

be informed



Quest Corporation of America, Inc.

GROWING FAST... QCA Honored as a "Fast 50" Company

The *Tampa Bay Business Journal* recently named the 50 fastest growing companies in the bay area for 2008, and QCA is honored to have made the list. To qualify for the Fast 50 list, companies had to be privately held and locally owned with a minimum of \$1 million in annual revenue and consistent growth over the three-year period. The ranking was based on each firm's percentage of growth from 2004 to 2006, which was verified by the Clearwater accounting firm Kirkland, Russ, Murphy &



17, attended by 450 local area business professionals. The entire Fast 50 list also was printed in the *Tampa Bay Business Journal's* July 18 publication.

Tapp, P.A. The list makers were unveiled at a luncheon on July

The Fidelity SIMPLE-IRA Plan Official Notification

All eligible employees have the right to make or modify a salary reduction election for the upcoming calendar year. All eligible QCA associates should be receiving detailed information in the form of a letter and/or package no later than October 30, 2008. Questions? Contact Diane Hackney, Corporate Services @ dhackney@qca-inc.com.

Congratulations to all QCA associates as their contribution to our annual growth is admirable making QCA deserving of this designation.



Join us for this year's
South Florida
Construction
Career Days

October 28-30, 2008

See article on page 16

four
The Cat's Meow
eight
Quest Philanthropy
twelve
What is RAGBRAI®?

inside



President's MESSAGE



Dear Readers,

I love this issue of **Be Informed**, and I know you will too. It's absolutely packed with great stories that will recharge you and get you ready for the fall. Our company's success is clearly celebrated, and, as always, I want to thank you for your support of our organization.

So, with great pleasure, please enjoy this issue of **Be Informed**.

For many of us, QCA's third quarter was one of "achievements," both personally and professionally. Our firm has grown from a single office in 1995 to nine regional offices statewide as well as a location in North Carolina. We are one of the fastest growing and most successful communications companies in the state of Florida. The reason: Our corporate culture, which is one of selfless service, is focused on performing at the highest ethical standards at all times.

In July, the company reported being "on target" to meet our business plan goals and objectives. We were included on the Tampa Bay Business Journal FAST 50 list, which ranks the fastest growing companies in the Tampa Bay area by percent of revenue growth from 2004

to 2006. We continue to be recognized, not only locally as a full-service communications firm with an in-house creative services division, but nationally as we begin to get short listed for marketing / communications contracts in North Carolina, Georgia, Maryland, Connecticut and Tennessee. And on a personal note, Executive Director Mary Brooks and I took on RAGBRAI®, The Des Moines Register's Annual Great Bicycle Ride across Iowa.

In August, we celebrated 13 years of service, providing public involvement, strategic visioning and team building to private industry engineering firms and to government agencies throughout Florida. In support of our statewide growth, QCA's business development team organized an outreach effort to all municipal governments in Florida. The goal was to contact all 412 municipalities in the state, register us as a DBE / WBE / vendor and provide them with informational packets on all that QCA has to offer. The team, made up of Liane Caruso, Thais Castillo and Beth Stroberg, reached their goal and so far has received positive feedback from the different municipalities who were excited to hear about QCA's public relations and advertising services. This team will continue their efforts throughout the year and gradually expand to encompass the national spectrum.

In September, we broke ground on our new corporate headquarters. Our new office, located in Pasco County, Florida, will house our corporate and creative staff and is scheduled to open in early 2009. Also, newcomer Sandy Lee joined us to lead the continued growth and development of QCA's creative services division as a national accounts manager.

In just a few short years, QCA has evolved into one of the most sophisticated communications firms around. We measure our success through the eyes of everyone that you read about in this newsletter: our employees, our clients, our volunteers and our friends. We are proud of our accomplishments and committed to reaching even higher goals in the future. As we look into the future, one thing is certain, and that is that we are all keeping our focus on the next generation, expanding our services and territories as we become one of the premier communications consultant firms in the nation.

Sharlene Lairscey, President
Quest Corporation of America, Inc.

Aviation...Thinking About OUR FUTURE



Work force retention and recruitment, preservation of airports, border issues, revenue generation and security are just a few of the issues Mike Salamone, program manager of the Airport Cooperative Research Program (ACRP) and QCA staff members addressed while facilitating the Aviation Industry Focus Groups nationwide.

