

QCA



Be Informed

Quest Corporation of America, Inc.
Communication is Power.
Collaboration is Key!

Dear QCA Friends and Family,

I am so excited to share this issue of Be Informed! Many of you know about my "Transformation for Transportation" 2016 tour. My travel kicked off on Friday, July 1 from my home in Lutz, Florida down to Key West as planned. Meeting with our existing clients, and enjoying time with QCA associates in South Florida was a great motivator for the beginning of this trip. I journaled daily, sharing my experience through my internal Conveyances companywide. While I documented the trip with social media, I chose not to blog. From the southernmost point in the Continental United States, I traveled on U.S. Highway 1 through Florida to Georgia. So far, I've covered Florida, Georgia, Alabama, Tennessee, South Carolina and North Carolina. At the end of October, I travel to Maine and will drive south with a goal of completing the Eastern Standard Time Zone of the United States before the end of the year.

While this trip is not easy (at least not as easy as I thought it would be), I had the privilege of meeting and spending such wonderful time with our top transportation industry leaders. They are wonderful social creatures so don't take them for granted. We are blessed to have them as leaders. And, they are so passionate about leading us. I can't thank these individuals enough for their time, and for sharing their wisdom. Please know that as a result, I am thriving. I am growing, and I am learning. More than ever before, I am feeling healthy and experiencing passion

"I am thriving. I am growing, and I am learning. More than ever before, I am feeling healthy and experiencing passion and excitement at work and outside of it."



and excitement at work and outside of it. Armed with insight, my own sense of self, and the right strategies, the expertise I'm gathering is guiding me towards aligning my personal and business goals like never before.

Part of what makes going to work worthwhile is the people we meet and the relationships we form. We had these discussions. We also discussed encountering difficult people who try to deplete our reserves rather than fill them. Learning how to deal with them effectively is necessary for getting work done and sparing ourselves – and others – of wasted (negative) energy.

In August, QCA turned 21! My daughter and successor Jessica Francois officially became a Corporate Officer (Vice President), as did best friend and long-time Senior Vice President Diane Hackney (Corporate Secretary / Treasurer). I have put my heart, soul and vision into building this company, and together we will continue to build the business – and the lives – we've always envisioned.

Thank you for your faith in our organization. Please enjoy!

With much love and many blessings,

A HOLISTIC APPROACH TO LEADERSHIP

QCA's Leadership Team is discovering that working to improve our well-being in the office, rather than trying to change the offender or the corrosive working relationship, is the most effective remedy for incivility. Just as medicine is shifting from a focus on fighting illness to one on promoting wellness, we believe in confronting the situation with love. We are finding a more sustainable way to deal with bad behavior is to make ourselves impervious to it – or at least a lot less vulnerable. We love our employees and we want them to thrive. What is thriving? It's the psychological state in which a sense of vitality and self-improvement fortifies people against the vicissitudes of life.

Thriving people are healthy, more resilient and better able to focus on their work. They are buffered against distraction, stress and negativity.

As stated in a recent study of several organizations across industries, "Employees characterized as high thrivers burned out less than half as often as their peers. They were 52 percent more confident in themselves and their ability to take control of a situation and their performance suffered 34 percent less after an unpleasant incident."

Bottom line... If you're thriving, you are less likely to take things personally when someone corrects you or makes suggestions for improvements. Instead, you are more focused on happiness and navigating towards your goal.

ABOUT QCA

Since 1995, QCA 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.

Solely owned and operated by Sharlene Francois Lairscey, QCA is licensed and minority certified (DBE / MBE / SBE / WBE) to serve nationally.

OUR CULTURE OF LOVE

QCA's culture is driven by one thing – LOVE. Of course, we have revenue targets, and our goals are financially driven. But, our purpose has always been around 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 should always be a priority. Balanced employees work twice as hard and consistently deliver exceptional results for our clients. And, we believe no matter what, at the end of the day we should always have fun. Loving each other and laughing is part of our core DNA. From powerwalks to rollerblading, birthday and ice cream social celebrations, NFL Dress Day, to "Wine Down Wednesdays," our employees are smart, fun and accountable.

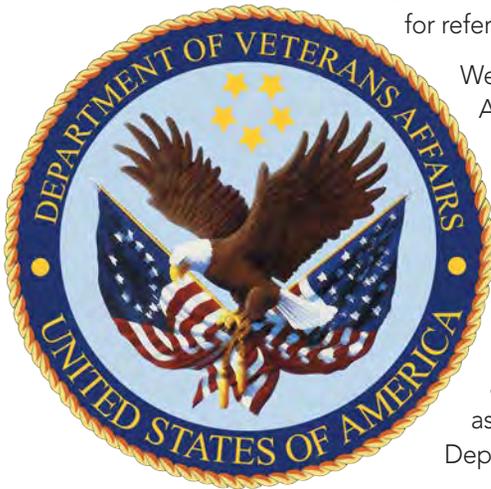
Let us know how we can better serve you by calling our **Quality Customer Assurance Hotline**, 24 hours a day, 7 days a week, 365 days a year. 1-844-QCA4LUV (722-4588)

If you are interested in receiving a copy, please visit our website homepage at QCAusa.com, or contact us toll free at 866-662-6273.

QCA SUPPORTS U.S. DEPARTMENT OF VETERANS AFFAIRS

QCA is successfully serving the Florida Department of Veterans' Affairs (FDVA) with honor and hopes to use this opportunity to provide marketing, outreach and education on a national level.

Bringing on new clients is always challenging. At QCA, we are concentrating on the clients we currently have, doing our best work and asking for referrals.



We are building connections throughout the nation. According to QCA Vice President and Project Manager Jill Cappadoro, "It makes sense to develop relationships where one client is in a position to refer you to many more." QCA's existing client, FDVA, is wonderful and continues to praise the work QCA is doing. In August, Company President Sharlene Lairscey traveled to San Antonio, Texas to learn more about the VAs and their many specialized needs, as well as about the many services the various Departments aim to provide.

Sharlene stated, "The U.S. Department of Veterans Affairs will benefit from a marketing / branding agency such as QCA that uses public relations as a complementary service to what they are already doing. In Florida, we are the go-to professional when it comes to a content marketing strategy such as social media.

"It makes sense to develop relationships where one client is in a position to refer you to many more."

– Jill Cappadoro

OPERATION: FLORIDA VETS MOBILE APP

QCA's state agency team kicked off the media outreach and branding initiatives contract with energy and style! Comprised of Project Manager Jill Cappadoro, Creative Services Manager Joe Duhamel,

Web Developer Dylan Conway and Marketing and Outreach Specialist Maddie Pfingsten, this team came out swinging with many accomplishments already underway, including a refreshed social media plan, a public service announcement to recruit health care professionals, and initiatives to refresh and maintain content for their FloridaVets.org website.

Then the team was tasked with implementing an innovative approach to reach and better inform Florida veterans. What we internally call Operation Mobile App: launching a refreshed interactive, engaging and informative mobile app for Florida veterans.

