



• Community Outreach •

2017 » QUARTER 2

**QCA**  
Quest Corporation of America



Construction Careers Consulting • Construction Support •

Clerical • Creative Solutions • Communications •



**BE UNIFORMED**

One Life. One Love. One Company.

## LETTER *from* THE PRESIDENT

# LET IT GO!

**O**NE THING I wasn't ready to let go of? Springtime! It officially starts in March, but I love the months of April, May and early June. My birthday is in April, and I always feel as if I'm taking control of my own happiness at that time. For whatever reason, it's always a time of celebration for me. I think it's because at the end of each year, and into the first quarter, we are closing out the old and preparing for the new. It's a little chaotic.

First quarter is always a little exhausting for me, but when springtime arrives, it's like I'm born again. I enjoyed an amazing month of April. My husband took me to the Cayman Islands for my birthday. And, I was so grateful to spend a long weekend in Puerto Rico with long time Quest employee and dear friend Maricelle Venegas.

I love traveling with my employees. To me, it's such a gift when you spend time with others. I value all of my relationships with each and every one of my team members. I don't want to ever miss an opportunity to give them a piece of encouragement, and I certainly don't want to miss out on an opportunity to say thank you and express my appreciation for them. I'm honored that they want to not only dedicate their professional time to Quest, but also give me some of their personal time. It's something I treasure.

Another adventure this past quarter included our annual company awards cruise! I like to treat my employees in style when they meet their goals.

While I believe we definitely enjoy our time together, it's also a time to discuss what we want as an organization.

So, what do we want? A team of loyal employees who put customers first. It's our job to find the best people and lead them by giving of ourselves first.

My message to this team is typically – You are winners! And, you are leaders! And great leaders don't focus on "getting." Instead, they focus on "giving" something away, freely and frequently. Our company culture is all about self-sacrifice. It's about serving others. It's simply about being honest with each other and being kind. Last quarter we all read the book, "Who Moved My Cheese" by Spencer Johnson. It's about change. We are changing, and the universe around us is changing. And just because something was right for us in the past doesn't mean it still is. We discussed how change happens to us sometimes slowly as we



grow, and other times rapidly when we don't think we're ready. My advice to my employees is simple. Embrace this change! Life is too short to lug around fears and failures... Let it all go! Oh, and just a little note to our competitors – At all times you lead me to a better understanding of myself – At all times, I consider you a blessing! Thank you for having so much interest in so many of our employees, as well as our products and our services. I'm honored, and it keeps me on my toes!

Speaking of blessings, the month of June was full of blessings. Our focus was on gratitude, practicing mindfulness, boosting happiness, choosing optimism and giving to others. My greatest responsibility is to develop people, earn their trust and commit to their futures. I have to bring out the best in the people I lead, and this requires an ongoing innovative spirit on my part. I'm dedicated to this. It's what I'm most passionate about when given the chance. This past quarter I attended several workshops designed to assist in attaining life goals, restoring health, releasing old behavioral patterns, and more. If I'm going to continue to lead this organization, there are deliberate changes I need to make to keep up with the changes happening around me and within me. I dove deep within myself to discover those areas of my life that might be blocking me from living at my fullest potential. Stay tuned! More on this to come in the next issue.

To our customers – We love you and we will continue to work very hard for you. At Quest, we continue to focus the growth of our organization on what really matters to you—and we are letting go of the stuff that doesn't.

Please enjoy!

## !QUE PASA! Enjoy Puerto Rico!

**T**HE LAST TIME I was in Puerto Rico was at an annual SASHTO (Southeastern Association of State Highway and Transportation Officials) conference many years ago. This vacation was such a relaxing reprieve from our chaotic work lives. I owe it all to Maricelle. She was so adequately prepared for this trip. I contributed very little to the planning and prep work beforehand. We enjoyed so many activities from the restaurants on the water, exploring the caves, the fort and the cemetery, to visiting, praying and worshipping in all of the churches throughout all of old San Juan. She even went through the trouble to find me a vegan restaurant. I'm so grateful, and I loved the fact that she shared her personal stories. Puerto Rico is Maricelle's birthplace. Her great-grandfather worked for a company which installed the telegraph. One grandfather was a translation consultant for government during war time. Her other grandfather had the first Cadillac dealership in San Juan. It was a great trip! Thank you Maricelle!



## ABOUT QUEST

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

## A HEALTHY ORGANIZATION

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

## OUR CULTURE OF LOVE

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

## A WORLD CLASS ORGANIZATION

Quest has a customer-based focus similar to a Total Quality Management (TQM) organization. Quality and Customer Care are always at the top of our list. Our organizational structure, processes and jobs are all designed to serve our customers. Our desire is to be a world class organization.

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).

Please visit our website at [QCAusa.com](http://QCAusa.com) or contact us toll free at 866-662-6273.

# QUALIFIED TALENT

RECRUITING THE MOST qualified talent is essential for any organization to meet its goals and succeed in a rapidly growing environment. Whether we are looking to fill a vacancy, staff a new position or plan for succession of management, it is important to have a consistent, structured recruiting program.

New hire Elisa DiGrazia joined Quest as special projects manager devoted to finding the best candidate for each role within our company. According to Elisa, "Quest is a rapidly growing organization, which is projected to soon double in size. Since coming on board, I've developed a formal recruiting process guaranteed to be efficient and effective. I am currently examining recruiting opportunities both internally and externally. My goal is to identify and hire key talent companywide."



**According to Quest President Sharlene Francois Lairscey, "We always give careful consideration to whether we recruit internally or externally. For a variety of reasons, we prefer to promote from within. Internal recruitments are quick, cost-effective, and generally require less training."**

At Quest, we strive to foster a sense of loyalty, community and long-term satisfaction among our associates by encouraging growth from within. According to Senior Vice President Diane Hackney, "Because associates have already established workplace connections and developed

knowledge of the corporate culture and business processes, it is easier for them to succeed at a new position within the same company. Internal recruitment also boosts employee morale."

It is our privilege to offer professional development opportunities and advancements to existing employees while paving the way for new additions to our company. We are incredibly excited about recruiting and hiring new team members for our future! External recruiting gives us an opportunity to establish new connections and stay on the cutting edge of innovation.

**If you are interested in joining our organization, please visit the career page on our website to apply at [QCAusa.com/connect/careers-and-internships/](http://QCAusa.com/connect/careers-and-internships/).**



## NOW HIRING!

The sky is the limit in the Sunshine State! Quest is searching the horizon for experienced transportation communication professionals to fill roles as public information officers in the following areas:



- Cocoa
- Fort Lauderdale
- Jacksonville
- Miami Beach
- Orlando
- Pensacola
- Sarasota
- Tampa
- West Palm Beach

**Fill out the application on our website to become a part of the Quest family!**



## Welcome **ELISA DIGRAZIA!**

**W**E ARE PLEASED to welcome Elisa DiGrazia to the Quest family! Elisa graduated from Saint Leo University with a Bachelor of Arts in Accounting. She is excited to be a part of the team and learn about the industry.

Elisa currently serves as a special projects manager at our Corporate Office in Land O' Lakes, Fla. She is taking charge of managing our contracts and leading our search for new associates as we continue to expand. Elisa finds motivation in the words of Elizabeth Green, "Sometimes the most ordinary things could be made extraordinary simply by doing them with the right people." With a positive attitude and outgoing personality, Elisa is excited to take our recruiting efforts to the next level and make this our best year yet!

**"It is my mission to develop and implement a streamlined recruiting process at Quest. Our employee application is now available online and can be found in the careers section of our website. In the world today, a pivotal part of recruiting involves social media. We have increased our presence on LinkedIn and have been focused on showcasing the important work we do at Quest."**

 To visit us on LinkedIn, please go to: [linkedin.com/company/quest-corporation-of-america](http://linkedin.com/company/quest-corporation-of-america).

### DID YOU KNOW?

93% of recruiters are likely to look at a candidate's social media profile.

## LEADERSHIP LAUNCH TEAM ESCAPES

QUEST'S LEADERSHIP LAUNCH team met in Tampa, Fla., the weekend of April 21 for a quarterly roundtable discussion and teambuilding activity. The Leadership Launch team is made up of young professionals who want to succeed in leading the organization into its future growth and management by recognizing each other's strengths, weaknesses, goals and overall skillsets.

Friday afternoon, they gathered at the Downtown Tampa Sheraton Riverwalk hotel for a roundtable discussion, which included the topics of team initiatives, a generational Strengths Weaknesses Opportunities Threats (SWOT) analysis, multigenerational management and team assignments. The group also discussed "Who Moved My Cheese?", a timeless business classic written by Spencer Johnson that reveals profound truths about dealing with personal and professional change. After the discussion concluded, the group enjoyed dinner at the hotel's River's Edge restaurant.

Saturday morning, the team met back at the Sheraton to enjoy breakfast together and discuss each other's professional backgrounds, as that was not something that had previously occurred. "It was really nice to listen to everyone's individual professional journey," said Nick Lulli. Next, the team walked over to the Great Escape Room Tampa – an exciting Sherlock-



themed escape adventure, which doubled as a unique teambuilding experiment. After entering the room with the team, the door was locked, and the team was given an hour to solve the part-scavenger hunt, part-puzzle in order to unlock the door. According to Vice President Jessica Francois, "Everyone loved the activity and suggested we do it again, as there are different level rooms at that location, and also many different escape room locations throughout the state."

