



Fun With Tallahassee's Kids Day

QCA's Aviation Services Division staged the 7th annual "Tallahassee Works @ Art! Kids Day" event on June 15 at the Tallahassee Regional Airport. With the theme "Passport to Summer Fun," the event featured all the elements of summer vacation – including sand sculpting, face painting, hula hoops, balloon animals, hotdogs, popsicles, a

scavenger hunt and a variety of fun arts and crafts activities.

Approximately 400 students and 100 chaperones attended the event, which was held inside the Ivan B. Munroe Terminal Building at the airport.

Participants created a "Passport to Summer Fun" mural commemorating the day. The mural, designed by QCA's Krystal Whitten, features images of summer fun, such as a beach ball, sunglasses, a dolphin, shovel and pail, and more. The mural is made on canvas, using small fabric

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President's MESSAGE



I wanted to take this opportunity to share with you my feelings on mentoring and how important I believe it is. Most of you entered the organization with what

we call a shadowing (training) schedule. Many of you whom once shadowed others have already graduated and are presently serving in a mentoring (training) capacity. Take pride in this role, as nothing can quite match the self satisfaction you get from sharing your experience to help others.

Mentoring is key to the future of our organization. As QCA associates, it is our responsibility, and should be our desire,

to help and guide another individual's development. The guidance you give is not done for personal gain. It requires that you be sincerely interested in someone else's growth. It takes the same level of interest, commitment and confidence in your own abilities. You won't win any awards, but you will have the satisfaction of having done an important job. All it takes is to put yourself aside for a moment, to want to help out, and to be a positive influence. I promise that you will find it to be a special experience.

Also, let's not forget that your enthusiasm and talent can not only combine to create a friendly, sociable individual others like to do business with, but also a strong

person who is confident in what he or she can do. Such a person can be a source of strength to others. And such a person proudly represents Quest.

As you review this issue, remind yourself that QCA has a clear vision of our future. Take this opportunity to congratulate our team members for their success and achievement, as well as for their contribution to the firm.

Sharlene Lairscey, President
Quest Corporation of America, Inc.

Relay for Life

QCA's Maricelle Venegas and Jasmine James recently helped with the American Cancer Society's Relay for Life in Cape Coral, Florida.

The cancer research annual fundraiser focuses on a 24-hour run/walk, but there is much more to the event than that. A Luminary Ceremony honored everyone who has lost, survived, or continues to endure the fight with cancer. Attendees prayed around candles placed in bags bearing the names of cancer-stricken loved ones.

The candle sales, combined with food venues and contests, helped raise money for cancer research. Maricelle and Jasmine (pictured at right) helped Centex Construction, now known as Balfour Beatty Construction, sell peanut butter and jelly sandwiches and raffle off a variety of items supplied by the construction firm, such as thermoses, water bottles and tape measures.

The event was not entirely somber. Attendees dressed in garb straight from the 1950s, '60s or '70s to match the night's retro theme. Fundraisers also could enter in the Miss Relay Pageant. Judges gauged each outfit's flair as the contestants crossed the stage.

"It was both a solemn and fun occasion," Jasmine said.

Gordy Klatt, a surgeon based in Tacoma, Washington, founded Relay for Life after raising \$27,000 for cancer research by running in the University of Puget Sound's Baker Stadium for 24 hours. Klatt's friends each paid \$25 to run or walk with him for 30 minutes. In the end, he completed more than 83 miles.



The Relay for Life team poses for a quick picture before the race.

News Briefs

ART IN MOTION

As part of our Jacksonville Transportation Authority marketing contract, QCA completed a Public Library "Ride to Read" bus wrap. Kudos to Krystal Whitten for the great design!



MYSTERY SHOPPER PROGRAM A SUCCESS

QCA recently completed a Mystery Shopper program for Tallahassee Regional Airport. QCA recruited eight people to serve as Mystery Shoppers, to visit the restaurants in the airport and provide feedback on the quality of the items served and on the customer service. Shoppers also evaluated the parking facilities at the airport. QCA provided several of the shoppers with specific scenarios designed to test contractual obligations of the restaurants and parking operators.

QCA is generating a report for the airport that will include results and recommendations. The Mystery Shopper program is conducted quarterly. Maryemma Bachelder served as project manager and was assisted by Audra Butler.

