities to specialized job training contractors and high school graduates to secure jobs with our entry-level training contractors.

**JOB SEEKERS**  
• Experienced and entry level workers needed  
• Local construction jobs available  
• On-the-Job Training  
• We need hard working, reliable people who want to work in roadway construction.

**IT'S EASY**  
Contact us today!  
OnBoard4Jobs@OCUSA.com  
866 ON BOARD (866-662-6273) ext. 3

**IT'S FREE**  
The program is for you and is provided at no charge to job candidates and participating contractors. Contact us today!

**FDOT** **IQI**

Connecting Workers with Contractors through the Construction Careers Program

We are excited to continue this success for the 2021 contract year. OnBoard4Jobs Construction Careers has continued the engagement at job sites and the Veteran offices of the Marines, Army, Coast Guard and Airforce. There has been consistent contact with contractors, construction compliance offices, and schools throughout Florida.

Recently, Elaine Rodriguez joined the OnBoard4Jobs Construction Careers team as a marketing and outreach coordinator leading engagement with technical and high schools and their students. “Elaine brings passion and new ideas to the table especially during the circumstances of COVID-19 pandemic limiting events and in-person presentations,” shares Brittany Reissfelder, a Program Manager.

According to the Quest’s Construction Careers Consultant Contract Manager Rasheia Freeman, “We are consistently identifying and implementing new and innovative ways to engage contractors and job candidates together, maximizing virtual platforms and e-learning methods.”



JOBS IN ROAD CONSTRUCTION



# INTO THE MINDS OF THE NEXT GENERATION

“PROVIDING A STUDENT OR young adult with first-hand experience in road and bridge construction opens an entrance pathway to a long-term, well-paying career,”

shares Rasheia Freeman, workforce development manager for the Statewide Workforce Development Construction Internship initiative. “I’m proud to be representing our industry and connecting FDOT contractors with enthusiastic entry level workers. This is a life-changing experience for youth and young adults.”



Rasheia Freeman

Quest’s Statewide Workforce Development Program team developed the framework for the internship which provides a paid work experience, and as a means of engaging students as an extension of Construction Career Days. The Internship pilot initiative began in June 2020, and we are celebrating the hiring of five interns upon their completion of the eight-week hands on experience.



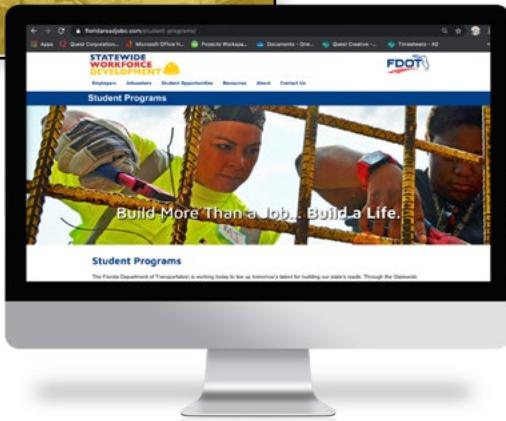
The focus of the initiative is to enable Contractors to mentor young adults between the age of 16 - 24 in the industry of road and bridge construction, for the purpose of employment. Under this initiative contractors receive reimbursement for mentoring interns that have an innate interest in road and construction projects sponsored by the Florida Department of Transportation.

**During the initial pilot period 42 young adults have had the opportunity to intern with contractors throughout the state of Florida. Participating contractors include:**

- Anderson Columbia
- Archer Western - deMoya JVIII
- Archer Western - deMoya JVII
- Ranger Construction
- Ferreira Construction
- Halley Engineering
- Red Civil
- Superior Construction

Rasheia visited with eight student interns serving on projects in the South Florida region including Red Civil, Halley Engineering, Ranger Construction, Ferreira Construction, and Archer Western deMoya JV III.

During these visits we provided the interns with backpacks filled with safety equipment and industry supplies in recognition of their commitment. Quest captured video with interns, their supervisors and/or leadership from these participating contractors which will be used to develop short video messaging.



## EMPLOYEE SPOTLIGHT



**ELISA DIGRAZIA**  
CONTRACTS / QUALITY PROGRAM  
MANAGER

“ BE MINDFUL. BE GRATEFUL. BE POSITIVE. BE TRUE. BE KIND.”