The goal of this mission is to connect Florida veterans and their families with unclaimed benefits, and provide access to information about federal and state veterans' issues.

By proudly supporting our Florida veterans, QCA is inspired to demonstrate our appreciation to those who have served – and are serving – our nation's armed forces.

Get the FDVA app today by typing "Florida Vets" into your app store search bar.



A BIG SOUTHWEST FLORIDA...

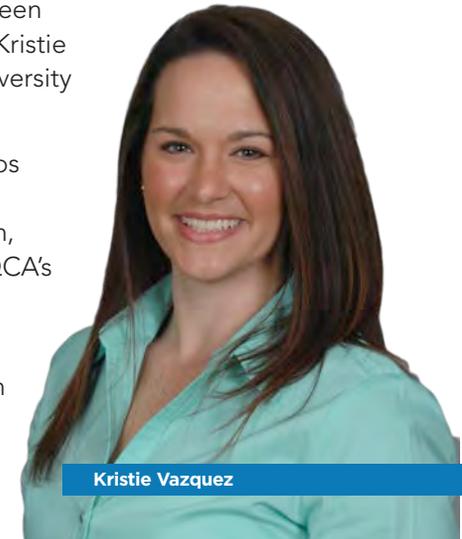
"Welcome Aboard Kristie"

Welcome aboard to the newest member of our Southwest Florida team! QCA is excited to have Kristie Vazquez join the ranks as area manager and public information specialist in Southwest Florida. Kristie is serving in Highlands, Polk, Hardee, DeSoto, Glades and Okeechobee counties showcasing QCA's exceptional community outreach services to current and future clients.

According to QCA Southwest Florida Manager Maricelle Venegas, "She's no stranger to the area having been born and raised in Highlands County, and her love of her community has kept her calling Sebring home." Kristie graduated cum laude from the University of Florida with a Bachelor of Science in Business and Warner University with her Master's in Business Administration.

Her most recent experience as the director of sales and marketing for Sebring International Raceway equips her with an enthusiastic desire for building lasting customer relationships and coordinating marketing and communications strategies to help our clients excel. With eight years of experience in community outreach, marketing, event management and communications, Kristie brings a client centered focus to expanding QCA's presence in the heartland region of the state.

Outside of work, you'll find Kristie chasing her 1-year-old son in circles, and spending time with her loud Italian family. She enjoys working out in her spare time and has a sincere appreciation for the finer things in life – pizza and Dunkin' Donuts Munchkins – hence the reason for her emphasis on physical fitness. Kristie looks forward to working with our awesome clients and meeting you in the near future!



Kristie Vazquez

US 17 (SR 35) WIDENING PROJECT PUBLIC MEETING

QCA proudly serves the Florida Department of Transportation in coordinating the public meeting highlighting the widening project of US 17 (SR 35) from the Desoto / Hardee County line to Sweetwater Road in Hardee County.

QCA's Public Involvement Specialists Kristie Vazquez and Lori Buck were on site at the Hardee County Agri-Civic Center in Wauchula to facilitate the public gathering and assist residents with their project related questions and concerns. A great turnout of elected officials, local media, and residents



Lori Buck

had the opportunity to view the project plans, consult the design team, and provide feedback on the proposed changes.

This project will add ease to the flow of traffic in the area by widening the current two lanes of roadway to four and building new two lane bridges over Charlie Creek and Charlie Creek Overflow. New roadside drainage swales and stormwater ponds to manage water running off the roadway will also be an added benefit to the area upon completion. Check out www.SWFLRoads.com for more details and updates on this project.



HAVE YOU EVER SEEN A BRIDGE SETTING?

The Lee County Metropolitan Planning Organization Complete Streets Initiative took a big step forward this summer by adding the first of two bicycle and pedestrian bridges through a preserve area. QCA's Steve Doane snapped photos and video as crews lowered the 18-ton segment into place.



QCA is proud to serve Atkins, one of the world's most respected design, engineering and project management consultancies, on this \$10.4 million multimodal transportation project,



Steve Doane

funded through a Federal TIGER grant (Transportation Investment Generating Economic Recovery). The Complete Streets Initiative is an innovative series of projects designed to bridge critical gaps in the county's multimodal network, making roadways safer and more accessible for all users. According to Steve, "The program adds 13 miles of new bike lanes, sidewalks and shared-use pathways across Lee County, Florida connecting gaps in the existing multimodal system. The project also adds new transit facilities, expanding community access to bus shelters."

As part of that work, crews are building an asphalt and concrete shared-use pathway along the south side of Daniels Parkway in Fort Myers. The 5-mile route passes across Six Mile Cypress Slough Preserve, a 3,600-acre wetland preserve in Lee County. To reduce the impacts to this environmentally sensitive area, the project team will install two bicycle and pedestrian bridges across waterways in the preserve. The 94-foot, 18-ton segment was installed as one piece, requiring two cranes and late night work.

As crews lowered the bridge into place, QCA's Steve Doane documented the work by taking photos and recording video. Steve used the photos and video footage to create a video for the project website. Throughout the project, QCA has utilized our website, LeeCompleteStreets.LeeMPO.com as a community portal to the project. Steve, along with QCA's Lori Buck and Dylan Conway, have utilized video construction updates as an innovative means of showcasing the progress being made, while touting the project's benefits and emphasizing safety. These short video segments allow the team to frequently update the community and our stakeholders about the work being done, while building support for the positive impacts our project provides.

LEADING PUBLIC OUTREACH FOR COLLIER COUNTY PUBLIC UTILITIES RENEWAL

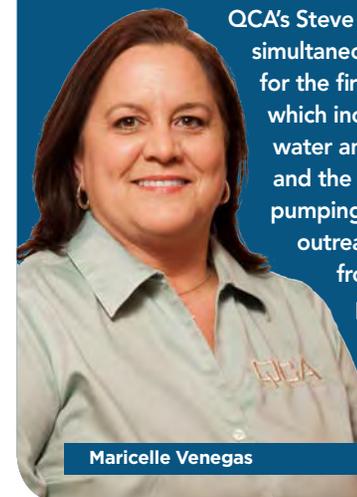


QCA is grateful to support Collier County's Public Utilities Renewal Program, handling public outreach tasks for clients in three program areas.

QCA is proud to be part of the Southwest Florida based engineering firm Hole Montes, Inc. team

for utilities renewal projects in the Basin 306 area of Collier County, Florida, the first of three basin areas to start construction. These projects restore, replace and add new water and wastewater in the southern part of Collier County.

QCA has been serving Southwest Florida for many years. According to Manager Maricelle Venegas, "We know these communities and our team as an ongoing commitment to serving them with only excellence in mind."



Maricelle Venegas

QCA's Steve Doane has provided simultaneous public outreach support for the first three projects in this area, which includes the installation of new water and wastewater infrastructure and the rehabilitation of master pumping stations. As part of this outreach, Steve, with support from QCA's Creative Team, has produced project signs, fact sheets and has facilitated a public meeting along with individual meetings with project stakeholders.

