

## PRESS RELEASE

### CONTACT INFORMATION:

QualityLife Intergovernmental Agency (Q-Life)

contact@qlife.net

## FOR IMMEDIATE RELEASE

### Q-Life Names Dr. Liz Lance as First Executive Director to Lead Regional Broadband Initiative

The Dalles/Wasco County, OR – November 13, 2024 – The QualityLife Intergovernmental Agency (Q-Life) Board of Directors has appointed Dr. Liz Lance as its first Executive Director, bringing not only extensive operational leadership experience but also a personal understanding of broadband's transformative impact in Wasco County. Dr. Lance started at the agency on October 28, 2024.

Dr. Lance brings over a decade of strategic technology leadership experience to Q-Life, most recently serving as Chief of Staff at Performica, where she led interdisciplinary collaboration and strategic planning across departments in a dynamic startup environment, advancing product development and operational alignment. Her proven track record includes managing complex programs and leading cross-functional teams at organizations including Smarsh, where she served as Senior Director of Project Management, streamlining operations and supporting company-wide development efforts in a growing SaaS organization.

"Liz brings a powerful combination of technical expertise, operational leadership, and genuine connection to our community," said Lee Weinstein, Q-Life Board Chair. "Her personal experience with rural broadband access and proven track record in both technology and community service makes her an ideal leader for Q-Life's next phase of growth."

Dr. Lance holds a doctorate in Organizational Change and Leadership from the University of Southern California, where her research focused on effective strategies for workforce retention and organizational resilience. She also earned an MBA in Strategy and Innovation Management and a Bachelor's in Operations and Technology Management from the University of Portland and maintains both Project Management Professional (PMP) and Senior Professional in Human Resources (SPHR) certifications. Her local commitment to



*New Q-Life Executive Director, Dr. Liz Lance, pictured with Q-Life Board Chair, Lee Weinstein (L) and former Q-Life Administrator, Matthew Klebes (R).*

## PRESS RELEASE

the region is demonstrated through her current role as Secretary for Dufur Volunteer Fire and Ambulance.

"Liz is the right person at the right time to take the reins of Q-Life and lead the organization into the future, and I look forward to working with her as a Q-Life Board member," said Matthew Klebes, former Q-Life Administrator. "Her energy, vision and commitment to our community will be invaluable as we work to expand affordable broadband access across Wasco County," added Tyler Stone, Wasco County Administrative Officer.

"As a utility professional, I'm particularly excited about Liz's strategic approach to infrastructure development," said Roger Kline, Northern Wasco County PUD representative on the Q-Life Board. "Her understanding of both the technical and community aspects of broadband deployment will be crucial as we work to expand our network and ensure reliable, affordable internet access becomes as fundamental as electricity in Wasco County."

"I am passionate about leveraging technology to enhance education, healthcare, and economic opportunities in our community," said Dr. Lance. "Q-Life's values of being action-oriented, nimble, and proactive align perfectly with my professional experience and personal commitment to serving Wasco County. I look forward to working with our partners to ensure every person in our community has access to affordable, high-speed internet."

In her role as Executive Director, Dr. Lance will focus on expanding Q-Life's 17-mile fiber optic network while maintaining its commitment to providing reliable, cost-effective telecommunications infrastructure that enhances regional economic development.

####

The QualityLife Intergovernmental Agency (Q-Life) is a collaborative effort of public entities in The Dalles, Oregon, established in 2002. Q-Life operates a 17-mile fiber optic loop through the city, providing reliable, cost-effective, open access telecommunications infrastructure to enhance economic development in Wasco County. Q-Life's mission is to facilitate access to scalable telecommunication infrastructure to enable affordable broadband level Internet across Wasco County, guided by its core values of being action-oriented, nimble, focused on strategic partnerships, proactive/sustainable, responsible, affordable, and committed to redundancy and resilience. For more information, visit [https://www.qlife.net/](https://www qlife.net/).