QCA SPONSORS D4 CHARITY GOLF

The 5th Annual District 4 FSECC Golf Tournament was held on April 27. QCA was a sponsor for the tournament. Chrisite Klammer and Sharlene Lairscey attended the event, which took place at the Carolina Club in Margate, Florida. It collected proceeds for the Florida State Employees Charitable Campaign, which donates all funds to a multitude of charities, such as United Way, Catholic Charities and more.

"I LIKE BOB"

QCA's creative services team was recently contacted by the Jacksonville Transportation Authority to come up with a new, fun and exciting way to promote their "Bikes on Buses" service.

The "I LIKE BOB" campaign was born.

The campaign included a video / photo shoot, in which our own Jasmine James posed as a college student to demonstrate how to properly load and unload a bicycle from the bike rack. Sharlene's nephew Ryan Nalls also participated in the shoot. The campaign also included a brochure, four giant posters, bus shelter advertisements, print advertising, two tradeshow displays, promotional items and a 30-second radio spot.

QCA personnel at the shoot were Sharlene Lairscey (President); Maryemma Bachelder (Executive Director); Rank Fowler (Creative Director); and Jasmine James (Marketing/Public Relations).



Employee Spotlight: **Brian Hutchings**

QCA associate Brian Hutchings celebrated his third anniversary with QCA this year, but he had an even bigger celebration recently. Brian, who works in the Orlando area on Expressway Authority projects, and his fiancée Kate got married on June 23, 2007, in front of 100 of their friends and family on beautiful and historic St. Simon's Island, Georgia, where Kate's family lives.

Brian and Kate met in May 2005 when his friend Mike was on a "Match.com" date with Kate's friend Jackie.

"Jackie asked Kate to come along as back-up, and Mike did the same with me," Brian recalled. "As the evening progressed, it was clear that Kate and I were hitting it off more than Jackie and Mike."



Brian and Kate said their wedding vows on St. Simon's Island in Georgia on June 23, 2007.

Brian said he's known he wanted to marry Kate since their third date. He actually popped the question on their one year anniversary of dating, surprising her with dinner at the romantic restaurant The Blue Bistro.

Kate accepted, and they've been looking forward to building a family together ever since. They've already got a start – Kate's yellow lab Bailey has adopted Brian as his own!

The two decided on a honeymoon in Aruba, and they are excited about their future together.

"Kate and I feel truly blessed to have met each other and to have the love and support from our friends and family," Brian said. Best of luck to Brian Hutchings from all of the QCA staff!

Getting a Little Class at FDOT's **Construction Career Days**

You hear someone talk about "construction" and you immediately think of concrete and civil engineers, hammers and hardhats. But thanks to QCA, some Florida high school students know there is much more to a construction project than that.

QCA's Christie Klammer, Jasmine James, Megan Olivera and Karen Kersey spent April 3-5, 2007 operating a Media Relations Learning Lab at the Fifth Annual Central Florida Construction Career Day, held at the Central Florida Fairgrounds in Orlando.

The event was hosted by the Florida Department of Transportation and the Florida Transportation Builders Association, in conjunction with Orange, Osceola, Seminole, Volusia, Lake and Brevard County Schools.

The students spent their time on the fairgrounds learning about careers related to the construction industry. At the QCA lab, Christie, Jasmine, Megan and Karen taught the students the basics of media relations and PR work.

To add to the excitement, some lucky students took turns going through mock interviews before a video camera. The students were given a quick description of a construction project as the QCA staff put on their reporter hats and quizzed them about different situations. There were no right or wrong answers, and many of the participants came up with some pretty creative responses!

“Though Lyons died in 1990, his memory lives on in his books and in the bridge that now bears his name.”



Project team members and special guests including FDOT Secretary Stephanie Kopelousos



L to R: **Christie Klammer** (Client Relations Director), **Barbara Kellahe** (D4 PIO), **Sharlene Lairscey** (President), **Linda Devecki** (D4 PIO/RCS)

Ernest Lyons Bridge Ribbon-Cutting Ceremony

QCA's Linda Devecki played an integral part in the ribbon cutting ceremony for FDOT's Ernest Lyons Bridge on May 19, 2007. George Denti of the Florida Department of Transportation served as Master of Ceremonies, which included speeches from Commissioner Doug Smith, Martin County commissioner, and William Lyons, the son of Ernest F. Lyons. QCA's Sharlene Lairscey and Christie Klammer also attended the event.