Stable. Strong. Committed to Northeast Florida.

Jacksonville is my home. I live, work, volunteer and raise my family here. I drive these roads every day and never miss the chance to talk about the incredible growth and economic development we are experiencing in Northeast Florida. I have a genuine love for Duval County and the surrounding communities.

I serve the Florida Department of Transportation (FDOT) as public information officer and community affairs liaison for the Overland Bridge Replacement Project and the J. Turner Butler / Interstate 95 Interchange Project and as FDOT District Two Field Outreach Coordinator for the

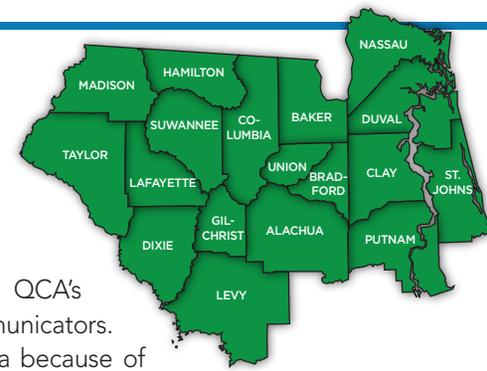
Traci Missildine



Construction Careers Consultant statewide contract. Additionally, I'm supporting the Jacksonville Transportation Authority (JTA) Skyway Modernization Plan with RS&H and the FDOT's Construction Career Day program as part of the program's publicity committee.

As QCA's Business Unit Manager, I'm honored to lead QCA's Northeast Florida team of professional transportation communicators. My team has been handpicked to support Northeast Florida because of their passion, knowledge and dedication to this area.

"My team has a heartfelt passion for Northeast Florida, and we're continuing to grow with the support of a company excited about investing 110 percent in our future."



Meet your LOCAL Northeast Florida team!



Ale'ta Turner – Serving as the Northeast Florida Marketing and Outreach Coordinator, Ale'ta specializes in public relations, special events

and workforce development. Her accomplishments include coordinating 100 community conversations in Jacksonville and serving as events coordinator for more than 10 community meetings including two conventions. She serves as a transportation professional with experience in innovative marketing and public relations strategies.



Nick Lulli – A dedicated and energetic communicator with a wealth of experience dealing with the public and the media. He has been bestowed honors for his role

in communicating crisis situations to the masses. He has experience in cultivating brands across local and national platforms as well as a willingness to listen, learn and formulate solutions. Serving as a public information officer for Northeast Florida, Nick specializes in public relations, media relations and crisis communications.



Karen Harrell – A veteran communications professional with more than 19 years of experience in community engagement, public affairs and customer relations, Karen is experienced in

developing communications strategies that effectively connect with a diverse cross-section of the community spectrum. Her background encompasses serving state and local public sector agencies, providing government relations, media relations, public meeting and special events coordination, issues mediation and public speaking.



Stephanie Araujo – A long-time resident of the Jacksonville area, Stephanie brings more than 25 years of experience integrating public relations strategies

across a broad range of public and private sector industries with a heavy emphasis on transportation. She has in-depth experience in developing and implementing community outreach and excels at building positive community and client relationships, educating the public, and gaining understanding and support for major initiatives.

DECADES OF SERVING NORTHEAST FLORIDA AGENCIES

- Alachua County
- Alachua County Department of Community Support Services
- City of Jacksonville
- Clay County
- Department of Aviation / Jacksonville Airport
- First Coast Metropolitan Planning Organization (North Florida Transportation Planning Organization)
- Florida Blue
- Florida Department of Transportation
- Gainesville Metropolitan Transportation Planning Organization
- Green Cove Springs
- Jacksonville Transportation Authority
- Memorial Hospital Jacksonville
- Raymond James

JTA IN THE SPOTLIGHT



QCA's Northeast Florida Manager Traci Missildine and Public Involvement Specialist Nick Lulli are thrilled to be supporting the Jacksonville Transportation Authority (JTA) and RS&H, one of Florida's largest privately held architectural and engineering companies headquartered in Jacksonville, with the initial development and implementation of a communication plan for the JTA Skyway Modernization Program.



SR 30 (US 98) PD&E Study

QCA has been supporting Project Development and Environmental (PD&E) studies for over 20 years. Developed by the Florida Department of Transportation (FDOT), a solid PD&E study determines social, economic, natural and physical environmental impacts associated with a proposed transportation improvement project. In Northwest Florida, QCA's Karen Harrell, Jessica Francois and Rebecca White



are serving Engineering Firm RS&H and FDOT as the State Road 30 (US 98) PD&E Study kicks off.

The PD&E process follows procedures set forth in the National Environmental Policy Act of 1969 and federal and

state laws and regulations. It requires the combined efforts of professional engineers, planners, and scientists who collect and analyze project-related information to develop the best solution for transportation needs.

An important component of the process is public and agency involvement. This is where QCA comes in. From data collection to supporting report preparation to public and agency involvement, QCA's specialized team partners with engineering firms statewide.

According to Karen, "This particular study examines potential improvements for SR 30 (US 98) from Portside Drive in Santa Rosa County and continues to SR 393 (Mary Esther Boulevard) in Okaloosa County, a distance of approximately 24.5 miles. And, since US 98 is a premier arterial roadway throughout Florida's Gulf Coast, this corridor serves a number of different users including home to work commuters, a large retirement population, military facilities and vacationers."

Jessica went on to say, "The PD&E process will provide many opportunities for the public to view information about the project and to comment on the proposed improvements. Public Involvement activities will continue throughout the duration of the project."

QCA OPENS NEW OFFICE IN CHIPLEY

QCA, answering a strong demand to expand throughout Northwest Florida, announced the opening of our Chipley location in August. According to Company President Sharlene Lairscey, "We're excited to bring a more localized approach to this area. Personalized and intimate experiences as well as simply our small business advantage when it comes to our understanding of our customers' needs are at the top of the list these days."

QCA continues to grow. We are partnering with local schools to support internship programs and recruiting new employees to serve our transportation industry clients in a number of ways. As a professional marketing and communications firm, we continue to focus on our core competencies. From administration to marketing, graphics and web to public involvement and community outreach, QCA's goal is to offer full service communications solutions.



TEAMFL ... HAVE YOU BEEN? And are you GOING IN OCTOBER?

In the great race to the top who you know matters and industry and trade associations are filled with potential contacts. The events are something we always enjoy. QCA Business Unit Manager Jessica Francois attended the Transportation and Expressway Authority Membership of Florida (TEAMFL) summer meeting, held in conjunction with the Floridians for Better Transportation (FBT) annual meeting at the Loews Don CeSar Hotel in Saint Petersburg, Florida. Attendees included board members and executive staff of statewide expressway and transit authorities, the Florida Department of Transportation, the Florida Transportation Commission, and private sector transportation partners. According to QCA National Services Vice President Mary Brooks, "Not only are TEAMFL events a fantastic networking opportunity, but they also provide insight to statewide transportation issues and initiatives." See you in October!