**P.S., they escaped with 10 minutes to spare!**

**COMING SOON!**

## Corporate Office Blood Drive

Give Life Give Blood



### Blood Drive

Tuesday, August 8

Time: 11 a.m. to 4 p.m.

Location: Quest Corporation of America, Inc. parking lot  
17220 Camelot Court, Land O' Lakes, Florida 34638

All donors will receive a  
FREE OneBlood Tervis Tumbler!

**Be a hero...It's in your blood.**



## HABITAT FOR HUMANITY



Kelsey Morrow

**Q**UEST WOULD LIKE to congratulate the Ortiz family on their new home! Several Quest associates volunteered on numerous occasions to help support the West Pasco Habitat for Humanity in building a new house for the family. "It was such a rewarding experience knowing I was making a difference in this family's life," said Quest associate

Kelsey Morrow. On June 1, 2017, Habitat for Humanity welcomed the excited family into their finished home. Please join us in congratulating the Ortiz family!



**F**ROM VOLUNTEERISM TO community involvement, Quest is wholeheartedly committed to giving back. It is our mission to make a difference each and every day. The Home Operations team is excited to announce they will be hosting a blood drive at the Corporate Office in Land O' Lakes, Fla., on August 8 from 11 a.m. to 4 p.m. If you work or live in the Tampa Bay area, please don't hesitate to stop by and donate. The possibilities are endless, so please join us in helping others reach a new day.

## QUEST INTRODUCES NEW CREATIVE TOOL: InMotion

**Q**UEST PARTNERS WITH InMotion to more efficiently serve clients and better manage the creative process. The InMotion system is modeled around three major steps in the creative process: request, create and review.

In the request stage, projects are submitted to the Creative team. By using the customized form in InMotion, you can submit requests, attach appropriate assets and track the project status. The creation stage requires collaboration, so shared dashboards are created, as well as notes and alerts to make sure the product is delivered on time. For the review stage, real-time tracking with InMotion allows Quest to proof projects online with easy to use electronic markup tools. Each item

can be in a different color to correspond to different meanings, such as "approved as is," "change and resubmit" or "see me."

Quest's Creative team is dedicated to getting you the products you deserve, and InMotion is a huge step in making that happen.

**"InMotion allows our graphic designers and associates to collaborate on projects in a more efficient manner," shares Traffic Manager Bret Lairscey.**



# CONSTRUCTION CAREERS A GREAT FIT FOR VETERANS

**F**ORE! QUEST'S NICK LULLI and ALE'TA TURNER spent a Saturday in May on the golf course as part of the Construction Careers Consultant Program. The duo staffed the OnBoard4Jobs Construction Careers table at the sixth-annual Military Job Fair at TPC Sawgrass in Ponte Vedra Beach, Fla. Hundreds of participants from all branches of the military attended looking for the next stage in their careers.



"This is such a wonderful program that often helps some of our nation's greatest heroes," said Ale'ta, Quest marketing and outreach coordinator. "What a privilege it is to support them."

Since 2014, Quest has served as the consultant for the Florida Department of Transportation's OnBoard4Jobs Construction Careers Program. Since the program's inception, Quest's team has become a trusted source for providing roadway transportation contractors with workforce candidates statewide.



## ONBOARD4JOBS HOSTS SARASOTA COUNTY CONSTRUCTION CAREERS AND RECRUITMENT FAIR

**Q**UEST'S NICHOLE LAIRSCEY, MEGAN OLIVERA and ALE'TA TURNER are working to ensure road and bridge contractors are connected to qualified workforce candidates through the most recent Southwest Florida Construction Careers Fair. Prime and sub-contractors interacted with job seekers by explaining the different entry-level to experienced positions available, hiring processes and On-the-Job Training opportunities. Following the recruitment fair, the OnBoard4Jobs team continues to advocate for job seekers through referrals to leading construction firms. We expect to hear more success stories from job seekers and contractors in the coming months.

The Southwest Florida Construction Careers Fair garnered media coverage in the Sarasota Herald-

Tribune and 83 Degrees. Four participating contractors met with diverse entry-level to experienced job seekers about current opportunities in the road and bridge construction industry.

According to Megan, "It's important for OnBoard4Jobs Construction Careers to build bridges within communities across



Nichole Lairsey



Megan Olivera



Ale'ta Turner



**June job fairs seek employees for construction, healthcare, hospitality and government**

TUESDAY, JUNE 06, 2017

June job fairs in the Tampa Bay area offer job seekers potential opportunities to work

in construction, healthcare, hospitality, government and other fields.

The Southwest Florida Construction Careers Fair in Sarasota June 20 seeks to place minorities, women, veterans and others in transportation construction jobs. As a part of a three-year-old initiative with the Florida Department of Transportation and Federal Highway Administration, local prime contractors and subcontractors will be meeting with potential job candidates from 9:30 a.m. to 11:30 a.m. at Knights of Columbus, 4886 Fruitville Road.

Immediate jobs are available in Sarasota and Manatee counties, and in the Bartow area of Polk County, plus other locations statewide.

"We want to help the contractors. We want to help the community," says Megan Olivera, Senior Communications Manager for Quest Corp. of America, an FDOT consultant. "Our focus is to recruit a viable construction work force."

A goal of the OnBoard4Jobs program is to increase minority and women hired for federal- and state-funded road construction projects. "If you're looking for a job right now, this is the place to look for it," she says.

The industry employs heavy equipment operators, carpenters, welders, concrete finishers, foremen, truck drivers, asphalt workers, flaggers, pipe fitters and general laborers.

The free career fair is intended for job candidates 18 and older, with or without experience.

the state to spread awareness. Through grassroots efforts and partnerships, Quest attracts diverse job candidates for recruitment fairs throughout the state."

Quest is honored to work as the consultant of choice for the Florida Department of Transportation's OnBoard4Jobs Construction Careers Program. We stand ready and willing to serve as workforce development consultants.

## IN MEMORY OF TOMMIE SPEIGHTS

November 16, 1944 - June 2, 2017

**Q**UEST WOULD LIKE to honor the memory of Tommie Speights, former Florida Department of Transportation District Three public information director. Tommie passed away on Friday, June 2, 2017. He is survived by his wife of 43 years, Lillie Speights, three children, as well as eight grandchildren and step-grandchildren.

# MANATEE COUNTY AREA TRANSIT INTRODUCES NEW COLLATERAL

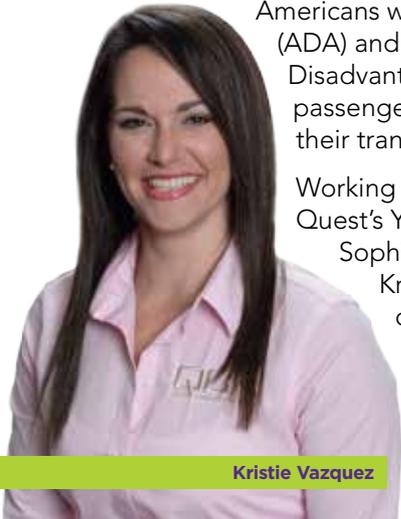


MANATEE COUNTY AREA TRANSIT (MCAT) passengers will have new reading material this summer as they maneuver their way around the county. MCAT offers scheduled origin-to-destination paratransit service for program-eligible individuals in Manatee County, Fla., utilizing MCAT's fleet of fixed-route buses and their Paratransit Handy Bus.

According to Business Unit Manager Kristie Vazquez, "MCAT sought the expertise of Quest to develop updated renditions of their informational ride guides to assist Americans with Disabilities Act (ADA) and Transportation Disadvantages (TD) passengers in using their transit services."

Working closely with MCAT, Quest's Yvonne McClellan, Sophia Tingle and Kristie Vazquez designed new

guide concepts and updated crucial passenger information to help educate riders on their ADA and TD programs. MCAT provides essential transportation support to the Manatee County community, and the new ride guides will keep passengers informed regarding these two beneficial programs.



Kristie Vazquez



Yvonne McClellan

# AIM ENGINEERING GRAND OPENING

QUEST WAS THRILLED to tour AIM Engineering & Surveying, Inc.'s beautiful new facility in Fort Myers, Fla., for its grand opening celebration in May!

Conveniently located in the Downtown District at 2161 Fowler St., its new state-of-the-art office complex shows AIM's dedication to the Southwest Florida community and their team's passion to impart their vast talents to help plan out the region's future roadway infrastructure needs.

According to Yvonne McClellan, Quest public information specialist, "Their facility is beautiful, and the AIM team is incredibly talented and passionate about what they do. I look forward to working closely with AIM in the future!"

# COLLIER PUR PROGRAM IMPROVES UTILITIES INFRASTRUCTURE FOR AREA RESIDENTS

COLLIER COUNTY, in collaboration with Hole Montes and AECOM, has kicked off construction to make infrastructure improvements to 18 neighborhood duplex pump stations in Naples, Fla., as part of its expansive Public Utilities Renewal Program (PUR).

