

QCA



Be Informed

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

Dear QCA Friends and Family,

Thank you from the bottom of my heart for letting us share our fourth quarter highlights. For me, I feel that 2016 was about discovering what it means to live a full and meaningful life. There was a lot of reflection.

When it comes to my future, I recognize that life is a gift, and I continue to be grateful, thankful and faithful to my family, to QCA and to the transportation industry.

In February, we wrapped up our 20-year celebration with a party at the annual construction conference. It was a great time! Prior to the event, I had been thinking deeply (with gratitude, of course) about my life, including some of the mistakes I had made. Most of the time I like the idea of reflecting on everything that has happened in my past so that I can better prepare for my future. What I didn't expect, however, was a call from my high school sweetheart (Robert) in March to tell me that his mother has cancer, nor did I expect in April a call from my dear friend and colleague Diane to tell me that Robert had a heart attack and died.

In May, my 22-year-old son David was married, and my 22-year-old stepson Matt graduated from college and was heading into the Army. David and Matt have grown up together since they were three years old. There was so much



energy into thinking back to all of the good times with the two of them and the memories we have all shared.

When FDOT Public Involvement Professional Maribel Lena passed in June, I immediately reflected on QCA's past experiences in South Florida and how this tragedy would impact my life. As a result, the changes I've made have allowed me to be much more prepared for future situations.

Just when I thought my emotions were riled up, I went on the road in July with aspirations of traveling 48 contiguous states. The drive time provided me with an opportunity to learn about myself, other people and even a little bit more about the world. While I have 19 states under my belt, I still have a long road ahead.

And then there's my dad... He finally entered the Memory Unit at his retirement home, and while he doesn't quite understand who I am and why I visit, he enjoys sharing the memories that he has with me – many of which are memories he had not previously shared.

Finally, in November, with the loss of my very dear friend Sandy Lee, I was tired of thinking. Am I happy? Was she happy? How do I make my employees happy? Are my clients happy? Life can be short, and we never know how much time we have to discover the secrets to happiness, but I was truly tired of thinking.

After it's all said and done, after all of the reflecting this past year, I know for a fact happiness comes from being true to yourself. It's about focusing on what matters, and it's definitely about following your heart!

On behalf of my entire team, thank you for another amazing year!

Love,

MORE TO DISCOVER. MORE TO LOVE.

QCA's Management Team met in December for our annual Strategic Planning Retreat. According to Vice President Jessica Francois, "It is simply matching the strengths of our business to available opportunities. To do this effectively, we need to get together to collect, screen and analyze industry information. We also need to have a clear understanding of our business – our strengths, weaknesses and our future objectives."

Strategic Planning is necessary to achieve our vision. QCA has a solid reputation as a leading Transportation Communications firm in Florida, North Carolina and Pennsylvania. According to Company

President Sharlene Lairscey, "QCA is in all of the major U.S. markets strategically prepared to serve. Florida is one of the top four states in the nation to receive major funding for infrastructure improvements. QCA has over 60 employees in Florida."

But Florida isn't the only state QCA is focused on. QCA has been serving Alabama, Connecticut, Georgia, North Carolina, and Pennsylvania for quite some time. National Services Vice President Mary Brooks says, "Our projections include new hires in a few of those states."

If you are interested in employment, please don't hesitate to contact us at Corporate@QCAusa.com

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.

REMEMBERING LIFE

While this past year was definitely one of reflection, never did I imagine I would be reflecting because of the loss of such a dear friend. Once again, I realize that things will never be the same. Once again, I remind myself that God never said that the journey would be easy, but He did say it would be worth it. Many of us at QCA are forever changed by Sandy's early departure. I'm not the only one hurting. On behalf of Quest Corporation of America, we love you Sandy!



Our Family Chain

**We little knew that morning,
God was going to call your name.**

In life we loved you dearly,

In death we do the same.

It broke our hearts to lose you,

You did not go alone.

**For part of us went
with you,**

**The day God called
you home.**

**You left us beautiful
memories,**

Your love is still our guide.

And though we cannot see you,

You are always by our side.

Our family chain is broken,

And nothing seems the same.

But as God calls us one by one,

The chain will link again.

Sandra Payant - Lee

**March 2, 1964 -
November 20, 2016**

Welcome Aboard!



Charlotte Apple

Charlotte Apple joins our Home Operations team as billing support specialist. She currently supports construction projects in Tampa and Brooksville as an administrative support specialist.



Leigh-Ann Dawes

QCA welcomes Leigh-Ann Dawes to our Southeast Florida team as public information officer. Leigh-Ann brings eight years of experience in community outreach, public affairs, branding and media relations.



David Fierro

David Fierro joins QCA as vice president of our Creative Division. Based out of Tallahassee, Florida, David's responsibilities include products marketing, leading innovation and quality control.



Paul Vasiloff

QCA welcomes Paul Vasiloff as vice president. Paul oversees our information technology division and is based out of our Land O' Lakes, Florida, office.



Cindy Voorhees

Cindy Voorhees joins our Northwest Florida team as administrative support specialist. A native of Chipley, Cindy brings her knowledge of the area as the office manager for our Chipley office.

A TRUSTED SOURCE FOR WORKFORCE DEVELOPMENT

QCA serves as the consultant for the Florida Department of Transportation's (FDOT) OnBoard4Jobs Construction Careers Program. Since the program's inception, QCA's OnBoard4Jobs Construction Careers team has become a trusted source for providing roadway transportation contractors with workforce candidates statewide.



Maintaining partnerships with different agencies and organizations throughout Florida is key to the OnBoard4Jobs Construction Careers Program success. We are thankful for our industry and community partners that



continue to champion us and inform their stakeholders about FDOT's OnBoard4Jobs Construction Careers initiative:

- The Florida Transportation Builders Association (FTBA)
- Florida Department of Corrections
- Florida Department of Economic Opportunity
- Florida Department of Veterans' Affairs,
- Jacksonville Sheriff's Office - Jacksonville Re-Entry Center
- New Town Success Zon
- The National Association of Women in Construction (NAWIC)
- The National Association of Black Women in Construction (NABWIC)
- The Jacksonville and the Miami Job Corps Centers
- Tampa Housing Authority

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 also mentored and assisted in securing jobs with our industry's leading contractors.

"I think this has been a great experience working with OnBoard4Jobs and QCA because they are able to provide opportunities to everyone. I've been doing job development for three years now, and I have not seen any of these companies in our communities. For you to put this event together and offer it to the community is amazing. I have been able to walk around and build relationships with everyone in this room, and they have been supportive of what we are doing with preparing our residents for meaningful employment."

– Chris Ward, Job Developer, Tampa Housing Authority

BUILDING OPPORTUNITIES FOR JOB SEEKERS AND FLORIDA CONTRACTORS



In October, our outreach included participation in the South Florida Construction Career Days (Davie) and QCA-hosted Miami Job Corp Contractor On-the-Job-Training (OJT) Recruitment and Career Fair (Miami Gardens) in partnership with CareerSource South Florida, which drew more than 150 job seekers and five media coverage stories.



In November, we joined CareerSource Northeast Florida's Paychecks for Patriots Hiring Fair (Jacksonville).

In December, we spread awareness about roadway construction careers at the

Olympic Heights High School - Technical/Vocational Career Fair (Boca Raton).

PAVING THE ROAD AHEAD

In 2017, the OnBoard4Jobs Construction Careers team kicked off recruitment and career fairs for contractors in Hillsborough County, Pinellas County and Central Florida.

CONNECT WITH US!