"These meetings give members a chance to connect and create relationships, making them fabulous networking opportunities for members who want to strengthen ties with clients or colleagues in our industry."

Jessica Francois



Strategically located, QCA Business Unit Manager Jessica Francois, Area Manager Rebecca White and Corporate IT Manager Greg Christopher worked diligently to get the office up and running. Sitting right across from the Florida Department of Transportation (FDOT) District Three office, QCA's new office is in a prime location. Our Chipley Office is open Monday through Friday, 8 a.m. – 5 p.m., so if you're in the neighborhood, feel free to stop by to say hello!

OFFICE: 680 Brown Street • Chipley, FL 32428

For more information, contact:
Jessica.Francois@qcausa.com

ALTERNATIVES PUBLIC MEETING

QCA continues to serve the FDOT and Arcadis on the Interstate 95 (I-95) Gateway and Boynton Beach Boulevard PD&E Project. Our South Florida team works hard to inform the residents of the upcoming project and allow opportunity for input.

In July, QCA organized the Alternatives Public Workshop at the Inn at Boynton Beach, inviting residents and interested stakeholders to review three alternative options for the two major I-95 Interchanges. QCA's Eileen LaSeur, Tamara Phillips and Isabel Gonzalez collected the valuable information and feedback from the more than seventy



residents and stakeholders who attended the Open House.

QCA's Eileen LaSeur stated, "We had a great turn out at the Public Alternatives Workshop. This project is important for the future of the community and the level of service for the two interchanges."

The PD&E study began in September 2015 and is evaluating the intersections of Gateway and Boynton Beach Boulevard. Under existing conditions, both intersections are operating below standards. The improvements are anticipated to help vehicles move more freely, reduce traffic delay and help improve safety.

WATER and SEWER LINE REPLACEMENT for the CITY OF CORAL SPRINGS

QCA is proud to announce its partnership with Eckler Engineering, Inc., to provide public information for the City of Coral Springs' Sample Road water and sewer lines replacement project.

QCA's Angel Streeter Gardner will serve as the public information officer for the project through downtown Coral Springs in Broward County, Florida that will replace aging infrastructure along one of the city's busiest corridors. Angel's responsibilities include providing public outreach and information prior to and during construction. According to QCA's Southeast Florida Manager Beth Zsoka, "QCA is a local communications firm with experienced communications and project management professionals able to manage the day to day community outreach for complicated infrastructure projects such as these."

Working closely with the city's marketing and communications department and Community Redevelopment Agency, Angel will be responsible for working closely with businesses significantly impacted by lane and road closures, organizing public meetings, promoting the project and providing project information on multiple platforms to reach residents and commuters.

"I'm thrilled to be serving as the liaison between the community and the project team," said Angel.

"QCA is really pleased and excited to be working with the City of Coral Springs on this critical infrastructure project."

- Angel Gardner



BUILDING SUPPORT FOR UNIVERSITY DRIVE DESIGN

QCA's Angel Streeter Gardner continues to gather the input and support of the community during recent meetings of homeowner's associations in Coral Springs, Florida for the Florida Department of Transportation's (FDOT) University Drive project.

Teaming up with Professional Engineering Firm DRMP, Inc., Angel organized the recent meeting as part of QCA's public involvement efforts for the design phase of the FDOT District Four future widening of University Drive between Cardinal Road / NW 40th Street and the Sawgrass Expressway. The meeting allowed the representatives of homeowner's who live along the corridor to meet with the project engineers, FDOT and City of Coral Springs staff to

"This is an essential part of QCA's overall philosophy to engage and reach out to communities on their turf and on their level, we come to them and let them know that their input counts."

- Angel Gardner

discuss the specifics of the project and ask questions. The stakeholders also were able to provide their input on proposed design features.

The QCA team is responsible for identifying and reaching out to the homeowner's association representatives, setting up the meeting, greeting attendees and documenting their input. During the meeting, QCA provided information on how the project team would continue to seek public input.

"This is an essential part of QCA's overall philosophy to engage and reach out to communities on their turf and on their level," Angel said. "We come to them and let them know that their input counts."

- Communications Strategies
- Media Relations
- Analyst Relations
- Blogger Outreach
- Award Submissions
- Speakers' Bureau
- Social Media
- News Releases
- Media Training
- Product Launches
- Events

WHEN YOU WANT THE MEDIA TO LOVE YOU

QCA IS ABSOLUTELY, UNEQUIVOCALLY THE LOWEST-COST, HIGHEST-CREDIBILITY AND ROI PARTNERSHIP ANY COMPANY CAN WANT. We leverage public relations across all media (TV, print, radio, internet and more) to build positive awareness for our clients that ensures success. At the end of the day, the media plays a huge part in stakeholder communications.

QCA helps clients get their important messages out to broad audiences by managing media relations on high-profile projects. Around the country, our associates support media tasks from arranging and conducting on-camera interviews, to developing all manner of material for reporters to use in their stories, crafting media talking points and news releases, and organizing media tours and other events.

According to QCA Corporate Officer and North Florida Business Unit Manager Jessica Francois, "QCA associates are adept at following agency media policies, as well as providing media training to agency staff. Whether it's using the industry-standard media value platform or our own customized plan, we assure proper coverage."

The following are just a few examples of the successful media collaboration QCA staff has contributed to major projects:



In Southwest Florida, the Lee County Metropolitan Planning Organization and local partners used a \$10.5 million TIGER Discretionary Grant (Transportation Investment Generating Economic Recovery) to improve safety and connectivity on bicycle and pedestrian paths. The grant allowed Lee County's Complete Streets Initiative to provide a safe, connected corridor for biking, walking and transit that stretches from downtown Fort Myers, through Florida Gulf Coast University, and links to Collier County by transit.

QCA associates Maricelle Venegas, Lori Buck and Steve Doane handled the community engagement for the Lee County Complete Streets Initiative. Efforts included producing a video released to the local media and community partners of the May 6, 2016 TIGER Walk and Bike to School event to showcase some of the new sidewalks. In collaboration with community partners, QCA created a series of project collaterals with information about the event

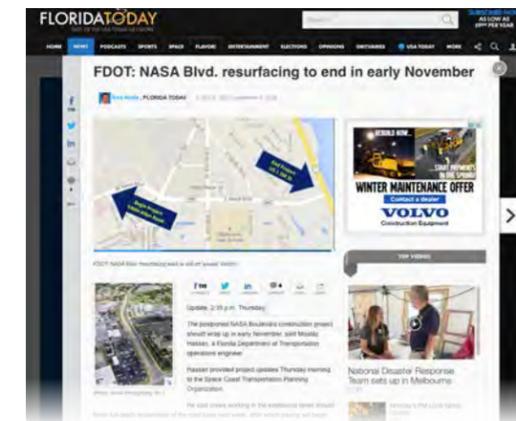
and the ongoing project. These materials included an invitation flier, coloring sheet, press release and fact sheet. Once finalized, QCA distributed materials to the community.

