

be informed

Quest Corporation of America, Inc.

MOVING FORWARD TOGETHER... is what counts!



Left: The location of our new office building
Above: A rendering similar to what our building will look like.

QCA is happy to announce that on June 10, we entered into a Purchase and Development Agreement with Suncoast Meadows Professional Center, LLC, to build a 3,000 square foot corporate office building. The building, to be located at 17200 Bavesh Court, will be in Pasco County off of SR 54, just east of the Suncoast Expressway and the Suncoast Trail.

From concept to reality, Company President Sharlene Lairscey states, "It's an exciting time for us! As our organization continues

to take shape, we will be positioned to provide a much stronger support system to our associates in the field. In addition, our marketing / graphics / Web site team will operate within a much improved creative services / studio environment."

Pay close attention to announcements within future newsletters as we highlight our groundbreaking, which is expected to take place in August as well as our anticipated December 2008 move. Plans for a January 2009 Open House also are in the works.

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President's MESSAGE



Dear Readers,

This issue of **Be Informed** not only illustrates QCA's culture, which originates from our deep-rooted commitment to integrity and service, but also our associates' compassion for others. It's about community spirit and is dedicated to all those who step beyond their present limitations and discover new powers from within. These are truly opportunities for life-changing moments. And I'm privileged to be a part of them.



Inspiration comes in many forms. Whether it's hearing about someone overcoming the odds, winning new projects or welcoming a new addition into the family, the ability to motivate and positively influence others is a remarkable gift. For me, inspiration not only comes by enjoying new experiences with the many wonderful QCA associates and clients we serve, but by the opportunities I've had to share my life with so many others whom have taught me more about life than I could ever have expected.

I believe that God worked in my life as He does in all of our lives to bring us from barrenness to fruitfulness

for His Glory. He wants to get the most from us everyday. By embracing His requirements, I see more lasting results from my life than I ever thought possible - and I know for certain that even more are on the way.



Doesn't it simply make you feel good to help those in need?

Sharlene Lairscey, President
Quest Corporation of America, Inc.

Corporate Giving... Giving You the Visibility You Need

Cause-related marketing can go a long way in building a reliable company image, but that's not really why we do it. QCA contributes to various communities, foundations and charities, both locally and nationally, through our philanthropic efforts because it's what's in our hearts. This year alone, we have supported Relay for Life, the Special Olympics and Locks of Love, along with several contributions to other non-profit organizations and worthwhile causes.

Not only has our participation helped numerous communities, but it has had a positive and measurable impact on employee morale, productivity and commitment companywide. QCA will continue to encourage the development of

our team members, professionally and personally, providing them with the resources and support necessary to achieve their goals. There's something in it for everyone when it comes to contributing to non-profit organizations and causes.

QCA can help you link your marketing program with your foundational support, community involvement and other corporate giving programs. Our strategy, which includes the goal of supporting key customer relationships, will give your organization the right visibility it needs. Call us today... 866-662-6273

Be on the lookout for coverage next quarter for Mary Brooks and Sharlene Lairscey as they take on RAGBRAI, the largest, longest and oldest multi-day bicycle tour in the country. The money raised is helping to end childhood hunger in Iowa. Share our strength to generate more resources to end childhood hunger nationwide. If you would like to join us in giving back, visit our Web site at www.qca-inc.com or send us an e-mail to corporate@qca-inc.com.



Go for the Gold! Tallahassee Kids Day a Success



Team members. Left to right: Amanda Velazquez, Audra Butler, Beth Stroberg, Susan Emmanuel, Rank Fowler and Carlana Hoffman.

The 8th Annual Tallahassee Works @ Art Kids Day for Tallahassee Regional Airport was held on June 20 at the airport.

QCA's team developed the event's Olympic theme, "Go for the Gold," which was featured in a variety of ways throughout the airport.

Nearly 400 children from the Tallahassee area participated in themed art activities lead by local art educators, museum staff and volunteers from the airport as well as the local

community. The children also enjoyed having their faces painted, receiving animal shaped balloon creations and watching a Tae Kwon Do demonstration.

The highlight of the day was the "Go for the Gold" fabric mural created by the children. Each child had the opportunity to glue fabric patches onto a preprinted canvas designed by QCA's Creative Services team, which featured traditional Summer Olympic Games symbols and events. The result of their efforts is a beautiful mural, which is framed and hung in the airport along with the other murals of the past.



Children enjoy the festivities at Kids Day.



The finished mural. Top row, left to right: Rank Fowler, Sharlene Lairscey and Krystal Whitten. **Bottom row, left to right:** Kara Bigelow, Amanda Velazquez, Kris Olds and Beth Stroberg.

HR CORNER

What it takes to be a QCA Manager



Since its inception in 1995, QCA's internal focus has been on mastering leadership, culture challenges and changes in

management. In order to do this, our management team must be committed to excelling, investing, partnering and progressing. When I asked Company President Sharlene Lairscey what it takes to be a company manager, she said, "The employee has to have the desire and determination to excel, not only professionally, but also to become stronger personally, spiritually and morally. That's what it takes to succeed in management within our organization."

If you are interested in becoming a QCA manager, you must be dedicated to investing and giving of yourself to the present and future of each employee. This investment is rewarded as we see them move up within the organization. The close working relationships among our staff members with our management team throughout the organization fosters a feeling of oneness between each division, all focused on achieving the same result.