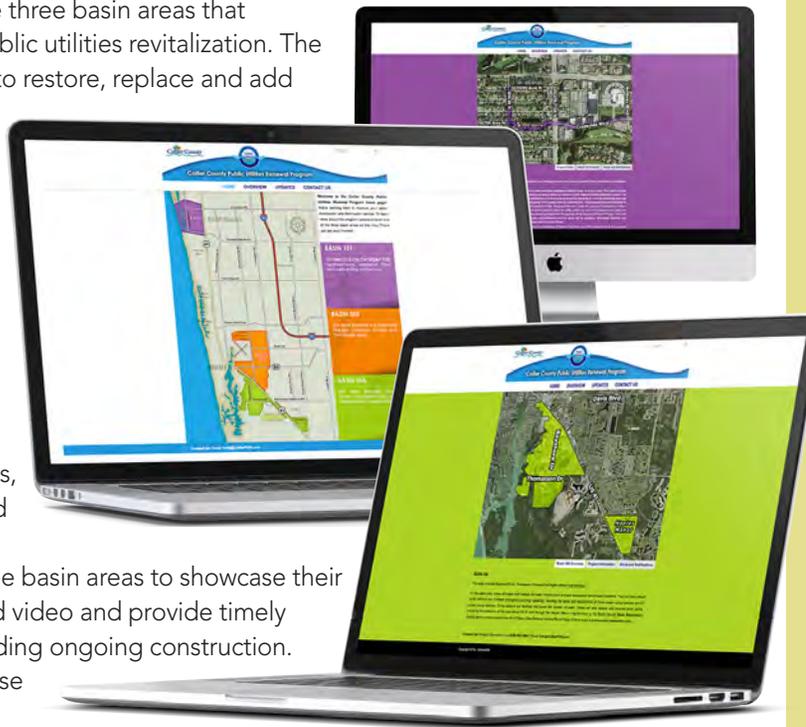
- Facebook and Twitter: @OnBoard4Jobs
- Instagram and YouTube: OnBoard4JobsConstruction

QCA set to launch Collier County Public Utilities Renewal Program Website

QCA is grateful to support Collier County's Public Utilities Renewal (PUR) Program, including its website, which covers all three program areas.

In 2017, the program launches its website, which provides information, news, graphics, photos and video across the three basin areas that comprise this large-scale public utilities revitalization. The goal of the PUR Program is to restore, replace and add new water, stormwater and wastewater across Collier County, Florida.

As part of this ongoing work, QCA has, in conjunction with Collier County and Engineering Consultant Stantec, developed a basin-wide website serving as an information hub for residents, businesses and all interested parties. The website allows engineering firms for all three basin areas to showcase their projects through photos and video and provide timely news and traffic alerts regarding ongoing construction. The website will also advertise public meetings and provide follow-up information for stakeholders who were not able to attend. According to Southwest Business Unit Manager Kristie Vazquez, "My team has worked hard to develop the layout and content for this website and will continue to update the site throughout the program's 10-year duration."



QCA IN THE HEARTLAND

QCA is proud to support the Florida Department of Transportation's (FDOT) Heartland Operations Center in Sebring, Florida, in offering professional services as the in-house specialist for public information.

As part of the districtwide General Engineering Consultant (GEC) contract with Jacobs Engineering, QCA's Kristie Vazquez serves as the public information specialist supporting Heartland Operations with local construction projects improving roadway conditions throughout the area.

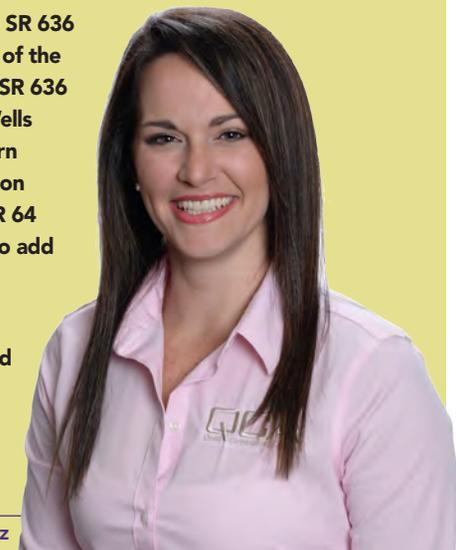
QCA is grateful to extend our presence to the eastern side of the District and further serve Southwest Florida projects through the increasing workloads at the Heartland Operations Center.

There are several current projects ongoing in the area that are bringing increased accessibility and improved road conditions to motorists in the Heartland communities. To ease the flow of traffic, US 17 (SR 35) is under construction at the Desoto/Hardee County line to Sweetwater Road in Hardee County 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 storm water ponds to manage water running off the roadway will also be an added benefit to the area upon completion.

Improvements are nearing completion to Lakeview Drive (SR 17) between US 27 (SR 25) and Kenilworth Boulevard in Highlands County. Improvements include reconstructing Lakeview Drive between Kenilworth Boulevard and the intersection in front of the Atonement Lutheran Church, repaving Lakeview Drive between the church and US 27, and repairing damaged sidewalk.

Enhancements are also underway to SR 636 (East Main Street) at SR 64 just east of the City of Wauchula in Hardee County. SR 636 will be widened from SR 64 to Ed Wells Road to accommodate a new left turn lane and right turn lane. A new section of road will be built to realign the SR 64 connection to SR 636. Crews will also add drainage pipes.

QCA is excited to continue serving the Heartland Operations Center and provide support to the community as transportation progressions take place to benefit travelers.



Kristie Vazquez

MCAT POSITIONS FOR GROWTH AND RIDERSHIP DEVELOPMENT WITH SUPPORT FROM QCA

QCA always is proud to support Tindale Oliver on projects statewide and nationally, and our commitment to working with them to serve Manatee County Area Transit (MCAT) is a shining example. QCA Vice President Jill Cappadoro leads the QCA team conducting public outreach, transit information design, website content development and maintenance, and video production.

"These client initiatives demonstrate how the professional skills, knowledge and commitment of QCA associates complement one another, ultimately helping MCAT serve its community," noted Jill. During the fourth quarter of 2016, several accomplishments included:

Jill Cappadoro and **Joe Duhamel** provided scriptwriting, storyboarding, talent acquisition, production and post-production management for two MCAT public information videos.

Chip Boeckh provided graphic design services to refresh and update all MCAT timetables, system map and other transit collateral in preparation for the November 12 service modifications.

Dylan Conway successfully completed a multitude of MCAT website refinements including the redesign and refresh of the MCAT website homepage, inside schedules and maps pages, and menu navigation items (between the requested hours of 8:00 p.m. to 5:00 a.m. over a holiday weekend).

Dylan also designed, built and executed the first-ever MCAT Google Transit Trip Planner.

Maddie Pfingsten conducted research, studied timetables and route maps, and arrived at sunrise to an important transit hub to assist MCAT passengers during the first several days operating the new bus modifications.

November 12 was a critical day for MCAT as it launched significant service modifications. According to Jill, "The first in many years." QCA is honored to be a member of the team helping facilitate a successful transition for not only Manatee County but also on behalf of our client Tindale Oliver as its General Planning Consultant.

"I'm so pleased to be working closely with QCA Southwest Florida Business Unit Manager Kristie Vazquez as we continue to serve Tindale Oliver with MCAT and other transportation planning projects," shares **QCA Vice President Jill Cappadoro**. "Her energy, commitment to client relations and warmth in serving the community are a reflection of QCA's mission and values."



South Wabash Avenue Extension Design Project Public Meeting

QCA is privileged to serve the City of Lakeland, Florida, with a successful public meeting execution designed to highlight the proposed extension of South Wabash Avenue in Polk County. The proposed 2.6-mile extension takes place between Ariana Street and connects with Harden Boulevard in Southwest Lakeland under the Polk Parkway, along the west side of the Lakeside Village Shopping Center.