A press release and project fact sheet were also sent to local media organizations, including: *The News-Press*, *Naples Daily News*, NBC 2, WINK, ABC 7, Fox 4, *Florida Weekly* and *Breeze Newspapers*. QCA followed up with phone calls to the listed news organizations and arranged for an article in *The News-Press* ahead of the event. The news article appeared both on news-press.com and in the May 6 edition of *The News-Press*.



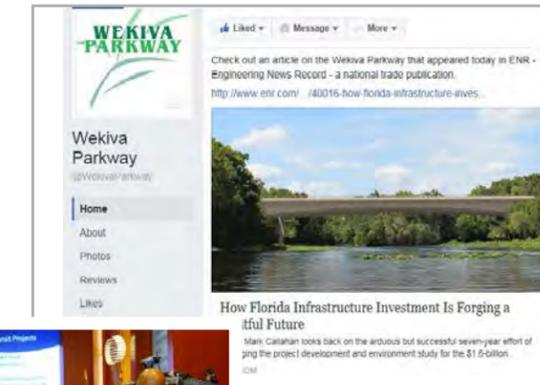
On Florida's east coast, QCA Area Manager Lisa Mark provides community awareness on FDOT construction projects in Brevard County, including NASA Boulevard. This roadway is used daily by over 5,000 defense contractor commuters and is the main access corridor for the City of Melbourne Airport. Lisa met the challenge of managing public and business concerns surrounding construction suspension for more than a month, with the reduction from four to two lanes affecting business on the boulevard.

Lisa used the new roadway repair or "reclaim" process being installed on the eastbound side of the project, emphasizing the eco-friendly aspect and cost savings for the state to help draw media interest. The strategy resulted in an excellent article by



Florida Today informing the public of the project status and greatly reducing complaint calls from motorists. "The press exposure served to alleviate pressure from businesses, as they heard the "story" from another source, lending credibility to the reasons for delay," Lisa said. After the article, she also helped conduct an onsite meeting with the businesses most affected serving to "lend an ear" to individual concerns.

In Central Florida, QCA staff supported prime consultant HDR and FDOT in working with the media to get the word out about the Orlando International Airport Alternatives Analysis. QCA's Eileen LaSeur ensured the media covered the scoping



meeting at the Greater Orlando Aviation Authority (GOAA), introducing the project to elected and appointed officials, and agencies. This high-profile project identified a recommended alternative for providing effective transit service that achieves connectivity within the study area, including linking to the SunRail commuter rail service.



Serving one of three legacy transportation projects in Central Florida, Wekiva Parkway Public Involvement Coordinator Mary Brooks has ensured the media has received a steady stream of news about the completion of the region's beltway – via a host of mediums. Mary has conducted groundbreakings and grand openings including state and local dignitaries, project

media tours and briefings, as well as countless reporter interviews. She recently worked extensively with FDOT and Central Florida Expressway Authority staff and consultants to help develop an expansive story for a national trade publication. The August 15 cover story in ENR – the Engineering News-Record – explained the parkway's history, environmental challenges and unique wildlife protections.

HAVE YOU MET OUR SOCIAL MEDIA TEAM?

QCA's Kelsey Morrow, Maddie Pflugsten and Kaylin Walsh are leading and managing social media channels such as Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, and Google+. According to Corporate Communications Manager Kelsey Morrow, "These services cover daily content generation and user engagement. As we continue to develop a customized model not only for QCA, but for our clients, our focus is to establish social media objectives and measure those objects through detailed reporting."

QCA is providing training to our field personnel. Our internal Innovative Task Team, lead by Greg Christopher, is focused on staying abreast of the technology. As co-chair to this team Kelsey's role is to create and integrate.



Maddie Pflugsten

Kelsey Morrow

Kaylin Walsh

- Content Creation
- User Engagement
- Customized Media Channels
- Daily Management of Platforms
- Social Media Strategies
- Advertising via Social Media

GETTING THE WORD OUT IN BREVARD

How do you reach large resident and business communities spanning four municipalities on your project corridor? QCA Manager Lisa Mark faced that question with the Florida Department of Transportation (FDOT) Brevard's A1A resurfacing project with mid-block crossing additions. Lisa was ready with a plan before the project began.

First step, schedule a meeting. Lisa invited the Construction Engineering Inspector (CEI) and prime



contractor to join her in meeting with the four municipalities along this 8-mile stretch of A1A

from US 192 to the Pineda Causeway. She answered the municipalities' questions and elicited input beginning a fruitful working relationship.

Next, ask for help when needed. As soon as project planning began, Lisa asked QCA Team Member Francelis Garcia Figueroa

to lend support to her Business Unit by building a comprehensive email list of numerous beachside condominiums and businesses.

Innovate and conquer. Lisa brought QCA Central Florida Business Unit Manager Megan Olivera's hanger concept to fruition, creating a tropical-themed door hanger for this breezy corridor. The amazing QCA door hanger and flier distribution team of Carolyn Fitzwilliam, Melissa Reel, Shemir Wiles and Francelis Figueroa Garcia weathered the summer heat to reach 1,000 plus residents and businesses.

Spread the word. On a barrier island with few access points to the mainland, it's important to reach more than just the construction corridor.

A press release solved this issue. Through Lisa's collaboration with FDOT District Five Public Information Office, a Florida Today article came to inform Brevard of the project details: <http://on.flatoday.com/2dPcPdv>.

WHAT NEXT? No time to rest with another FDOT Brevard A1A roadway resurface and sidewalks project coming up in neighboring Cocoa Beach. Central Florida team, let's do it again!

BREVARD OPERATIONS FACILITY BREAKS GROUND

As a public information specialist for a Florida Department of Transportation (FDOT) Operations Facility, you need to be ready to take the lead on a variety of meetings and events. For Lisa Mark, one of her favorites was a groundbreaking event for the new operations facility in Brevard County, Florida.

After waiting 20 years for this new building, FDOT District Five staff did not want to miss the opportunity to commemorate the occasion of the beginning of construction. Lisa was at the ready organizing speakers, logistics and volunteers to support the event.

On July 7, the groundbreaking speakers included FDOT's District Five Secretary Noranne Downs, Director of Transportation Operations Alan Hyman and Brevard Operation Engineer Mo Hassan, as well as Ajax Building Corporation President Bill Byrne. Everyone had a chance to dig with a golden shovel made just for the event. With a pizza party and tables of homemade desserts, all had a good time.

The Department designed and constructed a new modern operations center on the site of the Brevard Operations Complex. The site is approximately 30 acres.

What next? Lisa is looking forward to planning the ribbon cutting of the much awaited, Florida East Central Regional Rail Trail next spring.



WEKIVA PARKWAY HELPS GET KIDS BACK TO SCHOOL

The mad rush for back-to-school supplies got a little boost recently from the agencies building the Wekiva Parkway. And, QCA team members were there on the front lines to offer school supplies such as pens, rulers, bags and other goodies while also promoting the parkway, the 25-mile toll road that will complete Central Florida's beltway.