If you are interested in a management career with QCA, let us know by sending an e-mail to me at tcastillo@qca-inc.com.

Thais Castillo, Human Resources

New Account Manager Arrives at Jacksonville Office



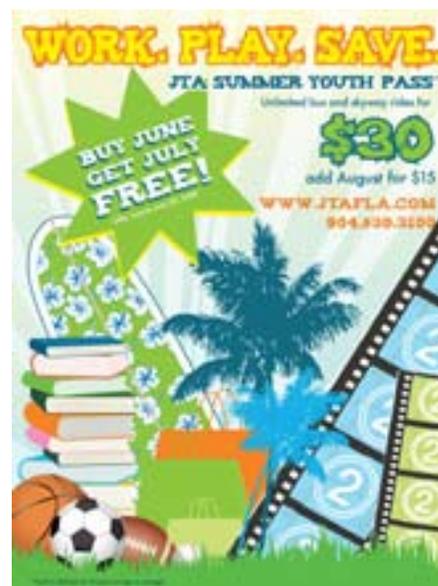
Jackson, the Jaguars' mascot, welcomes QCA Account Manager Brian DeCoveny.

QCA is pleased to announce the arrival of new Account Manager Brian DeCoveny to our Jacksonville office. Brian, a graduate of the University of South Florida with a B.A. in communications, came on board to serve as the account manager on QCA's marketing/communications contract with the Jacksonville Transportation Authority, providing comprehensive marketing and advertising services.

Since Brian joined the team, QCA and JTA have successfully launched and produced collateral for the Riverside Trolley, the Beaches Trolley, the Summer Youth Program, the Stadium Shuttle Brochure, JTA's Annual Report and The Future Vision Marketing Research Project. JTA's Senior Marketing Planner Lee Ann Walker recently commented on the success of the Summer Youth Campaign and QCA's role in the project, saying, "Thanks to Brian and Rank, I was able to create a campaign from a vision, bring it to life, reach out to the target and capture the whole essence of what we do."

The campaign included posters, billboards, fun-guides, t-shirts, bus ads, animated on-screen advertising and in-theater lobby demonstrations. With a complete redesign, the Summer Youth Program sales have increased more than 39 percent to date!

With football season right around the corner, JTA has teamed, once again, with the Jacksonville Jaguars to offer fans the Stadium Shuttle Service. In order to try to reach a larger market, the Jaguars asked JTA to insert the brochure in this year's season ticket mailing, approximately 25,000 recipients. Lee Ann and Brian teamed with the Jaguars to coordinate a photo shoot with four cheerleaders and team mascot Jackson to include in the redesign of the brochure. The redesign also included new colors, updated information and a reader friendly map.



The poster QCA produced for JTA's Summer Youth campaign.

QCA Heads to Alaska for Aviation

QCA President Sharlene Lairscey together with Marketing Manager Beth Stroberg head to Alaska in the fall as part of QCA's Airport Cooperative Research Program (ACRP) contract out of Washington D.C. The ACRP is an industry-driven, applied research program that develops practical solutions to problems faced by airport operators. ACRP is managed by the Transportation Research Board (TRB) of the National Academies and sponsored by the Federal Aviation Administration.



QCA is heading to Alaska!

With the sponsorship of the Federal Aviation Administration, the TRB has initiated a study to evaluate the applicability of the techniques used to fund and administer research under the ACRP program. The mission of the TRB is to provide leadership in transportation innovation and progress through research and information exchange. QCA's staff members statewide are supporting their efforts.

Beth traveled across the country to Van Nuys, California, in May with QCA's North Florida Area Manager Susan Emmanuel to kick off our contract with the ACRP.

Throughout the year, QCA is assisting ACRP staff with the organization and facilitation of a series of focus groups and public meetings in support of their strategic process to develop and improve ACRP's research problem statements.

In California, participants included representatives from general aviation airports and related organizations,

and the focus group targeted general aviation airport issues in particular.

Each focus group targets a different element of the aviation industry, although the key questions remain the same: What are the current and emerging issues facing the airport industry and how can the ACRP help?

Our focus groups continued in June as Beth traveled with Executive Director Audra Butler and Public Information Specialist Liane Caruso to four ACRP focus groups in Washington, D.C. and New Orleans, Louisiana.

The June 4 focus group, held at the TRB's Washington D.C. headquarters

at the Keck Center, targeted representatives of air carriers for their opinions on the types of research statements they would find most helpful. On June 6, a second focus group was held at the Keck Center for the TRB's Aviation Group Chairs.

By the evening of June 6, QCA staff members were in New Orleans preparing for two more focus groups to be held in conjunction with the AAAE Annual Conference, taking place at the downtown Morial Convention Center. Both of these focus groups, which took place on June 7 and June 10, targeted AAAE leadership, in particular, and airport representatives, in general.