QCA's Kristie Vazquez and Lori Buck were on site at the Legacy Christian Church 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 had the opportunity to view the project plans, consult the design

team and provide feedback on the proposed changes. Those interested in the project were able to view visual aids, and the design team was available to receive input and offer insight on the nearly completed design.

The project design consists of a new, two-lane divided roadway that will boast the presence of pedestrian and bicycle facilities, a 16-foot wide landscaped median, new paved shoulders, and improved drainage swales benefiting the area upon completion.

The goal of this extension project is to provide a local and regional connectivity advancing the long-term transportation objectives of Southwest Lakeland. This new connection will enhance local access and connectivity by better linking adjacent land and provide an alternative north-south route for local traffic.

Lori Buck



CONSTRUCTION CAREER DAYS NORTHEAST FLORIDA MINI EVENT AT CAMP BLANDING

Northeast Florida transportation construction partners held a mini Construction Career Days event at Camp Blanding in Starke, Florida, to inform the Florida Youth Challenge Academy (FLYCA) cadets about career opportunities in transportation. FLYCA is a 17½ month voluntary program geared toward Florida's 16 to 18 year old at-risk youth. The program strives to promote academics, leadership, personal growth



and physical fitness free from outside distractions.

During the mini event, cadets experienced hands-on educational booths, received scholarship information and learned about careers in the transportation industry. QCA's Northeast Florida Public Information Officer, Nick Lulli, helped prepare goody bags for the event. The cadets will support the main Construction Career Days event in April.

“It means the world to me that I can make a lasting impact on a student’s life by showcasing the potential in the road and bridge construction industry.” – Nick Lulli

CONSTRUCTION CAREER DAYS Northeast Florida Fourth Annual Golf Tournament



In November, Northeast Florida team Members Karen Harrell and Nick Lulli volunteered at Construction Career Days Northeast Florida Fourth Annual Golf Tournament at Eagles Landing Golf Club in Orange Park, Florida.

More than 140 transportation industry members participated in the tournament. Money raised at the event will help pay for Northeast Florida Construction Career Days Scholarships.

Warming Up Our Clients’ Day



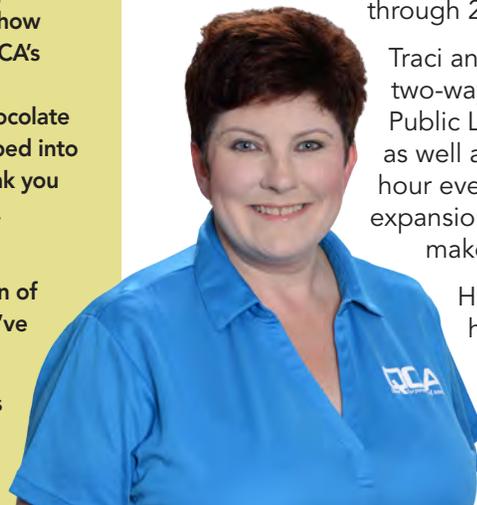
Our Northeast Florida team, led by Business Unit Manager Traci Missildine, came up with an imaginative way to show clients in District Two QCA's appreciation during the holiday season – hot chocolate packets. The team popped into client offices to say thank you and deliver the packets.

“Dropping off the hot chocolate was a great way for us to reconnect with our clients,” Traci said. “It was a small token of an incredibly big appreciation we have for the support we’ve received in this area.”

Because the hot chocolate packets were such a hit, QCA is planning more events across the state. Be on the lookout for events in your area.

QCA Supports Skyway Modernization Program

QCA's Traci Missildine and Nick Lulli are supporting the Jacksonville Transportation Authority (JTA) and Engineering Consultant RS&H with public outreach and survey efforts for the Skyway Modernization Program. Completely free to the public, the Skyway moves riders through 2.5 miles of track and eight stops in Downtown Jacksonville.



Traci and Nick assisted the RS&H team executing surveys and generating two-way dialogue during a public forum in Downtown Jacksonville at the Main Public Library in November. The QCA team utilized tablet-based techniques as well as paper surveys to collect more than 40 responses during the three-hour event. They also talked with attendees about possible Skyway service expansions, vehicle upgrades, and identified other areas of opportunities to make using the Skyway a more positive experience.

Headquartered in Jacksonville, RS&H is one of Florida's largest privately held architectural and engineering companies. QCA is proud to be supporting RS&H with the initial development and implementation of a communication plan for the JTA Skyway Modernization Program.

Traci Missildine



Established. Innovative. Dedicated to Northwest Florida.

Some retirees choose to travel the world, play golf full time, wait patiently to reel in the “big one” or just chillax into the sunset. Others opt to continue careers, expand horizons and look ahead to build a future bright with promise and endless possibilities.

Retired as a public information specialist from the Alabama Department of Transportation, I decided on the latter. Coming on board with QCA in August is not only one of the best decisions I’ve ever made, but it has also allowed me to fulfill my lifelong wish to put down roots at the World’s Most Beautiful Beaches, Panama City Beach, Florida.

Currently, I provide public information support for two major Florida Department of Transportation (FDOT) CEI projects, US 331 in Walton County and State Road 77 in Washington County. Now I am even more blessed to take on a new role as QCA’s business unit manager in Northwest Florida.

As someone who has been visiting the Gulf Coast all of my life, I have seen the area grow from sleepy “Mom and Pop” tourist retreats to world-class destinations boasting upscale communities, award-winning eateries, spectacular shopping and increased economic development.

As the Panhandle continues to flourish, so must the infrastructure. That means increased business development opportunities and, in turn, continued growth for our company.

As my role expands, I am excited and honored to help grow and lead the QCA Northwest Florida Team and continue building valued relationships for many years to come.

In the words of my favorite coastal troubadour Mr. Jimmy Buffett, “I have found me a home.”

- Rebecca Leigh White, Northwest Florida Business Unit Manager



FLORIDA DEPARTMENT OF TRANSPORTATION IN THE SPOTLIGHT

Rebecca Leigh White and Jessica Francois, along with Senior Graphic Designer Joe Duhamel, are thrilled to serve on the General Engineering Consultant (GEC) contract with HNTB as direct support to District Three’s Public Information Office, providing project deliverables to support in-house construction projects.



Joe Duhamel

JUST A SAMPLE OF DECADES SERVING NORTHWEST FLORIDA AGENCIES

- Blueprint 2000
- Capital Region Transportation Planning Organization
- City of Destin
- City of Panama City
- City of Panama City Beach
- City of Pensacola
- City of Tallahassee
- City of Tallahassee Community Redevelopment Agency
- City of Tallahassee Utilities Department
- Escambia County
- Florida-Alabama Transportation Planning Organization
- Florida Department of Transportation
- Gadsden County
- Leon County
- Okaloosa County
- Pensacola International Airport
 - Tallahassee Regional Airport
- Wakulla County
- Walton County

Meet your LOCAL Northwest Florida team!



Jessica Francois – Jessica is on the right track as she reaches senior level management at QCA. She officially serves as a Corporate Officer in the capacity of Vice President for the organization. According to Company Owner/President/CEO Sharlene Lairscey, "Jessica has the necessary aptitude to run the business, and I believe that family succession provides a feeling that the business has been left in the hands of someone who is committed and who will do all she can to bring continued success." Locally, Jessica is responsible for client relationship management, business development and project oversight on all projects serving Northwest Florida. She also directly supports a variety of different contracts throughout the Panhandle from concept through construction and beyond. At a state level, she serves promoting campaigns specifically related to Safety Awareness, as well as Work Force Development.