QCA's Kym Graves and Vice President Mary Brooks talked to nearly 300 children and parents stopping by the Wekiva Parkway booth at the Mount Dora Back to School Youth Rally. The youngsters were happy to get SunPASS balls and pencils, and E-PASS squeeze cars, pens and #Who's your DT?" lanyards. Parents were eager for the parkway to open in this area.

Then on August 6, Mary and CFX Senior Communications Coordinator Brian Hutchings visited with more than 740 people at the project booth at the Seminole Town Center Back to School Expo in Sanford. At this booth, sponsored by Central Florida Expressway (CFX), kids were eager to get CFX rulers, hard hats and squeeze cars, E-PASS pens and key chains, "#Who's Your DT?" lanyards and Wekiva Parkway coloring sheets and bear fans. Most parents - and mall officials - were eager to hear about the project progress and to get fact sheets and maps.

QCA has developed and implemented all facets of the Wekiva Parkway Corridor-wide Community Awareness Plan since 2012, and spearheaded the public involvement for the Project Development and Environment (PD&E) Study going back to 2005. Mary worked with the agencies beginning in 2014 to add a youth outreach program to the plan, focusing on engaging students in how the parkway will help protect the natural resources surrounding the Wekiva River.



"It's really been fun to see the excitement in the young people's eyes when they see all of the ways we're protecting wildlife and nature with this project. We've also worked with a number of schools to help kids realize there are many career opportunities in transportation. I hope to see one of them out working on a project some day!" – Mary Brooks

Have You Met Kelda?

Serving as the in-house consultant for Central Florida Expressway (CFX), QCA's Kelda Senior is honored to support this agency and their program. According to Kelda, "QCA knows the toll road industry.

We have a rich history of supporting toll agencies and similar programs. QCA has provided awareness and support since 2002. We recognize the importance of accurate, clear and timely messaging. And, we understand how to effectively communicate with a broad spectrum of toll payers and potential system users."

QCA Vice President Diane Hackney states, "Kelda is a multifaceted, energetic communications and marketing professional. She excels at building positive client and



community relationships, educating the public, generating constructive public input and gaining understanding and support for major programs and initiatives."

QCA has seen firsthand, time and again, how a grassroots, proactive approach can quell anxiety and antagonism on the part of the public, and help people to buy into the development of these much needed projects. According to Kelda, "Our goal is to create and maintain a two-way, open line of communication for sharing advanced project information with community leaders and stakeholders."

"My number one goal is customer satisfaction," said Kelda, "I know that keeping officials, neighborhood associations, business and civic groups, faith-based organizations, the media, residents and the business community updated on project activities, our stakeholders, and my client (CFX) will be happy."

QCA team members possess broad

communication skills. Kelda is skilled in the areas of website content management, social media, community relations, public affairs and media relations. Her experience also encompasses strategic communications, emergency communications, event planning and public speaking.

On a personal note, Kelda believes in and is engaged throughout the Central Florida community. She often serves as a mentor and tutor for local students, helping students build a foundation. Kelda is also the president of her local Toastmasters Club. Toastmasters is an international organization whose mission is to "empower individuals to become more effective communicators and leaders." From her Toastmasters involvement to her mentoring and tutoring, Kelda uses every experience to flourish internally and externally, and provide the best possible service to her clients.

BYE BYE, ZIKA!

QCA Public Information Officer Juan Diasgranados has been working alongside the City of Miami Beach (Florida) Capital Improvement Projects Office and their contractors to implement the necessary steps to prevent mosquito-breeding sites to combat the Zika virus. Juan and the team have been monitoring and applying a floating, sustained-release, parricide called “mosquito dunks” in all stormwater drainage structures on the Venetian Islands in the City of Miami Beach.



The mosquito dunks release a small amount of bacteria that is toxic to all species of mosquito larvae, but harmless to other living organisms. Therefore, other insects, pets, birds, fish or wildlife are not in danger. The dunks cover 100 square feet of surface area and last up to 30 days. After the 30-day period is over, Juan and the project team re-visit the site, and apply another dunk to ensure all of the larvae have dissipated.

As of Labor Day weekend, there have been five confirmed, locally transmitted Zika cases connected to Miami Beach, according to Governor Rick Scott and the Florida Department of Health. The identified zone covers less than 1.5 square miles of Miami Beach from 8th Street to 28th Street.

Miami Beach is home to many renters and “snowbirds,” so it’s also been important for Juan and the team to visit empty lots and residences to make sure no water has collected in empty flowerpots, barrels and pools.

Juan remains optimistic about the steps being taken by Miami-Dade County Mosquito Control. “In the coming weeks we will be tracking and monitoring the infestations of disease-carrying domestic mosquitos throughout the Venetian Islands,” Juan said. “We know these steps have worked in Wynwood, the first Zika zone, and that they will also be successful on the Islands.”

It’s been a challenge, but the safety and well-being of residents and visitors alike is top priority for the City of Miami Beach. The project team has done their best to reassure each homeowner the city continues to aggressively eliminate potential mosquito breeding sites throughout this urban-island, and there has been a doubling in our inspection and mitigation efforts in the designated areas.

“We know these steps have worked in Wynwood, the first Zika zone, and that they will also be successful on the Islands.”



Juan Diasgranados

A GUIDE TO HOSTING CICLOVIA

QCA's South Florida team members Juan Diasgranados, Isabel Gonzalez and Sophia Tingle were bestowed the task of creating “A Guide to Hosting a Ciclovía” on behalf of the Florida Department of Transportation District Six. This guide is a source of information to other city municipalities that may be interested or need help in planning a Ciclovía event.



Ciclovía event is a free open street event, which provides a safe setting for communities to socialize, exercise and play in a carefree environment and allows local businesses to engage with potential customers. This concept originated in Bogota, Colombia in which every Sunday, city leaders

open up miles of city streets to foot and bike traffic, encouraging people to stroll, pedal, set up food or retail stalls and enjoy themselves on the city streets. The Ciclovía, Spanish for “bike path,” has been an institution in Bogota for more than 30 years.

According to Juan, “the City of Miami Beach has begun hosting Ciclovías and more cities throughout Miami-Dade County are beginning to host these events also.” Ciclovías highlight the benefits of increased biking and walking and the potential for permanently shifting infrastructure and culture to embrace biking and walking as viable means of daily transportation.



Sophia Tingle



Isabel Gonzalez

WORKFORCE RECRUITMENT PROGRAM A SUCCESS

QCA serves as the consultant for the Florida Department of Transportation's OnBoard4Jobs Construction Careers Program. The OnBoard4Jobs Construction Careers Program seeks to increase minority and female workers on federal and state funded road building contracts. Unemployed adults, veterans and recent high school graduates are some of the many we assist to secure jobs with our industry's leading contractors.

QCA is proud to be serving FDOT contractors throughout Florida and helping people ready and willing to work in the transportation construction field. We're especially grateful to the Florida Department of Transportation and the Federal Highway Administration for their faith in us!