**SHEMIR WILES**  
COMMUNICATIONS MANAGER

“ MY MISSION IN LIFE IS NOT MERELY TO SURVIVE, BUT TO THRIVE; AND TO DO SO WITH SOME PASSION, SOME COMPASSION, SOME HUMOR, AND SOME STYLE.”

QUEST'S  
**25<sup>TH</sup>**  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**MARY BROOKS**  
ASSOCIATE VICE PRESIDENT

“WHETHER YOU THINK YOU CAN, OR YOU THINK YOU CAN'T - YOU'RE RIGHT!”



**GERRI WILL**  
COMMUNICATIONS MANAGER

“THE BEST AND MOST BEAUTIFUL THINGS IN THE WORLD CANNOT BE SEEN OR EVEN TOUCHED - THEY MUST BE FELT WITH THE HEART.”

## FDOT STATEWIDE WORKFORCE DEVELOPMENT PROGRAM CORRECTIONAL TRANSITION ACADEMY/FAST TRACK INITIATIVE

AN IMPORTANT COMPONENT of FDOT's Statewide Workforce Development Program is the Fast Track Initiative. The Fast Track Initiative was created to provide a second chance to individuals post incarceration to work in road and bridge construction. The Quest Statewide Workforce Development team is continuously networking with community agencies, engaging with potential candidates, and receiving referrals from our partners at the Florida Department of Corrections (FDC). The returning citizens we work with are highly motivated to find a career, rebuild their lives and become productive members in their communities.

“Through our Fast Track initiative, we are building partnerships with re-entry partners, including Abe Brown Ministries, The Re-entry Center of Brevard, Operation New Hope in Jacksonville, Feeding Tampa Bay's FRESHForce program, and more.” explains Andre Perks, Workforce Coordinator for the Statewide Workforce Program's Fast Track.

Nearly 40 candidates are enrolled for this jobs-placement pilot project, connecting transitioning citizens with more than 20 contractors that are hiring for projects throughout Florida.



“I enjoy seeing a candidate get an opportunity to prove their worth and bring value to the contractor,” he adds. “In July, we got a chance to see our first candidate hired by Shelby Erectors in Davie, Florida. Two others have been hired by Ajax Paving for their project in Southwest Florida. It is a pleasure for our team at Quest Corporation of America to assist viable candidates re-enter the workforce and help FDOT contractors build a pipeline of workers to build a better Florida!”

The Fast Track Initiative team created two flyers: one will be posted in all FDC institutions statewide for the inmates nearing release to receive more information regarding the initiative, and one delivered to all FDC partners and all community partners providing them with detailed information regarding the initiative.

Correctional Transition Academy Program Manager Amy Lee Diel and Andre' decided to become innovative and have some fun with the Fast Track Initiative, so they created a new video with the help of Quest Video Service Program Manager Tomás Monzón. “It's an honor and a privilege to help Amy and Andre' deliver a message that's so important to the future of those who are transitioning back into the community.” says Tomás Monzón. “These individuals are hungry for a second chance, and we're creating the tools and resources they need to succeed.”

FDC is excited to promote and play the new video throughout their institutions, as Statewide Workforce Development Program will be promoting the video on all social media platforms and the website. The Correctional Transition Academy is working hard with FDC and FDOT to prepare and implement the Memorandum of Understanding to move forward with the amazing partnership that has been created. Amy is busy creating a training curriculum with FDOT to prepare incarcerated adults with the knowledge and basic training necessary for road and bridge construction careers upon their release.

“Through strategic community partnerships, the Florida Department of Corrections is committed to connecting returning citizens to employment opportunities. Our collaboration with the Florida Department of Transportation's Statewide Workforce Development Program to coordinate employment services is a great example. We look forward to expanding program opportunities and employment linkages with this team.” – Patrick Mahoney, Director, Office of Programs and Re-Entry Florida Department of Corrections.