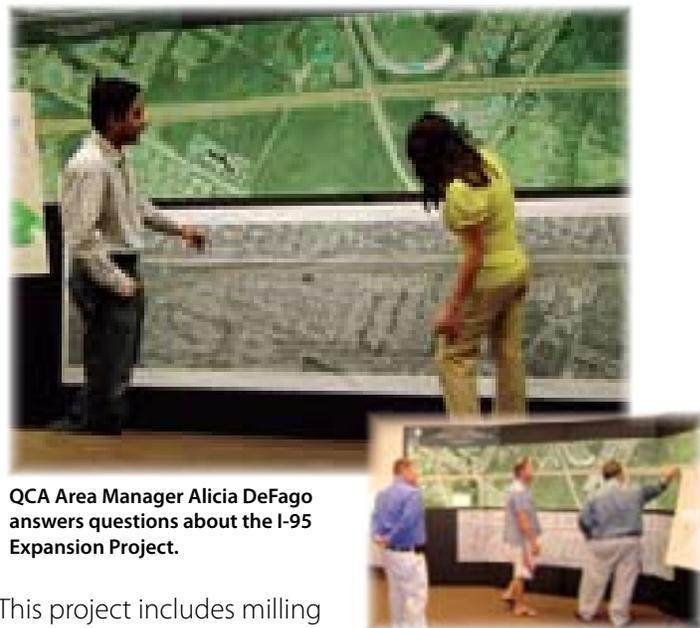
Future focus groups are scheduled for July, August and September as QCA team members travel back to Washington, D.C., and on to Champaign-Urbana, IL; Boston, MA; and Anchorage, AL. Audra Butler serves as project manager for this contract.

I-95 HOV Expansion **Kicks Off**

QCA's West Palm Beach Area Manager Alicia De Fago, in coordination with FDOT District Four Palm Beach Operations Center and QCA client TBE Group, hosted a public information open house to kick off the I-95 HOV Expansion Project in northern Palm Beach County. The open house was held at the project construction field office in Palm Beach Gardens on Wednesday, June 4. Preceding the open house, Alicia distributed invites and project fact sheets to businesses and residents within the project limits. Alicia stated, "The FDOT and project team members are striving hard to strengthen relationships and build awareness of these projects within our community." This information helped them become familiar with both the projects and the project team members involved.

The meeting was informal and answered questions on three separate-yet-related projects. Those who attended discussed questions one-on-one with project administrators and FDOT project personnel. The audience seemed supportive of the planned construction and are looking forward to the benefits the projects will bring.

The first project on SR 706/Indiantown Road from the Florida Turnpike to Chasewood Plaza began on June 16.



QCA Area Manager Alicia DeFago answers questions about the I-95 Expansion Project.

This project includes milling and resurfacing, rebuilding shoulders, upgrading traffic signs and signals, median improvements and landscaping to include irrigation.

To learn more about all of the I-95 HOV projects, visit our project Web site at www.pbfdot.com/95Expansion.

Girls Night Out

On June 8, Central Florida associates Stephanie Evans, Karen Kersey and Megan Olivera joined Area Director Christie Klammer for a "Girls Night Out". All being fans of the television show "Sex in the City," they decided to go to dinner and then watch the newly released "Sex in the City" movie. They started the evening at P. F. Chang's in the Winter Park Village where dinner conversation focused on friends, family and work. After dinner, they walked to the movie theater also located in the Winter Park Village to watch the movie. They all agreed that it was a great movie!

"I'm fortunate to have such a great team of individuals working with me who not only enjoy working together, but also enjoy spending time together outside of work in a social setting," said Christie.



Megan Olivera, Karen Kersey, Stephanie Evans and Christie Klammer.

ASSOCIATE HIGHLIGHT

Kara Bigelow joins **Creative Services Team**



Graphic Designer Kara Bigelow is a new member of QCA's creative services team. A graduate of the University of South Florida with a bachelor's degree in mass communications, Kara has experience in design and marketing.

Before joining QCA, Kara worked as an intern for two communications firms in the Tampa Bay area. Her most recent experience assignment included working closely with art directors and copywriters to create marketing pieces. Kara was also awarded two Silver Student ADDY awards in 2008, one for a campaign she worked on for USF Women's

Basketball and one for an ad she created for Target.

For QCA, Kara is busy not only producing our very own QCA newsletter, but she also works hard designing proposals and client-driven deliverables such as her most recent brochure for Jacksonville Transportation Authority's Community Buses.

Welcome aboard!

For more information about Kara, visit our Web site at www.qca-inc.com.

New Contracts Manager **On Board**

Leta Reale joined QCA's corporate operations division in May 2008 as contracts manager. A graduate of the University of Phoenix with a bachelor's degree in business management, Leta is experienced in contract and account management.

Originally from Boston, Leta and her family wanted to get away from the cold winters in Massachusetts and enjoy the warmth and sunshine Florida has to offer. Leta and her family relocated to St. Petersburg 17 years ago, and they haven't looked back since.

Prior to joining the QCA team, Leta was the program manager for her former firm's largest account. In the program management capacity, Leta's primary responsibility was to ensure all parties adhered to the stipulations of the contract and maintained contract compliance. She earned this position after four years of promoting a team effort,

working with the appropriate departments within her organization to facilitate and bring resolution to all customer issues and problems that came her way.

Leta is excited to be a new member of QCA's corporate team.

Welcome aboard!

For more information about Leta, visit our Web site at www.qca-inc.com.



Newest Member of **Our Family!**



Christie Klammer's daughter, Lexie Patrice.

The newest member of the QCA family, Lexie Patrice Klammer, was born on Saturday, April 5, 2008, to proud parents Christie and Luke Klammer. She arrived at 8:13 a.m., weighing 6 pounds and 14 ounces.