This project is one of several taking place in Basin 306 of Naples for which Quest continues to provide dedicated public information support as construction ramps up. In late May, prior to the start of construction on the first three duplex pump stations, 119 residences, businesses and churches were notified about the upcoming changes. It is a vital aspect of Collier County's PUR improvements to inform the community it serves about construction near their homes and businesses to maintain the safety of residents who are experiencing construction nearby. Quest will continue to ensure them that they will experience no interruptions to their utility service, and to also hear their concerns regarding their work to maintain an open forum of communication for the continued success of the project for our client.

These infrastructure improvements are an investment in the future of communities in Collier County, which will ensure a continued high level of utility service for them in the years to come, and Quest is proud to be a part of it!



# RASHEIA FREEMAN EMBARKS ON A NEW ADVENTURE

AS THE DOOR of opportunity opens from resident compliance specialist (RCS) to public information specialist (PIS), Rasheia Freeman feels enlivened to grow within Quest. The transition has called for a full month of supporting and shadowing a variation of Quest PIS work.

Rasheia recently spent time with Lori Buck on the Tampa Bay Next project, participating in community outreach with the North Tampa citizens. Rasheia also traveled down to Naples to learn the ins and outs of the Collier County Public Utilities Renewal Program from Yvonne McClellan. Up next will be one-on-one time with Alicia Arroyo and Kristie Vazquez at their respective Florida Department of Transportation Construction offices. Congratulations Rasheia on your new endeavor!

"The wealth of knowledge that I have obtained and will learn from these experienced professionals will make it a natural progression for me to serve the Sarasota/Manatee community."



## CONSTRUCTION STARTING SOON

### Basin 306 Neighborhood Pump Stations Rehabilitation

Dear neighbor, Collier County is investing in neighborhoods through an important wastewater pump station rehabilitation program. Contractor, BLDM, Inc. is soon beginning construction replacing and restoring the existing pump station near your home.

**Project Location**

**QUESTIONS?**  
Info@CollierPUR.com  
www.CollierPUR.com  
(239) 281-2682

## Welcome SEAN ALLEN!



QUEST WELCOMES SEAN ALLEN to the Northeast Florida team in Jacksonville, where he has called home for 12 years. Sean served active duty in the Navy as a journalist and public affairs specialist and continues to serve in the Navy Reserves.

Sean is a well-rounded and dedicated professional with accomplishments in public affairs, community outreach and communications. He is a team player with a reputation for going above and beyond to meet the needs of his clients.

Sean currently serves as one of the public information officers for the Interstate 95/Interstate 10 Interchange project near the Riverside area of Jacksonville and the San Carlos and May Street Intersection improvement project in St. Augustine. Both projects require in-depth community involvement. Sean is ready and excited for the opportunity.

"I have enjoyed living and working in Jacksonville since I was transferred here in 2005. I have had some great opportunities connecting with the residents here and am grateful for the opportunity to continue to serve the community I live in," shares Sean.

His creative outlook and diversified work experience allows Sean to connect with his clients and he looks forward to his future in Northeast Florida.



## FULLER WARREN BRIDGE OPEN HOUSE

QUEST SUPPORTED THE Florida Department of Transportation District Two (FDOT) and General Engineering Consultant (GEC) Atkins during their open house for the Interstate 95 (I-95) at Interstate 10 (I-10) Fuller Warren Bridge improvement project in Jacksonville, Fla.

Quest associates Sean Allen and Nick Lulli were excited to support the event. With construction for the project just underway, the open house was an opportunity for the public to learn more about the project, construction schedule and view renderings of the Fuller Warren Bridge's new multi-use path. Nearly 75 residents, business owners, community groups and major stakeholders attended.

"It was great to connect with residents and some of the major stakeholders in the area as well as answer their questions," Sean said.



"This project is important for the community, and I'm happy I could be part of this open house."

Since the Fuller Warren and Overland bridges projects are in close proximity, Quest Public Information Officers' Sean and Nick work

together to ensure the public is informed about construction and traffic impacts from both projects.

"We were so excited Atkins asked us to support them with the I-95 at I-10 project," said Nick. "Having already been intimately familiar with the urban core area, it was a no brainer for us to jump in head first!"

The Overland Bridge and the Fuller Warren Bridge are major thoroughfares through downtown Jacksonville. Once completed, both projects will greatly improve traffic on I-95 in the area.

## IT'S A WIN!

**Q**UEST'S NORTHEAST FLORIDA team is proud to be supporting public outreach efforts with Tindale Oliver for the Florida Department of Transportation's Community Traffic Safety Program. The general objective is to support implementation of the Florida Strategic Highway Safety Plan (FL-SHSP), District Two Traffic Safety Programs and National Highway Transportation Safety Association (NHTSA) projects and

initiatives. The analysis and conceptual recommendations will provide valuable input into the development of traffic safety improvement awareness and projects to be included in the proposed safety program.



## RAINY DAYS WON'T SEND QUEST AWAY!



JUNE AFTERNOONS IN Florida often bring heavy rain, but that doesn't stop Quest's public information officers (PIO)! Recently, Nick Lulli, a PIO for the Interstate 95 Overland Bridge Replacement project, conducted door-to-door outreach in the pouring rain.

Determined to get the message out about upcoming detours and traffic shifts, Nick didn't let the soggy weather interrupt his day.

Quest has been supporting Eisman & Russo with in-house public information services since 2015 as part of one of the largest road construction projects in Jacksonville history.

**"When you have an important message for the community, you just have to get through it," said Nick. "A change of clothes is key."**

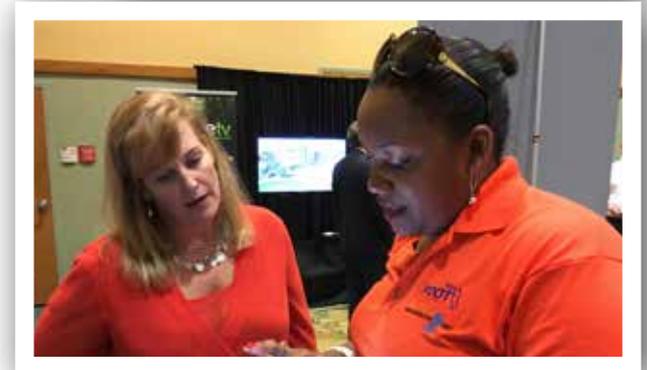
# TREASURE COAST REGIONAL TRAVEL SURVEY

QUEST'S SOUTHEAST FLORIDA team has been up and down the Treasure Coast this spring. The Florida Department of Transportation's (FDOT) Treasure Coast Regional Household Travel Survey is keeping the team busy in the field looking for participants for the tri-county travel survey. The survey is

gathering travel data from hundreds of residents along Florida's east coast to better plan for the future of transportation in the area.

"We talked to people from all over Martin, St. Lucie and Indian River counties about how they travel each day," said Tamara Phillips of Quest's Southeast Florida team. "It is important to hear the priorities of the residents in different areas, whether it is decreasing congestion or increasing public transportation, input from the community is always valuable."

The survey asks members of Treasure Coast households to record their travel for one 24-hour period and report that information back to FDOT. Participants can take the survey online, by downloading a customized phone app, by phone or by mail. The survey will take a break over the summer and will continue in September once school is back in session.



## QUEST, CARDNO PARTNER AT MEDIA CONFERENCE

### Offering Tips on Positive Project Coverage



QUEST'S BETH ZSOKA recently joined Cardno's Director of Construction Services, George Denti, at the Florida Public Relations Association (FPRA) Treasure Coast Chapter's Media Conference where the pair collaborated on a presentation entitled, "Marketing a Project."

is currently under construction in Port St. Lucie. Drawing from their local experience, Beth and George explained how to obtain favorable public exposure by utilizing grassroots and community outreach, information

and education campaigns, special events, and targeted presentations while also leveraging working relationships with local media to promote positive press coverage.

Quest has successfully supported Cardno on several major transportation projects throughout the Treasure Coast, including the Veterans Memorial Bridge in Martin County and the Crosstown Parkway Extension project, which



The Media Conference is an annual professional development event hosted by the Treasure Coast Chapter of FPRA. The conference brings together public relations and media professionals from across the Treasure Coast in order to provide the latest tips and techniques for effective communication. Thought leaders throughout this community, including Beth, are tasked with instructing their fellow professionals on skills ranging from creative writing to the development of relations with media personnel so that the audience leaves with the tools to take control of their product and communicate their message in new ways.

Beth Zsoka

# Welcome GABY FERRARO!

**Q**UEST IS PLEASED TO welcome Gabriella (Gaby) Ferraro to our Southeast Florida team. Gaby is a recognized, award-winning communications professional on the Treasure Coast. With a history of work in front of and behind the camera, previously as a local television news journalist/reporter and the last decade as a government spokesperson, Gaby has demonstrated success in delivering key messages to the public, providing successful and responsive media relations, leading crisis communications efforts, increasing citizen participation in government, managing various social media platforms, and building strong relationships with partners and stakeholders.

Prior to joining Quest, Gaby served as Martin County's public information officer and primary spokesperson for five years. During that time, she effectively communicated information on high-profile events, such as hurricanes, environmental emergencies and notable infrastructure projects including the construction of the \$68 million Veterans Memorial Bridge, a 3,000-foot bridge spanning the St. Lucie Waterway, connecting Palm City and Stuart; and the County's \$27 million Septic-to-Sewer Program, which extends wastewater and water service to areas of environmental concern, replacing aging septic sewer systems.

