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Quest Corporation of America, Inc.

Salsa, Samba and Soaring Money at the Quest-a Fiesta Booth!

QCA team members managed to find time for a little fun at this year's annual Florida Transportation Builders' Association conference, held Feb. 27 – 29 in Orlando. The company kicked off the event early with associates arriving on Sunday, Feb. 25 to participate in a full day of Media Relations training and an evening Leadership Retreat. Over 35 associates (including guests) attended the company's annual State of the Company Meeting held Monday, Feb. 26.

The QCA booth at the conference was also hard to ignore. With Latin-tinged beats jumping out of the juke box and people marveling over the balloon wall – made to look like a picture of a cactus – QCA's showpiece was a far cry from booths common to such conferences.

The booth's main draw was the money machine. Resembling a telephone booth, brave souls

stepped inside the machine for a few laughs and a chance to win some real money.

What a way to spend time at the conference: Stop by the QCA booth to nosh on chips and salsa, down a few tasty, tequila-free margaritas, maybe snag a few greenbacks, and learn about the hardest-working, most-qualified PR firm at the show!



The QCA booth at the FTBA conference overflowed with talent, fun, and excitement.

come visit us on the web at www.qca-inc.com or call toll free 866-662-6273



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President's Message



Imitation is the highest form of flattery. No one knows this better than Quest. Rivals are popping up everywhere

claiming to be our equal. And, we're okay with this because it pushes us to be even better.

Competition is healthy for everyone and our competitive strategy is no secret. We believe investing more in our people than our competition has an immeasurable competitive advantage.

The human capital advantage is difficult for a competitor to imitate because the source of the advantage may not be very apparent to an outsider.

The culture and the spirit of our organization reside in our employees, and intangibles like these are hard to emulate. As a company we stand for something more. And, as a result, our relationships with our employees as well as with our clients improve as the strength among our team members and our organization become stronger.

At QCA, our relationships start with our hiring. New hires are embraced as part of our team from the moment they walk in the door. Because of our culture, we attract positive people who take pride in putting team results before individual accomplishments. From the very beginning we are connected.

It's important to me and to the future of our organization that we have this connection. We are more than colleagues... we are friends and we are family with complementary skills, talent and personality that breeds a strong work ethic and a superior product. And best of all, we love our jobs!

Sharlene Lairscey, President
Quest Corporation of America, Inc.

Playing It Safe on the Job

A key way to keep safe on a project site is to wear your assigned vest and hardhat. Wearing the vest and hardhat also gives you an air of purpose and authority, so workers and client employees will respond more readily to comments and questions. That allows you to get off the job site sooner, and the less time spent on the dangerous site, the less likely you are to be injured.

The required gear lets on-site workers know you are authorized to be there. Unauthorized visitation is a major problem on project sites.

Trespassers come in all shapes and sizes. Children trespassing on the Santa Barbara Boulevard work site in Cape Coral caused QCA's Maricelle Venegas headache after headache. Full of dirt mounds and interesting work material, it was no surprise the site attracted kids. As appealing as that might seem, the children never realized how dangerous the site was. They also didn't realize how foolish it was when their actions escalated from trespassing to vandalism. The children heaved large rocks through the cockpit windows of some present machinery, and broke into a worker's truck.

Maricelle printed up and dispersed a series of flyers warning the residents living near the job site that access on it was limited and entering without



Vagrants are a common problem for the Palmetto Expressway project in Miami.

proper clearance was trespassing. She included the local police department's non-emergency phone number, and asked anyone witnessing suspicious activity to report it immediately.

QCA's Jeannette Lazo had more than children trespassing on her Palmetto Expressway project site.

Jeannette stated that vagrants are very common in that area and added they would often duck under a bridge on the Coral Way and Eighth Street Interchange for quick

"The children heaved large rocks through the cockpit windows of some present machinery, and broke into a worker's truck."

naps, to drink alcohol, or to bathe in water that collected under the bridge. Intoxicated vagrants roaming through a work site is bad enough, but a nearby school further complicated the situation. The vagrants would often bathe nude where the schoolchildren could see them.

Luckily, the project work crew handled the situation. The project engineer contacted the Miami-Dade police department, and the investigating officers rounded up the offenders.