"She is finally here," said Christie Klammer, area director for QCA. "Lexie is welcomed with great joy into our home and into our hearts, filling our arms with love and our hearts with happiness! I am extremely proud to work for an organization that promotes a family-friendly workplace."

{QUESTPHILANTHROPY}

Community spirit, including supporting non-profit and community organizations, is a core value at QCA. Our commitment is demonstrated daily through our organization's use of resources. In an effort to support our associates, QCA, for example, has allowed employees to dedicate paid time toward community service activities. In other cases, employees use flexible scheduling to volunteer for events during the day or work week. Volunteer service is a source of pride for employees. At QCA, we've also shared our financial success with the local communities through a variety of support efforts. Our associates are passionate spokespersons in the community, demonstrating our company's commitment and social responsibility throughout the area. We believe that encouraging employee involvement throughout our communities will lead to higher employee morale and retention. People want to make a difference, and they feel more loyal to their employers when they can partner with them in community service.

Balfour Beatty, QCA and Relay for Life

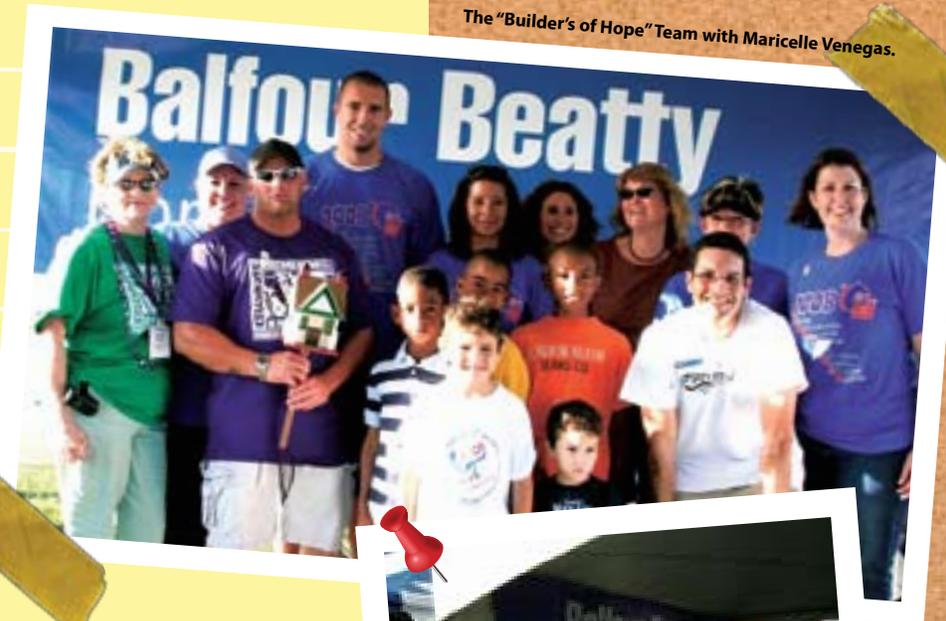
Last spring, QCA joined our client, Balfour Beatty Construction, in the City of Cape Coral's seventh annual Relay for Life. Their team, named "Builders of Hope" and made up of cancer survivors, caretakers and others, completed an 18-hour walk to raise money for the American Cancer Society. QCA's Area Director Maricelle Venegas was honored and proud to be part of the "Builders of Hope" team. This was the third year Balfour Beatty and QCA have taken part in the cause to fight cancer.

This year's theme was "Movie Magic". We chose to pay tribute to the movie "Life as a House" as our team decorated tents after famous movies. In addition, the "Builders of Hope" team took third place in the Best Decorated Spirit Stick Contest.

After the opening ceremony, the relay was kicked off by cancer survivors taking the first lap, joined by their care givers in the second lap and finally by the other teams taking part in non-stop laps around the Mariner High School track and field. Various tents were set up selling luminary candles, food, raffle tickets and more to help raise money for cancer research.

A candle-lit luminary ceremony took place to honor those who have passed, survived or continue the fight against cancer.

The "Builder's of Hope" Team with Maricelle Venegas.



Balfour Beatty's own Sean Taylor (a cancer survivor) displays the 3rd place winning best decorated spirit stick.

A Video Worth Remembering

by Beth Stroberg



In the last newsletter, I wrote about my travel experience visiting clients all over Florida as we compiled QCA video testimonials for our own Web site project (visit www.qca-inc.com). My travels have continued, but this time my work involved producing a marketing video for Citrus Park Christian School (CPCS) located near where QCA's corporate and creative services departments call their homes.

As part of our philanthropic efforts, QCA's award-winning creative services department volunteered to produce a marketing video for CPCS, as a charitable service to them to help with their outreach efforts and to increase their enrollment numbers.

