



## Be Informed

QUEST CORPORATION OF AMERICA PUBLICATION

2014 - Quarter 2

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## Dear Friends,

I believe my deepest aspiration as a parent is to raise children whose hearts are passionate, and whose actions will positively impact the lives of others (with a servant attitude while using their God-given abilities to do so). While I only have three biological children, I've been blessed with multiple opportunities both at home and at work to not only influence, but to love and mentor others as my own. It's not always easy, and at times it comes with much pain, but I still try to keep an open mind and a tender heart towards all of my children, and their maturing behaviors, while also learning to pray and support them in new ways.

Love is not always easy. In fact, having and maintaining any relationship is not easy. The funny thing is communication problems are a major source of difficulty with all relationships. As a communications professional, I'm more than aware of the difference good communication makes in my relationships. And when communication is great, I know the difference there as well.

At QCA we strive for greatness. And, I understand more and more these days that it's impossible to become a great leader without being a great communicator (and a great communicator is not the same as a big talker – HUGE DIFFERENCE!).

While our organization certainly strives for perfection and is trained to focus on enunciation, vocabulary, presence, delivery and grammar, we recognize greatness comes when we speak to your emotions and aspirations.

Messaging is more than just words to us. It has to dig deep into the emotions of the audience if it's going to be understood, and effective. Effective communication, no matter how technical you are, in my opinion, is the number one ingredient of professional success whether it is at the interpersonal, team-group, organizational or external level.

Great communicators are skilled at reading into their environment, and messaging to them appropriately, without skipping a beat. **QCA's Transportation Communicators** are awesome at this. Why? Because for one, we already care about each other, about our clients and mostly about the industry we serve.

Effective communication is always about meeting the needs and the expectations of your audience. We know that ultimately our messages have nothing to do with us, the messenger. It's not about us... or if you are paying attention to this article, and you desire also to be an effective communicator... it's not about you!

In August we proudly celebrate 19 years of service to the transportation industry. Enjoy this issue as we focus on providing aviation services nationwide. Thank you for being my audience! Here's to many more years of service!

With much love and many blessings always,

## A beautiful baby girl!

**C**ongratulations to QCA's Leta Reale on becoming a Grandma for the first time. Gabriella was welcomed on May 10, 2014 at 10:30 p.m., just in time for Mother's Day! Gabriella is Leta's first grandchild and her youngest son's first born. "After raising two boys it's a delight to have a baby girl in the family." Exciting times!



## About QCA

Serving clients since 1995, Quest Corporation of America, Inc. (QCA) provides Communications, Community Involvement, Resident Compliance, Construction Administrative Support, Construction Career Consulting, Creative Graphics and Web Design Services to a long list of distinguished transportation infrastructure clients. As a growing full-service, turn-key communications firm based in Florida, **QCA is DBE / SBE certified and positioned to serve nationally.** QCA works in cooperation with the staff of federal agencies, state departments and municipal governments, as well as private entities to provide the highest quality products and services. QCA's **Be Informed** is published quarterly to keep you up-to-date on our projects as well as any relevant news within the industry. If you are interested in receiving a copy, please visit our website's homepage at [QCAusa.com](http://QCAusa.com) to sign up!



## INSPIRATION / MOTIVATION / CELEBRATION

**I love trade associations.** They play a crucial role in promoting best practice, helping companies become more competitive and creating effective policy. As the voice of business when talking to Government, they are a valuable asset.

In the 2014 edition of *Florida Transportation Builder Magazine*, Florida Transportation Builder's Association (FTBA) President Bob Bursleson quoted President Theodore Roosevelt, circa 1901, saying the following: "Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

We believe this at QCA as well. Year round, QCA associates regularly attend conferences, networking events, and participate in training opportunities and advanced industry education. Companywide we benefit from studying materials, taking technical advice and reading the publications. In Florida alone, from FTBA to ABC, AGC, FAC, FICE, FES, FPTA, TEAMFL, WTS, and more, QCA is a loyal industry partner.

## We are always willing to get involved and to give back.

Speaking of giving back, you may recall that over 18 months ago I was blessed with the opportunity to become a mentor with Starting Right, Now (SRN). SRN is a program striving to end generational homelessness by helping homeless youth throughout the Tampa Bay community. In December 2012, Iviana Espada became "my youth" ... in more ways than one.

Against the odds, Iviana graduated from Gaither High School at the Florida State Fairgrounds on June 1. She also graduated from the Dale Carnegie Junior Leadership Course in May. At the celebration dinner held at Buca di Beppo Restaurant in Brandon, Iviana told me that I came into her life at just the right time. The truth of the matter is that Iviana came into my life at just the right time. She kept me optimistic through some very difficult times. I'll soon be taking her to Tallahassee, where she will attend Tallahassee Community College. Once settled, she will also serve QCA in our North Florida office. Iviana is part of my family now, both at home and at work. Our relationship is beyond precious. When asked by SRN's Executive Director if I would continue to serve as a Mentor and possibly take on a future youth, my family didn't look at me like I was crazy this time. EVERYBODY GETS IT NOW! Of course I said, YES! 🌱



## WOW, INDEED! South Florida on the Seas

QCA held its annual SUPERSTAR RETREAT on the Carnival's "Ecstasy" cruise to the Bahamas April 25-28, 2014. 🌱



QCA's South Florida winners Juliette Valencia, Lauren Firtel, Tish Burgher, Sharlene Lairscey, Diane Hackney, Jenny Jiron and Ivette Ruiz-Paz

## Ronald McDonald House Effort Continues

QCA supports Ronald McDonald House of Charities (RMH) which provides comfort, care and support to children and their families. Be sure to save the date for our next corporate RMH event:

**Wednesday, August 20 at 5 p.m.**

For more information or to join us, contact QCA Philanthropy Coordinator Maddie Griffin at [Maddie.Griffin@QCAusa.com](mailto:Maddie.Griffin@QCAusa.com). 🌱



IT ALL BEGINS WITH **JUST ONE PERSON**  
ONE PERSON WHO SEES A NEED AND IS INSPIRED  
**TO DO SOMETHING** ABOUT IT  
AND IT ENDS WITH ONE PERSON  
**- ONE CHILD -**  
WHOSE **LIFE IS FOREVER CHANGED**

## Reservoir Siren Testing Complete

Since 2011, QCA has supported Tampa Bay Water and Kiewit Infrastructure South with public information services on the C.W. Bill Young Regional Reservoir Renovation project. QCA recently assisted with informing the community about the reservoir's siren testing, an integral element in the reservoir emergency action plan. Decibel readings were taken in specific locations throughout the area. QCA's Lori Buck and Jill Cappadoro were responsible for the coordination and distribution of notifications and surveys sent to local residents and nearby businesses notifying them of the test. In the letters residents were asked to complete a survey regarding what they heard during the test. The purpose of the sirens is to notify those closest to the facility in the unlikely event of an emergency. The siren notification system will continue after the reservoir renovation is complete and operations resume in the summer of 2014.