Linda has been serving as Resident Compliance/Public Information Specialist since 2004.

The man the bridge is named for, Ernest Lyons, was the former editor of The Stuart News. After moving to Stuart in 1915, he filled his days writing, fishing and hunting around the St. Lucie and Indian Rivers. He penned two books, "The Last Cracker

Barrel" and "My Florida," which told tales about the rivers he loved.

Though Lyons died in 1990, his memory lives on in his books and in the bridge that now bears his name. The 47-year-old bridge was previously known as the Twenty-five Cent Bridge and the East Ocean Boulevard Bridge, but was renamed to celebrate the man who played a great role in getting the bridges built between Stuart and Hutchinson Islands.

Christie Klammer stated that Linda worked closely with the Stuart community throughout the success of the project. QCA would like to recognize the wonderful job she did while serving on this project since 2004. We would also like to thank our client, Reynolds, Smith and Hills, for this wonderful opportunity.



Meet the INTERN

Michelle Montgomery has joined QCA for the summer as our intern for Corporate Services. She currently attends the University of Florida where she is studying advertising and business. Michelle grew up in the Tampa Bay area with her parents and older sister and is a King High School alumna. In her free time, Michelle enjoys dancing, a good concert, relaxing on the beach and supporting the Florida Gators. Her most recent achievement was completing her first marathon. Michelle is excited to be a part of the QCA team and looks forward to a rewarding experience this summer!



Blueprint 2000 Concepts Charrette

On May 10 and 12, Blueprint 2000 held a two-day Concepts Charrette for the Capital Circle Southwest PD&E project. Blueprint 2000 is a City of Tallahassee / Leon County program of coordinated planning and construction designed to provide area residents a better commute, cleaner environment and improved water quality.

At the charrette, which took place at the Tallahassee Community College Student Union, the general public was given an opportunity to work together with the project team to draw possible corridor and road alignment concepts on Capital Circle Southwest. At the first session on May 10, community members developed corridor pathways for Capital Circle Southwest within the entire study area from Crawfordville Road to Blountstown Highway. During the second session on May 12, they narrowed their focus to the actual road alignments within the corridors, taking into consideration potential impacts on the environment, businesses, and neighborhoods. The Concepts Charrette ended with a sharing of the alignments, including discussions of the reasoning for the alignment's location.



Tallahassee citizens listen to a presentation for the PD&E Charrette.

Carlana Hoffman, QCA Area Three Director and Public Information Officer, coordinated all public involvement efforts for the charrette, along with Blueprint 2000 staff. Audra Butler, QCA's Client Relations Director, also helped with both days of the event.

Tampa Airport Survey Team is a Success

QCA recently completed a series of departing passenger surveys for Tampa International Airport under contract to Ricondo & Associates. QCA's teams surveyed more than 1,600 people during a seven-day period in May at the airport, soliciting information the airport will use to monitor emerging trends in air travel. The information includes how people get to the airport, how much baggage they bring, how many passengers are met at the airport and how often they fly.

QCA also conducted curbside surveys concurrently with the passenger surveys, to help the airport identify trends in usage of the cell phone lot and the free parking option for those picking up arriving passengers.

Maryemma Bachelder served as project manager for this contract. Diane Hackney provided the statistical analysis of the survey results and worked with Maryemma on preparing charts depicting survey results, as compared with the results from May 2004. Several QCA associates companywide supported the effort.

QCA will conduct more passenger surveys at Tampa International in October and will then present a report containing the annualized information for 2007, as compared with the 2004 survey results.

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swatches to create the design. Each child who participated glued several pieces of fabric onto the mural. The mural will be framed and hung inside the terminal building.

QCA coordinated with a number of sponsors, vendors and participants for the event, including a balloon animal artist and several local art museums. QCA also provided a sand sculpting station this year using a special kind of sand designed to behave like sand but without the mess.

QCA serves as the General Marketing Consultant for Tallahassee Regional Airport. Maryemma Bachelder is project manager.



Employee Kudos: High Praise for Hard Workers



QCA's Public Information
Officer Maricelle Venegas

All QCA personnel know that kind or supportive words are rare in this field, so we think any compliments deserve extra time to shine.