As part of an ongoing contract in 2008, QCA worked with Mr. Salamone on the planning and organization of 12 focus groups. Along with Mr. Salamone, QCA staff is currently planning two upcoming ACRP workshops in Washington, DC, and Irvine, California, scheduled for November 2008.

Mike Salamone, Airport Cooperative Research Program (ACRP) Project Manager



Beth Stroberg, Liane Caruso, Amanda Velazquez and Audra Butler

LEAGUE OF CITIES Addicted to Quest

QCA was a proud sponsor and exhibitor at the 82nd Florida League of Cities Annual Conference, held in Tampa from August 14 to 16, 2008. More than 1,000 city officials from across Florida attended this meeting to share ideas, participate in educational workshops and sessions and discuss strategies for Florida's future.

QCA's colorful booth, decorated with balloons, drew a great deal of attention at the conference's Municipal Marketplace, where hundreds of companies showcased their products and services. On Thursday, August 14, Executive Director Audra Butler and staff member Amanda Velazquez greeted conference attendees, handing out QCA informational materials and chocolate bars. Our message on all of our conference materials was "Become a Quest-a-holic. Our results are addictive."

On Friday, August 15, QCA's Liane Caruso and Beth Stroberg joined the conference team to assist in marketing efforts. We were happy to see several of our current clients, including the city of Doral and city of Panama City Beach, at the conference and to meet with other municipal representatives interested in how we could support their public relations, marketing, advertising and community outreach initiatives.



The "Quest-A-Holic" Banner.

"This conference provided us with a great opportunity to connect with mayors, city council members and municipal staff throughout the state as well as other consultants. We learned more about the kinds of communications services our current and potential clients need, and how QCA can better serve them," said Executive Director Audra Butler.

The Cat's M M M E E E E O O O O W W W W W



Quick and accurate distribution of important information that will impact the public is a priority for QCA public information officers. Our staff knows the importance of building relationships with the public and informing them by early notifications. A valuable tool used by QCA associates, such as QCA Area Manager and Public Information Officer Alicia De Fago, is the development of a Corridor Advisory Team or CAT.

What is a CAT?

A CAT team is designed to provide key community stakeholders with project information including: scope of work, construction schedules, major project activities and potential impacts. In return, CAT members are the voice of the community and help the project team understand the community's perspectives and goals.

The CAT team is comprised of key community representatives, such as city and town representatives, commissioners, law enforcement, fire rescue, elected officials and important stakeholders, working in conjunction with project administrators, the senior project engineer, contractors and the project's public information officer. A chain of command is clearly outlined to limit confusion during extreme circumstances.

The intent in establishing the CAT is to provide an easy and efficient way in disseminating important information, regarding these construction projects, to the largest amount of people in the shortest amount of time. The open forums also allow stakeholders to discuss potential issues and concerns in order to minimize the impacts of construction.

CAT in Action

The FDOT District Four Palm Beach Operations Center and QCA client TBE Group recognized that there would be community impacts during the construction on the I-95 HOV Expansion projects in Northern Palm Beach County. The goals and objectives of the project team are to increase community awareness and understanding by keeping the public informed throughout all phases of construction. By implementing a CAT, I-95 Public Information Officer Alicia De Fago is able to encourage participation among key community stakeholders and provide advance notification to the affected public. "So far, the reactions of all members are very encouraging, and it will only improve as the project progresses," said Alicia.

The CAT is expected to be one of the most utilized and useful tools on a project of this capacity. The CAT Team is scheduled to meet around major project milestones, with no more than a three month hiatus between meetings. CAT meetings for the I-95 project have already begun.

For more information, visit our project Web site at www.pbfdot.com/95Expansion.



LABOR DAY... A Family Event



This year, QCA staff wondered how to best celebrate the Labor Day holiday. With a lot of thought, we decided to spend the day with our family members – our QCA family, that is!

On September 1, QCA associates from all over Florida, along with family and friends, met at Busch Gardens in Tampa for a day of festivities.

QCA staff spent the day riding the world's best roller coasters, seeing the world famous Clydesdale Horses, enjoying exotic animals, watching numerous shows and other attractions. Employees also enjoyed a barbeque lunch, hosted by QCA to celebrate the holiday.

Corporate Marketing Coordinator Beth Stroberg said, "This was my first time at Busch Gardens, and I had an

amazing time. It is great to work for a company that cares so much for their employees, and it was a treat to spend the day with QCA staff!"