Jill



Lori



## Family Fun Day

Serving as public information specialists on a construction job has its advantages. For Vice President and Project Manager Jill Cappadoro and Senior Manager Lori Buck, that included attending and supporting the Tampa Bay Water C.W. Bill Young Reservoir Renovation Project 'Family Fun Day'. The project construction firm, Kiewit Infrastructure South, hosted this event to say "thank you" to project crews and their families for their commitment to the reservoir renovation. A highlight of the day was the bus tour inside the reservoir during which guests saw firsthand the magnitude of the reservoir renovation and the significance of the reservoir for the Tampa Bay community. Families enjoyed a day filled with activities including a bounce house, dunk tank, pony rides, face painting and a delicious lunch including all you can eat ice cream. Festivities were sponsored by Kiewit; event photography was provided by QCA.



## HART Passenger Survey

QCA provided survey supervision for Tindale-Oliver and Associates during an on-board transit survey of local routes for the Hillsborough Area Regional Transit Authority (HART).



"HART conducted the survey to update their understanding of the Authority's current transit passengers and their travel patterns," says Jill Cappadoro, QCA vice president and project manager. "QCA's project team included hand-picked professionals with years of experience in the transit industry together with experts in survey data collection and analysis."

QCA associates were responsible for the survey team, conducting site visits and providing quality control by ensuring the data collection devices worked properly and the statistical information was downloaded at the end of each shift. This survey effort was conducted using tablets, with data collected and downloaded nightly allowing for immediate audit by Tindale-Oliver and Associates. The project team excelled at the task, with a total of 2,632 completed surveys collected, exceeding the goal of 2,585 surveys.

Supervising the survey activities and data quality control along with Jill was Senior Vice President Diane Hackney, National Transit Services Manager Traci Missildine, Senior Manager Lori Buck and Marketing Coordinator Maddie Griffin with support from others within our organization.



The data collected will be used to improve transit ridership forecasts by updating local travel demand models, and to better understand patron demographics to be used for marketing programs and plans, as well as Title VI monitoring and analysis. HART last undertook a transit survey in 2009.

QCA is pleased to have had the opportunity to continue working with HART's staff in growing transit that serves Hillsborough County and the region. We have provided public information services for various HART planning, PD&E and design projects since 2007.



## Running on the Runway

QCA's Maddie Griffin competed in the Tampa International Airport's (TPA) 5K Runway Fun Run. She had the opportunity to not only run for a great cause, but also run on TPA's runway.



The more than 1,500 people that attended the event were supporting United Way Suncoast, an organization that provides community outreach programs that directly and significantly impact and improve the lives of thousands of people in the Tampa Bay area.

"This event was a lot of fun. The atmosphere was great and had something for everyone in the family," shared Maddie. "It's not every day you get to run on the tarmac."



## Tampa International Airport Embraces Sustainability Practices



Lori Jill Maddie

Sustainability is about making decisions that meet our needs today without compromising our ability to meet our needs in the future. It means planning ahead and thinking holistically. Sustainability is more than just being 'green'. It also encompasses the social, economic and operational elements of our business. Simply put, it means being good stewards of all of our resources.

Tampa International Airport is committed to improving their sustainability practices. Working hand-in-hand with the Hillsborough County Aviation Authority (HCAA), together with aviation planners, Ricondo and Associates, QCA's team including Lori Buck, Jill Cappadoro and Maddie Griffin supported this significant project. In May, QCA supported the final public open house where project experts were on hand to discuss key elements of the Sustainable Plan and gather feedback from the community. The meeting was well attended by partnering agencies, neighboring residents and environmental enthusiasts.

Throughout the year HCAA staff, tenants and the public have exchanged ideas about how to help make Tampa International Airport a leader in environmental stewardship. For this essential study QCA coordinated both internal and external stakeholder meetings; in addition to production of exhibit boards, sign in sheets and comment forms, QCA ensured each meeting ran smoothly and was well documented.

HCAA is now finalizing a plan to build on their current sustainable initiatives, including expansion of their compressed natural gas vehicle fleet and an increase in use of reclaimed water, in addition to evaluating new innovations such as alternative energy sources.



*Innovative, knowledgeable and reliable, QCA is a leading provider of communications solutions serving the aviation industry.*

# Have You Met Lauren?

## South Florida Municipalities Area Manager

Lauren Firtel is working hard to become the 'go to' public outreach contact for municipalities in Miami-Dade County and the Florida Keys. While she completed a trolley marketing project with City of Doral Public Works and currently works on two major Capital Improvement Projects (CIP) in Miami Beach, a public opinion survey for Boca Raton's Police Department and the Town of Bay Harbor Islands toll conversation from Bay Pass to SunPass, Lauren is eager to meet with municipal leaders throughout her area and learn about more opportunities for QCA to get involved.

**What can we do for you?** In the realm of communications, you name it – we'll get it done!

- Coordination with residents and active community citizens
- Writing and producing public information materials
- Hosting public meetings
- Keeping the public informed
- Community consensus building
- Crisis communications
- Media interaction
- Special events
- Hurricane preparation planning and disaster response
- Content development and design for websites
- Brochures, postcards, fliers, advisories
- Logos and graphics
- Branding and marketing campaigns
- Public relations
- Creating databases of contacts

Most of the tasks listed above are part of Lauren's day-to-day efforts – and she's looking for more! She regularly manages numerous tasks simultaneously and meets established deadlines. Her pre-QCA professional background includes public relations and copy writing work for a Miami-based non-profit community organization, a university magazine and an advertising agency. Raised in Miami Beach with both parents in public service roles, Lauren has a keen understanding of Miami's marketplace and a forte for working in beach-side municipalities. She and the QCA District Six team are available to work on public outreach projects in your South Florida community at a moment's notice.

**Thinking about a municipal project where QCA can help?** Contact Lauren at 305.345.7269 or Lauren.Firtel@QCAusa.com – we look forward to working with you!



Lauren has served the City of Miami Beach CIP Project South Pointe Phases III, IV and V as public information officer since December 2010. As a paving crew recently completed the final lift of asphalt throughout project limits, Lauren was on site regularly to coordinate with stakeholders and plan next steps with the paving project manager.



An active community resident herself, Lauren recently completed the Aventura Government 101 Citizen's Academy workshop. She is pictured here with City of Aventura Mayor Susan Gottlieb and City Manager Erik M. Soroka. QCA hopes to work with Aventura soon.



## Partnering for Success



QCA is pleased to support Lakes Engineering on two SR 5 / US 1 design projects in South Florida. Recently selected by the Florida Department of Transportation, the Lakes Engineering Team is gearing up to design important safety improvements along US 1 as it runs through Coral Gables and the City of Miami.

QCA's Juliette Valencia and Tish Burgher will provide public information services on two separate but related design projects by developing the Community Awareness Plans to engage the public during the design phase.

Proposed improvements for these projects include realigning US 1 from SW 37th Avenue to Ponce de Leon Boulevard, replacing the pedestrian overpass located just south of SW 37th Avenue and other safety and operational improvements at the intersection of US 1 and Riviera Drive.



