

QCA QUARTERLY

Holiday Edition 2003/2004

Boynton Beach

4781 N. Congress Ave.,
#118
Boynton Beach, FL 33426
Phone: (561) 261-9150
Fax: (561) 964-2538

Orlando

10151 University Blvd.,
#222
Orlando, FL 32817
Phone: (407) 709-9840
Fax: (407) 823-7715

Tallahassee

1400 Village Square Blvd.,
#3-122
Tallahassee, FL 32312
Phone: (850) 508-4445
Fax: (850) 386-6917

Tampa

3837 Northdale Blvd.,
#242
Tampa, FL 33624
Phone: (813) 949-8586
Fax: (813) 949-8426

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Submissions to QCA Quarterly can be e-mailed to:

Editor

Audra Butler,
abutler@qca-inc.com

President

Sharlene Francois

QCA Plans Successful Events Celebrating the Ringling Bridge and Brandon Parkway

QCA has entered aggressively into Events Services Marketing with two well-received events - the opening of the Brandon Parkway and the John Ringling Causeway Bridge Dedication and Run.

Brandon Parkway: The Tampa-Hillsborough County Expressway Authority celebrated the opening of its new Brandon Parkway on December 6th with over 3000

guests attending this holiday festival. PIO **Lori Buck** was instrumental in the planning and execution of this great event.



Snow was in the forecast for the day with tons of finely shaved ice provided for children to play in. The event also hosted food samples from fourteen area restaurants, a moon walk, gravity wall, slide, crafters, baton twirlers, walk-around characters, face

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Spotlight on... Elizabeth McCormick

Elizabeth McCormick grew up all over the United States. In fact, everyone thought she was a military kid, but her father actually was employed by Grumman and now works at Kennedy Space Center. Elizabeth was born in New York and lived in Tennessee and California before settling in Florida.

Elizabeth attended school in Melbourne, where her parents still reside, and then took off for the University of Florida to major in Journalism. Since high school, she knew she wanted to work in the communications field. For four years, Elizabeth was a reporter for daily newspapers in Winter Haven and Lakeland, covering business, real estate and commercial construction. In 2002, she decided that she had enough of the newspaper life. Then, through a friend, she found QCA.

Elizabeth recently accepted a Quest assignment and relocated, with her cat Star, to

Stuart from Lakeland. She is working with Reynolds, Smith and Hills on the reconstruction of Ernest Lyons Bridge. Construction is expected to begin in April. The existing draw bridge will become a large segmental bridge over the course of three years. Elizabeth is wearing three hats: serving as a PIO, RCS and Office Manager. Elizabeth is also assisting Sarah Peacock with the ramp-up at our in the West Palm Beach public information office.

Elizabeth never expected that she would end up in the transportation industry, but so far, she says she's enjoying it! Right now, Elizabeth is still getting settled in Stuart, but plans to enroll in some yoga and dance classes soon.





PRESIDENT'S MESSAGE

(During the Holiday Season more than ever, my thoughts turn gratefully to those

who have made Quest possible. And in this spirit I say simply but sincerely, Thank You!)

SO WHAT'S IN STORE FOR '04?

2003 was a year of some trial and error, success and some failure, growth and development, mentoring and much more. As a result, we overcame hurdles and proved that it's teamwork and intellectual challenge that sets us apart. My goal for 2004 is to offer an environment that will challenge you to perform at superior levels, while supporting you with extensive professional development opportunities, and providing you with the tools you need to effectively lead a group. So what's in store for '04?

THE CULTURE OF BUSINESS DEVELOPMENT

Business Development is key to our continued success. Successful firms are those who recognize the importance of internalizing a culture clearly focused on business development. The transition to a business development culture means drawing every key participant into the effort. Although most professionals chose their career with the understanding that business development would not be a significant part of their daily routine, we now find ourselves facing the dilemma of generating billable hours versus non-billable, business development hours. Why? Because it is an inescapable truth that billable hours only come from successful business development efforts.

Maintaining a proper balance between business development and client work requires the understanding that a proactive business development attitude and culture must permeate the fabric of Quest for the next decade. Business Development is not something that you do once in a

while, but something we all must do all the time when dealing with clients and prospects.