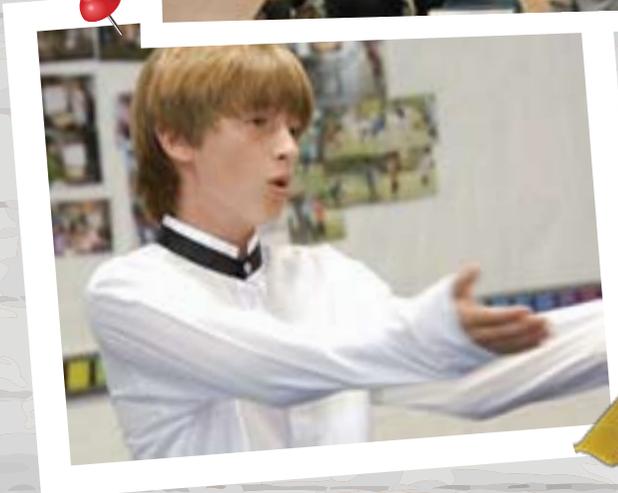
Working closely with our videographer, our production team included the videographer and me. Together, we taped two full days of video at the school. We also traveled to Naples to film the students as they participated in a regional fine arts competition.

My trip to the choir event in Naples was especially memorable because QCA President Sharlene Lairscey accompanied me to the event. This was my first opportunity to travel with Sharlene. Since I started at QCA, I have heard many stories about the adventures one might experience when traveling with the boss. I was looking forward to my time with her, and I was not disappointed!

We spent the afternoon following the students from CPCS, trying to get in as much footage as we possibly could. We were entertained by the youth hand bell choir, the singing choirs and students acting, playing the piano and singing solos. One of the highlights of the day – and I am not just saying this because of who he is – was watching Sharlene's son, Joey, sing a solo from the play "Oliver." He is immensely talented, and it was a pleasure to me not only to witness his performance, but also to observe Sharlene's justifiable pride in her son.

The CPCS students not only impressed me, but they also impressed the judges. Several of the school's choirs and individuals placed first in the competition, earning spots in the national choir competition.

I felt privileged to work with our company's president on this portion of the project. Watching her work with



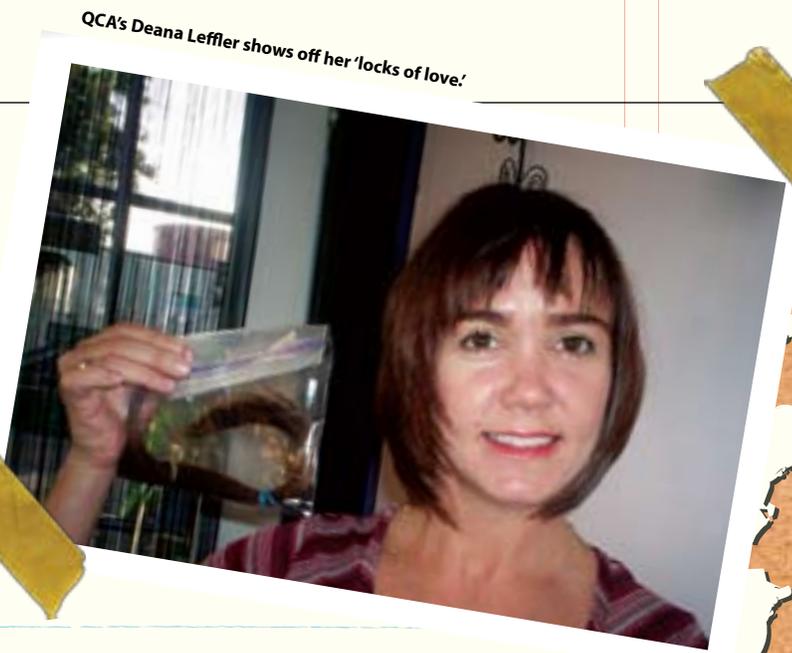
Stills from the CPCS marketing video.

the videographer and listening to her transact business throughout the day was an educational experience for me!

QCA has enjoyed working with CPCS on this project, one of several QCA has worked with CPCS on this year. For the past two years, Sharlene has served as the CPCS Athletic Booster Club President. QCA's Jim Brubaker also served on the board as Vice President of Finance. I was responsible for marketing which included a monthly newsletter and a series of fundraising events. As a result, QCA has been instrumental in building their sports program which included building a new soccer field for the school, and purchasing new equipment and uniforms for some of the teams.

QCA Orlando Associate Gives Locks of Love

It was love – not fashion – that lead QCA Public Information Specialist Deana Leffler recently to cut off more than 10 inches of her hair. The Orlando-area associate donated her hair to Locks of Love. This non-profit organization provides hairpieces to financially disadvantaged children suffering from long-term medical hair loss caused by any number of diagnoses. Locks of Love meets a unique need for children in the United States and Canada under the age 18 by using donated hair to create the highest quality hair prosthetics.



QCA's Deana Leffler shows off her 'locks of love.'

Most of the children helped by this organization have lost their hair due to a medical condition called alopecia areata, which has no known cause or cure. The prostheses organization provides help to restore the children's self-esteem and confidence, enabling them to face the world and their peers. When asked why she donated her hair to Locks of Love, Deana said, "It was simply a no-brainer. I have two friends who both have daughters with extreme cases of alopecia.

Thanks to Locks of Love, these children can swim and take showers like any child with their own hair and not a wig."

Locks of Love also helps in other ways. To learn more, go to <http://www.locksoflove.org> or contact them at LOCKS OF LOVE, 2925 10th Avenue North, Suite 102, Lake Worth, FL 33461-3099 or call (888) 896-1588.

Maria Larrazabal, Tish Burgher, Monica Diaz and Jeannette Lazo knit hats together.



