

be informed.

Quest Corporation of America, Inc.

## Delighting Customers with Constant Improvement



**L to R:** Sharlene Lairscey, Audra Butler, Kris Carson and Lori Buck

QCA's Corporate Training Meeting, held Friday, September 21, focused on quality performance, training and on product deliverables.

Prior to the start of the meeting, company president Sharlene Lairscey met with QCA's executive team to stress that aligning, measuring, managing and inspiring our staff is an important part of QCA's operational goals. She stated, "Over the past few years QCA has focused on giving managers and executives greater insight into the strengths, talents and potential of our organization. Realizing our potential through talent, and investing in the growth and development of our associates, are things that will continue to help Quest grow."

Kris Carson of FDOT's District Seven Public Information Office gave a brief presentation on Governor Crist's Plain Language Initiative. According to Governor Crist, "The way that we communicate with the people we serve goes a long way toward fulfilling our responsibility to them."

Both Crist and Carson focused on the ability to clearly, concisely and professionally communicate to the public.



Other presentations included our very own Karen Kersey (Division Five Public Information Officer) as she gave safety awareness

tips for the field. Prior to joining QCA, Karen served nine years as a Deputy Sheriff for Osceola County Sheriff's Office / Community Relations Division.

Leadership Consultant George Ostensen provided insight to QCA's executive team with his presentation "Building the Future – A Leadership Responsibility for Business Development" in support of QCA's ongoing leadership training and development.

"The way that we communicate with the people we serve goes a long way toward fulfilling our responsibility to them."



**Top:** Carlos Sarmiento and Jeannette Lazo  
**Bottom:** Carlana Hoffman and Susan Emmanuel

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## President's MESSAGE



Welcome to another inspirational edition of Quest Corporation's Quarterly... **be informed.** I'm excited to share with you

some of the things you can expect as you read the pages within. From new projects to project highlights and celebrations; from new associates to associate training; from company growth to the personal growth of our employees, I hope you enjoy as we focus on the heart and soul of Quest.



In 2007, QCA's theme has focused on delighting customers with constant improvement. Our Leadership initiatives were based primarily on performance management and evaluation. Client relationship management / customer service also topped the list together with growth and diversification.

As a result, we have been taking a good hard look at our organization,

specifically our people. We believe passionately that employees are the driving force behind our success and that finding and keeping great talent is the key to our future.

In an effort to provide guidance and support for future initiatives, I reached out to University of South Florida's Professional & Workforce Development division. It was there I discovered some course work and had the pleasure of meeting Linda Bailey, SPHR. Linda is a Human Resources professional with over 20 years of experience in handling employer – employee relationships. She is currently serving as our HR consultant.

Recently, Linda met with members of QCA's executive team to discuss HR. According to recent surveys, we knew that the number one concern within most organizations dealt with the area of compliance.

Beyond the issues of compliance, retention and recruitment also was important. The other areas we

focused on included: **performance management** (how we effectively measure our workforce performance and set realistic expectations of what our organization needs in order to grow and prosper in the future); **rising healthcare costs** (how we become more creative in providing preventive health care, without reducing benefits, as costs spiral out of control); and **workplace atmosphere** (recognizing that our supervisors still need greater one on one training, coaching and development).

As a result, our decision to hire a Human Resources professional, was simply a wise choice.

Help me in welcoming Thais Castillo to our team as she is dedicated to providing a unique, fresh approach to making a career at Quest the very best it can be.

Sharlene Lairscey, President  
Quest Corporation of America, Inc.

## QCA Miami – Raising Money for Kids in Need

Once every year, over one thousand Miami-Dade county community members come together to raise money for children and families in need. This year, QCA's Division Six team was part of this great fundraising effort. On Saturday, June 16, Tish Burgher, QCA's South Florida Area Director, along with team members Carlos Sarmiento and Jeannette Lazo, participated in the 16th Annual "ING Miami Celebrity Domino Night" fundraising event to benefit Amigos for Kids.

A non-profit organization, Amigos for Kids is dedicated to helping underprivileged children and families. Among their services, they have partnered with Miami-Dade County Schools to teach elementary school children about child abuse prevention.



L to R: PIOs Carlos Sarmiento and Jeannette Lazo and Division Six Director Tish Burgher

## ...Get Lured In



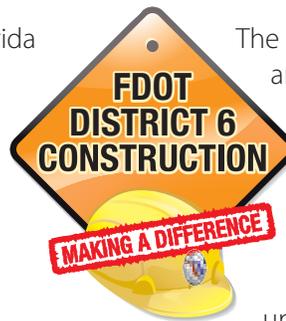
QCA combined work with a day of fishing on Saturday, September 22. Nearly 100 passengers who included QCA associates, friends and family members went deep sea fishing aboard the Double Eagle's Fishing Boat. The half-day trip was part of QCA's September Company meeting. A great time was had by all!