THE REALITY OF "CALL RELUCTANCE"

The fear of making sales calls exists for nearly everyone. It manifests itself in many ways, from claims of being too busy to immersion in administrative details. People often choose to do menial tasks rather than face the risks associated with making sales calls. Customer service is safer. Meetings are less threatening. Long lunches and early quitting times are all symptoms of call reluctance. There is nothing unusual about it. We all have it. But unless we learn to conquer it, we are destined to a life of average results.

POSITIONING YOURSELF FOR SUCCESS IN BUSINESS DEVELOPMENT

Join us on Saturday, February 21st at this year's strategic planning meeting as we focus on Business Development, and on the future of Quest.

2003 FHWA Satisfaction Survey

The Florida Division of the Federal Highway Administration wants to exceed the expectations of customers in the Florida Department of Transportation. They needed to hear from their customers and **Quest** was pleased to assist. In 2003, **Quest** participated in Customer Satisfaction Surveys to assist both FDOT Districts 5 and 7. Everyone's goal throughout the transportation enhancement process is on providing nothing short of the highest level of customer satisfaction. The FDOT took an especially hard look at the services being provided and customers pointed out where performance clearly needed to improve. Areas of improvement included:

- Providing clearer guidance regarding new policies and regulations
- Being an effective advocate for beneficial policy changes
- Adding value through construction-related reviews
- Being flexible in Design criteria.

As **Quest** continues to service the FDOT, we will be checking back regularly to ask how they are doing. Strengthening the value of the partnership between FHWA and FDOT and us will ensure that the citizens of Florida continue to enjoy

the world-class transportation system they have come to expect.

MISSION STATEMENT:

Achieving performance excellence through hard work, innovation, creativity and prudent risk taking, our mission is to continue to successfully contribute our energy, passion, and knowledge to the communities we serve within

QCA.

Tips for On-Camera Interviews

By Mary Brooks

Most of us have had to do a few on-camera interviews, but here are some pointers to keep in mind:

Be prepared: Know your project plans. Study up on the latest news release or fact sheet. Get the latest information from your contractor beforehand in order to appear in-the-know.

Smile and stand up straight: It makes you appear confident and relaxed.

Look at the reporter: Sometimes when we're trying to think of an answer, our eyes stray. This can make us look uncertain or shifty on camera.

Try to repeat part of the question in your answer: "Well, the reason for this project is..." This makes it easier for the reporter to edit a good sound byte.

Emphasize Safety: No matter what the topic, always get in a sentence that "safety is a top priority or concern of the FDOT or Expressway Authority ... we urge motorists to be extremely cautious in the work zone for their safety and the safety of the rest of the public and crews." **Also, wear your safety equipment in the work zone to let the reporter know we're serious.**

Find out what time the piece will air and notify the project team ASAP. If possible, set your

VCR, and watch how you come across on camera. Did the reporter use many of your quotes? Which ones and why? Use each experience to improve your on-camera persona.

Call the reporter back after the interview to see if he or she had any other questions (which they often will). Also ask how the story is shaping up and if the focus has changed. Notify the project team as needed.



COMING SOON . . .

QCA Will Launch New Website in January

Just in time for the TEAMFL Conference on January 20, 2004, Quest will launch a new company website at www.qca-inc.com.

The completely redesigned site features updated project information as well as more details about QCA services and personnel. The layout of the site has been streamlined and its navigation enhanced. In fact, the new site will include navigation menus on the top, side and bottom of each page.

Another feature of the site is the new company e-mail addresses for staff members that will be activated in January. For full-time employees, the new e-mail accounts will be accessible by any computer with Internet access from anywhere. Part-time employees will have a new address that forwards mail to one of their existing e-mail accounts. **Audra Butler** will provide staff members with the details regarding their e-mail accounts soon.

FAQ . . . From the Corporate Office

By Staci Prescott

This installment in the quarterly newsletter will provide answers to questions frequently posed to the corporate office staff. Please call us at (813) 949-8586 if you have a question that we haven't covered!