QCA's Nifty Knitters Make Hats for Charity!

This June, QCA's South Florida team got together for a night of good old fashioned knitting at the famed Coral Gables institution Books & Books, sponsored by Hands on Miami (HOM). Area Director Tish Burgher, Area Manager Jeannette Lazo and Public Information Specialists Maria Larrazabal and Monica Diaz participated in the event.

Every second Tuesday of the month, individuals from all walks of life and skill levels get together to knit hats.

Once completed, the hats are donated to various wellness centers and hospitals throughout the city and distributed to cancer patients.

The team situated themselves within the knitting circle and embarked on creating unique hats for the needy. In just two hours, they were holding their own with the other knitters, while doing what all public information specialists do best, building relationships with others. In the end, the team closed out the evening having completed three beautiful hats. They walked away with their hearts filled and heads held high, knowing that a courageous cancer patient will be sporting a special hat made with some QCA love.

What Home Means to Me



Above: Contest winners pose with Pinellas County Housing Authority members. **Right:** Parents watch the ceremony. **Top right:** Contest participants enjoy refreshments after the ceremony.



When QCA learned that the Pinellas County and St. Petersburg Housing Authorities needed assistance with a poster and essay contest for low-income kids throughout Pinellas County, Florida, we knew that we could help out.

Open to children, ages six to 14, who are residents of public and affordable housing properties, the contest's theme was "What Home Means to Me." QCA donated poster board, paper, crayons, markers and colored pencils, so the children had the materials they needed to enter.

Contestants were encouraged to either write a short essay about what makes their homes special to them or to draw what home looks like to them, including things in their home, family members or friends, or anything else that makes home a special place. The contest winners were honored at an Awards Ceremony, held at the authorities' main office in Largo on June 18. QCA's Audra Butler and Beth Stroberg were on hand to distribute prizes to the top three entries for posters and

essays in three age categories (6-8 years, 9-11 years, and 12-14 years) as well as certificates of recognition to all participants. QCA also provided the decorations and refreshments for this great community event.

The contest was in support of the National Association of Housing and Redevelopment Officials' (NAHRO) Housing America 2008 outreach campaign, which is a year-long effort to inform the public and decision makers about the need to meet the country's affordable housing and community development challenges.

QCA currently serves as the public relations consultant and spokesperson for the Pinellas County and St. Petersburg Housing Authorities.

Creative Services **Training Highlights**



QCA's Creative Services team watches a Webinar.
Left to right: Kris Olds, Kara Bigelow Audra Butler, Beth Stroberg, Krystal Whitten and Rank Fowler.
 Not Pictured: Brian DeCoveny.

QCA's public relations / marketing / communications division enhanced their skills in June when team members participated in a day of training, discussion and creative brainstorming. Participants of this day-long event included Creative Services Director Rank Fowler, Senior Graphic Designer Krystal Whitten, Web Designer Kris Olds, Graphic Designer Kara Bigelow, Executive Director Audra Butler, Marketing Manager Beth Stroberg and Account Manager Brian DeCoveny.

First on the agenda for the group was a Webinar called "10 Things the Best Agencies Are Doing NOW to Seek and WIN New Business." The presentation stressed the importance of branding a company effectively and having a clear business development process. One of the key points mentioned was that agencies must serve as a strategic partner to their clients – not just vendors – and we hope that QCA fits those criteria as we continue to offer our clients our expertise and service.



A second Webinar called "How Ad Agency Account Executives, Traffic and Creatives Can Work Better Together" dealt with the different roles within a creative department and how the team can work together to create the most efficient work flow possible.

The presenter for both Webinars was Anthony P. Mikes, a former advertising executive who spent 25 years managing and owning advertising agencies and graphic design studios. Mr. Mikes is now the managing director of Second Wind Ltd., a network conceived to help smaller and midsize agencies, like QCA, grow and prosper.

IT Training... **Are you backing up?**



IT Manager Jim Brubaker

The most important thing to most organizations is the information you keep including your customer contacts, project files, client deliverables, inventory, accounting, proposals and employee information and more. Ensuring that your data is properly safeguarded in case of fire, natural disaster, theft or sabotage is a critical business factor. Jim Brubaker stated, "It's my job as IT

Manager to safeguard all of our critical information. But I often need your help." In an effort to keep our operation running smoothly, Jim recommends you backup your data every day. At QCA, we require that you backup your systems once a month and send your backup copies to the corporate office for storage. Jim covered this topic at our recent IT training course. In addition to back up procedures, the attendees of his training class were treated to a discussion on a wide variety of topics, where participants were able to discuss the best practices for file storage and archival, common file and folder naming conventions. For future IT support, contact Jim at ithelp@qca-inc.com.

My Experience at the **CRE8 Conference** by Krystal Whitten



**Senior Graphic Designer
Krystal Whitten**

I am happy to share my experience of my CRE8 conference in Orlando. I appreciate QCA investing in me and sending me to training to become a more precise, efficient designer.

former CEO of Disney. He talked to us about micro-managing your project and being creative while staying inside your box—usually a financial box. An example he gave of his micro-managing at Disney was paying attention to every detail, right down to the shampoo / conditioner bottles at the Disney Resorts. He thought it was important that the writing on the bottles be big enough to read in the shower without your glasses so you know if you're putting soap or conditioner on your hair. (He wasn't happy that since he left five years ago, they've gone back to small type on the bottles). He said that many times in movies creativity happens on the fly or by accident, so you have to be open to trying new things, and this goes for every aspect of creativity.

stands out as one of my favorites. This tool is something I use on a daily basis to draw all sorts of things from logos to background images, so it helped me to understand how to use it more efficiently. The pen tool can be very intimidating!