Join us for our next QCA event on December 13, 2008 in Miami Florida. You don't want to miss it!



Gloria Freeman and Diane Hackney at QCA's Labor Day event

BUILDING TO SERVE

QCA's GROUNDBREAKING

Thursday, September 18, 2008



BACK ROW: Jim Brubaker, Rhonda Kaeser, Liane Caruso, Brian DeCoveny, Thais Castillo, Kris Olds, Beth Stroberg, Peggy Lepzinski, Gloria Freeman, Krystal Whitten, Brian Hutchings, Amanda Velazquez, Kara Bigelow, Leta Reale • **FRONT ROW:** Maricelle Venegas, Mary Brooks, Diane Hackney, Sharlene Lairscey, Audra Butler, Alicia De Fago, Tish Burgher



S.R. 25 WINS One of America's Transportation Awards



QCA's President Sharlene Lairscey recently attended the 67th Annual Meeting of the Southeastern Association of State Highway and Transportation Officials (SASHTO), held at Disney's Contemporary Resort in Orlando. The conference attendees included transportation representatives from the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia and West Virginia.

Seven projects from the SASHTO states were recognized by the American Association of State Highway & Transportation Officials (AASHTO), AAA, and the U.S. Chamber of Commerce as part of "America's Transportation Awards" program. This

was the final of four regional competitions showcasing transportation projects using innovative financing and management in several population categories.

The Florida Department of Transportation's State Road 25 (Okeechobee Road) Depressed Section in Hialeah was the winner in "Innovative Management – Medium Project Category." S.R. 25 is a major east/west corridor in Miami-Dade County where FDOT partnered with the railroad, Miami-Dade County Transit, and other parties to remove the bottleneck by lowering (depressing) the highway under the train tracks. The \$37 million project rebuilt a quarter-mile section of S.R. 25, adding one new lane in each direction. QCA is currently providing district-wide public

"We were proud to have served in a public information capacity on one of these seven projects," said Jeannette Lazo.

information services for FDOT's District Six. Our South Florida team includes Tish Burgher, Jeannette Lazo, Monica Diaz and Maria Larrazábal.

QCA SHARES "The Best of Everything" AT FAC



QCA's Maria Larrazábal (left) and Liane Caruso (right) with Lisa De La Rionda, Public Affairs Director for Palm Beach County Department of Public Affairs.

In July, QCA's Liane Caruso attended the Florida Airports Council annual conference in Palm Beach. This year's annual event, themed "The Best of Everything," was held at The Breakers hotel, one of the world's most famous hotels. At the exposition, Liane had an opportunity to share QCA

's vision and information with over 700 of the state's top aviation consultants and industry professionals. Liane also visited the 63 exhibitor booths at the conference.

The conference sessions featured informative and motivational programs, highlighting the most current topics on travel and tourism, aviation infrastructure and technology and pioneering customer service initiatives.

The evening events were set amongst the stunning backdrop of Florida's "Gold Coast." South Florida's Client Relations Director Tish Burgher and Public Information Specialist Maria Larrazábal joined Liane for casual networking during the nighttime festivities.

According to the FAC Web site (www.floridaairports.org), the FAC "is the largest airport-specific organization in Florida and is considered by industry leaders to be the premier airport organization in the nation."



QCA Web Site Solutions – PULLING IT ALL TOGETHER FOR JTA CUSTOMERS

QCA is pleased to announce the launch of the complete redesign of the Jacksonville Transportation Authority's Web site (www.jtafla.com). From concept to development, QCA assisted our client in creating a dynamic, database-driven site.

During the process, QCA team members listened to what JTA's current needs are and what they envision for the future. We combined our knowledge of Web technology with research of current Web trends to provide a platform on which they can grow. The site is built on the Microsoft .NET Framework using ASP.NET 2.0 C# and contains a customized, built-in control panel for easy-to-use Web maintenance for the ever-changing content.

The Web site, which launched on August 1, was developed to keep the Jacksonville area residents informed about all of their transportation-related questions. While logged onto www.jtafla.com, visitors to the site will find route schedules and maps, construction project information, traffic alerts, news, a calendar of events and much more.