## Accolades Reign in FDOT District Six

2007 is proving to be a great year for QCA's South Florida team! This June, two QCA projects – the Le Jeune Road Improvement Project and the SR 826 / NW 154th Street Widening Project – received Team Achievement awards for Public Information during the FDOT District Six Employee Recognition Awards.

QCA's Carlos Sarmiento, Public Information Specialist for the Le Jeune Road Project, attributes the success of this project to strong teamwork and communication among project personnel. This project posed many public information challenges, including coordinating the closures of residential driveways necessary to install a new water main for Miami-Dade Water and Sewer. By being proactive, Carlos was able to identify and minimize impacts to businesses and residents in the area.



The SR 826 / NW 154th Street project is another shining example of how QCA associates work together to achieve success. Maricelle Venegas provided public information services during design, creating the initial collaterals and coordinating a preconstruction public meeting. Jeannette Lazo picked up the baton, managing all community outreach efforts throughout construction.

Results from a post-construction survey indicated that local residents and businesses were pleased with QCA's prompt responses and professional manner.

Congratulations to this QCA team for all of their hard work and efforts. No doubt, we'll see great things and more accolades from this hard working team.

## HR CORNER



At QCA, we believe that each of our employees is a valuable asset. It's obvious that the expertise and professionalism

of our associates makes the difference between QCA and our competition. Our product is your services, and as your Human Resources representative, it is my duty to provide you with the highest quality of customer service – just as you provide for your clients – with expertise, professionalism and integrity.

The HR department's ability to become a strategic partner in the continued growth and development of QCA is contingent on how each of you incorporates HR into your working day. I encourage you to take a proactive role when you have questions, concerns or suggestions – my door is always open to you to discuss your daily functions, review company benefits or simply provide assistance.

The introduction of the HR Corner to QCA's quarterly newsletter will provide a public forum for the discussion and clarification of how HR is being incorporated into QCA's mission, vision and goals. This regular feature will provide a synopsis of past endeavors, preview upcoming events, and act as an educational tool, offering practical and relevant information about HR's role in the world of business.

I thank you all for the warm welcome and look forward to our future together.

Thais Castillo, Human Resources

## QCA Pursues Federal Project in North Florida

Government entities, like the U.S. Air Force, are turning to Enhanced Use Lease (EUL) agreements with the public sector to help them capitalize on currently underutilized assets, such as property. At Eglin Air Force Base in Pensacola, Florida Air Force officials recently contracted with a team of consultants, including Greenhorne & O'Mara, for a \$250 million EUL project to design, develop, finance and construct the Emerald Coast Technology and Research Center in Shalimar, Florida.

As a subconsultant to engineering consultant Greenhorne & O'Mara, QCA's North Florida team is proposed to support a full service community awareness program for the contract, including one-on-one meetings with stakeholders, public meetings, Web site development, collateral material design and media relations services.

The proposed research center will be located on 100 acres of land currently owned by the Air Force. The consultant project team is tasked with integrating the existing University of Florida Research Engineering Education Facility on the site into a full-fledged Research and Technology Campus. The plan includes the construction of Research/

Development, Technology, and Office facilities, including a conference center/hotel, student housing, restaurants and a child-care facility.

The Eglin Air Force Base EUL offers win-win benefits for the Air Force, developers and the local community. Proceeds from the lease agreement will be utilized for improvements to Eglin's infrastructure, operations expenses, environmental restoration and new facilities. The community will benefit through the enhanced amenities of the Research Center that they can enjoy and the new jobs that will be created. Area Director Carlana Hoffman stated, "QCA will strive to strengthen Air Force and community relationships in North Florida through this innovative project."



## Introducing the HR Corner with **Thais Castillo**

Thais D. Castillo joined QCA on July 9, 2007, as QCA's Human Resources / Administrative Services manager. Thais stands ready to support the QCA team by developing and managing our HR initiatives. With an MBA in Human Resources from the Inter American University of Puerto Rico and BA from Florida International University in Human Resources and Management, her professional experience encompasses a broad range of industries, including construction management, manufacturing and import/export. She currently resides in Tampa and works in QCA's corporate office. Let's all welcome Thais to the QCA team!



L to R: Christie Klammer, Diane Hackney, Maricelle Venegas, Mary Brooks, Sharlene Lairscey, Audra Butler and Maryemma Bachelder

## Tiger Team Takes Vegas

QCA's mid-year Tiger Team Leadership Retreat was held July 11 - 14 in Las Vegas, Nevada. The goal for this newly established team of leaders was to get to know each other better, so that they could not only respect and support the team's mission, but also move forward together with the overall corporate goals and objectives.