Tish

"We're very excited to be part of the Lakes Engineering Team and will work diligently to gather feedback from the public within the various impacted neighborhoods," Juliette said.



Juliette

## Small Business Update



Lori

As an SBE and DBE, Quest Corporation of America is qualified to work on Business Development Initiative (BDI) projects with the Florida Department of Transportation (FDOT). Recently, QCA Senior Manager Lori Buck attended the FDOT's Disadvantaged, Small and Minority Business Outreach Event. The event hosted more than 50 people and was held at FDOT's District One Headquarters in Bartow, Florida. Attendees learned about upcoming project opportunities and how to navigate the department's website to identify opportunities. The BDI program sets aside projects for small businesses and allows them to compete directly with the FDOT for projects valued up to \$1.5 million. "We are looking forward to assisting other BDI firms on these projects by providing administrative services," shared Lori.

Old Criteria for BDI Reserved Contracts	New Criteria for BDI Reserved Contracts
10% of Prof. Service Contracts	15% of Prof. Service Contracts
10% of Construction & Maintenance Contracts	10% of Construction & Maintenance Contracts
Contracts Up To \$1M	Contracts Up To \$1.5M

## QCA Conducts Springtime Surveys

QCA's Lauren Firtel and Juliette Valencia recently conducted door-to-door surveys for the Florida Department of Transportation's (FDOT) District Six Construction Department. The department conducts surveys four times a year to gauge customer satisfaction with on-going and completed construction projects in the District. Survey results are tabulated and all comments documented. The feedback helps project teams identify ways to improve customer service while providing valuable information about what construction activities impact the public the most.

"These surveys are very valuable to District Six Construction. We are happy to be part of this important activity, because it provides us with the opportunity to meet directly with the affected community and gives us insight into what the public wants and expects," says Juliette Valencia, QCA Area Manager.



Lauren

## National Small Business Week 2014

The U.S. Small Business Administration and Barack Obama declared the week of May 12 - 16 to be National Small Business Week.

QCA recognized it by attending an "Email Marketing and Social Media for Business Expansion" training course in Tampa, Florida to further our expertise and recognize the critical contributions of America's entrepreneurs and small business owners.

**"National Small Business Week has been a great opportunity for us to realize how we make a difference in the industry."**

– QCA President and CEO Sharlene Lairscey

QCA is proud to be a small business! Did you know that:

- Approximately 50 percent of Americans either own or work for a small business
- Small businesses create about two out of every three new jobs in the U.S. each year



# QCA Wins Two in Sumter County

## I-75 EXPANSION



Metric Engineering was selected to provide administrative services for a new Florida Department of Transportation (FDOT) project to widen Interstate 75 from Hernando County Line to South of CR 470. Scheduled to begin in late summer, this project includes the widening of I-75 from four to six lanes and a complete interchange reconstruction at SR 48, including ramp reconstruction, milling and resurfacing, and improvements at CR 476B / CR 673 interchange.



Ginger

QCA's Virginia "Ginger" Miller will serve CEI Consultant Metric Engineering as the team's administrative assistant for this project. Ginger has more than 20 years of experience in providing administrative services in the transportation field.



## US 301 PD&E



As a certified-DBE consultant, QCA continues to team with the nation's leading engineering firms offering full-service communications and community outreach services. QCA's Eileen LaSeur, a veteran communicator and planner, is leading the public involvement efforts for the SR 35 (US 301) project development and environment (PD&E) study in Sumter County.



Eileen

Eisman & Russo was awarded the contract. The purpose of the project is to study the widening of US 301 from CR 470 West to SR 44, the possible realignment of the east-west portion of US 301 and the potential for a new interchange at I-75 and CR 514 (Warm Springs Avenue). Upon approval of the Interchange Justification Report, the team is to study a new interchange at I-75 and CR 514 (Warm Springs Avenue) and the widening of CR 514.



## MetroPlan LIVE!

MetroPlan Orlando hosted "MetroPlan LIVE!," a Town Call meeting on April 1, 2014. The call was facilitated by QCA and sub-consultants Tele-Town Hall and Sailforth Productions. Tele-Town Hall generated a call-out list by pulling random phone numbers from the Florida Department of Highway Safety and Motor Vehicles Drivers' License records, state issued identification cards, and zip code lists from Orange, Osceola and Seminole counties.



Eileen



Megan

Eileen LaSeur assisted by obtaining cost estimates, options and recommendations, submitting legal display ads, generating mailing lists and acting as a call screener for the event by answering incoming calls from participants, typing their questions into live chat and then forwarding them to the speakers. Megan Olivera translated the event invitation flier into Spanish.

A total of 9,800 calls were dialed, 813 calls were accepted, and 62 people stayed on the call for more than one minute. There were also 50 web participants. This was the first Town Call for MetroPlan Orlando. They felt the event was a success and are planning to host more Town Call type meetings in the future.



## OIA Bicycle Planning

Instead of hitting the freeway, several QCA Associates in Central Florida will be hitting the tarmac this summer, helping lay the groundwork for some major structural changes at Orlando International Airport (OIA). Jill Cappadoro, Megan Olivera, Joe Duhamel and Ramin Khalili have all been tapped to help OIA plan for the development of a new bike / pedestrian pathway system to allow for easier multi-modal access to the airport. The Greater Orlando Aviation Authority (GOAA) is following the lead of other bike-friendly airports in cities like Portland and Chicago. QCA has been subcontracted by HDR Engineering for this effort, which will consist of the design of promotional collateral, creating an online survey to gather local cyclists' opinions on the matter, as well as support several focus groups. "This project brings together several travel options, with a focus on bicycling, safety, transit use and pedestrian pathways," said Jill Cappadoro at a recent meeting on the effort. As we like to say around here, the sky's the limit.



Ramin Jill Joe



## It's a Wrap!

It's time to wrap up the Florida Department of Transportation's (FDOT) SR 39 / Alexander Street Extension project in Plant City, Florida. Now that construction is complete, it's time to close the project and move to the next one. Closing out a project means making sure all files are in manageable order, stored and properly archived in the EDMS system. This includes scanning and attributing the final documents, checking all documents to ensure they are archived, copying of the final as-built plans, preparing documents for storage, closing out accounts, and moving out of the field office.



Gloria

According to District Manager Lori Buck:



Lori

*"QCA's Gloria Freeman took great pride in ensuring the administrative close out was done and done right. With a positive attitude and commitment to perfection, Gloria successfully assisted URS in completing this task."*

During the last three years QCA has served on the FDOT's SR 39 / Alexander Street project which is located between I-4 and north of Knights Griffin Road in Plant City. This 3.2 mile extension of Alexander Street is now four lanes with medians and paved shoulders.

## Take Over of CFLRoads.com Website

QCA was recently chosen by the Florida Department of Transportation (FDOT) to assume management of their Central Florida website CFLroads.com. This is an advanced website that FDOT uses to keep the public updated on all transportation project-related news in Central Florida. Information on the site includes construction updates, lane closures, traffic alerts and upcoming project news. Interactive maps are used to visually highlight the extent of each project. QCA looks forward to managing and maintaining this important website for FDOT.