The Florida Public Relations Association, Treasure Coast Chapter, recognized Gaby's work in Martin County. She earned the Crisis Communicator of the Year Award in 2016 and the Communicator of the Year Award in 2014.

At Quest, Gaby supports several projects including the Florida Department of Transportation's Treasure Coast Household Regional Travel Survey, Interstate 95 Treasure Coast Multimodal Master Plan and the Crosstown Parkway Extension in Port St. Lucie.

**"I jumped at the opportunity to work with Quest's outstanding Southeast Florida team and support local transportation and infrastructure projects that improve quality of life, create jobs, provide positive economic impact, and help residents and commuters get around more efficiently."**



## LET'S TURN SOME DIRT!

### Officials Break Ground on Crosstown Parkway Extension Project



**Q**UEST'S BETH ZSOKA and the Southeast Florida team worked with officials from the City of Port St. Lucie to successfully plan and execute the Groundbreaking Event for the Crosstown Parkway Extension project on May 9.

Construction on the long-awaited Crosstown Parkway Extension project began in January and is moving full steam ahead.

Quest associates from all over the state arrived in Port St. Lucie to support this major event; overseeing important details such as arranging seating, checking in VIPs, distributing event programs, manning the refreshment stations, setting up photo and video opportunities, and making sure the more than 200 people in attendance each received commemorative Crosstown mugs and key chains.



The Groundbreaking Event included remarks from dignitaries, including U.S. Representative Brian Mast, State Representative Gayle Harrell, Florida Department of Transportation District Four Secretary Gerry O'Reilly, City of Port St. Lucie Mayor Gregory Oravec, as well as project "pioneers," who

began advocating for the project decades ago. The high-profile event was covered by the local media and was broadcasted live on the City's Facebook page.

The Crosstown Parkway Extension will provide a six-lane divided roadway and linear park, with approximately a 4,000-foot bridge serving as a multi-modal transportation alternative with accommodations for automobiles, bicycles, pedestrians and public transit. Upon expected completion in the fall of 2019, the Crosstown Parkway Extension will increase connectivity between Interstate 95 and US Highway 1, and help alleviate traffic congestion. Shortly after the event, the City's communication director sent an email to Beth in appreciation of Quest's efforts. She wrote: "Thank you so much for all your hard work. We really appreciate you. Please let your team know they did an excellent job. The event was flawless and an amazing way to start the next chapter of this project. You are very dedicated and your attention to detail was clearly visible."



# ALWAYS SOMETHING GOING ON IN BREVARD

LISA MARK, QUEST project manager and public information coordinator for the Florida Department of Transportation (FDOT) in Brevard County, is never bored. In addition to a wide variety of roadway and bridge projects, Lisa is responsible for executing an assortment of events.

Upon the completion of the Apollo River Bridge, Lisa planned an event with local businesses, residents, elected officials and participating agencies to commemorate the opening of this much-awaited structure. The event also attracted print and TV media. Lisa shares, "It was so exciting to see the News Channel 13 helicopter flyover and later watch the news highlights of the event, along with remarks from Operations Director Allen Hyman!"

After a long wait and much planning, FDOT Brevard Operations began construction on a new operations facility. For the groundbreaking event, Lisa worked with Brevard Operations



staff, managing the event committee, ceremony agenda and speaker details. Less than two years later, she was delighted to manage the ribbon cutting ceremony for the new Brevard Operations building. Lisa adds, "The newly appointed FDOT District Five Secretary Steve Martin's remarks were a perfect way to welcome staff to Brevard Operation's new facility."

What next? "I'm looking forward to the official opening of the Florida East Central Regional Rail Trail this summer," says Lisa. The trail will connect Brevard to the existing coast-to-coast trail with over 250 miles for bicyclists and pedestrians to enjoy. Never a dull moment in Brevard!



Lisa Mark

## Welcome SHARI CROTEAU!

**A** BIG HELLO FROM Shari Croteau, one of the newest members of Quest. Shari is a born and raised Floridian who has spent the past 19 years in the news business. Now, she's on her next big adventure working with Quest at the Central Florida Expressway Authority (CFX) in Orlando. As a producer at a handful of news networks, she was constantly writing news scripts and would occasionally work with local transportation officials. Shari is eager to learn more about the transportation and construction industry.

Shari has been in Orlando for more than 12 years, and it's a great place for her to be, considering she is a huge Disney fan. Most weekends you will either find her at theme parks, traveling, catching a movie, or relaxing at home with her boyfriend and their cat.



## TEAMFL TOURS WEKIVA PARKWAY

WHEN ORGANIZERS FOR the Transportation and Expressway Authority Membership of Florida (TEAMFL) decided they wanted their conference to include a tour of the Wekiva Parkway, Quest staff jumped into action to help make it happen in short order. Quest's Karen Harrell picked up the ball and ran with it to organize the registrations, waivers and other logistics for the May 4 tour of the 10 miles of parkway under construction by the Central Florida Expressway Authority (CFX). Karen was accessible, organized and instrumental in helping the skeleton staff at TEAMFL make their idea of a tour a reality.

Quest staff provided input on how TEAMFL could promote the tour to their members. Quest Vice President Mary Brooks, who leads the community awareness for the parkway, created and compiled packets of project stats, maps and other visuals to introduce tour members to the parkway. She also provided fun and interesting facts about the project during the bus trips to and from the job site.

Once on site, CFX Resident Engineer Don Budnovich joined the group to discuss the many interesting environmental, aesthetic and innovative engineering aspects of the project. CFX and the Florida Department of Transportation District Five are building the 25-mile parkway.

Despite a crunched schedule, CFX and Quest have received rave reviews on the thoroughness of the packets provided, interesting tour narration and impressive project components.

From the client, Ben Dreiling, CFX director of construction and maintenance: "I got a lot of compliments on you and the TEAMFL tour. Thanks for all the good work."

From one of the attendees, Keith DeLuca of HNTB Traffic System Management & Operations: "Today's tour of the Wekiva Parkway was informative, interesting and a great example of a

major effort that will benefit its customers traveling to and from the northwest side of Orlando. This project respects sensitive environmental areas, incorporates All Electronic Tolling (AET) and technology that enhances safety, efficiency and a pleasingly aesthetic driving experience along the parkway. Hat's off to Mary Brooks and Don Budnovich for a detailed overview of the parkway, including techniques and processes used in its construction."

Quest associates have organized many successful tours of the project and are planning for the opening of the first CFX sections in late July.

**CENTRAL  
FLORIDA  
EXPRESSWAY  
AUTHORITY**



Mary Brooks



Karen Harrell

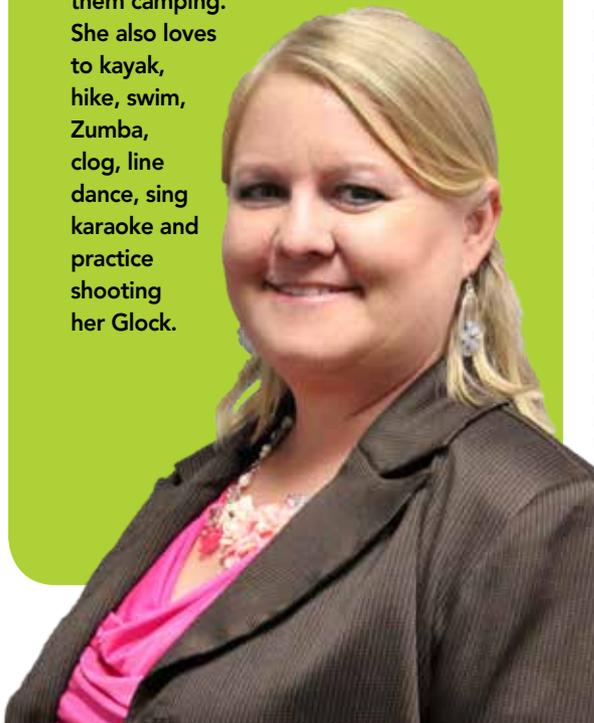


# Welcome SARA SHEPHERD!

**Q**UEST IS EXCITED to welcome Sara Shepherd to the Central Florida team! Sara has a bachelor's degree in Agricultural Education and Communication from the University of Florida, as well as a master's degree in Communications from Queens University of Charlotte. With nine years of professional experience in public relations, communications, media relations and community outreach, Sara is passionate about communicating with a servant-leadership mindset.

According to Sara, her "Why" directly relates to the 4-H Pledge: I pledge my head to clearer thinking, my heart to greater loyalty, my hands to larger service, and my health to better living, for my club, my community, my country, and my world. She explains, "4-H significantly impacted my life by providing a service-learning environment allowing me to develop strong life skills such as public speaking, self-confidence and self-esteem." Sara looks forward to spreading Quest's underlying philosophy of love to every client and every person with which she interacts with.

Outside of work, Sara is passionate about horses and takes every opportunity to ride her two Tennessee Walking Horses in the woods and take them camping. She also loves to kayak, hike, swim, Zumba, clog, line dance, sing karaoke and practice shooting her Glock.