In September, our outreach included participation at the Central Florida Employment Council Governor's Job Fair in Orlando. In October, we are participating in the Miami Job Corp Contractor On-the-job-Training (OJT) Recruitment and Career Fair (Miami Gardens), the Leon County Works High School Outreach and Adult Job Fair (Tallahassee), and the National Association of Black Women in Construction Industry Day at Dillard High School (South Florida). We are also gearing up for South Florida Construction Career Days (Davie).

The OnBoard4Jobs Construction Careers team continues to make strides and connect qualified workforce to roadway transportation careers. We build up momentum through dynamic collaborations, strategic partnerships and consistent communication with our stakeholders, job seekers and contractors.



From Left to Right: Jill Cappadoro, Ale'ta Turner, Nick Lulli, Maddie Pflugsten, Karen Harrell, Micaela Harris

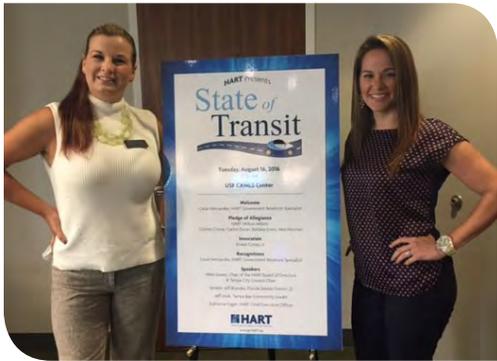
GET PAY'VD



QCA's OnBoard4Jobs Construction Careers team coordinated and hosted a Jacksonville On-the-Job Training Recruitment and Career Fair in July for contractors with projects in the Northeast Florida region. Fifteen contractors and resource agencies participated as exhibitors. The Florida Department of Transportation, contractors and resource agencies serving the Jacksonville area set up exhibits and talked directly with more than 80 job candidates. QCA facilitated interviews for more than 20 job seekers. Our tracking indicates contractors have hired 11 people so far, with contractors continuing to review applications and conduct interviews.



QCA ATTENDS HART STATE OF TRANSIT MEETING



QCA's Melissa Reel, Kristie Vazquez and Lori Buck attended The State of Transit meeting presented by the Hillsborough Area Regional Transit Authority (HART) at the USF Center for Advanced Medical Learning and Simulation (CAMLS) Center in downtown Tampa, Florida. Speaking to a packed house, local leaders were excited to present fresh and innovative programs such as HART's "Beyond the Bus" Initiative that connects Tampa locally along with connecting to surrounding counties. They also plan to continue to advance

Central Florida's regional transportation vision.

Kicking off the meeting, HART Government Relations Specialist, Caesar Hernandez recognized HART's accident free "Million Milers" that provide safe passage to patrons day in and day out. Other presenters included the chair of the HART Board of Directors and Tampa City Council chair, Mike Suarez, Florida Senator from District 22, Jeff Brandes, Tampa Bay Lighting owner and local investor Jeff Vinik and HART CEO, Katherine Eagan. The leaders discussed the importance of building alliances and partnerships to create new regional programs that offer transit alternative options for its riders such as ride sharing, smart phone apps for fares and real time route tracking as well as the pilot program for the ferry to connect Pinellas to Hillsborough County.

FDOT DISTRICT SEVEN LAUNCHING NEW WEBSITE SOON...

QCA is full steam ahead redesigning the Florida Department of Transportation's (FDOT) District Seven website. QCA's Joe Duhamel and Dylan Conway are working side by side with FDOT's Communications Department to ensure the site is highly user friendly and meets the needs of the Department and the public.



The new site will be the central repository for District Seven's projects for design, construction and PD&E studies. The new features allow for easy navigation and functionality. Projects are now visually located on a map where guests can select by the road, project number, county and / or city. Once identified, guests can click on

the road and obtain project details such as project description, number, contact information and more. The site also includes an alert sign up feature allowing visitors to receive the latest project notifications by specific location or region.

According to QCA Web Developer Dylan Conway, "As a central source for project information, the newly redesigned site will also house additional general District Seven information, photos and news pages. We are beyond excited and look forward to the launch date soon."

US 19 (SR 55) PD&E... Reevaluation in Progress

QCA is excited to support H.W. Lochner on the Florida Department of Transportation's US 19 (SR 55) Project Development and Environment (PD&E) Study Reevaluation Study in Pinellas County, Florida.

QCA's Lori Buck and Eileen LaSeur are leading the public outreach efforts for this project including developing a public involvement plan (PIP), developing newsletters and project collateral, organizing and executing an agency kick-off

meeting and public hearing. Recently, the public and elected officials received a kick-off newsletter.

This PD&E Reevaluation Study will evaluate the need for improvements along US 19 (SR 55) from 70th Avenue North to SR 690 / 118th Avenue North in Pinellas Park. The study will explore the feasibility of constructing the recommended improvements while considering capacity needs, costs and potential impacts. This project will also look at improvements at the US 19 (SR 55) / Gandy Boulevard Interchange.



Lori Buck

Eileen LaSeur



QCA SERVING FLORIDA TURNPIKE ENTERPRISE

Have you met QCA's Lois Cross? With many years of experience working in the roadway construction industry, Lois thrives on construction administration and making sure the job is done and done RIGHT! Serving the engineering firm Johnson, Mirmiran & Thompson (JMT), she does just that.



Lois Cross

Lois currently provides administrative services such as document control and clerical support for the Florida Turnpike Enterprise's Veterans Expressway Project between Memorial Highway and North of Barry Road in Tampa, Florida. According to QCA Manager Lori Buck, "Lois is awesome! She is well versed in agency electronic data management systems such as ProjectSolve and Hummingbird as well as provides the utmost excellence in administrative services."

Prior to joining QCA, she served on dozens of Florida Department of Transportation and Central Florida Expressway Authority projects including the SunRail. We are excited to have Lois on board!

VETERANS EXPRESSWAY WIDENING and EXPRESS LANES... A good thing!

Construction on the \$380 million Veterans Expressway widening project in Tampa, Florida, began in summer 2013. When the project is completed, two lanes will be added in each direction: one an express lane, the other a general use toll lane. Here's when drivers can expect to use each lane.

One additional general purpose toll lane in each direction is scheduled to open as follows:

- North of Memorial Highway to Gunn Highway, late summer 2016.
- Gunn Highway to the Sugarwood Toll Gantry, late spring 2017.
- Sugarwood Toll Gantry to the Dale Mabry Spur, spring 2018.

The express toll lanes are expected to open in each direction starting next year.

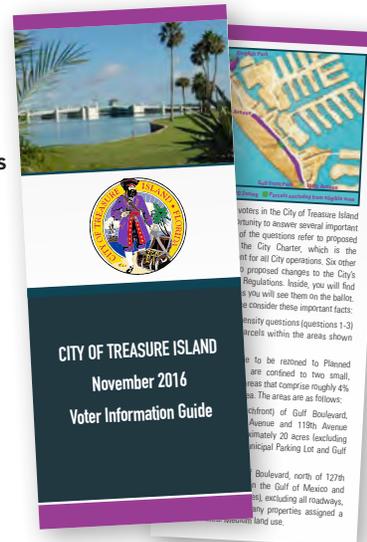
- Memorial Highway to Linebaugh Avenue, by the end of 2017.
- Linebaugh Avenue to the Dale Mabry Spur, by spring 2018.