Bret Lairscey – When companies undertake multiple marketing campaigns, someone needs to help keep everything in order. Serving from QCA's Tallahassee office as Traffic Coordinator, Bret Lairscey is responsible for tracking and facilitating communication for QCA's newly formed Advertising Agency Division – Red Cue Advertising. His role is designed to help QCA project managers stay on task and monitor communication between our diverse marketing initiatives. In addition to maintaining schedules and tracking progress, Bret helps prioritize responsibilities and helps make marketing strategy decisions. Bret grew up in the industry, as his grandfather and both parents have served and continue to serve FDOT.



Amanda Hopkins – As Area Manager for QCA's North Florida Compliance Services Division, Amanda is responsible for the growth and professional development of our in-house compliance support services personnel, as well as for new business development, client relations and ongoing quality assurance. With over 10 years of experience successfully serving our transportation industry, Amanda is an expert when it comes to the FDOT Compliance Manual. She's responsible for leading our internal training initiatives and serves on a QCA in-house task team to help identify improvement areas. Her knowledge of FHWA, OJT programs, DBE/EEO is outstanding. She clearly understand the Davis Bacon Act, WHD, construction classifications and payroll compliance and works well with the EOC website, DWR site and CIMS.



Cacynthia Lock – Cacynthia is a certified resident compliance specialist and contract support specialist where she presently performs contract administration functions for North Florida transportation projects. Celebrating nearly 3 years with QCA, Cacynthia has a true passion for serving her clients and the industry. Additionally, she has served QCA as a public information specialist on various public involvement and community outreach projects throughout Florida's Panhandle.



David Fierro – David recently joined QCA as vice president of QCA's Creative Division and is responsible for Products Marketing, Leading Innovation and Quality Control. Serving from QCA's Tallahassee office, David brings over 30 years of transportation communications experience and previously held positions as the Florida Department of Transportation Districts Three and Six public information director, Virginia Department of Transportation deputy of public affairs, and the Nevada Department of Motor Vehicles director of communications.



Tina Avery - Tina joined QCA in 2016 as construction administrative specialist and currently serves RS&H and the Florida Department of Transportation on the State Road 8 (Interstate 10) Leon and Jefferson Counties Rest Area Building Repair and Rehabilitation. Tina has over 15 years of professional administrative support experience with an extensive background in the building industry and will soon be training to serve as a resident compliance specialist.



Cindy Voorhees – A native of Chipley, Cindy joined the Northwest Florida team in October as administrative support specialist and Chipley office manager. Aside from managing the office, she is responsible for business development research throughout the Panhandle as well as database entry and Construction Careers Consulting support and will be training to serve as construction administrative support.



NW 19TH STREET

QCA's Beth Zsoka and Southeast Florida team are thrilled to be supporting CTS Engineering with the NW 19th Street Bike Lanes and Rehabilitation Project in Broward County, Florida, placing 4-foot bike lanes throughout the project limits using lane reductions. This project affects several municipalities and includes extensive coordination with Broward County, Broward County MPO, Lauderdale Lakes, and the City of Fort Lauderdale.

QCA's Southeast Florida team is supporting this project through coordination efforts with the different agencies and municipalities, outreach to the affected local officials, businesses, homeowner associations and residents, as well as public meeting and presentation support.



Northlake PD&E

Flier distributions continue to be a great way to spread the word and get residents and businesses involved on projects. The Southeast Florida team hit the streets for the Northlake and Interstate 95 (I-95) Interchange Project Development & Environment (PD&E) Project to support our client Stanley Consultants with their Alternatives Workshop in December. Our local team, led by Public Involvement Specialist Tamara Phillips, spent two days in and out of the over 250 businesses located along the corridor. The team received feedback, questions and were able to inform owners about the project.

“Public input during the planning, development and environmental process is critical! Our goal is to keep stakeholders informed throughout the process and allow ample opportunity for their input. Flier distributions certainly help get the word out and get people involved.” – Tamara Phillips

The Florida Department of Transportation – District Four (FDOT), is conducting a PD&E Study along I-95/SR 9 at the Northlake Boulevard interchange in Palm Beach County. The purpose of the study is to evaluate interchange ramp improvements to improve traffic operations and reduce traffic congestion on the exit ramps from backing up on to I-95 through the year 2040. The study considers the No Build Alternative and three “Build” alternatives, which includes the interchange and portions of Northlake Boulevard.



Southern Boulevard PD&E

Our Southeast Florida team and Project Development & Environment (PD&E) veteran Eileen LaSeur held a successful Alternatives Public Workshop in December as QCA continues to support the RS&H team on the Southern Boulevard PD&E study in Palm Beach County. With over 90 residents and business owners in attendance, the workshop allowed opportunities to review the different alternative improvements for the heavily traveled Interstate 95 (I-95) interchange.

“We had a great turn out at the meeting and a large part of that was due to the outreach efforts prior to the meeting. It is very important to allow the opportunity for input. Our local team knocked on doors throughout the neighborhoods and provided project information in both English and Spanish.”

– Eileen LaSeur

The improvements at Southern Boulevard are part of Florida Department of Transportation's long-term plan to improve the I-95 interchanges throughout Palm Beach County.

WELCOME ABOARD Leigh-Ann Dawes



Sending a big warm welcome to Leigh-Ann Dawes on the South Florida team. As the team's newest Public Information Officer, Leigh-Ann will serve the bustling counties of Broward, Indian River, Martin, Palm Beach, and St. Lucie - continuing QCA's unmatched public involvement programs and introducing potential clients to QCA.

“South Florida has exciting opportunities and Leigh-Ann will be in the heart of the action,” said QCA District Four Business Unit Manager Beth Zsoka. “As a native to the area, her collective state and local public sector experience will help give our team a familiar edge.” Leigh-Ann graduated from Florida International University with a Master of Science in Global Strategic Communications and Florida State University with a Bachelor of Arts in English Literature.

With eight years of experience in community outreach, public affairs, branding, and media relations, she is excited to surpass QCA client expectations. Her out-of-the-box approach to traditional marketing tools began from her early start at the former Florida Department of Community Affairs. One of her strengths, her quick adaptability to change grew at the Florida Department of Environmental Protection in West Palm Beach, where she went from public relations/outreach specialist to Environmental Specialist in the State's Solid Waste Program. No job or change is too dirty for her!

Leigh-Ann's experience as a deputy city clerk for Hallandale Beach afforded her great insight to the needs of local government customers. She is passionate about environmental issues, strategic planning, crisis communications, and last but not least – the beach. Leigh-Ann enjoys taking quick trips to Jamaica, trying new recipes, powerlifting, and walking her miniature poodle named Kingston. She is a natural team-morale builder and eager to share her enthusiasm with our amazing clients and all of you!

SINKHOLES COME IN MANY SHAPES AND SIZES

Sinkholes are common in Florida and come in many different shapes and sizes with varying degrees of impact to public roads. No matter the severity, when a sinkhole occurs, they require a high level of sensitivity to the public's potential perception of the situation.

In Central Florida, the QCA team recently had the opportunity to respond to three distinct scenarios with the Florida Department of Transportation (FDOT). Each one required a different level of public information.

The most impactful of the three occurred in Volusia County. The sinkhole opened in January 2016 on the outside northbound lane of a busy commuter route. FDOT immediately repaired the hole, but there was concern of its overall stability. The Department chose to close that section of roadway while a permanent solution was designed.



Construction on the permanent repair began in early July 2016 and involved deep soil pressure grouting, dynamic compaction and repair of about 200 feet of pavement. During this work, both northbound lanes were closed, and a detour was established. The work was slated to take about 21 days but was extended by 14 days when unforeseen complications arose during the grouting process.