## A BIG THANK YOU TO OUR GEC'S

### Reporting to a Contracts Manager

**T**HE DEPARTMENT OF TRANSPORTATION (DOT) hires many consultants to provide professional services in support of its planning, design, construction and maintenance divisions. Professional Engineering Consultants, and their subconsultants, offer a tremendous amount of value to the Department by operating seamlessly towards the same vision, mission and goals of the Department.

In the big picture, the majority of these consultants are serving under a General Engineering Consultant (GEC) contract, where a contracts manager is assigned. The DOT personnel are responsible for procuring and administering these professional services contracts, and often times, the contracts manager is the real "Super Star" when it comes to knowing the procurement and administration process, practices and expectations. These individuals have a serious responsibility to the public to administer funds in the most responsible and efficient manner.

Quest is honored to serve on several GEC contracts throughout Florida as well as in Georgia, North Carolina and Pennsylvania. According to Sharlene, "In some cases, we work directly for the government agency, but in many cases there are several layers, and we typically fall at the bottom of the food chain. In any given day, we are delivering quality products and services to field level project managers, mid-level program managers and key operations managers."

These GEC's produce a wide range of consultants serving many disciplines. Our services range from clerical and office administration to compliance, construction support, project branding, marketing and creative communications, work force

development, web and video production and more. We have many customers, all whom we are honored to support.

Sharlene added, "What we must remember at all times is, while it is critical to perform with excellence to all field personnel, and while it's our desire to 'be desired' to provide ongoing services, we must remember we are held accountable by the Contracts Manager, and that all communications must go through this individual PRIOR to any additional work being performed. It is the responsibility of the agency's Project Manager to communicate his/her need for additional resources to the contracts manager. At that point, the contracts manager will contact the Prime Engineering Consultant to convey the need and/or future requirement. Trust me when I say that it is critical to follow this protocol."

We clearly understand that the contracts manager is the one managing these complex general use contracts, and they are ultimately the technical experts when it comes to the delivery of all of the products and services. For the work that we do, it requires great leadership, excellent communication skills and top-notch customer service. Our number one goal is to please our clients – ALL OF OUR CLIENTS – ALL OF THE TIME. We are working hard to clearly understand our customers' requirements and objectives and are dedicated with excellence in mind!



### What's New in Northeast Florida?

**Q**UEST'S NORTHEAST FLORIDA team is ecstatic to be supporting Atkins with the General Engineering Consultant (GEC) Program for the Florida Department of Transportation District Two. As part of the program, Quest will provide grassroots public information efforts on major projects throughout the district.

Sean Allen and Nick Lulli will support public information efforts for the Interstate 95 at Interstate 10 Interchange project near the Riverside area of Jacksonville. The \$126 million project

will add ramps to the interchange, build sound walls along parts of the corridor and add lanes to the Fuller Warren Bridge over the St. Johns River.

Karen Harrell and Nick Lulli will provide public information efforts for the A1A Drainage Improvements project in Jacksonville Beach and Neptune Beach. The project will involve extensive replacements of culverts, bridges, and roadway crossings in the beach communities in an effort to alleviate flooding.



Sean will support public information efforts for the San Carlos and May Street Intersection improvements project in St. Augustine. The project will add a traffic circle to reduce congestion at one of the city's busiest intersections, increasing efficiency for residents and visitors alike.

All three projects will require extensive stakeholder engagement as they begin in 2017 and 2018. Quest is ready for the exciting challenge!



Sean Allen



Nick Lulli



Karen Harrell

# CHECKING IN WITH CENTRAL FLORIDA

**T**HIS DYNAMIC TEAM supports six different Florida Department of Transportation (FDOT) Operations Centers. With a deep level of expertise, proven experience and a high level of energy, these public information specialists cheerfully service Central Florida's nine counties. Lisa Mark, project manager for Quest's team on the FDOT District Five contract says there is only one word to describe the team – UNSTOPPABLE! Here is a snapshot of what these professionals are up to.

Quest's districtwide PIO staff for FDOT District Five are: (back row, left to right) Francelis Figueroa Garcia and Lisa Mark; (front row, left to right) Shemir Wiles, Alicia Arroyo and Carolyn Fitzwilliam.



## Lisa Mark

IN ADDITION TO serving as the project manager, Lisa also handles 15 active projects ranging from the construction of Florida East Central Regional Rail Trail to the building of new interstate exchanges and roadway widenings. She also has three beachside projects, resurfacing and adding sidewalks to A1A, and adding sidewalks to State Road 520 in the heart of Cocoa Beach.



Brevard Operations recently finished a major repair project running right in front of the airport and is starting a project near Port Canaveral. For these projects, working closely with airport and Port Canaveral senior staff is high priority.

"Since the new interchanges for the St. Johns Heritage Parkway will be diverging diamonds which are new structure concepts for Brevard, I'll be working diligently with the city and county officials to provide an open house to help inform the public," Lisa said.



## Kym Graves

KYM GRAVES, A member of Quest's Central Florida team supports many projects across the Orlando region with a focus on the Wekiva Parkway project. Recently, she helped facilitate the Florida Department of Transportation's (FDOT) Wekiva Parkway Section 8 design public meeting from selecting the public meeting site to creating property owner lists to distributing fliers.

Kym also supports the Central Florida Expressway Authority (CFX) on the Wekiva Parkway project. Earlier this quarter in collaboration with CFX and Lyman High School's Magnet Engineering Program, Kym served as a tour guide for students, teachers and consultants on the Wekiva Parkway. Participants learned about the bridge activity on Section 204 and engaged in a hands-on field survey on Section 203.

Another little known talent of Kym's is her ability to spot wildlife while working on the Wekiva Parkway. "During my time working on Wekiva, mainly in Apopka and Sorrento, I've encountered numerous animals during flier distributions, progress meetings and public meetings. I've come face-to-face with a pot belly pig, several horses, ducks, chickens, peacocks and even an emu," shared Kym. She went

on to say "Whenever I'm out and about and see something interesting, I'm always able to snap a few photos from a "safe" distance. Following FDOT Section 5 pre-construction public meeting at Easter Seals Camp Challenge in Sorrento, I spotted several wild turkeys in a field near the camp." As if those were not enough animal sightings, Kym recently met Sandie the "neighborhood" crane at a Wekiva Parkway Section 5 pre-construction meeting. He resides in Easter Seals Camp Challenge off State Road 46 in Sorrento.



**"I caught him peeking in the window. The personnel told me he's a frequent tenant and he's not scared of anyone. He certainly scared me when I tried to get out of my car! After three long minutes, he finally walked away and let me step out to go into the office. When I came back out to get in my car he was waiting for me to leave and gave me the side-eye as I drove down the long driveway," shared Kym.**



## Carolyn Fitzwilliam

AS QUEST'S PUBLIC INFORMATION STRATEGIST, Carolyn is proud to serve all of Central Florida. She is always available to help speak with residents and business owners who have questions or concerns, and to assist the project team in identifying potential issues before and during the construction process.

"Letting people know about construction before it begins helps the public's awareness and understanding of what's going to happen," said Carolyn. "This helps to alleviate the public's anxieties, which helps the project proceed along its timeline."

When supporting SunRail, she provides public information for the Track Renewal and Crossing Upgrade project that reconstructed 54 crossings at 30 locations along the Phase I corridor. Improvements are nearly

complete, with construction scheduled to finish in August of 2017.

DeLand Operations recently completed a high-profile Interstate 4 (I-4) widening project between Interstate 95 (I-95) and State Road (SR) 44 and is busy with the I-95 Widening System-to-System Interchange project from north of US 92 to SR 44. The \$205 million design-build project includes reconstruction of the I-95 interchanges at US 92 and I-4 in Daytona Beach. The CEI sub-consultant, with support from Quest, manages the I-95 public involvement.

Other notable projects include a resurfacing project along 8 miles of US 1 in Edgewater and Oak Hill that includes construction of new sidewalks on both sides of the roadway, and an upcoming resurfacing project along SR 5A (Nova Road) between SR 400 and US 92 (International Speedway Boulevard).



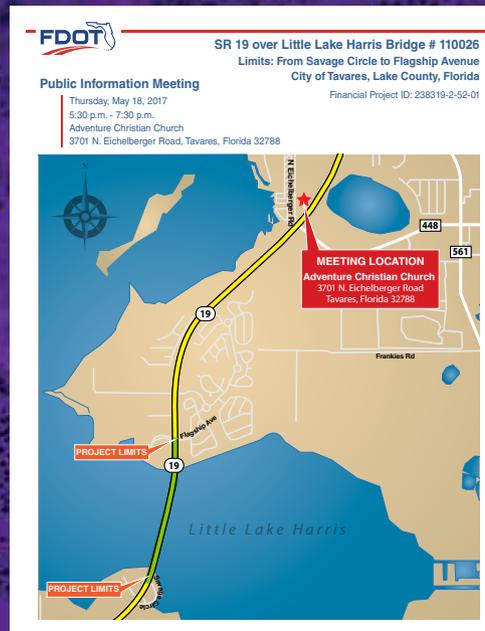
Construction of SunRail's Meadow Woods Station



## Shemir Wiles

NOW, ON TO Orlando where high-impact projects such as Hoffner Avenue, Sand Lake Road and State Road 50 generate constant feedback from the public. Quest's Shemir Wiles works diligently to stay in contact with the residents and businesses in these areas to help mitigate any potential issues. Maintaining an open line of communication with the project teams and regularly attending progress meetings also helps Shemir provide thorough and accurate information to the public.