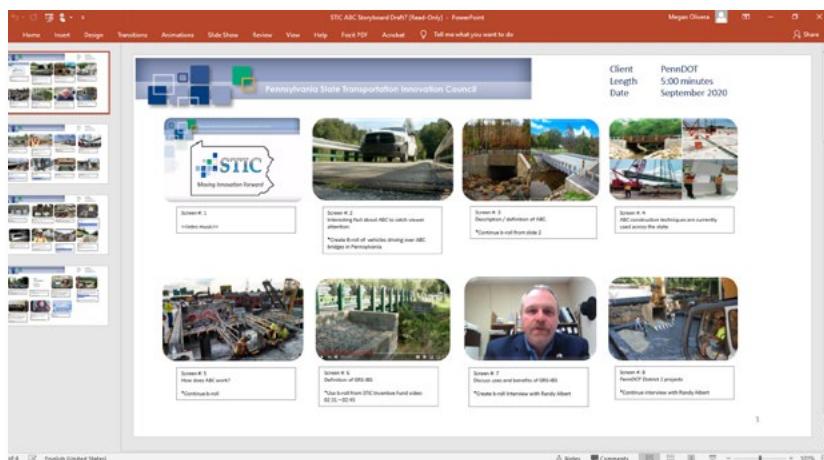
# TRANSLATING THE VISION

By: Megan Olivera

WHICH CAME FIRST, the script or the storyboard? I asked myself the same question when I was given my first video script/storyboarding assignment. The request was simple, develop a storyboard and a script for the Pennsylvania Department of Transportation's State Transportation Innovation Council (STIC) Incentive Funding video.

First, our Pennsylvania team worked with McCormick Taylor to get a clear idea of the topic. Through brainstorming, a strong outline was developed, which served as a roadmap for the video. Topics, sub-topics, resources and subject matter experts were then identified. We also narrowed down our audience and the purpose of the video.

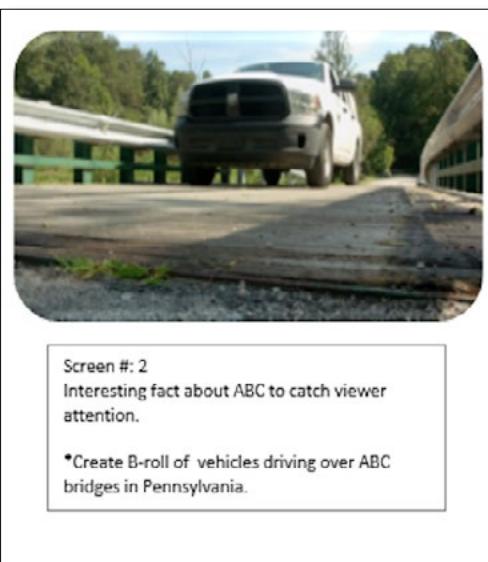
Once the outline was completed and purpose of the video finalized, the storyboard process began. A storyboard is your roadmap when you make a video. Like a script, your storyboard visually guides you throughout the production process. By planning your video, you know which shots you need to create and how to create them when filming begins. You can get others' feedback early on and make simple adjustments to your storyboard, rather than making major changes while filming.



To make a good storyboard, you don't need to be a visual artist (though you can be). A storyboard can be anything from comic book-like rough sketches to stick figures to computer-generated drawings. Understanding different ways to storyboard, you'll be set to visually plan your own video. Regardless of your budget or design experience, you'll be able to create a clear map that seamlessly guides you through production.

For the STIC Incentive Funding video, the storyboard served as a means for delineating how the video would unfold, shot by shot (like a comic book). Numbered

rectangles for each frame were used for easy reference and discussion. Each rectangle showed the scene, a brief description and graphics that would appear on the screen. Dozens of project photos and videos were sourced through to obtain the best graphics.



When the storyboard is approved by the client, scripting the storyboard can begin. Scripts will be quite short for these three to four-minute videos but still should be well written throughout. Tailor your scripting idea because the clearer the idea, the better. Any key details are noted next to every storyboard frame, this way nothing will get overlooked during production. As you read through the final script, you should be able to visualize the video in your head.

It may seem like an extra step in the video production process, but storyboarding is the best way to share your vision with others. We've all had experiences where we were trying to explain something and the other person just can't see your vision. While it may take you a little while to put your storyboard together, in the long run it will save you time in revisions later. Not only will it help you explain your vision to your team, but it will also make the creation process go more smoothly.



Megan Olivera



## EMPLOYEE SPOTLIGHT



**ELAINE RODRÍGUEZ**  
COMMUNICATIONS MANAGER

“IT'S NOT WHAT WE HAVE IN LIFE, BUT WHO WE HAVE IN OUR LIFE THAT MATTERS.”



**CHRIS WARD**  
SENIOR GRAPHIC DESIGNER

“DESIGN WON'T SAVE THE WORLD, BUT IT DAMN SURE MAKES IT LOOK GOOD.”