## MAY WE HELP YOU? QCA Website Services

QCA's Dylan Conway keeps us up to date on all the latest technology. He is a major asset in allowing QCA to offer a full range of website services including design and development of custom websites with the latest technology.



Dylan

QCA's websites feature professional graphic design and layout, integrated content management systems (CMS), mobile responsive design, interactivity, and custom web applications. QCA works to provide our clients with highly functional websites that meet their goals of promoting their products and services, and that will be used regularly by their target audience to easily get the information they are looking for. We are then committed to maintaining the site as long as it is active, making sure it is up-to-date and adding enhancements to improve functionality as needed. Analytics are used to help clients monitor their website traffic and update accordingly. QCA also has experience developing intranet sites that clients use to enhance internal productivity. QCA designs, develops, manages and maintains websites for a wide range of clients.

A sample of our experience is listed below:

### Designed / Developed

Florida Department of Transportation:

- FDOTUS17projects.com
- SouthportConnector.com
- WekivaParkway.com
- QuincyByPass.com
- SanfordAutoTrainStudy.com
- Suncoast2online.com

Connecticut Department of Transportation: CTfastrak.com

City of Palm Coast: PalmCoastPkwy.com

Gainesville Metropolitan Transportation Planning Organization: LivableCommunity2040.com

Birmingham Jefferson County Transit Authority: BJCTA.org

### Manage / Maintain

Florida Department of Transportation:

- FDOTMiamiDade.com
- PalmettoExpressLanes.com
- 826-836.com
- CFLRoads.com
- PortofMiamiTunnel.com
- Suncoast2online.com
- Concord Kannapolis Area Transit: CKrider.com



## SR 429 / Schofield Road Interchange Community Open House

QCA's Brian Hutchings received kudos from the Central Florida Expressway Authority, formerly known as the Orlando-Orange County Expressway Authority, for his work with a Central Florida News 13 traffic reporter to craft a story on growth in west Orange County and the need for a new interchange. The Expressway Authority is building the new interchange at Schofield Road to improve access to SR 429 and accommodate planned future growth.



A recent Community Open House for the SR 429 / Schofield Road Interchange project, held at the Orange County National Golf Center in Winter Garden, was a big success with greater than anticipated turnout. Planning and coordinating the event, Brian wrote and distributed meeting notifications to property owners, elected officials and area chambers. He also produced high-quality meeting collaterals, including the project fact sheet and graphics. QCA's Megan Olivera and Ramin Khalili also supported the April open house.

Attendees were able to view maps and construction documents and have their questions answered by members of the project team. Work on the \$10 million interchange is scheduled to begin this summer and finish in late 2015.

## Trying Out SunRail

QCA's Brian Hutchings and Central Florida Expressway Authority's Michelle Maikisch, director of public affairs and communications, and Alayna Curry, community government relations coordinator, enjoyed a free ride on SunRail, Central Florida's new commuter rail system. "It was very comfortable," said Brian. "And it was nice to sit back and relax and let someone else do the driving for a change."



The \$1.3 billion commuter train began service on May 1 with a two-week, free-trial period. During the free-trial period, SunRail averaged more than 10,700 riders daily. Once paid commuter service began, SunRail surpassed the anticipated 4,300 riders a day. For more information visit [sunrail.com](http://sunrail.com).

## Orlando Corporate 5K

QCA's Mary Brooks, Brian Hutchings and Ramin Khalili donned their "I Love My Job" T-shirts and laced up their running shoes to participate in the Orlando Corporate 5K. Running in support of Central Florida Expressway Authority's Designated Texter campaign, they joined a record field of 18,000 runners and walkers for the event billed as "Orlando's largest office party." The QCA Team also joined client firms on the overcast April evening for the scenic 3.1 mile run through downtown neighborhoods. In addition to raising funds for young athletes, the Corporate 5K also promotes healthier workplaces for businesses and organizations throughout Central Florida. Held annually since 1995, this year marked the event's 20th anniversary.



## Tour de Cure

Laura Rachel Brooks was just one of millions of Americans who suffer - and succumb - to complications from diabetes. Her late mom's story is just one of the reasons that QCA Vice President Mary Brooks joins nearly 1,200 cyclists each year to bike in the American Diabetes Association's Tour de Cure in Orlando. This year Mary and friends rode 50 miles to help raise money for a cure and awareness of diabetes. "Diabetes leads to so many other health complications - it's one of the leading causes of death in this country," Mary notes. "Anything that I can do to help others win this battle, I'm happy to do so."

## ASCE Student Chapter Site Tour



Brian Hutchings, senior associate with QCA's Turnpike and Expressway Services division, understands the importance of helping groom future professionals to serve the toll road industry. Brian led a group of aspiring civil engineers on a tour of the Central Florida Expressway Authority's construction projects in April. The group, representing the Central Florida Student Chapter of the American Society of Civil Engineers (ASCE), consisted of students from the University of Central Florida, University of Florida and Embry-Riddle Aeronautical University. For many, it was their first time getting a close-up look at an active construction site. The construction, engineering and inspection (CEI) firms, A<sup>2</sup> and RK&K, did a great job answering the students' questions and discussing the projects during their site visit. Brian said, "The students really seemed to enjoy the experience and hopefully, after they graduate, I will work with some of them on future expressway projects."

## Hundreds Turn Out for Wekiva Parkway Meetings to Finish Central Florida's Beltway



QCA's Turnpike and Expressway Services team members, led by division Vice President Mary Brooks, are veterans at handling large scale public meetings for complex projects. More than 200 people turned out for the April 29 public workshop on Wekiva Parkway Sections 5 and 6 in Lake County. The meeting held at Easter Seals' Camp Challenge in Sorrento was the latest of five Wekiva Parkway public workshops that have drawn more than 1,000 people in the last year.



Mary, supported by QCA's Ramin Khalili and Irina Lallemand, provided all of the staff coordination with the design teams, CDM Smith and GAI, as well as with the Florida Department of Transportation District Five staff. She also directed the workshop planning briefings, legal advertisements, public notices, community presentations and media interviews in advance of the public meeting.

In addition to public meeting coordination, Mary has been spearheading the comprehensive community awareness program for the Wekiva Parkway, the 25-mile toll road that will be the first in Central Florida to feature all electronic tolling. The Parkway will finish the beltway while also protecting the precious natural resources surrounding the Wekiva River, a National Wild & Scenic River and Florida Outstanding Waterway.

## Southern Service Area Transmission Main Improvements



Our long-term relationship with the Orange County Utilities Division (OCUD) continues. QCA was highly recommended to the OCUD contractor, Felix Associates, to provide public information services for the Southern Service Area Transmission Main Improvements. This is phase II of the water main installation in the Hunter's Creek Area. The project began in late spring 2014 and extends on Town Center Boulevard from east of Town Loop Boulevard to Turtle Marsh Loop. QCA's Megan Olivera is serving as public information officer for this contract.