"I find that the public appreciates it when you take the time to research their question or concern," she said. "It's important that every call, no matter how big or small, is treated with professionalism and importance."



While the pace may differ in Leesburg, the need for public information services is still paramount. For example, Shemir recently coordinated a highly successful public meeting for the upcoming Little Lake Harris Bridge Replacement project in Tavares. The meeting was attended by nearly 200 people, and the questions during and since the meeting have remained steady. To make sure everyone's concerns are addressed, Shemir is working to build solid communication with the design-build team on the project, as well as the CEI team.

"With projects such as Little Lake Harris, it is important to have a good working relationship with all that are involved because this bridge impacts several residents," said Shemir. "I'm someone who believes in being a true part of the team, not just a bystander. It's not just about attending meetings and being available; you have to want to learn about your projects and understand why things are done the way they are. When you do that, you can provide a level of customer service that's above and beyond most expectations, and that's what I strive to do every day."



## Alicia Arroyo

ALICIA ARROYO HAS assisted the Florida Department of Transportation (FDOT) Urban Office's construction efforts in Oviedo and Orlando for over six years. During that time, she supported the public information efforts of more than 70 construction projects. For Alicia, each project is a learning opportunity regarding roadway construction, as well as how to assist residents and businesses along construction projects.

A new project she looks forward to supporting is the reconstruction of US 17/92 from Shepard Road to Lake Mary Boulevard. This project will reconstruct a rural four-lane roadway to an urban six-lane roadway and includes construction of a new bridge to replace the existing box culvert at Soldiers Creek. It also includes milling and resurfacing, drainage

improvements, signing and pavement markings, lighting, signals and Intelligent Transportation Systems (ITS). Additionally, water mains and force mains for the City of Sanford and Seminole County will be installed.

"Alicia Arroyo is an extremely valuable resource for our Construction Office. Her ability to effectively and amicably interact with contractors, the public, concerned (and sometimes irate) citizens has proven her to be an irreplaceable member of our team," said Eric Plantier, project oversite at FDOT Oviedo Operations.

"Alicia's proactive approach to interacting with local businesses, her pleasant and patient demeanor, and her ability to deflect criticism of the Department and redirect difficult or unpleasant conversations into a more positive tone shows time and time again that she is not only dedicated to her work, but she genuinely cares about what she does, and the people she works with."



US 17/92 from Shepard Road to Lake Mary Boulevard

# LINCOLN ROAD REDEVELOPMENT PROJECT SET TO ENHANCE MIAMI BEACH'S MOST ICONIC DESTINATION

MIAMI BEACH'S CULTURAL staple and fine-dining hot spot Lincoln Road is getting some love, as the City of Miami Beach reinvents one of its most iconic destinations on the beach with the Lincoln Road Redevelopment project.

Along with design consultant James Corner Field Operations, the City of Miami Beach is finalizing design, landscape, engineering and construction plans for Lincoln Road between Washington Avenue and Lenox Avenue. Improvements will also be carried out along Meridian, Drexel and Pennsylvania Avenues between Lincoln Road and 17th Street.



## MIAMI BEACH

For Public Information Liaison Alexandra Grateaux, having the opportunity to work on the Lincoln Road Redevelopment project allows her to use all of her expertise and valuable background knowledge of the area to best assist residents.

Underway since August 2016, the design phase of this elaborate project is expected to be completed by summer of 2018. Survey crews can be seen hard at work,

and geotechnical borings have begun on various areas along the strip. Moreover, the Lincoln Road Redevelopment project will give the popular tourist venue safer streets and less traffic congestion.

The City of Miami Beach prides itself on its rich artistic history and plans on keeping Lincoln Road true to the Art Deco aesthetic that makes it unique. Those taking a stroll will be able to enjoy local artwork and sculptures that will remain on the pedestrian-friendly open mall. Restaurants will be able to attract more newcomers with their Latin-infused dishes and businesses will be able to better showcase their merchandise to both tourists and locals alike.

The improvements set to occur along the major corridor of Lincoln Road are slated to have a lasting positive impact, both culturally and financially, on the always-trendy South Beach.

**“The business owners and workers understand how special Lincoln Road is both culturally and financially to this thriving community. They are supportive with the future initiatives taking place with this project and want the best for Miami Beach’s most iconic destination.”**

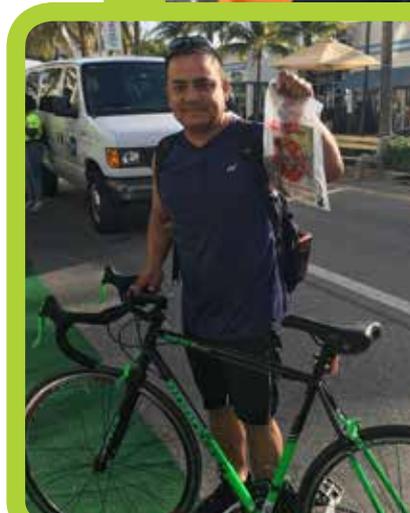
Alexandra Grateaux

## FLORIDA DEPARTMENT OF TRANSPORTATION TAKES ON BIKE SAFETY AND AWARENESS AT ANNUAL MIAMI BEACH CICLOVIA EVENT

**T**RADITIONALLY KNOWN FOR its popular nightclubs and sophisticated dining hubs, Miami Beach is the epitome of all things cool. The City's active bike scene is also prevalent amongst residents and tourists. It is a valuable transportation resource on the swanky island. To celebrate and promote bike safety and awareness, Quest's Alexandra Grateaux and Sophia Tingle successfully managed the Florida Department of Transportation's (FDOT) bike safety booth at the fifth annual Miami Beach Ciclovía event.

Hosted on the lively Washington Avenue, the cycling affair took place on Sunday, April 30, and was a fun-filled family event with kids and grown-ups alike biking, rollerblading and skateboarding along local businesses.

Other key partners included the City of Miami Beach, City of Miami Beach Police Department, Miami-Dade County and its cycling fundraising effort Bike305. FDOT's bike safety outreach package included interactive bike safety collateral, small bike lights and coloring books for participating children. Sophia and Alexandra assisted in FDOT's helmet fitting and giveaways. The public information liaisons also collected over 125 pledge forms from attendees committing to bike safety and awareness.



Activities throughout the event included: yoga, bike maintenance and repair workshops, fitness classes and boot camps, street dancers and acrobats, live music, a kids bike rodeo, and countless healthy-eating food vendors. The event also had a strong social media presence with #MBCiclovía headlining on Twitter, Facebook and Instagram platforms.

## SOUTH FLORIDA TEAM LEADS THE RACE IN SAFETY OUTREACH

**T**HE QUEST SOUTH Florida team worked together with the Florida Department of Transportation District Six (FDOT) to create the FDOT Safety Squad and host an information booth at the 33rd annual Mercedes-Benz Miami Corporate Run at Bayfront Park in Downtown Miami.

The Miami Corporate Run hosts over 28,000 participants. This is the ideal event to distribute information from safety campaigns such as the Drive Safe Interstate 95 Express and Put It Down (Don't Text and Drive). With support from Quest associates all over the state, the FDOT Safety Squad was a winner with the crowd as the team interacted with attendees and even passed out freebies.

"This Corporate Run is one of the biggest public events in South Florida and we are proud to assist FDOT in hosting a booth for the second year in a row," says South Florida Business Unit Manager Sergies Duarte. "We must continue to push the conversation when it comes to safety, and Quest is the team to lead the movement."

The Mercedes-Benz Corporate Run is made up of three 5K road races that take place over a week in Fort Lauderdale, West Palm Beach and Miami. Locals, company employees and CEOs line up and take strides to celebrate the importance of improving overall health.



(left to right) Sergies Duarte, Francelis Figueroa Garcia, Diane Hackney, Isabel Gonzalez, Alexandra Gratereaux, Sharlene Francois Lairscey, Sophia Tingle, Leigh-Ann Dawes and Yvonne McClellan

## QUEST'S SOUTH FLORIDA TEAM "RISES ABOVE" WITH CITY OF MIAMI BEACH

QUEST'S SOUTH FLORIDA team prides itself on rising above. It comes as no surprise they had all hands on deck assisting the City of Miami Beach (CMB) with the summer 2017 Open House Public Workshop covering sea level rise and flooding concerns.

The ritzy event, which took place Thursday, June 29, was held at the Murano Grande Condominium perfectly located in the celebrity-filled South of Fifth neighborhood, just steps away from popular Ocean Drive in South Beach.

Important topics for homeowners included: flood awareness, Federal Emergency Management Agency (FEMA) / flood insurance information, information regarding new water lines, construction, stormwater systems,



road and sidewalks, sea level rise science and understanding elevation. Attendees also had the opportunity to meet with the city's assistant city manager for public works and the director of capital improvement projects.

Hors d'oeuvres were served along with cold refreshments as both candidates running for Mayor of Miami Beach – Mike Grieco and Dan Gelber – rubbed shoulders with residents and smiled for the cameras.