## EMPLOYEE SPOTLIGHT



**MEGAN GANN**  
CORPORATE MARKETING AND  
COMMUNICATIONS MANAGER

“THE GREATEST THING YOU’LL EVER LEARN IS JUST TO LOVE AND BE LOVED IN RETURN.”



**AMBER MULLINS**  
COMMUNICATIONS MANAGER

“IF THERE’S A BOOK THAT YOU WANT TO READ, BUT IT HASN’T BEEN WRITTEN YET THEN YOU MUST WRITE IT.”

# THE GIFT OF GIVING WITH L&M CHRISTMAS TREES



QUEST IS HONORED to support longtime friend Lance McCullers of L&M trees. As part of our Small Business support efforts, Quest Corporate Marketing Manager Megan Gann is creating their website and leading their social media and marketing plan initiatives for this upcoming holiday tree season. Working closely with Lance and his wife Stacie, who is also a Realtor with TOMLIN STCYR Real Estate Services in Tampa, Megan says, “I am always hoping to work with good clients, and Lance and Stacie are great. I can work easily with them to ensure that my designs meet all the expectations. Together, we understand how strategy plays a part in marketing and advertising. With everything changing in the world these days, it’s important that I come up with strategic ideas that work with the plan. Also, I’m learning so much about Christmas Trees.”

Did you know there is an American Christmas Tree Association? Did you know that the sales figures from the National Christmas Tree Association show that, throughout the years, Americans have preferred to put their presents under a real Christmas tree? In 2019, nearly 33 million real Christmas trees were purchased while only 23 million fake trees were purchased. Oregon, North Carolina, Pennsylvania, Wisconsin, Washington, New York, and Virginia are the top Christmas tree-producing states. Quest Owner Sharlene Lairsey started her professional sales career at the age of 11 selling Christmas Trees for Lanny McCullers. According to Sharlene, “Lanny’s son Lance McCullers and

I became great friends in the 7th grade. It was then that I was given an opportunity to work on the tree lots, first cleaning and organizing, then collecting money and cashiering in a little booth, then there was inventory of the lot, understanding the differences between all of the various trees, finally graduating to sales and eventually to managing or co-managing one of the many lots that the McCullers Family was well known for.”

From 1976 to somewhere around 1996, selling Christmas trees was part of Sharlene’s tradition. “I worked hard for 15, sometimes 18-hour days, around the Tampa Bay area every year from Black Friday to Christmas Eve. For years, I did all my Christmas shopping on Christmas Eve with barely enough time to wrap presents. But I never missed our family Noche Buena celebration, nor did I miss attending midnight mass with my Aunt Sandra and her family. My mom always cooked a huge brunch on Christmas morning, then around noon, I typically went straight to bed... sleeping for what seemed like for the next two to three days. Selling Christmas Trees was not my only job either... and in the 80’s I was in college, then in the 90’s married and having kids. It was simply my seasonal job, but it was one that to this day contributes to some of my most favorite memories. Not to mention, past Quest employee Carlana McCullers Hoffman, to this day is one of my very best friends. Together, we have so many Christmas tree lot stories. And throughout the years, I made so many Christmas Tree Lot friends. And yes, even my children sold Christmas trees at one time or another. And I am pretty sure there are a few of you out there who purchased a tree from me, as it was always a talking point with family members, professors, employers, neighbors and/or our customers. Why do I care? Well, it was all about making people happy. Hanging out with the sweet smell of Christmas trees. Helping customers figure out the right tree to fit their homes and their budgets. You had to have a certain personality to push trees in Florida. And the McCullers Family... well, they taught me everything I know.”

## L&M Christmas Trees



For over 60 years, L&M trees has been the premier provider of real Christmas trees, bringing holiday joy right to your living room. Handed down from generation to generation, our trees are handpicked and ensured the best quality from some of the top growers throughout the United States.

When you purchase a Christmas Tree from L&M Trees, you are purchasing a tree that holds beauty, as well as family history.