Q. I heard that our health insurance has changed. Can you tell me more about this?

A. Quest Corporation recently renewed its policy with United Healthcare, as of December 1, 2003. Since HMOs are no longer available, we had to switch to a PPO, which resulted in some minor changes to your health coverage. The co-pay increased to \$20.00, and the annual deductible increased to \$750.00 per covered person per calendar year, not to exceed \$1,500.00 for all covered persons in a family. Benefit packets will be sent to you in the mail as soon as they are received in the corporate office. The dental plan will not change.

Q. Will any of the policies in the employee manual change in 2004?

A. There are some minor revisions and clarifications to the policy manual. The new manual will be distributed to you via e-mail at the end of December. Please print it out and replace the old manual in your binder with it. Also, make sure that you review the new manual carefully - it covers issues like how to fill out your timesheets and expense reports, vehicle guidelines, holidays and benefits. If you have any questions regarding the manual, please call us at the Corporate Office at 813-949-9586.

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painting, local business displays and a special appearance by Santa Claus. Magic 94.9 provided a live remote, played great holiday music, and gave away prizes.

The official ribbon cutting ceremony took place at 11:00 AM with area residents and dignitaries, followed by the finale of the Authority's summer drive giveaway, with one lucky entrant winning the grand prize Mini Cooper plus a free SunPass® transponder with a year's worth of pre-paid tolls.

In addition to the main event, a VIP Party was held the night before the Grand Opening for local dignitaries, the Expressway Staff and Board Members. This VIP event included a tour of the new roadway with its lush landscaping, a monument lighting ceremony, live music, champagne, food and a beautiful ice sculpture.



A special thank you from Lori to Maricelle Wernet for her tremendous assistance in helping on event day.

John Ringling Causeway Bridge Dedication: After six months of planning and organizing, Quest successfully orchestrated another grand opening event by assisting PCL Civil Constructors with the 5K and 10K Ringling Bridge Run on August 30th. PIO **Maricelle Wernet** was instrumental in the success of the event.

The Bridge Dedication Committee and PCL gave Quest the responsibility of fulfilling three goals:

- 1) to raise over \$15,000 in sponsorship money to benefit the Bari Brooks YMCA Teen Center,
- 2) to have over 1,200 runners register

between both races, and 3) to put on the best race that the City of Sarasota has ever seen.



And, Quest did just that. The Bridge Dedication Committee's goal of \$15,000 was surpassed with the help of over 30 sponsors and a whopping 2,300 participants in the run, which raised over \$47,000.

The 5K and 10K Bridge Dedication was the largest race in west Florida, and many of the participants commented on the beauty of the bridge and how happy they were to be a part of its history.

The involvement of SNN6/The Herald Tribune and 94.1 was the catalyst in the increase of over 1,000 participants. The media's announcement that participants could register early, as well as pick up their preregistration packages, at the YMCA on the Friday night prior to the race garnered 800 new registrants alone.



The Manatee Track club was another huge asset to the event by providing their expertise in putting together the official race course and clocking everyone as they crossed the finish line. Each Male/Female age group winner was recognized and awarded with either a beautiful trophy or ribbon. During the award ceremony, all participants received a commemorative ribbon, and door prizes were announced. It was a great day for all!

Minority Update

Municipalities are now requiring minority/women and small businesses to obtain a minimum of eight hours business training in order to qualify for recertification or re-registration. In Hillsborough County alone, studies conducted into the County's procurements over the past decade have continually shown that the most formidable obstacle preventing these firms from acquiring contracts has been their lack of business skill.

Planning Ahead

2004 Strategic Planning is scheduled for February 20 (Directors) and 21 (all staff). What begins with monthly spreadsheets of financial expectations will grow into a more refined approach that includes identifying operational and marketing objectives as well as financial goals.

Each Director will develop a service group summary form for this coming year. A recap of marketing and sales activities, the detail of a division's strengths, weaknesses, opportunities and threats, as well as strategies for winning in their markets, will be discussed.

SAVE THE DATE!

TEAMFL

Tues., Jan. 20 - Wed., Jan. 21

FDOT/FTBA Conference

Mon., Feb. 9 - Wed., Feb. 11

QCA Strategic Planning

Fri., Feb. 20

(Directors Only)

Sat., Feb. 21: 9:00 AM,

(All Staff)

Construction Career Days - Orlando

Tues., March 30 - Thurs., April 1

QCA Annual Picnic

Sat., Sep. 4