Trespassing children sent rocks crashing through the windows of construction equipment on the Santa Barbara Boulevard work site in Cape Coral.

Addy-ing Up the Honors...

Hard work may be its own reward, but we at QCA still like to be recognized for our hard work.

That happened Feb. 17 at the 2007 Addy Awards Gala in the Raymond James Stadium when our Creative Services Division accepted a Silver Addy in the Outdoor Bus Exterior Mass Transit category.

Constant work, dedication, and superior craftsmanship led to the great AirJTA bus wrap promotion, and the first of what will surely be many honors.

"This is only the beginning as we continue to grow and improve our creative services



QCA's first Addy is the start of many awards.

division," said Creative Services Director Rank Fowler. "I would like to thank the entire QCA team for all their continued support."

...and Handing Out the Awards

QCA is made up of outstanding people, and the outstanding should be awarded for their accomplishments. The following awards were handed out Feb. 26 in Orlando at QCA's 2007 Annual Company Meeting.

For Outstanding Achievement in Recognition of Dedicated Services the District Seven Team – Lori Buck, Area Director; Toni Horan, Monica Hernandez, Rose Artura, Danielle Fitts, Summer Hilfers, and Audra Butler – earned the "Together We Can" award.



Lori Buck, Rose Artura, Monica Santa and Toni Horan smile as they pose with the "Together We Can" award.

The "Top Sales" award went to the District Six Team, made up of Tish Burgher, Area Director; Carlos Sarimento, Jennette Lazo, and Maricelle Venegas (not pictured).

Christie Klammer, Area Director, was the Star Performer this year, and Outstanding Achievement awards went to Maryemma Bachelder, Mary Brooks, Audra Butler, Rank Fowler, and Carlana Hoffman.



Tish Burgher, Carlos Samiento and Jeannette Lazo relax for a brief moment with their Top Sales award.



Danielle Fitts, Summer Hilfers and Audra Butler were also part of the award-winning "Together We Can" team.



(L to R): **Star Performer award**, Christie Klammer; **Outstanding Achievement awards**: Mary Brooks, Maryemma Bachelder, Rank Fowler, Carlana Hoffman, Audra Butler

Responding to a Crisis

On Jan. 31 all lanes on Le Jeune Road between Bird Road and Grand Avenue temporarily closed after a worker shocked himself while installing light poles. The City of Coral Gables Police Department detoured traffic around the accident spot. Le Jeune Road Project Administrator Victor Ortiz explained the situation to Carlos Sarmiento, QCA public information specialist, who in turn informed Belkys Perez, the City of Coral Gables public affairs specialist, various FDOT personnel in District Six, and his area director, Tish Burgher.

Carlos soon learned the worker was stable and recovering, all traffic lanes were open, and power had been restored. He passed the information on to Perez and Maribel Lena, the district public information officer with the FDOT.

Carlos said that the good communication between the project administrator, city officials, and the FDOT Public Information Office enabled him to quickly and efficiently alert all concerned project personnel, the public, and media.

"It is amazing to me how quickly everything got resolved and how the impact to the public was kept at a minimum," Carlos said.

QCA's Miami Office Supports Habitat for Humanity

QCA is dedicated to supporting the community and non-profit organizations by bringing positive change through scholarships, awards, youth development, project support, and other



Carlos Sarmiento takes a minute to refresh after painting.

community activities. On Feb. 3 our South Florida operation joined other community members to support Habitat for Humanity.

Besides donating \$500 for supplies, Carlos Sarmiento, Jeannette Lazo,

District Six Area Director Tish Burgher, plus Tish's husband, Huntley Burgher and son, Warren Burgher, spent eight hours working on a Blitz Build, where several houses are constructed at the same time, in an unincorporated area of a northwestern area of Miami-Dade County.

"The houses were all in various stages of completion," Tish said. "We spent the day painting and priming the outside of the house we worked on. The future owner of the house was there helping us."

Every quarter the District Six team chooses a new charity to support. Tish picked the Habitat for Humanity project. Jeannette will choose the next charity, and Carlos will decide the one after that.



Tish Burgher originally had the idea to work with Habitat for Humanity.