Citizen Michael Deardorff sent this letter to Steven Reich, the Crosstown Expressway interim director, on April 11, 2007 praising QCA's Florida liasion and Public Information Officer Maricelle Venegas.

"I would like to take the time to inform you of the excellent service I received from two of your colleagues,

Maricelle Venegas and Nancy Marino. In January, I had an incident on the Crosstown Expressway that damaged my vehicle and required compensation. I received payment in March and in spite of the time that has passed Maricelle and Nancy never forgot about me and called frequently with updates. Both dealt with my impatience and frustration professionally and cordially which prevented a legal escalation. They were truly a pleasure to speak with, and I have little doubt about their capabilities. I honestly feel that Maricelle and Nancy are strong assets that you should retain as long as possible. The qualities they possess are becoming increasingly difficult to find in today's workforce. Although I have already thanked them both, I felt someone else should know how they are representing the Crosstown Expressway Authority."

Teamwork Means Success at D6 Appreciation Ceremony

The District Six team (Jeannette Lazo, Carlos Sarmiento and Tish Burgher) has been working feverishly over the last few weeks to put together an Appreciation Ceremony for FDOT in Miami-Dade County. The outdoor event was held on June 7, 2007 to commemorate the successful completion of the Okeechobee Road (SR 25) "Depressed Section" in Hialeah, Florida. Jeannette served as PIO for this project.

Work began in January with the creation of an extensive invitation list – a veritable "Who's Who" in the transportation industry that included Florida Transportation Secretary Stephanie Kopelousos, District Six Secretary Johnny Martinez and former District Six and State Transportation Secretary José Abreu.

The QCA Team worked closely with representatives from the City of Hialeah, which provided the tents, chairs, tables and sound system for the event. Consul-Tech Construction Management pitched in and provided pastelitos (Cuban pastries) and plaques for honorees.

By Monday, June 4, 2007, everything was in place...but then the rain came. With no alternative location and a 60 percent chance of rain, it was nail biting time. Luckily, the weather cooperated on the day of the event.

Speakers Stephanie C. Kopelousos, Johnny Martinez, José Abreu, Hialeah Mayor Julio Robaina and former Hialeah Mayor Raul Martinez addressed a packed house. The Miami Herald, CBS, NBC Six, Telemundo and Miami-Dade Public Access Television all turned up to cover the event.

This ceremony would not have been possible without the help and talent of our fellow QCA team members! Special thanks to Mary Brooks, Audra Butler, Rank Fowler and Maricelle Venegas, who rolled up their shirt sleeves, endured 90 degree temperatures and 85 percent humidity to make this event a great success!



TOP L to R: **Mario Cabrera** (P.E., FDOT District Six South Miami-Dade Resident Engineer); **Mark Croft** (P.E., FDOT District Six Construction Engineer); **Johnny Martinez** (P.E., FDOT District Six Secretary); **Gus Pego** (P.E., FDOT District Six Director of Transportation Operations); **Stephanie Kopelousos** (FDOT Secretary); **Alice Bravo** (P.E., FDOT District Six Director of Transportation Systems Development)

BOTTOM L to R: **Tish Burgher** (Director), **Mary Brooks** (Executive Director), **Carlos Sarmiento** (PIO), **Audra Butler** (Client Relations), **Jannette Lazo** (PIO), **Maricelle Venegas** (Florida Liaison)

City of Tampa's Mayor's Award Ceremony: Another Successful QCA Event!

QCA was selected to plan and coordinate the City of Tampa's Mayor's Award Ceremony, held on Thursday, May 3, 2007 at the Tampa Convention Center. This important ceremony recognized Hillsborough County School District students for their participation in the City of Tampa Water Department's water conservation education projects. Approximately 300 people attended the event, including students, parents, faculty members, City staff, and school officials. Mayor Pam Iorio distributed the awards and took photos with each recipient.

Lori Buck, QCA's District Seven Director, worked very closely with the City staff to insure that the event was a success. She coordinated with vendors as well as updated and produced the invitation, program and PowerPoint presentation. She also coordinated the awards, and the printing of commemorative t-shirts. Lori is a veteran event planner and is a key player in all QCA events!



QCA's Lori Buck (right) with Tampa Mayor Pam Iorio

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