I also took a class on how to be organized and use a program called Bridge to access and organize my files. This was really helpful to learn because we can use it to look through photos from a photo shoot, where you may have hundreds of images and you don't want to open up each one. There are a lot of little things that make this program helpful, like batch rename, so your images are not standard "IMG_012." Instead you can rename them to reflect the event ("CompanyMeeting_01") with just a couple of clicks. I also attended sessions on classic design secrets, the power and beauty of type, creative idea-getting and the four elements to great graphic design (proximity, alignment, repetition and contrast).

Overall, I felt the conference will help me create new and exciting pieces for our clients. I look forward to implementing the things I've learned. I thank QCA for this wonderful opportunity!



April 30 and May 1, I attended the CRE8 Conference in Orlando, an annual conference for creative, marketing and communications professionals. The conference features creative visionaries and leaders in creative technology. It's designed to help us discover new tools to increase effectiveness and find inspiring content to unleash our creativity.

When I arrived at the Coronado Springs Resort in Orlando, I was given a nice conference bag for all my materials, a notebook and a 2GB flash drive that included electronic copies of all conference materials. I had the chance to sign up for a hands-on training session, which I took advantage of and signed up for a session called "Getting a Handle on the Pen Tool."

The first part of the conference was a keynote address by Michael Eisner,

Both days I enjoyed a new keynote speaker, then four sessions that each lasted an hour and a half with 30 minute breaks in between. I learned some great Photoshop tricks for selecting parts of an image. For example, if I had an image of an American flag on a cloudy day and I wanted to switch out the background to a blue sky. I've learned several different ways of doing this to be more precise and more effective as well as how to do some cool effects like grunge collages and photo borders and silhouettes. The pen tool session

On the Cutting Edge...**QCA Setting Higher Standards**



**QCA Area Manager Lori Buck
answer questions on camera
during Media Training.**

QCA is committed to continuing education, ensuring that our skills remain cutting-edge as we blaze new trails on our quest to set higher industry standards. Through hands-on workshops, seminars and skill enhancement programs, our associates nurture their talents and identify new avenues for achievement.

In this spirit, QCA held a company-wide training conference for our associates from Sunday, May 18, through Tuesday, May 20, 2008. The event started with interactive

media training, held at the Sheraton Tampa Riverwalk Hotel in downtown Tampa. The media training was facilitated by Beth Switzer, a reporter and producer with more than 20 years of experience in the television industry. Beth lead QCA staff through on-camera interviews and provided tips and techniques for delivering the strong soundbytes that won't end up on the editing room floor.

Staff members also attended classes for ACT!, Publisher, PowerPoint and Blackberry / IT.

Capital Circle Northwest / Southwest Public Hearing



Area Director Carlana Hoffman (left) and Public Information Specialist Mellisa McColley (right).

As part of our Blueprint 2000 efforts, Area Director Carlana Hoffman and Public Information Specialist Mellisa McColley recently organized another successful public hearing for Tallahassee's Capital Circle Northwest / Southwest.

The purpose of the May 12 public hearing was to announce changes in median openings along the Capital Circle Northwest / Southwest corridor. During the meeting, a formal presentation was given explaining the access management plan which was followed by public comments.

Blueprint 2000 is an intergovernmental agency in Tallahassee, Florida, responsible for more than \$800 million of infrastructure projects, all designed to provide area residents a better commute, cleaner environment and improved water quality. QCA serves Jacobs Engineering on this long term contract.

Blueprint 2000 Celebrates the Completion of Capital Circle Southeast

Another QCA event for Blueprint 2000 was successful when staff member and Public Information Specialist Mellisa McColley coordinated a ribbon cutting ceremony celebrating the completion of Capital Circle Southeast. The 3.4-mile project kicked off in 2005, and now provides a sidewalk, meandering trail, bicycle lanes, curb and gutter, significant storm drainage facilities, substantially landscaped median and landscaped borders.



Mayor John Marks, along with local dignitaries, cuts the ribbon.

The improvements included the widening of the existing two-lane undivided rural road, to a six-lane divided urban roadway.

Local dignitaries and speakers included Blueprint 2000 Executive Director Jim Davis; Leon County Commissioner Ed DePuy, IA Chairman; Tallahassee Mayor John Marks; Jorge Gonzales, St. Joe Company; Leon County Commissioner Jane Sauls; and Director of Communications for the Florida Department of Management Services Cathy Schroeder.

Spring Training in New England

Amidst a stunning spring landscape, four QCA associates attended the "Public Involvement in Transportation Decision Making" seminar in Newington, Connecticut. The interactive three-day course, hosted by the National Transit Institute (NTI), offered extensive communication strategies in public participation.



QCA associates with facilitators.

QCA was well represented by Area Director Maricelle Venegas, Area Manager Alicia DeFago and Public Information Specialists Liane Caruso and Mellisa McColley. Other attendees included transportation and planning agency representatives from Connecticut, New York and Minnesota as well as federal agency employees from Washington D.C.