The Veterans Expressway serves more than 167,000 customers per day. According to QCA President Sharlene Lairscey who not only lives, but also works in the area, says, "The benefits are huge in that it provides increased connectivity and more efficient travel between Hillsborough and Pasco counties. While drivers will be paying more to use, the public seems to be supportive because express lanes eliminate congestion and enable travel at more consistent speeds. Also, express lanes increase safety on the roadway by reducing weaving between vehicles entering or exiting the local road network."



TREASURE ISLAND VOTER INFORMATION

For QCA's Carolyn Fitzwilliam, Lori Buck and Melissa Reel it is a honor to support the City of Treasure Island, Florida in creating and implementing a voter information program to educate residents about upcoming Treasure Island Charter Amendments and Referendums. Using a broad pallet of skills and capabilities to engage and educate the community, QCA is providing the city with creative products and services including creating brochures, fact sheets, advertisements, direct mail pieces, presentations, web content, social media content, graphics and meeting coordination.



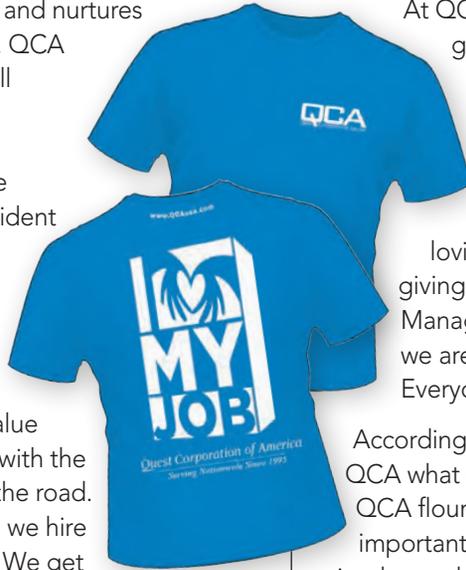
According to Carolyn, "Residents can learn more about having a voice in shaping the City's future."

On November 8, voters in the City of Treasure Island will be asked to support or reject six referendum questions and three proposed City Charter amendments. These questions will have a significant impact on how the city moves forward in the coming years. The goal of this education program is to provide residents with a framework in which to consider the City Charter amendments and referendums, as well as share facts about what each question is asking and what each means for the city. This program intends to educate residents so they are able to make an informed voting decision.



At the end of the day, I want my employees to feel like Rock Stars ... because they are!

A company's culture reflects core values and nurtures teams. It's the lifeblood of any company. QCA recently turned 21, and the thing that will endure for the next 21 – even the next 100 years – is the culture. The culture is what creates the foundation for all future innovation. According to Company President Sharlene Lairscey, "Our employees should feel like every day on the job is a celebration. I want each and every one of them to feel appreciated and loved, and to know our management team, our clients and even our communities value them. Every once in a while, specifically with the challenges of growth, we hit a bump in the road. We get tired, and sometimes cranky. Or, we hire without qualifying properly a cultural fit. We get so busy that we sometimes forget what makes us so unique, and sometimes we even drop the ball. But we are blessed and we are quick to bounce back."



At QCA, we are motivated individuals often described as givers who are primarily concerned with contributing benefits to others, rather than on ourselves. According to Customer Service Specialist Wendy Johnson, "QCA has a good team based atmosphere. When you complete a project, it feels like you make a difference. Everyone is dedicated to making a difference." It's all about loving what you do and doing what you love. It's about giving and paying it forward. Corporate Communications Manager Kelsey Morrow states, "Not a day goes by where we aren't thinking about giving back to the community. Everyone here is good hearted and passionate."

According to QCA's Home Operations Elizabeth Davis, "At QCA what matters to our employees matters to our company." QCA flourishes when we care about the things that are most important to our associates. Ultimately, it's about being kind, and simply speaking and acting from the heart.

Gift t-shirt given to employees conveying a passion for the industry.

Card sent to the team members expressing appreciation for a job well done.



Welcome Aboard!



Tina Avery

Tina Avery joins our Northwest Florida team as a professional administrator. She is currently serving the Florida Department of Transportation's Jefferson and Leon County Rest Area project.



Kristie Vazquez

QCA welcomes Kristie Vazquez to our Southwest Florida team as public information specialist and area manager. Kristie graduated from the University of Florida with a degree in business. She also has a master's degree in business administration from Warner University.



Rebecca White

Rebecca White joins our Northwest Florida team as public information officer. Rebecca brings more than 20 years of transportation project management with strong skills in social media, event coordination, media relations and crisis emergency response.

YOU'RE INVITED

ATTENTION MANAGERS: SAVE THE DATE

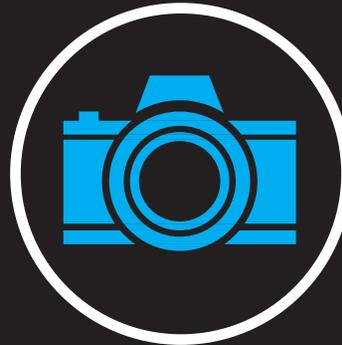


2016-2017 STRATEGIC PLANNING

**FRIDAY DECEMBER 2,
1 P.M. – 4 P.M.**

**SATURDAY DECEMBER 3, 2016
7:30 A.M. – 4:30 P.M.**

NEED YOUR HEADSHOT UPDATED?



**SATURDAY
DECEMBER 3, 2016
4 P.M. – 8 P.M.**

QCA HOLIDAY EXTRAVAGANZA



QCA
Quest Corporation of America

**SATURDAY
DECEMBER 3, 2016
8 P.M. – 11 P.M.**

**ALL THREE EVENTS WILL BE AT
THE BAY HARBOR HOTEL • 7700 W COURTNEY CAMPBELL CAUSEWAY • TAMPA, FLORIDA**

A Free Pass to Great Service!



We love what we do!
We are passionate and the truth is, we are inspired by serving our customers. When being creative, we generate a passionate enthusiasm that stands strong behind our ideas, products and creative designs. Our customers seek us out because we help define and market their programs.

At QCA, our minds and our hearts overlap, which results in client satisfaction and personal gratification.



All QCA Newsletters are available at QCAusa.com

If you are interested in receiving a copy, please visit our homepage at QCAusa.com, or contact us toll free at 866-662-6273.



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- Bilingual / Translation Services
- Brand Identity / Brand Strategy
- Brochures / Fliers / Newsletters
- Charrettes
- Communication / Outreach Strategies
- Crisis Communication Plans
- Customer Surveys
- Database Management
- Focus Groups
- Graphic Design
- Intergovernmental / Community Relations
- Marketing Campaigns / Marketing Plans
- Media Relations
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