Residents and stakeholders were seen enthusiastically taking advantage of the resources, experts and professionals that CMB offered at the workshop. The City of Miami Beach previously hosted the same event three times earlier in June.

## Welcome **SASHA LUQUE!**



**W**E ARE PLEASED to welcome Sasha Luque to the Quest family! She joins the South Florida team as a public information specialist.

Born and raised in Miami, Sasha graduated from Florida International University with a degree in Communications. As an experienced journalist, having worked with both national and local news stations in South Florida, she has crafted her communications skills to be able to effectively reach an array of target audiences. She also has a strong background in infrastructure projects across North America and has helped develop mega proposal submissions to meet unique transportation needs. Sasha is eager to put her previous background in journalism and transportation towards being a Quest team member!

Outside of work, you'll find Sasha at the beach with her 'toes in the sand,' hanging out with friends and family, or working out at Orange Theory Fitness - her current fitness obsession. Sasha is creative and engaging, and loves meeting new people. Don't be shy to welcome her to our team!

# TAMPA BAY NEXT: THE FUTURE OF TRANSPORTATION

**WE'RE A PROUD TEAM!** Jumping into action at the request of our client HNTB, a multi-disciplined group of Quest associates is serving on the public engagement team in support of Florida Department of Transportation District Seven (FDOT) and its Tampa Bay Next Program. Our mission is to engage Tampa Bay's residential and business communities along with local transportation agencies as they collaborate on a regional multimodal transportation plan.

Tampa Bay Next is a program to modernize Tampa Bay's transportation infrastructure and prepare for the future. Working closely

together, the public engagement team includes associates from FDOT, HNTB and Quest among other transportation industry professionals. The team has affectionately referred to the last two months as "a race to the start line."

Quest's program team includes Jill Cappadoro, Lori Buck and Maddie Pfingsten supporting public involvement, community outreach and key messaging. Leading creative design and product development are David Crigger and Joe Duhamel. And, passionately supporting this team is an outstanding group of fellow associates that support the community outreach schedule.



Jill Cappadoro    Lori Buck    Maddie Pfingsten    David Crigger    Joe Duhamel



## Downtown Interchange

Tampa is experiencing **rapid growth**, and the downtown interchange is a **known chokepoint**.

Tampa's downtown and surrounding urban core is rich with cultural and historical resources. The downtown interchange and corridors of I-275, I-4 and the Selmon Expressway are key links in Florida's interstate system providing freight and passenger mobility. They serve as important commuter routes to suburban and urban communities in the Tampa Bay metropolitan area providing access to jobs, medical facilities, universities and cultural resources.

### The Downtown Interchange project

- will update the City of Tampa and urban core
- ◆ Distribute traffic
  - ◆ Efficiently manage
  - ◆ Enhance transit
  - ◆ Integrate transportation
  - ◆ Connect neighborhoods

Wait, didn't you fix it? FDOT completed operations to the Downtown Interchange in 2012 and FDOT has had a long and reconstruct the Downtown Interchange. The 2006 improvement project included interim improvements to their floors and windows eventually they should be replaced with new plumbing, electrical, etc. available. FDOT has been rebuilding the Downtown Interchange since the late 1980s. The current project is the most recent traffic data and current environmental



### What is Tampa Bay Next?

Tampa Bay Next is a program to modernize Tampa Bay's transportation infrastructure and prepare for the future.

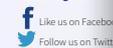
### The Program Includes:

- Interstate Modernization
- Transit
- Bike/Pedestrian Facilities
- Complete Streets
- Transportation Innovation
- Freight Mobility

### Tampa Bay Next Priorities:

- Move people and goods safely and efficiently
- Build a comprehensive regional transportation system
- Create meaningful opportunities for public input
- Balance regional needs with community concerns
- Commit to sustainable infrastructure decisions

FDOT will host local and regional opportunities to participate in developing meaningful transportation solutions. For more project specific information and to get involved: [www.TampaBayNext.com](http://www.TampaBayNext.com) TampaBayNext@dot.state.fl.us (813) 975-NEXT



## Bicycle / Pedestrian

Streets are a **vital part of livable, attractive communities**.

Florida is determined to drive down fatalities and injuries on our streets and highways. In fact, FDOT has identified Hillsborough, Pasco, and Pinellas counties as top priorities for improving bicycle and pedestrian safety. Everyone, regardless of age, ability, income, race, or ethnicity, ought to have safe, comfortable, and convenient access to community destinations and public places—whether walking, driving, bicycling, or taking public transportation.

Walking and bicycling are safe, healthy and enjoyable ways to travel to work or school. They also provide fitness and recreational activities to millions of Florida residents and visitors annually. It is the goal of the Florida Department of Transportation (FDOT) to maintain, operate and grow a regional roadway system that promote safety, mobility, and economic development in Florida. FDOT is working to ensure everyone has convenient and safe facilities for walking and biking. Below are a few examples of recent or ongoing FDOT projects.



### What is Tampa Bay Next?

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## Next Steps Newsletter

July 2017



### What is Tampa Bay Next?

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- Commit to sustainable infrastructure decisions

Modernize infrastructure | Prepare for the future | Embrace collaboration and innovation

### FDOT Hosts Series of Community Working Groups

Tampa Bay Next is a program to modernize Tampa Bay's transportation infrastructure and prepare for the future. Tampa Bay Next is also a process of Florida Department of Transportation (FDOT) working with the community to determine the right set of transportation solutions. In May, FDOT launched the Community Working Groups program with a kickoff event at the Bryan Glazer Family Jewish Community Center. Moderated by Collaborative Labs, the event was a major step in a new direction as we seek community-based input to guide us through decisions in the planning process. At the meeting, the community discussed the ideal future of regional transportation which included ideas related to safety, multi-modal opportunities, technology and funding sources.

Since that meeting, the Community Working Groups have initiated their quarterly sessions. See the upcoming events for a list of meeting dates and times.

In addition to the working groups, FDOT is going into the community, meeting people in locations where they gather, places like weekend markets, public parks, food truck events and more.

"We hope the community feels encouraged by our new direction. We are serious about gathering input as we develop a plan that will reflect the values of our community while solving our interstate congestion problems." — Ed McKinney, Planning and Environmental Administrator, FDOT District Seven

For more information on the Community Working Groups, please continue to check the website: [TampaBayNext.com/get-involved/](http://TampaBayNext.com/get-involved/)

If you are unable to attend a working group meeting, please consider visiting the website to share your input: [TampaBayNext.com/contact-us/](http://TampaBayNext.com/contact-us/)



FDOT will host local and regional opportunities to participate in developing meaningful transportation solutions. For more project specific information and to get involved: [www.TampaBayNext.com](http://www.TampaBayNext.com) | [TampaBayNext@dot.state.fl.us](mailto:TampaBayNext@dot.state.fl.us) | (813) 975-NEXT | [Facebook](https://www.facebook.com/TampaBayNext) | [Twitter](https://twitter.com/TampaBayNext) | [YouTube](https://www.youtube.com/TampaBayNext)



Note: Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact Chris Speese, Public Involvement Coordinator, at (813) 975-6405, (800) 226-7220 or email: [christopher.speese@dot.state.fl.us](mailto:christopher.speese@dot.state.fl.us) at least seven (7) days prior to a meeting. **Comunicación con nosotros:** No importa mucho la opción del público sobre el proyecto. Si tiene preguntas o comentarios, o simplemente desea más información, por favor comuníquese con nosotros. Nuestra representante en español es Megan Olivera, (807) 929-9846, [Megan.Olivera@dot.state.fl.us](mailto:Megan.Olivera@dot.state.fl.us)



mental effects.

tion process. FDOT plans to spend at and we have ongoing community events and online opportunities to provide input into the process. If you would like to know more about the SEIS process and how to contribute ideas, please contact [TampaBayNext@dot.state.fl.us](mailto:TampaBayNext@dot.state.fl.us).