**TIGER TEAM DEFINITION...** *At all times a Tiger Team member advocates, strengthens and implements QCA; performs strategic and vision planning; represents QCA (the entire organization) to the public; and performs an ongoing review of QCA's mission and vision as well as our formula for success. Tiger Team members must be forward focused, accustomed to constant change, capable of delivering immediate results under pressure, confident and continuously working hard on self improvement.*

According to company president Sharlene Lairscey, "Our retreat discussions included the importance of appreciating and communicating accurately and honestly with associates. Our focus was on treating each other as well as each employee with dignity, respect and consideration while insisting on high standards of performance."

Critical management skills were reviewed both individually and as a team. It was clear

that each and every one of us had room for improvement. Discussions included **interpersonal skills** (leaders to build team norms and foster harmony); **informational skills** (leaders gathering and disseminating positive information); and **decisional skills** (leaders responsible for allocating resources, negotiating differences and encouraging progress).

It was discussed that the 2007 / 2008 goal of this QCA team is to clearly define geographic / service level expansion areas.

As chairperson, Maricelle Venegas is responsible for calling the meetings and presenting the team's plan at our future meetings. All team members are expected to participate and contribute. Other team members include: Diane Hackney, Maryemma Bachelder, Mary Brooks, Audra Butler, Christie Klammer and Sharlene Lairscey.

**Situation example included:** *Whenever the need arises, have you always been there to lend a hand, taking time away from your own busy schedule to make things better for someone else? Do you take pride in reaching out, in seeing other people smile? Does your giving spirit ring out the best in all of us? Team members were to discuss the situation and answer the question about themselves as well as about other team members.*



Tiger Team members get to know each other better while working on QCA's corporate goals and objectives.

## Outstanding Service and Public Involvement for the Mission Road Project

*"Quest Corporation of America has been providing excellent Public Involvement Expertise while working with URS Corporation on the City of Orlando's Mission Road Project. The staff of Christie Klammer, Kristin Snyder, and Karen Kersey have provided excellent service on a challenging project where we are planning a new arterial roadway in a predominately African-American Community. Their outreach and involvement has been excellent. The project spans three City Commissioner Districts and a segment in Unincorporated Orange County.*

*QCA has done a great job of coordinating and keeping the Commissioners and their Aides informed and involved in the project. I have received several compliments from the Commissioners and the Public regarding the Public Involvement Meetings hosted by Quest.*

*An example of going the extra mile was shown last night at one of our meetings where Kristin Snyder held a tired toddler so her Mom could have a chance to ask the Project Engineers questions.*

*Thank you again for your the excellent service. You should be proud of your staff."*

**Jeffrey B. Arms, PE, PTOE, AICP**  
Transportation Capital  
Improvement Program Manager  
City of Orlando



**L to R: JW Hunter** (PE., CEI Senior Project Engineer, Parsons Brinckerhoff); **Jim Davis** (Executive Director, Blueprint2000); **Carlana Hoffman** (Division Three Director, QCA); **Tommy Speights** (District Three Public Information Director, FDOT); **Mellisa McColley** (Public Information Officer, QCA)

## Blueprint 2000 Intergovernmental Agency Held Second Successful Groundbreaking for Capital Circle Southeast Expansion Project with the Help of QCA's Team.

QCA's Carlana Hoffman and Mellisa McColley played a predominant role in planning and coordinating the groundbreaking ceremony for The City of Tallahassee - Leon County Blueprint 2000 Intergovernmental Agency. The ceremony kicked-off the construction of the second expansion project for Capital Circle Southeast on Wednesday, August 29, 2007.

Florida Department of Transportation District Three Secretary Larry Kelly, Chairman Ed DePuy of the Leon County Board of Commissioners and City of Tallahassee Mayor John Marks addressed a packed house at the event.

The Capital Circle Southeast project will extend from just south of Tram Road to west of Woodville Highway and will widen the existing two-lane undivided rural road to a six-lane divided urban roadway. The 2.2-mile project will include curb and gutter, sidewalk, a meandering trail, bicycle lanes, a substantially landscaped median and landscaped border, as well as significant stormwater improvements. The project will cost \$33 million and will be completed in February 2010.

QCA would like to recognize the wonderful job Carlana and Mellisa did while preparing this ceremony.