QCA Public Information Coordinator Carolyn Fitzwilliam

worked with the District's Public Information Office to develop media advisories and updates. The QCA team also hand-delivered project information to all residents near the work area. Continued communication was maintained with the homeowners' association of the development closest to the project, as well as, with a neighboring community whose residents use that route to commute to Orlando. The team also worked with the FDOT project manager to speak with residents closest to the work zone where vibration from the dynamic compaction was possible.

In Brevard County's North Cocoa, a sinkhole opened on US 1, closing the two southbound lanes and requiring FDOT to work throughout the night to restore the roadway by the morning commute. Project Manager Robert Martens notified QCA Public Information Coordinator Lisa Mark, who immediately alerted the District's Public Information Office to prepare comments in case media would need to be notified.

Fortunately, the repair was completed in one night and resulted in little impact to the public.

In the third scenario, a sinkhole opened near a widening project in Lake County. While the sinkhole was deemed not an immediate threat to traffic traveling in the area, it prompted the need for an emergency pre-paving meeting. From there, the contractor was able to pave and shift northbound and southbound traffic in the area right before the Thanksgiving holiday.

QCA's Public Information Coordinator Shemir Wiles worked with the project's CEI and Leesburg Operations to make sure the Districts' Public Information Office, as well as specific stakeholders, stayed informed on the team's progress in securing the traveling public's safety.

National Night Out

The Wekiva Parkway will generate major benefits for the City of Mount Dora and surrounding communities northwest of Orlando. QCA associates were happy to represent the project, at the request of the Mount Dora Police Department, at the annual National Night Out event in October. QCA Vice President Mary Brooks and Associate Shemir Wiles addressed project questions from about 270 people attending the event. Many people thanked us for providing an update on the project and wanted to know when the sections near them would open. "The Wekiva Parkway is expected to be a game-changer for Mount Dora," Mary said. "So we're happy to help FDOT and CFX get the word out about this legacy project."

MOUNT DORA CRAFT FESTIVAL

QCA team members were out in full force when representing our Wekiva Parkway clients at the hugely popular Mount Dora Craft Festival. In October, QCA staffers Alicia Arroyo, Carolyn Fitzwilliam, Shemir Wiles, Kelda Senior – even company President Sharlene Lairscey – staffed the booth for the project that will complete Central Florida's beltway. Our folks provided eye-catching handouts and answered questions about the project

from more than 660 festivalgoers. Many were happy to get easy access to project schedules and other information. Lots of folks are excited about having access to the parkway soon! Since 2004, QCA has led the community awareness program for the Wekiva Parkway on behalf of the Florida Department of Transportation and the Central Florida Expressway Authority.



TEACH IN

QCA is on a mission to teach youngsters about the Wekiva Parkway's many exciting features including protections for wildlife in Central Florida. Vice President Mary Brooks recently spoke to 270 fourth graders at Apopka and Zellwood Elementary schools, as well as Hamilton Elementary School in Sanford.



She shared how important safety is – for the public and work crews – on behalf of the Central Florida Expressway Authority and Florida Department of Transportation. The two agencies are building the 25-mile parkway as a joint venture. Students were thrilled to be recruited as “safety ambassadors” – including getting plastic “hard hats” – and to take the oath to help keep their families and friends safe when passing through work zones.

They also learned about careers associated with finishing the beltway around Central Florida. The presentations were part of the annual school district Teach-In programs in Orange and Seminole counties. Kids also enjoyed getting coloring sheets showing the wildlife being protected along the corridor. “This was excellent!” said one fourth grader.

Mary, working with QCA Creative Services, developed all of the age-appropriate graphics for the parkway's Youth Outreach Program.

Central Avenue Public Meeting

QCA, in conjunction with the Florida Department of Transportation, recently hosted a public open house to discuss the widening of Central Avenue (SR 434) from Smith Street to Franklin Street in Oviedo, Florida.



QCA's Alicia Arroyo, Francis Figueroa Garcia and Micaela Harris provided attendees with project-related materials and were on hand to answer questions from business owners, concerned residents and motorists who regularly travel SR 434. More than 40 people attended the meeting to ask questions, review plans and leave comments with project team representatives.

The \$5.4 million project will widen the roadway from two lanes to four lanes. The project also includes drainage improvements, signing and pavement markings, traffic signal mast arm replacement, lighting, sidewalk widening and hardscape.



QCA Provides Public Involvement Support to KCA and Inwood

QCA's Megan Olivera and Shemir Wiles are excited to be working with Kisinger Campo and Associates (KCA) on the Florida Department of Transportation (FDOT) SR 40 design project from east of County Road 314 to County Road 314A in Marion County, Florida. This project is adjacent to another SR 40 project currently under design by Horizon and Inwood.



According to QCA Business Unit Manager Megan Olivera, “We recently provided public hearing support which allowed participants to review information and provide comments about the proposed widening plans for both segments of State Road 40 (SR 40). The design of SR 40 is divided into two project segments: Segment 1 runs from the end of the existing four lanes near Silver Springs to just east of County Road 314 (CR 314); Segment 2 begins just east of CR 314 and ends just east of CR 314A. The total project length is 11.2 miles.

Another Successful Construction Career Days

QCA South Florida associates Juan Diasgranados, Sophia Tingle and Tamara Phillips led sessions for two consecutive days, challenging and teaching the students about public information.

According to Juan, **“We started our learning labs by asking the students if they knew what public service announcements (PSA) were. In most of the sessions, about half of the students had an idea.”** After a little incentive such as candy or giveaways, the students were able to name some of the most popular PSAs they had seen on TV (Click-It Or Ticket, Don’t Drink and Drive, etc.)



Then came the fun part. We wanted to add some spice to our learning lab, so we split the groups up into five or six students each. The groups had five minutes to come up with a skit about a PSA of their choice. Then the skits were recorded and played back. Using their creative minds, the students were able to come up with imaginative PSAs. From acting out a real life car crash, to singing and even rapping, the students exceeded our expectations and came up with some imaginative skits. We had time to record every single skit on video, and it was a joy, to the students and us, to watch their PSAs on our monitor. The goal was to help the students understand the importance of PSAs, and that a career in public information has awesome benefits and is rewarding. The learning lab also provided a glimpse of our everyday jobs and showed the students there are various careers when working in construction.



Sergies Duarte

QCA GOING DIRECTLY TO THE PEOPLE

Community outreach can take many forms. In the middle of the reconstruction projects along State Road (SR) 968/West Flagler Street and SW 1 Street, QCA’s South Florida team is providing a hands-on, innovative approach by hosting pop-up public information booths. In other words, we are going directly to the people.

QCA’s Sergies Duarte, Isabel Gonzalez and Juan Diasgranados have set up pop-up public information booths in front of supermarkets, restaurants and even Walgreens. The result has been a busy thoroughfare of questions and two-way dialogue that residents and stakeholders find welcoming and informative. These community members are willing to lend you an ear for at least a few minutes of their busy day instead of having to go to a meeting or reading a fact sheet. Citizens get an opportunity to express their views and concerns with the project public information team, who are willing to provide answers in a one-on-one setting. It demonstrates we value their feedback.

The work consists of four roadway reconstruction projects totaling approximately \$43 million in the City of Miami’s Little Havana neighborhood. Improvements include installing a new water main and new storm water drainage system. Wider sidewalks, an exclusive bicycle lane and pedestrian flashing beacons are also being installed as part of these projects.