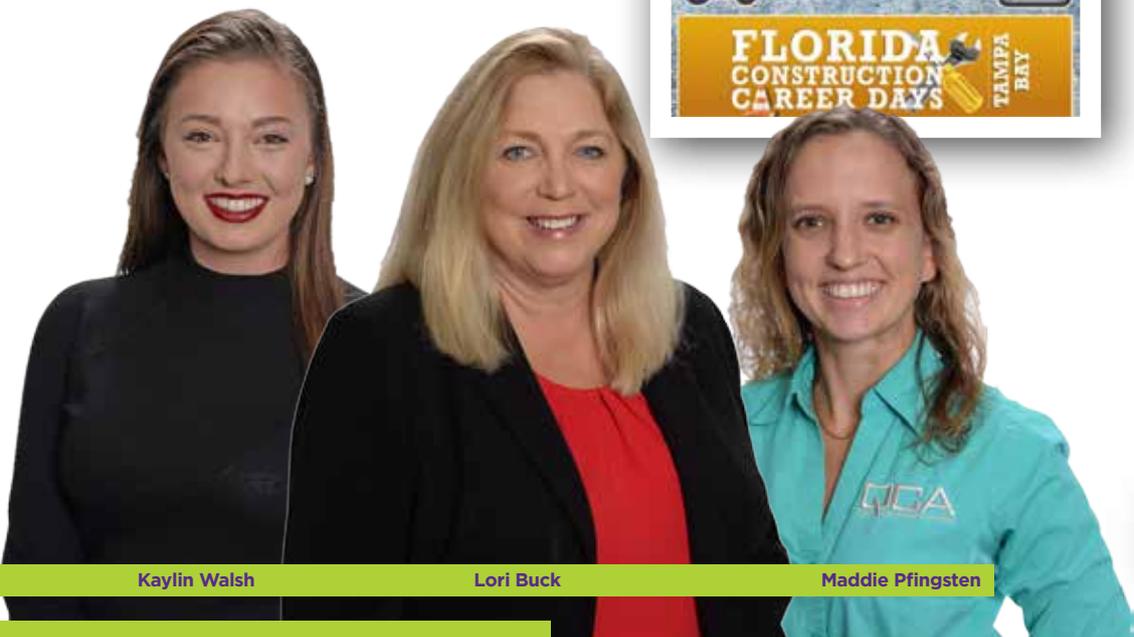
Regional Fact Sheets ▶

◀ Monthly Newsletter



# TAMPA BAY CONSTRUCTION CAREERS DAY ATTENDEES LIKE, FOLLOW AND SNAP

QUEST ASSOCIATES LORI BUCK, MADDIE PFINGSTEN AND KAYLIN WALSH were tasked with engaging students in a new way at the Tampa Bay Construction Career Days event. The team took on social media to educate students about the endless possibilities of a career in the road and bridge construction industry. Tampa Bay Construction Career Days has an Instagram, Twitter, and even a Snapchat account to engage and educate students. Kaylin led the efforts to create a geofilter on Snapchat for the event. A geofilter is a creative overlay that captures where you are or what you're up to in a Snapchat photo or video based on location. All attendees with a Snapchat account were able to access and use the custom photo frame. With more than 750 attendees, the response to the social media element was well received.



Kaylin Walsh

Lori Buck

Maddie Pfingsten

# QUEST INTRODUCES NEW MEMBERS TO FDVA TEAM

HEALTHY COMPANY GROWTH and new assignments have brought changes to the Quest team supporting the Florida Department of Veterans' Affairs (FDVA).

Tallahassee-based David Fierro and Bret Lairscey have moved into roles previously staffed by Jill Cappadoro and Maddie Pfingsten. David is serving as the project manager and quality control lead while Bret has picked up social media responsibilities. Kelsey Morrow is providing strategic social media counsel and additional leadership support. Creative Services Manager Joe Duhamel and Website Manager Dylan Conway continue to provide creative and website support.

Quest's contract with FDVA includes media outreach, social media and branding initiatives. Quest is committed to supporting the agency's goals to recruit qualified healthcare professionals to assist our veterans along with connecting those who have served to their benefits.

With more than 1.5 million veterans, Florida is one of the most veteran-friendly states in the nation. Quest works closely with FDVA to manage their Facebook and LinkedIn platforms, enhance their website, refresh their photo library, and design and develop benefits collaterals.

A public service video developed by Quest for FDVA recently earned a Telly Award, a video production industry honor. The video is currently being featured in movie theaters and on social media as part of a campaign with spots on screen across the state.



David Fierro



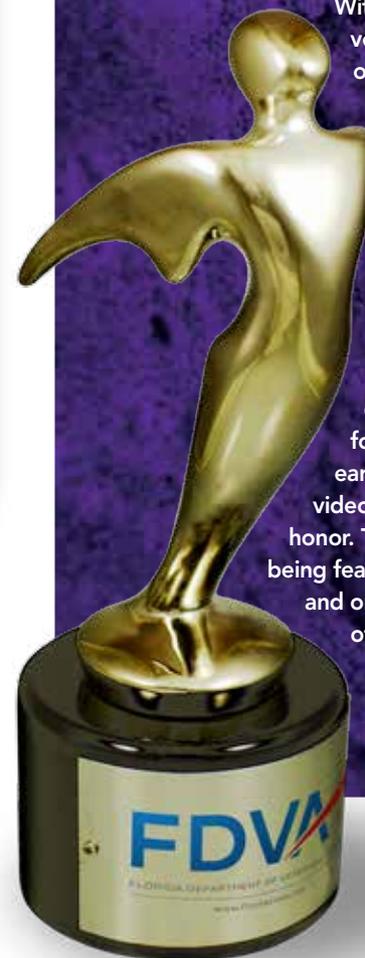
Bret Lairscey



Joe Duhamel



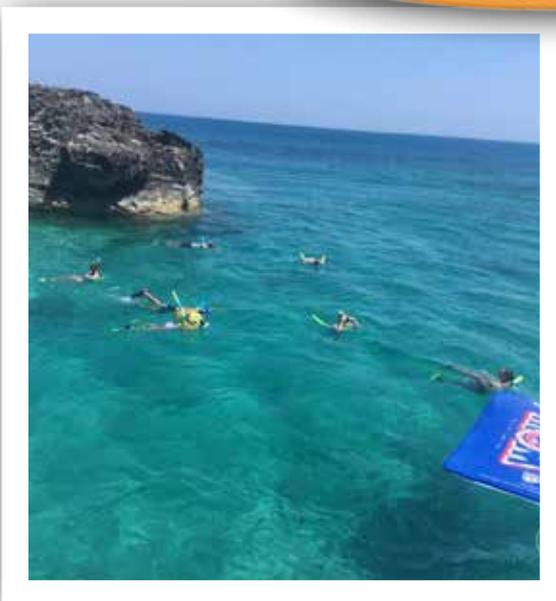
Dylan Conway



# Cruisin'

“Set your course by the stars, not by the lights of every passing ship.”

AS A REWARD FOR their yearlong hard work, Company Owner Sharlene Francois Lairscey annually takes her top performing team(s) on a weekend cruise to the Bahamas. People, passion and performance lay the groundwork driving our innovation, which continues to make us a leading choice for our clients, for our community and especially for our associates. This year's cruise winners included Quest's South Florida and Central Florida divisions.



# Thank You!

**WHEN IT COMES TO COMMUNICATING,  
WE'VE GOT YOU COVERED.**

## **Clerical**

Administrative/Clerical Support  
Database Setup, Entry  
and Maintenance  
Document Preparation  
Electronic Document  
Management Systems (EDMS)  
Expense Reporting  
Meeting Minutes  
Office Management  
Office Setup  
Plans Distribution  
Recruitment

## **Communications & Marketing**

Copywriting  
Direct Mail Campaigns  
Incentive Programs  
Intergovernmental Relations  
Presentation Development  
Public Relations  
Social Media Management  
Strategic Marketing  
Speech Writing  
Community Outreach  
Charrettes  
Communication Strategies  
Community Awareness/  
Public Involvement Plans  
Community Surveys  
Community Outreach  
Conflict Resolution  
Focus Groups  
Grand Openings  
Local Agency Coordination  
Media Relations  
Public Education Campaigns  
Public Hearings  
Public Information  
Public Meetings/Workshops  
Regulatory Affairs  
Special Events

## **Compliance**

Disadvantaged Business Enterprise (DBE)  
Document Control  
Electronic Document Management Systems (EDMS)  
Equal Employment Opportunity (EEO)  
Equal Opportunity Compliance System (EOC)  
On-the-Job Training (OJT)  
Resident Compliance Specialists (RCS)  
Wages and Payrolls – Davis-Bacon Act

## **Construction Support**

Construction Careers Consulting  
Construction Careers Recruiting  
Construction Career Days  
Coordination and Facilitation of Match Maker Conferences  
Job Candidate Interview Scheduling  
Resume Workshops for High School Seniors and Adult Job Seekers  
Resume Workstations at Job Fairs  
Support to Contractors for On-the-Job Training Opportunities  
Workforce Development in Preparation for  
Future Transportation Projects

## **Creative & Web**

Agency and Project Branding  
Billboard/Outdoor Advertising  
Brochures/Fliers/Rackcards  
Graphic Design and Illustration  
Logo Concept and Design  
Photography and Photo Editing  
Proposal Production  
Social Media Customization  
and Marketing  
Transit Advertising  
Transit System Maps, Schedules  
and Wayfinding Signage  
TV and Radio Advertising  
Video Direction and Production  
Website Design, Development  
and Content Support

## **Customer Surveys**

In-Depth Studies Compiled of  
Qualitative and Quantitative Data  
Design/Develop of Survey Instrument  
Sampling Plans  
Scheduling and Management  
of Surveyors  
Multilingual Interviews and Surveys  
Interactive Web-Based Surveys  
Development, Organization and  
Maintenance of Survey Database  
Curbside Surveys and Vehicle  
Classification Counts  
Comparison and Analysis of  
Past Survey Data with Ongoing  
Survey Data  
Reports Including Textual Narration  
and Graphic Depictions of Results  
Door-to-Door, In-Person and  
Telephone Surveys  
Newspaper/Mail-Back Surveys  
Customer Loyalty Strategies

# Quest CORPORATION OF AMERICA

QCAusa.com | 17220 Camelot Court, Land O' Lakes, FL 34638  
o: 866.662.6273 | f: 813.926.2962 | Corporate@QCAusa.com

Quest Corporation of America  
17220 Camelot Court  
Land O' Lakes, FL 34638