## IT'S ALL ABOUT SAVING LIVES



National Work Zone Awareness Week brings national attention to motorists and worker safety and to mobility issues in work zones. Since 1999, the Federal Highway Administration has worked closely with the American Association of State Highway and Transportation Officials and the American Traffic Safety

Services Association to coordinate and sponsor the annual April event.

Campaigns for improving work zone safety awareness are all part of QCA's Creative Services and Marketing Solutions Division.



Karen

QCA's services include raising awareness of the issues, as well as informing, changing attitudes and ultimately changing behavior. Mass media advertising is often the most visible component of our campaigns, however to be effective and to change behavior, we work closely with government and target communities for support.

Our connection to Law Enforcement must be visible. According to Accreditation Program Services Manager and Northeast Division Manager Karen Kersey, **"The effectiveness of QCA's publicity campaigns when they are backed by law enforcement works. We have been working with and continue to have a solid reputation for partnering with local law enforcement."**

## NATIONAL DISTRACTED DRIVING MONTH

QCA's Brian Hutchings supports all safety initiatives, but one in particular is National Distracted Driving Month. In April we were reminded once again of the dangers of distracted driving. According to Brian, the statistics are alarming. The National Safety Council states that 25 percent of car crashes involve cell phones. Several bills have been filed in the House and Senate that would make changes to the state's texting and driving ban passed during the 2013 legislative sessions. Making the offense a primary offense, prohibiting texting by drivers under the age of 18, and increasing the penalties for texting and driving in a school zone are the three issues that have been filed for consideration this session.



The Annual Spring Fiesta event in downtown Orlando

## INDUSTRY NEWS

### 2014 FTBA SAFETY AWARDS

The Safety Awards are presented during the Friday morning awards breakfast at the Florida Transportation Builders' Association Annual Convention.



### FTBA Annual Convention 2014



**Boca Raton Resort and Club August 7-10**

## Setting the Pace for Peace



QCA National Services Manager Traci Missildine recently used her project management and public relations expertise to lead the registration efforts for the Hubbard House's annual Setting the Pace for Peace Domestic Violence Awareness Walk held in Jacksonville, Florida.

With more than 2,000 participants, the event raised more than \$87,000, which will go directly toward giving adults and children affected by domestic violence hope that comfort, safety and security are within reach and provide them with the resources to rebuild their lives such as shelter, job training, safety planning, counseling, education and prevention skills.

"Volunteering with the Hubbard House is a passion. Being able to play a small part in such a greater cause – knowing I might save just one life – is rewarding," shared Traci.

Traci supports the Hubbard House throughout the year by working with children from domestic violence relationships. Additionally, she fundraises, staffs public outreach events and works toward social change through education and advocacy.

The mission of the Hubbard House is ensuring every relationship is violence free. Priorities include providing safety for victims and their children, empowering victims, supporting and counseling. Victims of domestic violence and their children are not charged for the life-saving services they receive at the Hubbard House.

## Communicating to End Violence



Traci

None of us can afford to stand idly by while children continue to live in homes with violence. The impact on the children and on our society is just too great.

QCA's National Services Manager Traci Missildine volunteers her time each week to work with children ages newborn to eight who have experienced or witnessed violence and are now living in a Jacksonville, Florida domestic violence shelter.

"Children who live with violence are impacted by that violence whether they were physically abused or not," explains Traci. "I'm there to help them understand the violence is not their fault, help them understand and express their feelings using words and teach them non-violent conflict resolution skills so the violence will not be repeated in the next generation."

Activities include communicating through the use of arts and crafts, playing games, singing and dancing and two-way dialogue generation.

## Conalvias USA Turns to QCA to Support Expansion

When Conalvias USA decided to get more aggressive in its expansion into Florida, it turned to QCA to develop and implement its business-to-business brand and communication program. Our first assignment: the design, writing and production of a new Conalvias USA marketing brochure.

"Working closely with the Conalvias USA North American team, we have produced an outstanding promotional brochure to be distributed during trade shows, industry events and as a marketing tool for new business development," stated Vice President and Project Manager Jill Cappadoro. "It was rewarding to work with my associate Joe Duhamel, who did an excellent job capturing the nuance of this growing transportation construction firm." QCA's services included all new custom graphic design, copywriting, quality assurance and production. The brochure design allows for flexible use and customized messages such as insertion of key associate resumes, project-specific spec sheets, scope and fee proposals.

Conalvias USA Vice President Nyree Y. Quintero, was also impressed. **"Thank you very much; the brochure is beautiful and it works perfectly! We have shared with our target clients... and we have received a very good reaction. Congratulations and thank you to all your team,"** she shared.

Conalvias is a firm dedicated to improving the quality of life in each community it works through construction of highway and bridge projects, multi-modal transportation and mass transit systems, marine construction, airports, and underground utilities. It was founded in 1980 in Cali, Colombia.

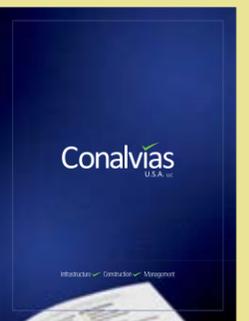
QCA's next assignment involves working with the corporate branch of Conalvias to provide analysis and consultation during design and development of a new Conalvias USA website.



Jill



Joe



## IMPROVING INDUSTRY PARTNERSHIPS

### QCA Providing Partnering Services for Sarasota County's Bee Ridge Road project

This coming fall, QCA's Karen Kersey and Maricelle Venegas will be providing the partnering services on the Bee Ridge Road Capital Improvement Project for Sarasota County. QCA will strive to develop and encourage a team concept among the project team members. As partnering facilitators, their duty will be to guide often perceived adversaries through a team building process providing the foundation and tools to successfully carry them through the life of the project. QCA follows the Florida Department of Transportation Partnering Facilitator's Manual, as well as the industry's latest best practices and principles for partnering success. We recognize that partnering workshops must do more than just review and solve project issues. QCA partnering activities are designed to foster skills such as leadership, trust, teamwork, communication, problem solving, decision making, conflict resolution and cooperation. To accomplish these goals, QCA will tailor each partnering workshop to meet the needs of Sarasota County and CDM Smith. Karen and Maricelle look forward to providing partnering services on the Bee Ridge Road Capital Improvement Project for Sarasota County.

QCA's partnering workshop sessions, at a minimum, cover the following core concepts:

- Team Building through Group Dynamic Exercises
- Developing a Team Charter
- Exploring Problem Solving Methods
- Reaching Consensus on Focused Action Plans
- Creating Clear Escalation Plans
- Assigning and Developing Follow-Up Plans
- Conducting a Partnering Evaluation



Karen



Maricelle

## Central Railroad Corridor Greenway Project Design in Indian River County

QCA is excited to be selected with TranSystems Corporation on the design of the Central Railroad Corridor Greenway (CRCG) Project from west of I-95 to the North County Park in Indian River County. QCA's Beth Zsoka and Lauren Firtel will serve the project public involvement activities throughout the design of the shared use path.