HILLSBOROUGH AREA REGIONAL TRANSIT NEW PROGRAM

QCA's Lori Buck attended the Hillsborough Area Regional Transit (HART) launch of the HART HyperLINK pilot program ribbon-cutting ceremony in November. This new program is a fully accessible First Mile/Last Mile solution in targeted areas of the county, extending the reach of the transit system through the critical first and last legs of each trip. The app-based, on-demand service is the nation's first transit-operated rideshare.

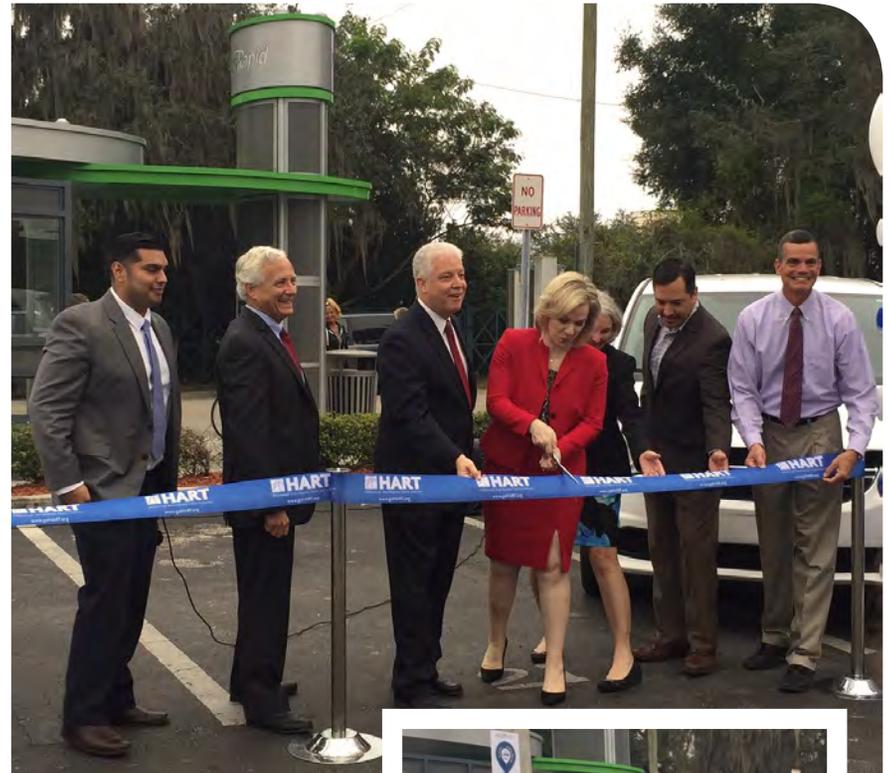


“HyperLINK provides Tampa Bay area residents with an effective First Mile/Last Mile option for their commute.”

- Katharine Eagan, HART chief executive officer

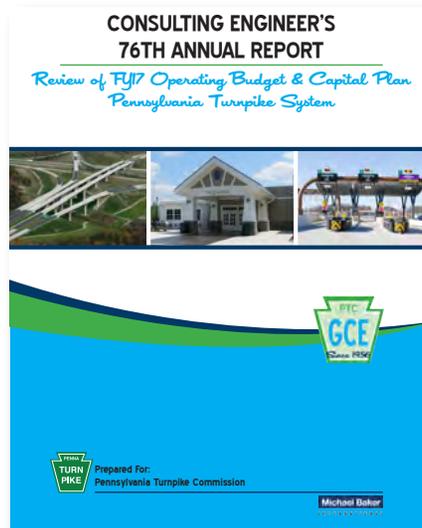
Funded by the Florida Department of Transportation (FDOT), HyperLINK covers a 3-mile radius surrounding four HART-designated transit stops in areas. Passengers book the on-demand rides with rideshare technology.

QCA has supported HART on numerous projects including the HART MetroRapid, Bus Rapid Transit (BRT) PD&E Study and Design, HART Brandon Area Transportation Study, HART MetroRapid North/South Corridor Enhanced Bus Project - Final Design and HART Customer Surveys.



Michael Baker and the Pennsylvania Turnpike

Since 2014, QCA has worked with Michael Baker International (Michael Baker), the General Consultant Engineer (GCE) for the Pennsylvania Turnpike Commission (PA Turnpike), to support the Public Relations and Marketing Department. Chad Newton leads the effort for QCA in Pennsylvania with assistance from not only Vice President for National Transportation Services Mary Brooks, but also QCA's Award Winning Creative Services team. As 2016 comes to a close, QCA is finishing several exciting initiatives at the PA Turnpike as well as starting up a new project. Here is our latest rundown:



- QCA is wrapping up the expansion of the PA Turnpike's current Public Meeting Guidebook and has created a comprehensive Public Involvement Handbook for Capital Projects. QCA worked with Baker and PA Turnpike staff to develop a thorough, user-friendly publication that will serve as a complete guide for PA Turnpike personnel, consultants and all other parties engaged in project development.
- QCA has helped develop strategies for a Community Outreach Plan related to Total Reconstruction Projects. The goal is for the PA Turnpike to engage the public in safety and education initiatives – well before construction projects begin – and to build new relationships in the community. The PA Turnpike held two events this summer as part of this effort, one at the Somerset Ambulance Association and another at the “National Night Out” in Bedford. In 2017, QCA will work with the PA Turnpike Public Relations and Marketing Department to enhance this program and explore other opportunities for outreach.
- In 2017, QCA will work with the PA Turnpike Public Relations and Marketing Department to help promote the Orange Improvement Zone (OIZ) campaign. The OIZ campaign was launched to provide updates, short-term traffic impacts and safety tips to motorists regarding PA Turnpike projects, while explaining the long-term benefits of these construction improvements.
- QCA also assisted in the production of several agency reports this year, including the 2016 Crash Analysis Report and the Fiscal Year (FY) 2017 Annual Report on Operating & Capital Budgets. Our Creative Services team also has developed logos, fliers and other collaterals for Turnpike and GEC support.

RIDE FREE CAMPAIGN - A HUGE SUCCESS



Goldsboro-Wayne Transportation Authority (GWTA) Director Fred Fontana wanted a way to honor the many active-duty military and veterans in the GWTA ridership area. So he reached out to QCA's Creative Team to develop a marketing program that would not only show the military community how much they are appreciated, but also introduce potential riders to the GWTA system.

Fontana wanted to prompt positive publicity for GWTA, increase ridership and show gratitude to veterans and military populations.

QCA's Sandee Launch developed a program where veterans and active-duty military would be encouraged to ride free the week of November 7-12. QCA's David Crigger designed the program logo and a flier promoting the program. The GWTA Board of Directors, the Goldsboro City Council and the Wayne County Commission unanimously approved the campaign.

During the presentation of the program to the Wayne County Commission, Commissioner Edward Cromartie said, “I want to give Fred (Fontana) a thumbs-up for the creative things that he comes up with to show appreciation to our community.”

QCA promoted the program through press releases to area media and veterans groups; distribution of the flier at local events; social media campaigns and GWTA and City of Goldsboro website announcements. During the week of the campaign QCA's Traci Missildine and Sandee Launch posted program announcements daily on Facebook. When a local TV host promoted the program on his local cable TV show, QCA's Dylan Conway uploaded the show to GWTA's website. Additionally, the local daily newspaper, The Goldsboro News-Argus, promoted the program in a front-page story on government Veterans Day closings and programs. Every free and low-cost means of promoting the program and encouraging ridership was employed.

Director Fontana was pleasantly surprised and pleased, not only in how effective the campaign was at honoring veterans, but also at increasing ridership. Veterans and active-duty military enjoyed more than 300 free rides during the weeklong event. Fontana had anticipated less than 50 free rides would be taken.