## QCA's Snyder: Running for a Cause

QCA's Kris Snyder, Public Information Officer, joined Central Florida's Team in Training for the Disney 1/2 Marathon with a goal to raise \$3000 for the Leukemia and Lymphoma Society. The marathon, scheduled for January 12, 2008, will begin and end at EPCOT, but will wind its way over to the Magic Kingdom at some point in the middle. Kris, whose aunt was diagnosed with leukemia this past year, has a goal to raise \$3000 and is asking for your support. Visit her Web site at <http://www.active.com/donate/tntcfl/tntcflKsnyder> and don't forget to send her encouraging emails along the way.



**The Leukemia &  
Lymphoma Society®**

*Fighting Blood-Related Cancers*

## Commuter Rail, BRT on Track for Central and West Florida

With raising gas prices and congested traffic, local governments throughout Florida are moving toward commuter rail and other enhanced transit systems.

On July 28, Governor Charlie Crist signed into law legislation which created the Tampa Bay Area Regional Transportation Authority (TBARTA). The authority is tasked with improving mobility and expanding multimodal transportation options for passengers and freight within the seven-county region of Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas and Sarasota. With new authority comes the possibility of a light rail, an extensive bus system and new toll roads.

On the heels of the announcement of the TBARTA, the Hillsborough County Board of County Commissioners, approved \$500 million for roadway and transit improvements over the next five years, as the first phase of the county's long term strategy for regional mass transit solutions.

The county commission also approved \$40 million for Hillsborough Area Regional Transit's first bus rapid transit (BRT) corridor, considered by some to be a precursor

to light rail. QCA's Audra Butler currently handles public involvement activities for HART's

Transit Emphasis Corridors Study, directed by engineering consultant HDR, who is planning the BRT improvements.

In Central Florida, QCA will be providing public involvement on Transystem's team for the recently awarded Commuter Rail Stop Design Study project in the city of Winter Park. QCA's Christie Klammer will lead community outreach activities as part of the planning, design and construction of the Winter Park Commuter Rail "Kiss and Ride" stop and associated facilities.

As the state's largest full-service communications services provider dedicated to the transportation industry, QCA is sure to have a direct track to success on the rails!



Rising gas prices are moving Florida toward enhanced transit systems.

## League of Cities



Client Relations Directors Audra Butler and Christie Klammer

QCA was proud to be a "Silver Sponsor" of the Florida League of Cities 81st Annual Conference (FLC) held in Orlando, Florida, on August 16 – 18. Representing QCA were Client Relations Directors Audra Butler and Christie Klammer.

Conference festivities kicked off with the president's welcome reception at the FLC's exhibit hall as well as an opening general session. Daniel Pink, author, former speechwriter to Vice

President Al Gore and "Innovation Guru," spoke about the future of business in America moving from the analytical "left-brain" to the creative and big-picture-focused "right-brain."

Another conference highlight included Leonard Pitts, Jr., author and Pulitzer Prize winning journalist, presentation about how our world's problems seem insurmountable. He inspired the crowd with his speech on the huge difference that could be realized if everyone made one change for the better in their homes, neighborhoods or cities. He called this action "planting a tree" and encouraged all of the city mayors, council members and staff to plant their own trees when they return to their home cities, making Florida an even better place to live.

**The Florida League of Cities was created in 1922 by city officials who wished to unite the municipal governments in the state. From a modest beginning of just a few cities and towns, the Florida League of Cities has become one of the largest state municipal leagues in the nation.**

# Aviation Services

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**QCA**  
*Quest Corporation of America*

## The Age of Aviation

The Florida Airports Council (FAC) held their 31st annual conference at the Rosen Shingle Creek Resort in Orlando, Florida from July 8 – 10. Sharlene Lairscey, Maryemma Bachelder and Mellisa McColley represented QCA as an exhibitor at the conference with our Quest-A-Fiesta display. With more than 700 participants, including Florida Airports Council members, speakers and sponsors, many people were introduced to QCA and our services.

The FAC is the largest single-state aviation conference in the nation. QCA's representatives had the opportunity to network with federal and state leaders as well as

trade professionals who discussed national and state issues affecting Florida's airports. QCA associates spoke with government officials, construction and engineering firms, securities development and operation firms and other professional service representatives about production inputs and the role of airports in business growth and development.

Since Florida is the birthplace of commercial aviation, aided by the state's distinctive geography, the valuable network of airfields, training facilities, testing ranges and support companies form the basis for Florida's aviation industry growth.

The state of Florida has entered into a new age of transportation, "The Age of Aviation." Commercial and residential centers are revolving around airports. More than 3.2 million aircraft movements, takeoffs, and landings occur in Florida each year, making it the air transportation hub of the western hemisphere.

The need to move people and commodities quickly is growing every day. The aviation mission of the Florida Department of Transportation is to provide a protected and secure air transportation system that ensures the mobility of people and goods, enhances economic wealth and preserves the superiority of our environment and communities.

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