QCA will provide a CAP level three and several public meetings for this project. Public Involvement is critical as the limits of the project cross through several stakeholders including the City of Fellsmere, the City of Sebastian, Indian River County and Florida Department of Transportation right-of-way. QCA will set up an advisory group to determine the maintaining agency for the pedestrian overpass bridge over I-95 and will work closely with the public, project team and key stakeholders.

The project will follow the abandoned railroad track and include a pedestrian bridge spanning the I-95 north of the CR 512 Interchange and will provide an alternative mode of transportation and connectivity between destinations in Indian River County. This project is just one of the major sections that is a part of the Indian River County MPO's Greenway plan to promote multi-modal transportation, connecting urban and rural areas and enhancing recreation and conservation opportunities.

Beth Zsoka, area manager and public involvement officer is already working closely with Indian River County and several key stakeholders including the Sunshine RV resort in Fellsmere, Florida as part of the I-95 Widening Project from north of SR 60 to the Indian River County line.

QCA and the TranSystems team expects to start working on the project starting at the end of July, 2014.



Beth



Lauren

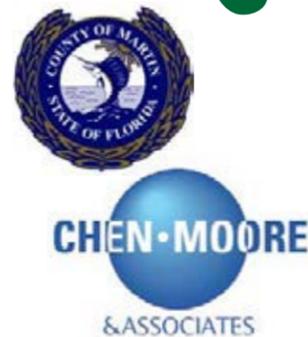
## EXCELLENCE IN SERVICE

### QCA wins again with Martin County

QCA's team, consisting of Beth Zsoka, Juliette Valencia, Lauren Firtel, Linda Devecki, Betty Nessler-Brandow and Joe Duhamel, is ready to serve the Chen Moore and Associates team on the Martin County General Engineering Services Contract. QCA stands ready to support any Martin County Engineering Project with public information, public involvement, administration, creative services and communications.

QCA has worked closely with Martin County on projects such as the Veterans Memorial Bridge, Ernest Lyons Bridge and Martin Downs Boulevard. We are proud members of the Palm City and Stuart / Martin County Chambers of Commerce.

We are well positioned to again serve Martin County!



## Successful Teamwork! Flagler Memorial Bridge Closure is a Shining Example

On May 12, the Flagler Bridge Replacement Project Team closed the Flagler Bridge completely so contractor PCL could resume work on two main bridge piers for a new bridge being built across the Lake Worth Lagoon between the City of West Palm Beach and the Town of Palm Beach. The closure was weeks in the planning and required extensive coordination between numerous partnering agencies.

As the Public Information Officer for the Flagler Memorial Bridge Replacement Project, QCA's Tish Burgher worked closely with Florida Department of Transportation's (FDOT) Project Engineer Sid Mailhes, New Millennium Engineering's Senior Project Engineer Geoff Parker, and the entire CEI project team to make sure that the public was aware of the upcoming closure to minimize impacts resulting from the six month closure.

The existing Flagler Memorial Bridge is more than 75 years old. Construction on a replacement bridge began in September of 2012. Since then, the project team has worked diligently to keep the existing bridge open to traffic while building the new bridge just to the south. Understanding the need to get this critical work done, Town and City officials agreed to allow the closure until November 1, when part-time residents are out of town and the traffic decreases.

The Flagler Memorial Bridge is one of three bridges connecting the Town of Palm Beach with the mainland. During this closure, traffic is routed to the remaining two bridges to cross Lake Worth Lagoon and the Intracoastal Waterway. Traffic signals and traffic patterns were changed throughout the area and the U.S. Coast Guard modified the schedule of bridge openings on the remaining two bridges to ease traffic flow during morning and afternoon rush hours.

"It is very exciting to see what can be achieved when everyone works together. This was a true collaboration between all the parties involved," said Tish. "Thanks to the careful planning and close coordination between the project team, FDOT, Town, City and County officials, traffic is moving very well and the impacts have been minimal."



NEW  
MILLENNIUM

## QCA Supports PB on Flagler Street Enhanced Bus System in Miami-Dade County

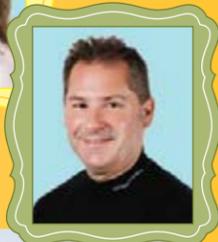
QCA's Senior Graphic Designer Joe Duhamel is working with Tish Burgher to provide Parsons Brinckerhoff (PB) with graphic design services for the Flagler Street Enhanced Bus Service (EBS) Implementation Plan in Miami-Dade County.

QCA is a sub-consultant to PB for this General Engineering Contract with Miami-Dade County's Metropolitan Planning Organization (MPO). Working under the direction of PB's John Lafferty, Joe has developed graphic renderings and typical sections for the proposed EBS along Flagler Street, a primary east / west corridor running through the heart of Miami-Dade County and The City of Miami.

"Communicating through graphics is an important component in any transportation project," said Joe. "Pictures tell so much more than words. I really enjoy doing this type of work because these graphics allow the public to visualize and understand a concept or plan."



Tish



Joe

PARSONS  
BRINCKERHOFF



## QCA knows PD&E Studies!

QCA wants to team with you on future Project Development and Environment (PD&E) opportunities. QCA is known for successfully using proactive communications strategies to foster understanding, garner valuable public feedback and engender trust between agencies, municipalities and the public. According to QCA's Eileen LaSeur, "We have broad experience in all aspects of public involvement, including public meeting and public hearing coordination, government relations, media relations, community presentations, focus groups, issues mediation, surveys and analysis, multi-media development, special events coordination, and more. We have successfully implemented Public Involvement Plans (PIPs) that comply with Part 1, Chapter 11 of the Florida Department of Transportation's (FDOT) PD&E Study Manual, and Part 2, Chapter 9 of the FDOT Public Involvement Handbook."



Eileen

### A SAMPLE OF OUR EXPERIENCE

#### Blueprint2000:

- Crawfordville Road to SR 20
- Monticello Bypass Corridor
- Pensacola Bay Bridge / SR 292
- SR 8 / I-10 at SR 95 / US 29
- SR 371 Orange Avenue to US 90
- SR 45 / US Highway 41

#### Florida Turnpike Enterprise:

- Suncoast Parkway 2

#### FDOT – District Five and Orlando-Orange County Expressway Authority:

- Wekiva Parkway

#### FDOT – District Five and Osceola County Expressway Authority:

- Poinciana Parkway Southport Connector

#### Hillsborough Area Regional Transit (HART):

- MetroRapid East-West Corridor

#### Orlando-Orange County Expressway Authority:

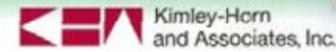
- SR 408 East Extension

#### Tampa-Hillsborough Expressway Authority:

- Bus Toll Lanes Concept Feasibility Study



## Osceola Parkway Extension PD&E Study



QCA's Turnpike and Expressway Services includes helping agencies garner critical public input during Project Development and Environment (PD&E) Studies. Our toll services division, led by Vice President Mary Brooks, currently is supporting Kimley-Horn & Associates as it conducts the Osceola Parkway Extension PD&E Study for the Osceola County Expressway Authority (OCX). QCA associates, including Megan Olivera, Maricelle Venegas and Juliette Valencia, have helped our client with translating newsletters, public meeting invitations and other study materials into Spanish. QCA's Juliette Valencia also has helped staff public meetings and collect public comments.