QCA representatives made presentations, shared in group discussions and engaged with other attendees about their experiences as public information

consultants. They learned new effective techniques in public outreach initiatives and developed skills in mediation and group discussion. The lessons learned in Connecticut can be applied to everyday activities in the career of each QCA staff member. In addition, each QCA staff member received informative literature and reference materials as well as new relationships to share advice, experience and successes from different agencies and colleagues across the country.

News Briefs

PALM BAY ROAD (CR 516) PROJECT



Stephanie Evans

The Florida Department of Transportation's District Five construction office recently began improvements to Palm Bay Road (CR 516). This \$49 million project widens Palm Bay Road to six lanes from Minton Road to RJ Conlan Boulevard. This widening is necessary to improve traffic flow and to reduce motorist's travel time in the rapidly growing community.

QCA Public Information Specialist Stephanie Evans serves Brevard Operations and District Five FDOT in keeping the business owners and citizens informed regarding lane closures and traffic shifts as well as answering any questions the public may have about the project. Stephanie stated, "Citizens seem very excited about all of the improvements, especially the pedestrian sidewalks and bike lanes along the entire project corridor."

AIRPORT CURBSIDE SURVEYS CONTINUE



Diane Hackney

QCA's new Jacksonville office opened in June just in time to conduct curbside surveys at Jacksonville International Airport. Serving Airport Consultant and QCA client Ricondo and Associates Inc. (R&A), this was the second curbside survey effort that QCA has conducted for R&A.

QCA's assigned task, which began at 4:15 a.m., was to observe vehicle dwell times, vehicle classifications, and pedestrian counts as well as to conduct license plate surveys, during peak departure and arrival times. R&A did prior analysis to determine the day and time of peak activity. QCA's team included Executive Director Diane Hackney (project manager), Jacksonville's Area Manager Brian DeCoveny and QCA associates Leta Reale, Rhonda Kaeser and Gloria Freeman.

QCA'S PD&E PROJECTS ON THE RISE



Christie Klammer

The Florida Department of Transportation (FDOT) recently conducted a public meeting for the proposed improvements of SR 45 from 111th Place Lane to SW 61st Street in Marion County, and QCA's Christie Klammer was there to pull it all together.

Christie stated "QCA's PD&E efforts, continue to be on the rise as QCA professionals are being asked to conduct more and more of the required meetings to inform the public that a study has been initiated and to seek input regarding the location, conceptual design and social, economic and environmental effects of the proposed road improvements."

A PD&E Study is the formal process the FDOT uses and is conducted prior to developing final design plans for capacity improvement projects. QCA typically takes responsibility for coordinating the public hearings/community meetings and/or information open house at which time the public reviews maps, drawings, and other pertinent information developed by the Transportation agency and their consultants. QCA's FDOT project portfolio includes serving the Department in a public involvement capacity during planning, PD&E as well as throughout design and construction. Inside this review we've highlighted some of our more recent efforts.

CITY OF DORAL 107th AVENUE WIDENING



Maria Larrazabal

QCA's Maria Larrazabal recently helped orchestrate the City of Doral's NW 107th Avenue Widening project's public meeting, held on June 12 at Doral Park.

The project, being constructed in coordination with Miami-Dade County, runs from NW 66th Street to NW 74th Street and is located in a busy residential area. It features widening the road from two to four lanes, installing a landscaped median, new sidewalks, curb and gutter, drainage and lighting.

Residents had an opportunity to meet the project team and ask questions about the project. The main topics of interest included the landscaped median, the future installation of traffic signals at both limits of the project and the beautification of the area.

"The meeting was very successful. The residents that attended left satisfied with the answers and clarifications provided by the project team," said Maria.

QCA's Expressway Services **Commitment to Excellence**

Executive Director Mary Brooks represented QCA at the Transportation and Expressway Authority Membership of Florida (TEAMFL) quarterly conference held at the Westin Diplomat Resort in May. Mary currently serves as Project Principal for QCA's Florida Expressway / Turnpike contracts throughout the state. She also is responsible for the growth and development of QCA's National Expressway program. Mary stated, "One of the liveliest discussions at this particular conference came during the public involvement breakout session as agency members and consultants discussed potential green strategies that the transportation industry could adopt as well as related costs and pitfalls.

Also discussed was the need for our industry to do a better job of relaying the message of what's already being done by member agencies to be more environmentally conscious."

Other conference topics touched on the impact of the collapse of the sub-prime mortgage market on transportation investment and the credit implications of Open Road Tolling. According to the presentation, Open Road Tolling comes with some risks which are far outweighed by the benefits of increased traffic that can move easily through tolling areas, reducing congestion, minimizing noise and pollution impacts, lowering capital investment and operational costs and improving

highway safety. These factors are why many toll road agencies are adopting this latest strategy around Florida and throughout the country.



If you would like more information on QCA's Expressway Services division, and personal commitment to excellence, contact Mary Brooks at mbrooks@qca-inc.com.

You and your family are invited to join us at Busch Gardens for a day of food and fun!



 9-1-2008

Don't miss out on QCA's **WILD** Labor Day event at Busch Gardens - **TAMPA!**

And later this year...

12.13.2008

feel the **HEAT**

at QCA's **CALIENTE** Holiday Party on South Beach



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