JTA's new Web site

CHARACTER, CITIZENSHIP, COMPETENCY, COMMITMENT, CHRISTIANITY



The new C5D Web site

Marvin Harvey, the founder of the non-profit C5D Foundation (www.c5dfoundation.com), recently turned to QCA to design and develop a Web presence for his organization.

QCA staff worked closely with Mr. Harvey to create a dynamic site that brings to life the goals of his organization. The C5D Foundation is dedicated to the development of Character, Citizenship, Competency, Commitment and Christianity through mentoring by the use of athletic training and promotions. In addition, the foundation helps basketball programs world-wide that are interested in putting player development ahead of winning games and promoting winning in life over all.

The Web site, which launched on August 21, was developed in PHP with MySQL database, which allows the client to easily maintain all content

through a back-end control panel. With an emphasis on education, the site invites visitors to find out more about the foundation, research scholarship opportunities, read news articles, view photos and learn about project successes and training programs.

QCA is proud to partner with a great non-profit client and to support such a worth-while cause.



{QUEST PHILANTHROPY}

QCA Volunteers at **VENTURA ELEMENTARY SCHOOL**



Brian Hutchings and Mary Brooks taking a break from painting.

As part of QCA's community volunteer initiative, Executive Director Mary Brooks and Public Information Specialist Brian Hutchings represented Central Florida for a morning of painting and improvements at Ventura Elementary School

in Orlando. The event was sponsored by Hands on Orlando, a local non-profit organization that specializes in matching volunteers with much-needed community service projects.

Mary and Brian registered to paint new safety striping at the bus staging area at Ventura Elementary School, a public school located in a lower income, Hispanic area of Orlando. According to the principal of the school, 70 percent of the students are on free or reduced lunch and 40 percent of the students who start there won't finish their elementary years. The principal also mentioned that efforts like the one made by our QCA staff shows the kids that the community does care about them.

A teacher at the school, who was on hand for the activity, said it would have taken them weeks to do the painting with their busy work loads and that the kids would really appreciate the efforts of QCA's staff to improve their school.

Our staff had a great time and left feeling good about giving back to the community.

Central Florida Associates **EARN THEIR WINGS**

In August, QCA's Central Florida Area Director Christie Klammer, and associates Karen Kersey, Megan Olivera and Stephanie Evans attended a volunteer orientation at Give Kids The World Village. Give Kids The World is a non-profit organization that exists to fulfill the wishes of all children with life-threatening illnesses from around the world to experience a memorable, joyful, cost-free visit to the Central Florida attractions. Their mission is not possible without the help of volunteers, referred to as their "angels."

"We were all excited to earn our wings," said Christie. "One particular quote really jumped out at the orientation, 'You make a living by what you get. You make a life by what you give' by Winston Churchill."

QCA's Central Florida associates will be volunteering by carrying out duties such as serving meals to the children and their families, working the guest check-in, operating village trains and greeting families at the airport. They will be volunteering on a monthly basis.



Pet Bowl 2008 – QCA BOWLS FOR CHARITY

On July 19, QCA hit the bowling alley to support the SPCA Tampa Bay's annual Pet Bowl. All funds raised from the event are used to help SPCA Tampa Bay continue to increase adoptions, provide emergency medical care for sick and injured strays, investigate suspected animal cruelty situations, educate the public on the humane care of pets and more.

QCA corporate staff raised money for registration through the sale of snacks in the office. QCA President Sharlene Lairscey generously matched the money raised, allowing us to register two teams of five players to bowl.

Team Salty Dogs, lead by Captain Beth Stroberg, included staff member Bill Hackney, Gloria Freeman, Amanda Velazquez and Liane Caruso. Team Tacky Cats was comprised of Captain Alan Butler, Jim Brubaker, Thais Castillo, Diane Hackney and Leta Reale. Audra Butler also was in attendance to cheer the QCA teams on!

The group had a lot of fun – and the competition grew – as they spent the afternoon bowling for this great cause. Team Tacky Cats was declared the winning QCA



Back row, left to right: Liane Caruso, Bill Hackney, Jim Brubaker and Alan Butler. Front row, left to right: Jacob Hackney, Gloria Freeman, Amanda Velazquez, Beth Stroberg, Diane Hackney, Thais Castillo and Leta Reale.

team, after three rounds of bowling. With a total score of 361, Bill Hackney was the Salty Dogs' MVP, and Leta Reale bowled an impressive 351 for the Tacky Cats.