The study is evaluating corridors for the extension of Osceola Parkway from west of Boggy Creek Road to the proposed Northeast Connector Expressway. The study also includes the Boggy Creek Road / SR 417 Access Road. The purpose of this PD&E Study is to respond to future travel demand, promote system linkage / network connectivity, and enhance overall traffic operations within the study area.



## QCA Salutes Tom Percival

QCA salutes Tom Percival for 40 years of dedicated service to the Florida Department of Transportation (FDOT) – District Five and the Florida's Turnpike Enterprise. Tom was joyously feted in May during a retirement luncheon at the Turnpike. Many agency and industry notables turned out to wish him well – and have a little fun. Over the years, Tom supervised the Environmental Management Offices at both agencies. QCA team members were honored to have worked with him on high-profile projects including the Wekiva Parkway. Among those bidding Tom farewell were Turnpike Executive Director and Chief Executive Officer Diane Gutierrez-Scacetti, District Five Secretary Noranne Downs and former FDOT Secretary Tom Barry. His easy-going manner, sense of humor, integrity and rich industry knowledge will be greatly missed, Tom. Congratulations on your next adventure!



## Wakulla Residents Crowd SR 61 Meeting



QCA employees are always prepared for anything when it comes to public meetings, but QCA's Sandee Launch was surprised when nearly 100 citizens showed up at 4:15 p.m. for the 5 p.m. SR 61 (Crawfordville Highway) project meeting. Working in conjunction with Michael Baker Corporation, Sandee provides public outreach services for the much-discussed Florida Department of Transportation (FDOT) design project. Proposed improvements include realignment of the SR 61 and US 98 intersection and the addition of sidewalks along both sides of SR 61 and bicycle lanes. The realigned intersection of SR 61 and SR 30 will be signalized and new mast arms will be constructed.



The meeting, held at the Medart Assembly of God Church, provided interested parties an opportunity to meet with design engineers and FDOT staff to discuss specifics of the project. QCA's Northwest Florida team of Susan Emmanuel and Cacynthia Lock assisted by greeting guests, directing them to project engineers and assisting with sign-in sheets and comment forms.



## SR 87 Corridor Meeting Requires Cooperation

Recently, QCA's Sandee Launch greeted more than 115 attendees and assisted them in meeting Florida Department of Transportation (FDOT) and Comprehensive Engineering Services representatives for the SR 87 project. But she wasn't working alone. Four design firms and two public outreach consultants joined forces with her to offer residents of Santa Rosa County an opportunity to ask questions and gather information about the project which is in the design process. The intent of the four segments is to widen 21 miles of SR 87 from two to four lanes from the existing four lane road to the Alabama state line. "This was a well-organized, cooperative meeting involving multiple consultants. Residents seemed very impressed with the amount of information offered and the coordination of the effort," said Sandee.



## Pensacola Bay Bridge PD&E Public Hearing Meeting

Reynolds Smith and Hill, Inc. (RS&H) and QCA teamed up on June 10 to host a public hearing for the Pensacola Bay Bridge PD&E study. More than 200 people attended the meeting and public hearing on the replacement of the bridge which crosses Pensacola Bay, connecting the cities of Pensacola and Gulf Breeze. QCA's Sandee Launch, Amanda Hopkins, Sharlene Lairscey and Carlana Hoffman greeted the attendees and assisted RS&H and Florida Department of Transportation staff in answering questions and receiving comments.

QCA provided services including creation of public hearing advertisements, Florida Administrative Weekly notifications, public official and interested party letters. Additionally, QCA team members created welcome boards and directional signage and coordinated the hiring and supervision of a court reporter for the public hearing.

Another job well done by the QCA's Northwest Florida team!



## Quincy Bypass Northern Loop Meeting A Huge Success

QCA's Sandee Launch and Amanda Hopkins are serving Stantec on the Florida Department of Transportation (FDOT) feasibility study for a bypass connecting SR 12 and CR 268 (Solomon Dairy Road).

Quincy residents turned out early and in droves to learn about plans for the bypass north of downtown Quincy. The study team met with citizens to hear their input and to help identify reasonable corridors that will best accommodate the purpose and need of the proposed project while minimizing potential impacts.

Sandee and Amanda greeted more than 75 attendees and assisted them in meeting FDOT and Stantec representatives and sharing their comments and concerns. The meeting was held Thursday, May 22 at the Gadsden County Board of County Commission Chambers.



## Congratulating Concord Kannapolis Area Transit



QCA would like to congratulate Concord Kannapolis Area Transit (Rider Transit) for receiving the Safety Award in Recognition of Outstanding Performance in Traffic & Passenger Safety for Urban / Regional / Small Fixed Route transit agencies.

L.J. Weslowski, transit manager, was presented the award during the North Carolina Public Transportation Association (NCPTA) conference in Charlotte, North Carolina.

This is the second year Rider Transit has received this award, which reinforces the agency's strong commitment to the safety of passengers and the communities of Concord and Kannapolis, North Carolina.

QCA's Project Manager Traci Missildine and Senior Graphic Designer Joe Duhamel support Rider Transit with marketing, creative services, public relations and outreach activities. Traci is currently assisting with a strategic ridership development campaign that will build on marketing components implemented in 2013 as well as developing an Advertising Revenue Generation plan.



## Growing Transit Partnerships in Alabama

QCA's Dylan Conway has developed a custom easy-to-use Intranet system for Birmingham-Jefferson County Transit Authority (BJCTA) that allows employees to access their payroll information as well as internal BJCTA information, news and other documents.

QCA has a long established relationship with BJCTA. Dylan designed and developed the BJCTA website, BJCTA.org, a highly-functional and interactive site connecting the community to the transit agency. This website includes detailed information about services, the latest news posts, an interactive trip planner, online vendor registration, job listings and online job applications. Working closely with BJCTA's IT team during the development process, QCA was able to deliver a user-

friendly, visually appealing website that exceeded the client's expectations. After the successful development of the website, QCA trained client personnel in managing and updating the site in an efficient way.



## 2014 CTfastrak Tour Animado

Working with the Connecticut Department of Transportation (CTDOT), Michael Baker Corporation and Newlands & Company, Inc., QCA has completed production of a Spanish version of the 3D animated tour of the CTfastrak corridor.

QCA's Maricelle Venegas provided translation services. Project Manager Traci Missildine monitored production milestones and budgets and supported the client with quality control / quality assurance, distributing project information and communicating with multiple levels of project teams.

The English version of the video was completed and unveiled in May. QCA's Senior Graphic Designer Joe Duhamel supported the launch of the video by creating promotional website graphics and a video label, and web services manager Dylan Conway updated the CTfastrak website with various formats suitable for downloading.