**Visit us in Tampa!**



**Located in front of HB Plant High School  
2415 S Himes Ave, Tampa, FL 33629**

**Contact us!**

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813.245.0958

✉ [LandMchristmastrees@gmail.com](mailto:LandMchristmastrees@gmail.com)

🌐 [LMChristmasTrees.com](http://LMChristmasTrees.com)

# THEY ARE SIMPLY THE BEST!

# FEELING HORSE FEVER

THE HEALING POWERS of animals, especially horses is long documented. Who can resist unbiased loved? Horses are naturally intuitive and sensitive animals capable of sensing their riders' moods and mirroring their behavior. According to Quest's Sara Shepherd, who owns horses of her own, "This is what makes them such excellent therapeutic animals. Therapeutic horse riding, or hippotherapy, has been recognized as beneficial in helping individuals suffering from various mental, physical and emotional health issues to grow and heal. This includes those with PTSD, autism, cerebral palsy, among others."



Hannah has been riding with MTRA for four years. When she started, she could not sit up, so she rode laying down on the horse. After a month, she was able to sit up with assistance and grew stronger every week. Hannah now rides with just side walkers and she

can sit up, hold her reins and manage her horse. She has competed in Special Olympics, challenge shows, and lead line classes at Horse Shows in the Sun (HITS), known for prestigious competition. Her core strength, socialization and communication skills have been enhanced through equine-assisted therapies. The family has many financial obligations for her health that make activities like this difficult. Quest's donation will directly benefit Hannah.

C is in the Equine Experience Program, which focuses on foster children and at-risk youth. Because of privacy needs, we will call him C. This program has helped him deal with traumas that he has experienced in his young life. The ability to bond and trust with his horse has opened the door for him. C has come a long way in the last year at school, and through communication, appropriate behavior, self-esteem, and general well-being. We are keeping our fingers crossed because we believe he may have found a forever home, which he so deserves. This donation will help him continue in the program, which he desperately needs.



The program soon became a member of the North America Riding for the Handicapped Association (now known as PATH: Professional Association of Therapeutic Horsemanship International) and, in 2002, became a PATH International

Premier Accredited Center. MTRA also assists veterans and works closely with the Gainesville Veterans Affairs department. Current Executive Director Pam Morrison said Quest's \$500 donation will go to their scholarship program to help support two students, Hannah and C.

## HAVEN WOMEN OF PHILANTHROPY (HWOP)



QUEST'S AMY LEE Diel is always looking for the right thing to do. Recently, she discovered Haven Women of Philanthropy (HWOP) - a unique group of women who socialize together, while at the same time, learn about hospice programs and services. According to Amy, "They collaborate with the clinicians to vote on the most sustainable and needed projects. Last year, it was to fund the scribes for Haven nurses and doctors." Since Amy's involvement, Quest joined them in partnership to support their truck donation fund.

"COVID-19 shut down all stores, and only two trucks for their 18-county services area now exist," says Amy. Quest donated \$1,500 to their new truck fund, which delivers their Attic store items for Haven Hospice patients and their families. The store provides clothing, furniture and household items for patients' families who need help. As a sponsor, Quest's logo will be printed on the back of the new truck which travels throughout Duval, Clay, Alachua, Columbia, Volusia, Flagler, Gilchrist, Baker, Putnam, Suwannee, St. John's Dixie, Levy, Nassau, Hamilton, Bradford, Union and Lafayette counties.

**Just a quick note to let you know how excited we are to have Quest as our partner. We are very grateful to you and your firm for sponsoring the Attic Truck,"**

**- Sharon Jones, Vice President for Development of Haven**



## EMPLOYEE SPOTLIGHT



**KIMBERLY LICARI**  
EMPLOYEE RELATIONS MANAGER

**“SMALL THINGS DONE WITH GREAT LOVE AND KINDNESS WILL CHANGE THE WORLD.**



**AMY LEE DIEI**  
PROGRAM MANAGER /  
GOVERNMENT RELATIONS

**“I DON'T GO BY THE RULE BOOK. I LEAD FROM THE HEART, NOT THE HEAD.**

QUEST'S  
25<sup>TH</sup>  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**DIANE HACKNEY**  
ASSISTANT VICE PRESIDENT

“YOU CAN'T STOP THE WAVES, BUT YOU CAN LEARN TO SURF.”



**LORI MORGAN**  
BUSINESS / FINANCE MANAGER

“NEVER STOP SMILING.”