Diane said, "We're proud that we can give back to our community by supporting events like this. We had a great day for an even better cause!"

Take Quest Out to the Ball Game – LET US HELP MDA!

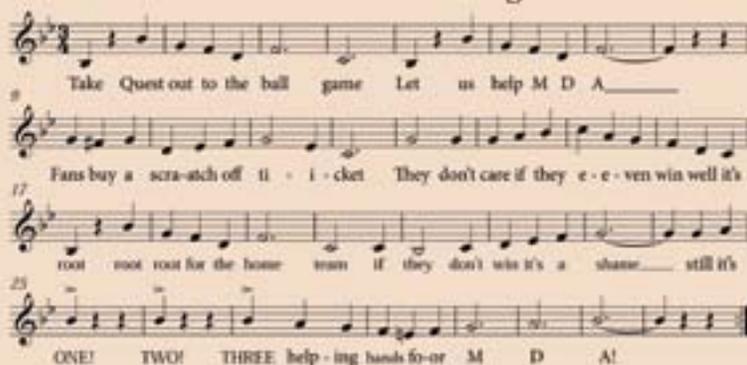


Lori Buck, Peggy Lepzinski and Thais Castillo helping out the Muscular Dystrophy Association.

QCA's Tampa Bay area team members, the Tampa Bay Rays and the Muscular Dystrophy Association all teamed up on September 17 for the 9th Annual Rays "Shirts Off Our Backs" promotion at Tropicana Field in St. Petersburg. For a \$2 donation, Rays fans had a chance to win the actual Rays game jersey from the final home game of the season on Sunday, September 21 against the Minnesota Twins. The event raised \$1500 for the charity.

The Muscular Dystrophy Association is a voluntary health agency, a dedicated partnership between scientists and concerned citizens aimed at conquering neuromuscular diseases that affect more than a million Americans.

Take Me Out To The Ballgame



QCA Shines at Turnpike Public Meeting on **SUNCOAST PARKWAY 2 PROJECT**



QCA's Expressway and Turnpike Division staff, as a subconsultant to Bowyer-Singleton & Associates, Inc., has been handling the public involvement duties for the design of the Suncoast Parkway 2 Project by the Florida's Turnpike Enterprise (FTE) since summer 2007. QCA's duties included creating and maintaining a project Web site at www.suncoast2online.com for the controversial project in Hernando and Citrus counties. The Web site has been widely praised by Turnpike staff for its appearance and for providing clear, accurate and up-to-date information and has been visited by more than 8,200 people since November 2007. Expressway and Turnpike Division Executive Director Mary Brooks serves as the project principle for this contract.

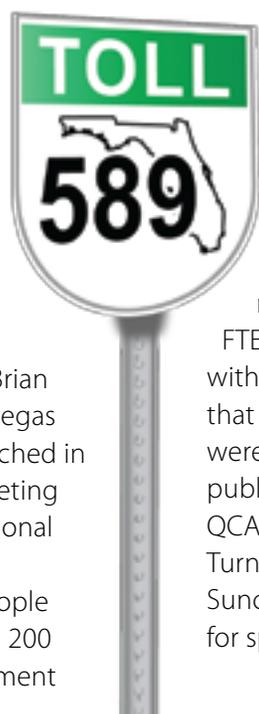


Mary and QCA's Public Information Specialist Deana Leffler, along with QCA's creative services staff, worked

closely with FTE and design section team staff to create the project newsletter that was sent to officials and members of the public notifying them of the meeting as well as creating a looping PowerPoint presentation for the meeting.

Mary and Deana organized, publicized and coordinated the design public information meeting, which received praise from FTE officials and members of the public. QCA staff members Diane Hackney, Gloria Freeman, Thais Castillo, Brian Hutchings, Maricelle Venegas and Rank Fowler also pitched in for the July 24, 2008, meeting at the Citrus County National Guard Armory in Crystal River. More than 800 people attended and more than 200 of them submitted comment

forms. QCA associates set up and tore down the meeting space, greeted attendees, staffed the sign-in tables, assisted members of the public with project-related questions or directed them to the appropriate personnel, provided technical support for the PowerPoint presentation and made sure everything ran smoothly. Members of the public were able



to view and comment upon exhibits from the project design, which was approximately 30 percent complete.