“We got a lot more buzz about this program than I thought we would,” said Director Fontana. “It looks like the promotion is working. I am very pleased. This will definitely become a regular, annual activity for GWTA.”

TRANSFORMATION FOR TRANSPORTATION

TRIP UPDATE **“Nothing ever goes exactly as planned, but life is amazing.”** – Sharlene

As some of you may recall, QCA President Sharlene Lairscey kicked off her “Transformation for Transportation” 2016 tour in July. Her original goal was to complete the Eastern Standard Time (EST) Zone of the United States before the end of the year.

“Nothing ever goes exactly as planned, but life is amazing,” says Sharlene. “Right when you think something is going great, something bad happens, but I’m still determined to live above these unforeseen circumstances. I believe you can make it through the unexpected situations; you can come out stronger than ever and better equipped for the storms that will inevitably come your way in the future.”

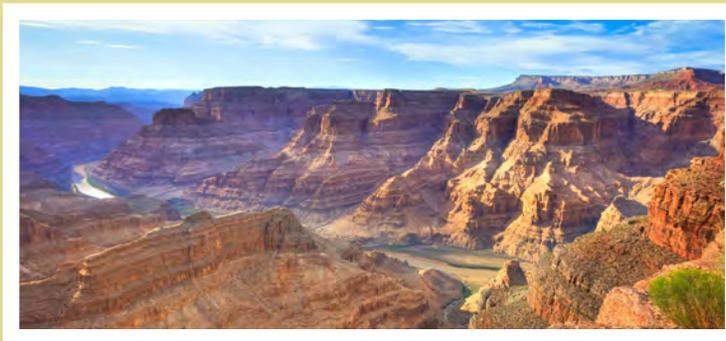
There are four regions making up the U.S. – the Northeast, South, Midwest, and West. While Sharlene didn’t yet complete the EST, she did manage to cover bits and pieces of every region, with a total of 19 states visited since July 1.



“Chicago, Illinois, is indeed the windy city.”



“More people live in California than any other state.”

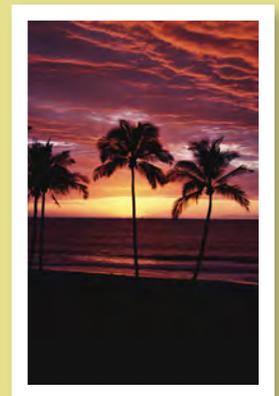


“Arizona’s Grand Canyon is spectacular.”



“Lots of horses in Kentucky and Virginia.”

“And, Florida is by far called the Sunshine State for a reason.”



STATES TRAVELED TO DATE

- Alabama
- Arizona
- California
- Florida
- Georgia
- Illinois
- Louisiana
- Mississippi
- Nevada
- North Carolina
- Oregon
- Pennsylvania
- South Carolina
- Tennessee
- Texas
- Virginia
- Washington
- West Virginia
- Wisconsin

“Nashville is the place to go for country music.”

HERE IS JUST SOME OF WHAT I’VE LEARNED – by Sharlene

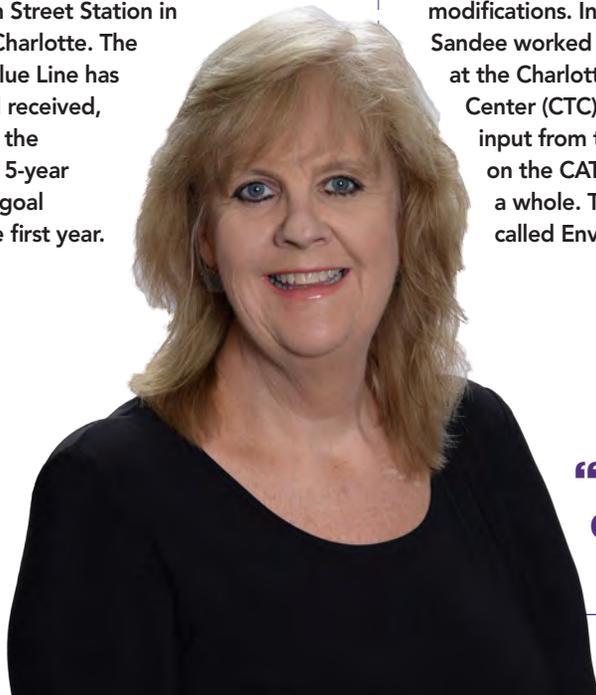
So far, in my opinion, I’ve been blessed to meet with some of the finest transportation professionals on earth – people that I respect enormously and personally will continue to look to for guidance. Just by listening, I’m learning life skills, peak performance strategies and insights that I hope will powerfully and permanently shape the standards I hold for myself.

While traveling, I’ve been focusing on what matters. I’m trying to avoid distractions, and I’m still getting things done. I’ve been able to analyze where QCA has been, where it is today, and where it is going. I’m clearly understanding the critical factors impacting my business and trying to determine the best approach to build future momentum and maximize success. I’m thinking about effective strategies as well as about solving the challenges I will eventually face. Overall, I’m designing a compelling vision for QCA’s future. I’ve definitely elevated and innovated our marketing efforts to reshape our business, and I’m developing the details for an exit strategy that aligns with what I really want for my employees.

Charlotte Area Transit Unveils Envision Your Ride Program

The Nelson\Nygaard Consulting Associates team enlisted the community engagement expertise of QCA to assist with a planning study to extend the LYNX light rail service in Charlotte, North Carolina. QCA's Sandee Launch and Carolyn Fitzwilliam have supported this yearlong public involvement effort for this growing system.

The City of Charlotte is constructing a 9.3-mile Blue Line Extension (BLE) extending the LYNX light rail service north from the city center to the UNC-Charlotte campus. The existing Blue Line opened in 2007 with service from Interstate 485/South Boulevard exchange in the south to the 7th Street Station in Uptown Charlotte. The original Blue Line has been well received, achieving the expected 5-year ridership goal within the first year.



Construction of the \$1.16 billion extension includes 11 stations, four park-n-rides, greenway integration and public art and is expected to be complete in August 2017. Project leaders anticipate similar ridership success as a result of efforts to integrate rail, community development and land use plans. Reflecting this integration is the Charlotte Area Transit System's (CATS) efforts to update the Bus-Rail Integration Plan for modifying bus services in the corridor to enhance connection to the BLE.

In May and October 2016, the team was invited to participate in meetings to obtain feedback on the current proposed bus route modifications. In December, Sandee worked seven meetings at the Charlotte Transportation Center (CTC) to gather input from transit riders on the CATS system as a whole. The initiative, called Envision My Ride,

encouraged riders to fill out a three-page survey that outlined priorities and helped to envision the future of the system. An additional one-page form allowed riders to give feedback on particular routes. CATS workers, assisted by Sandee, interacted with more than 100

riders per 6-hour meeting shift and completed hundreds of surveys.

"The CTC is a very busy place, and meeting transit riders and getting their thoughts about the system that they ride on a daily basis was very informative. Their concerns are real and affect their ability to work, shop, attend appointments and have access to education." said Sandee.



"Spending dozens of hours over multiple days allowed CATS to interact one-on-one with the people they serve."

Sandee Launch



HABITAT FOR HUMANITY

This quarter, QCA associates join forces with West Pasco Habitat for Humanity to create more goodwill. In October, associates worked in New Port Richey, Florida, helping to clear the site for a new home build. When QCA associates volunteered again in December, they helped install windows and secure the exterior of the house from moisture.

“It was cool to be a part of a large volunteer effort and see the impact of giving back a few hours on a Saturday in October.” - Lori Morgan

“I enjoying giving back and appreciate the opportunity to give back with my coworkers,” said Kelsey Morrow.