## HOME OF THE FIGHTING PANTHERS

EVERYONE NEEDS A cheerleader - friend or a loved one who thinks you are invincible and has no problem shouting it to the world. Bliss Freeman, niece of Quest Assistant Vice President Diane Hackney, is one of our favorite cheerleaders. Bliss cheers for Mulberry High School, which is located in Polk County in Central Florida. Mulberry is strategically situated at the crossroads of Tampa's dynamic eastward expansion and Lakeland's fast paced southward growth.



Diane Hackney

According to Diane, Bliss is someone who is always excited to support our Quest efforts and lift's my spirits when things may not be going for me as planned.”

At Quest, we wanted to make sure we tell those cheerleaders in our lives how much we appreciate them. This year, we made a financial donation to support the Mulberry High School cheerleading squad, and we're all looking forward to watching Bliss cheer.



## LET'S END HUNGER



“BECAUSE OF FRIENDS like you, Second Harvest was able to provide 63 million meals into our community last year. Thank you for your commitment to fighting hunger and for trusting us with your gift today,” says David Krepcho, President/CEO of Second Harvest Food Bank of Central Florida. Quest proudly gives back this nonprofit organization annually. According to Quest Owner/President Sharlene Lairscey, “Every year, we look forward to supporting HDR's Steve Ferrell's Annual lunchtime concert, which has raised money for worthwhile local organizations since 2009.” Check out his Lunch Time Concert here: [youtu.be/Toq3adhPfwc](https://youtu.be/Toq3adhPfwc)

The Second Harvest Food Bank of Central Florida is a private, nonprofit organization that collects, stores and distributes donated food to six Central Florida counties: Brevard, Lake, Orange, Osceola, Seminole and Volusia. From food pantries, soup kitchens, women's shelters, senior centers, daycare centers and Kids Cafes, their mission is to create hope and nourish lives through a powerful hunger relief network, all while multiplying the generosity of a caring community.



## IN MEMORY OF ANDREW GLENN BUTLER

AUGUST WAS SPINAL Muscular Atrophy (SMA) Awareness Month, and we couldn't allow the month to pass without remembering the beautiful son of long-time friend and former Quest employee Audra Butler, Andrew Glenn Butler. At the heart of Quest, contributing to Andy's Army/Cure SMA is important to our organization. After losing Andy to SMA type 1 in 2009, Audra was part of a group that successfully advocated for SMA to be added to Florida's newborn screening panel, which was implemented earlier this year. According to Audra, **“When babies are diagnosed early with the screening, they can be treated early, they have a better chance at life. I couldn't save Andy, but I'm pretty proud to have played a role in saving babies born today.”**



SMA is a neuromuscular disease that affects the nerves controlling movement and respiration. When you support Cure SMA, multiple SMA treatments become available, creating new outcomes and changing the course of SMA. They are building on the momentum as they work to ensure rapid access to approved treatments and invest in research and therapies that address all ages, types and stages of SMA. As the landscape changes, care and support have become even more important. Their new SMA Care Center Network is creating solutions in local communities by developing an evidence-based standard of care for SMA and training more healthcare professionals to provide excellent care. All funds support programs that improve the quality of life for all people affected by SMA. For more information, reach out to [info@curesma.org](mailto:info@curesma.org).



# I LOVE OUR IT GUYS!

THEY PROVIDE INTUITIVE, responsive, and innovative solutions to our employees and to our clients. I am excited to report that we have succeeded in our goals and have pushed the limits of information technology to new heights.

Did you know that the third Tuesday in September was National IT Professionals Day? It honors the men and women we rely on to keep us connected. This national holiday was created in 2015 by staff at a company called SolarWinds after they polled their workforce and found that non-IT staff under appreciated the work the IT staff did.

At Quest, we think our IT Team members are superheroes. These network engineers, database administrators, system administrators, developers, IT support technicians and information security professionals are awesome. They work tirelessly to solve the problems modern technology brings. Whether they are repairing systems, working with existing infrastructure implementations, or setting up a large-scale infrastructure, their experience is unparalleled.