"Creating versions in both English and Spanish provides a more well-rounded opportunity for the entire Connecticut community to experience the system before the first bus ever pulls out," Traci said.

Launching in early 2015, CTfastrak, Connecticut's first Bus Rapid Transit (BRT) system will serve as the "backbone" of bus transit service throughout central Connecticut. The system features the latest technologies and provides an easy-to-use, high-quality transit experience.

To view the video tour, please go to CTfastrak.com, and click on the Visuals tab.



Traci



Maricelle



Dylan



Joe

## QCA EXPANDS AVIATION SERVICES

"Think QCA for Aviation Sustainable Master Planning support. Having us on your team ensures active stakeholder engagement and the hosting of effective workshops, allowing planners to do what they do best," shares Jill Cappadoro, vice president and national aviation services manager. "Let us do the outreach with employees, airport tenants and regional agencies. We'll plan and facilitate your visioning sessions, as well as coordinate production of final reports."



Jill

### CLIENTS WE SERVED

Airport Cooperative Research Program  
Atkins  
Cardno TBE  
CDM Smith  
CH2M Hill  
City of Tallahassee  
Florida Department of Transportation

GAI Consultants Inc.  
Georgia Department of Transportation  
Hatch Mott MacDonald  
HDR, Inc.  
HNTB Corporation  
Infrastructure Management Group  
Jacobs Engineering

Kimley - Horn and Associates, Inc.  
Landrum & Brown  
Marketing Concepts, Inc  
Michael Baker Jr., Inc.  
PB Americas, Inc.  
Ricondo & Associates, Inc.  
RS&H

R.W. Armstrong Associates, Inc.  
T.Y. Lin International  
URS Corporation  
Vanasse Hangen Brustlin  
Wilbur Smith Associates, Inc.

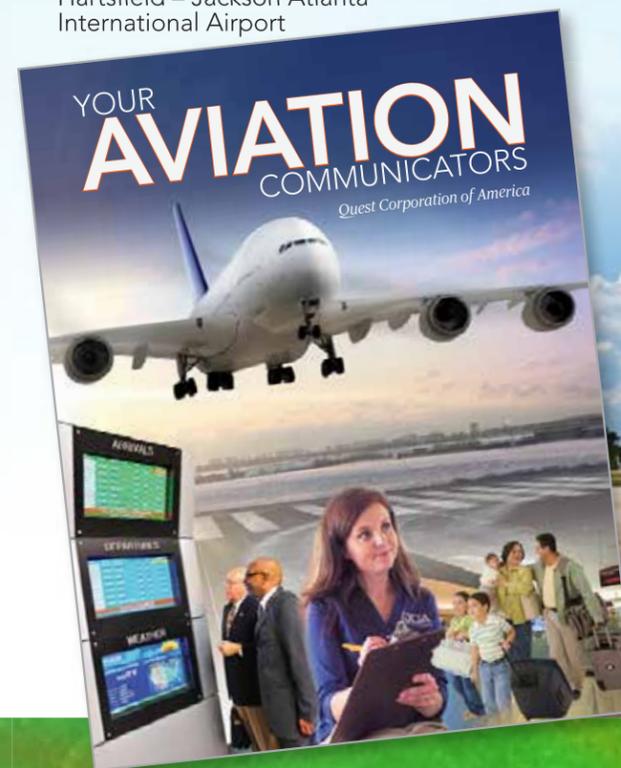
### AIRPORTS WE SERVED

Athens - Ben Epps Airport  
Brunswick Golden Isles Airport  
Columbus Metropolitan Airport  
Daytona Beach International Airport  
Hartsfield - Jackson Atlanta International Airport

Jacksonville International Airport  
Miami International Airport  
Middle Georgia Regional Airport  
Orlando International Airport

Orlando Sanford International Airport  
Palm Beach International Airport  
Peter O' Knight Airport  
Plant City Airport  
San Antonio International Airport  
Sarasota - Bradenton International Airport

Savannah - Hilton Head International Airport  
Southwest Florida International Airport  
Southwest Georgia Regional Airport  
Tallahassee Regional Airport  
Tampa Executive Airport  
Tampa International Airport  
Valdosta Regional Airport



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- Social Media
- Special Events
- Web Design and Maintenance



First Quarter 2014 and all QCA Newsletters are available at [QCAusa.com](http://QCAusa.com)

# History of Aviation Soars to New Heights

The origin of mankind's desire to fly cannot be accurately measured or pinpointed. From the earliest legends there have been stories of men strapping birdlike wings, stiffened cloaks or other devices to themselves and attempting to fly.

The history of aviation has extended for more than two thousand years from the earliest kites and attempts at tower jumping to supersonic, and hypersonic flight by powered, heavier-than-air jets.

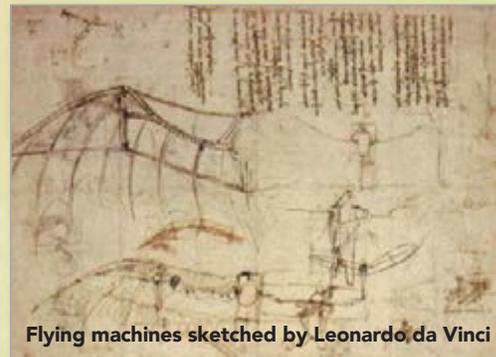
Leonardo da Vinci's 15th-century dream of flight found expression in several rational but unscientific designs, though he did not attempt to construct any of them.

Tethered balloons filled with hot air were used in the first half of the 19th century. The first aircraft to make routine controlled flights were non-rigid airships (sometimes called "blimps"). Airships were used in both World War I and II, and continue on a limited basis to this day.

Experiments with gliders provided the groundwork for heavier-than-air craft, and by the early 20th century advances in engine technology and aerodynamics made controlled, powered flight possible for the first time.

The Wright brothers built and tested a series of kite and glider designs from 1900 to 1902 before attempting to build a powered design. By using a rigorous system of experimentation involving wind-tunnel testing of airfoils and flight testing of full-size prototypes, the Wrights built the Wright Flyer.

In the 1930s, manufacture of the jet engine began in Germany and in Britain – both countries would go on to develop jet aircraft by the end of World War II. From there, commercial aviation grew rapidly.



Flying machines sketched by Leonardo da Vinci



The Wright Flyer: the first sustained flight with a powered, controlled aircraft

***"Beyond doubt, the scheduled air transport industry has influenced and stimulated many of our other national industries."***

*– Edgar Staley Gorrell, president  
Air Transport Association, 1937.*

The World Bank recognizes that "Air transport has become an essential economic and social conduit throughout the world. Today, commercial aviation is the backbone of the modern American economy. It stimulates more than \$1 trillion in annual economic activity and drives nearly 10 million well-paying American jobs. Aviation supports local economies and creates new markets here in the U.S and abroad. Communities from coast to coast depend heavily on access to the air transportation network for economic development."

***QCA offers public outreach and community engagement support, as well as a wide range of aviation survey and research services to support long-range planning, air service development projects and economic impact studies. Contact us to learn more about how we can support your aviation projects.***

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