“It is humbling to help clear the lot and two months later there is a house on the same lot.” - Joe Duhamel



OCTOBER



DECEMBER

SLEDDING IN TAMPA BAY



QCA's Maddie Pfingsten volunteers for the Tampa Bay Lightning Sled Hockey Team. Sled hockey is designed for everyone and anyone to experience and enjoy the great sport of hockey. Players sit in a sled that have skate blades on the bottom and use two small hockey sticks with picks on the end to propel themselves around the ice.

“It's a great way to give back to those who share my love for hockey.” - Maddie Pfingsten

Maddie acts as an assistant coach, motivating players, setting up drills, and helping some of the players get around the ice a little easier by attaching additional support into the sleds. “I really enjoy volunteering with the sled hockey team.”

KELSEY'S CORNER

Benefits Update

QCA's vision is to be the first choice provider of quality communications products and services nationwide. We know generous employee benefits package can be an excellent way to keep the talent we have and to recruit the cream of the crop.

QCA is working hard to offer great benefits. According to Employee Relations/Benefits Administration Manager Kelsey Morrow, “QCA has awesome employees on board, and I believe it's my job to help keep them from jumping ship. One way is by offering a good benefits package.”

QCA's Benefits Package includes:

- Paid Time Off
 - Holiday Pay
 - Medical Coverage
 - Dental Coverage
 - Vision Coverage
 - Short Term Disability
 - Long Term Disability
 - Basic Life Insurance
 - Accidental Death & Dismemberment (AD&D) Insurance
 - Simple Individual Retirement Account (Simple IRA)
- *For more information about QCA's benefits package and eligibility, please review QCA's Handbook.

Health insurance is the largest line item on the employee benefits budget and typically the hardest to maintain due to rapidly rising premiums. Although the landscape of healthcare is ever changing, QCA is proud to provide all associates working 40 hours with medical health care insurance (premium) coverage through United Healthcare at no cost to them for 2017.

Saving For Retirement

QCA knows a strong retirement benefit can help to recruit employees and reduce turnover, yet these programs are somewhat rare these days. According to Employee Benefit Guides, only 14 percent of companies with five to 99 employees offer a retirement savings program. As an employer, QCA is delighted to match retirement contributions made by both full- and part-time associates in 2017.

Out with the old. In with the new!

In December, QCA's Corporate office in Land O' Lakes, Florida received a facelift for 2017.



QCA Holiday Extravaganza 2016



QCA
A Corporation of America



Save the Date!

2017 State of the Company Meeting

WESTGATE RESORT RIVER RANCH

3200 River Ranch Blvd.,
River Ranch, FL 33867

Friday, February 24 to
Sunday, February 26



2017 Holiday Schedule

May 29 – Memorial Day

July 4 – Independence Day

September 4 – Labor Day

November 23 – Thanksgiving Day

November 24 – Day after Thanksgiving

December 25 – 29 – Christmas Week

FLORA FUSION FOODS

QCA is delighted to be mentoring business owners Joey Francois and Creed Dennis with the launch of their company, Flora Fusion Foods. Flora Fusion Foods specializes homemade, plant based, allergy-friendly gourmet foods. No animal products or byproducts are used in the production of their goods. The mission of Flora Fusions Foods is to provide nutritious alternative options for improved long-term health.



With this mission in mind, QCA's Creative team, Joe Duhamel and Chip Boeckh, designed and produced product packaging, business cards and t-shirts. Webmaster Dylan Conway designed and maintains their website.

To find out more about Flora Fusion Foods visit, florafusionsfoods.com



"Our purpose is to provide people with a variety of gourmet plant flavor. Flora Fusion makes all of our food with organic ingredients to make only high quality plant based products that are healthy and affordable. Due to the world dying at such a fast everyone around them. I have learned a lot through my nutrition major. Plant based consumption choices positively affects you, the people around you, and the earth."

- Creed Dennis, Co-Owner

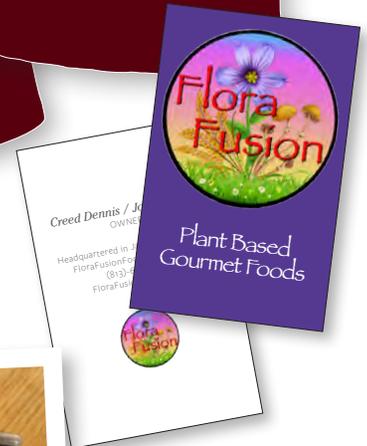


"Our goal is to show people that any dish that contains animal products can be made vegan. I just want to be able to pass on my education and knowledge to the people who are unaware of the benefits of living a plant based lifestyle so that they may choose the best lifestyle possible, not only for themselves, but also for the planet."

- Joey Francois, Co-Owner

100% PLANT BASED, VEGAN PRODUCTS FOR SALE INCLUDE:

- Hard Block Mozzarella
- Hard Block Cheddar
- Hard Block Jalapeño Mozzarella
- Gluten Free Fried Mozzarella Sticks
- Nachew Cheez (Cashew Queso)



Fierro taking his cue from the advertising world

David Fierro joined QCA in October as a vice president over Division C, our Creative Services division.

Division C is being rebranded as an in-house advertising agency, Red Cue Advertising.



“Red Cue Advertising and the media buying and video production capabilities we have added means we can compete with other ad

agencies on the advertising contracts offered by transit agencies, expressway authorities, airports and others,” said David.

“Of course, our work for our internal QCA clients remains our top priority. The message I am sending is that our internal clients need to be treated like our best clients,” he added.

Throughout his career, Fierro has had an eye for the creative. His firm, DFA Communications, developed the national 511 and SunGuide ITS logos and published the Florida Transportation Monthly magazine and website.

At Virginia DOT, Fierro managed the photo and video departments, directing the production of videos and photo slide shows for use on the agency’s website.

At the Nevada Department of Motor Vehicles, Fierro managed award-winning advertising and media campaigns that featured videos, motion-graphic videos, social media advertising, Pandora radio ads and news website takeover ads, providing innovative creative direction for his statewide agency.

Fierro has more than 30 years’ experience in

transportation communications, including stints as a Florida Department of Transportation district director of public information in the Miami and Panhandle districts, deputy director of public affairs for Virginia DOT and director of communications for the Nevada Department of Motor Vehicles.

Fierro is based in Tallahassee and is thrilled to be near his daughter Hannah, son-in-law Chris Talbot and his two grandchildren, Daphne and Macrae, ages six and three. His son, Gabriel, is a student at the University of Central Florida and is a member of the Florida National Guard.

“Working and living out West for the past eight years was a tremendous experience, but we were missing too many moments in their lives. Now I can go to a school play and have them over for Sunday dinner. This is a great season in my life,” he said.

“Red Cue Advertising and the media buying and video production capabilities we have added means we can compete with other ad agencies on the advertising contracts offered by transit agencies, expressway authorities, airports and others”

David Fierro



RED CUE DESIGN TEAM

Chip Boeckh



Dylan Conway



David Crigger



Joe Duhamel



Bret Larissey



Sophia Tingle



A Passport to **GREAT QUALITY** and **SERVICE!**



OUR SERVICES:

- Administrative
- Audio-Visual Presentations and Handouts
- 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
- Open House Planning and Coordination
- Public Hearing Coordination / Facilitation
- Public Information Services
- Public Involvement / Community Outreach
- Public Relations
- Resident Compliance (EEO)
- Safety Campaigns
- Social Media Outreach and Management
- Special Events
- Video Production /
- Public Service Announcement Development
- Visioning Facilitation
- Website Design and Content Support

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.



PASSPORT



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