*“Dylan...We often take things for granted when they become our norm. Throughout the years of working with you, your top-rated work ethics, your thorough analytical skills, your calm demeanor, and your quick response times have*

*become my norm with Quest. Doing a migration of this magnitude, with all the tweaks and questions we had during development and testing and all the data which had to be moved; for this new system to be rolled out as smooth as it, has been astonishing! It makes me realize the norm I have come accustomed to from you and Quest far exceeds the caliber of so many other vendors I have worked with, and migration processes I have been a part of throughout my decades with FDOT. Your attitudes are what sets you apart from so many others! Thanks again for all you do!”*

**- Cindy Feior, Technology Project Manager, FDOT District Five**

*“Tony...In the last decade, digital technology and innovation have transformed our societies, impacting how we tackle some of the world’s biggest problems. We are reaching more people at an increasingly faster pace. Our Quest Leadership Team appreciates your contribution to creativity, productivity, and innovation. It is obvious that you are passionate and please know that we recognize your diligence and determination. Thank you with hugs for all you do.*

**- Sharlene Lairscey / Jessica Francois, Quest Owners**



*“Working with David has been a great experience. He routinely provides Quest employees with so many different services and does so at a very high quality.”*

**- Maricelle Venegas, Quest Associate Vice President**



## WHY DO WE LOVE WORKING IN A TEAM?



Client satisfaction is always our top priority, which we meet through a mixture of our skillsets, but also our dedication, communication, and commitment to lifelong learning.

Work brings together individuals from all walks of life, with interests outside the office which are as different as can be. At Quest, we are friends. And while we all have different strengths, even within a team of similarly skilled people, we know that the right mix of people and skills coming together turns out to be amazing.

We truly enjoy sharing good times together. No one is ever alone. Whether it is putting several heads together to create the world’s next amazing idea or trying to figure out how to meet that Friday afternoon deadline, we know that it is nice to have other people around.

QUEST'S  
**25**<sup>TH</sup>  
ANNIVERSARY

## EMPLOYEE SPOTLIGHT



**SHARLENE LAIRSCEY**  
OWNER / PRESIDENT

**“** I LOVE YOU NOT ONLY FOR WHAT YOU ARE, BUT FOR WHAT I AM WHEN I AM WITH YOU.



**JESSICA FRANCOIS**  
OWNER / VICE PRESIDENT

**“** WE CAN CHOOSE COURAGE OR WE CAN CHOOSE COMFORT, BUT WE CAN'T HAVE BOTH. NOT AT THE SAME TIME.



ADMINISTRATIVE | ADVERTISING CAMPAIGNS | AGENCY ADVOCACY | ANNUAL REPORTS | ANIMATION  
BILINGUAL/TRANSLATION SERVICES | BILLBOARD DESIGN | BRAND IDENTITY/BRAND STRATEGY | BROCHURES/FLYERS  
BUS STOP SIGNAGE | COMMUNITY EVENT PLANNING | COMMUNITY SPONSORSHIP PROGRAMS | COMMUNITY OUTREACH  
COMMUNITY WORKING GROUPS | COMMUNICATION PLANS | CONSENSUS BUILDING | COPYWRITING  
CREATIVE SERVICES | CRISIS COMMUNICATIONS | CUSTOMER APPRECIATION/EMPLOYEE APPRECIATION PROGRAMS  
DATABASE MANAGEMENT | DIRECT MAIL CAMPAIGNS | DRONE SERVICES | ECONOMIC IMPACT BROCHURES AND SURVEYS  
ENVIRONMENTAL COORDINATION | FOCUS GROUPS | GAMIFICATION TECHNIQUES | GIS SERVICES | GRAPHIC DESIGN  
GRANT WRITING/GRANT REPORTING | IMAGE CAMPAIGNS | INTERGOVERNMENTAL/COMMUNITY RELATIONS  
INCENTIVE PROMOTIONS | ISSUE RESOLUTION AND DOCUMENTATION | LOGO DEVELOPMENT | MARKET RESEARCH  
MARKETING CAMPAIGNS/MARKETING PLANS | MASTER PLAN UPDATE REPORTS | MEDIA BUYING/PLANNING/PLACEMENT  
MEDIA RELATIONS | MEETING FACILITATION | NATIONAL OUTREACH EFFORTS | NEWS RELEASES | NEWSLETTERS  
ONLINE/VIRTUAL MEETINGS/BRIEFINGS | ONLINE FOCUS GROUPS | PARTNERING FACILITATION  
PHOTOGRAPHY | PUBLIC ENGAGEMENT | SOCIAL MEDIA | SPEECH WRITING | STRATEGIC COMMUNICATIONS  
VIDEOGRAPHY | WEBSITE DESIGN | WORKFORCE DEVELOPMENT

DBE | MBE | SBE | WBE CERTIFIED



/QCAUSA



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