Mary and Deana provided analysis of the comment forms to the Turnpike and worked on responses to the comments with FTE personnel. They also worked with QCA creative services to ensure that all of the public meeting exhibits were posted to the project Web site for public viewing in a timely manner. QCA is already planning for the Turnpike public hearing for the Suncoast Parkway 2 Project, slated for spring 2009.

The Pursuit of **EXCELLENCE**



Jeannette Lazo

It is outstanding to see how successful a team can be when they work together in the pursuit of excellence. The SW/NW 12th Avenue Project from SW 13th Street to NW 7th Street presents several unique challenges for QCA's hard-working District Six team.

Project Engineer Art Perez with Pinnacle Engineering, along with FDOT Project Administrator Tamica Smith, work hard to ensure that safety and access is maintained at all times throughout the project limits. Due to the high volume of pedestrians in the construction area, Jeannette Lazo, QCA public information specialist, regularly reaches out to this

predominately Spanish community to make sure that they are well aware of construction impacts.

"I'm happy to be a part of this team. Art and Tamica are very supportive and helpful," stated Jeannette.

The project includes replacing sections of driveways and sidewalks, improving drainage, replacing existing curb ramps and roadway paving and re-stripping. Needless to say, this team has been extremely busy. Team members and the contractor are working around the clock to get the project completed on schedule and on budget, while minimizing impacts to adjacent residents, businesses and schools.



Biscayne Boulevard, Miami's Historical Roadway **REVAMPED WITH QCA IN THE MIX**

QCA's South Florida Public Information Specialist Monica Diaz is stirring things up and working full throttle as the Florida Department of Transportation (FDOT) revamps one of Miami's oldest roadways, Biscayne Boulevard / U.S. 1 (SR 5). Since the 1990s, the FDOT has been enhancing this high-profile corridor and has sparked a great deal of attention and public involvement from local communities and officials. The road improvements run for more than 100 blocks, from Downtown Miami to the Broward County Line, ranging from roadway reconstruction and landscaping to community designed sidewalks and bridge rehabilitation.

Last May, Monica was assigned to a series of Biscayne Boulevard improvements and, from the beginning, she has been coordinating with FDOT project personnel and CEI consultants. Monica's tasks include reading plans, touring the project sites, conducting meetings with community leaders and developing



The Biscayne Boulevard Landscaping Project Team. Back row, left to right: Rodolfo Gonzalez, Ryan Santiago, Enrique Tamayo and Matt Ward. Front row, left to right: Abel Velasco, Amanda Shotton, Monica Diaz and Patricia Ortega

public information outreach plans and materials to provide the most accurate, up-to-date project information to the public.

"Working on the Biscayne Boulevard Improvement Projects has been a great experience. It has given me the opportunity to interact with various stakeholders and build relationships

with the community, FDOT project personnel and the construction, engineering and inspection (CEI) firms. We all believe in the importance of public information and the work is very rewarding," said Monica.

For more information about the Biscayne Boulevard Improvement Projects, visit www.fdotmiamidade.com.

What is RAGBRAI®?



Mary Brooks and Sharlene Lairscey at RAGBRAI®

Literally, RAGBRAI® is The Register's Annual Great Bicycle Ride Across Iowa. Sponsored by the Des Moines Register, it's the longest, largest and oldest touring bicycle ride in the world. The annual seven-day bicycle ride always takes place in the last full week of July. In April of this year, Mary Brooks and Sharlene Lairscey decided to enter.

For \$125 entry fee, a week-long rider received wristbands, route marking signage, baggage transportation, camping accommodations, discounts, sag wagon services, emergency medical services, traffic control, a souvenir patch, daily route maps and entries into drawing for a free bike. The event was limited to 8,500 weeklong riders and 1,500 daily riders. Entries can exceed the number of riders allowed, so a random computer lottery took place after all of the entries were entered into the computer. Lottery results came out in May. And, guess what, both Mary and Sharlene were winners.

It was their first time undertaking such a long bicycle ride, but they knew they would have a memorable time.

However, here are a few things they didn't know...

Some routes are flatter than others, but none are ever totally flat because the state isn't totally flat.

"Okay, when we read that, we were sure they were talking about rolling hills. Never did we imagine 27,000 feet of total elevation."

Participation in RAGBRAI®, as in any bicycling or athletic event, may involve hazardous activity.

"We were confident we were the "safety girls." Someone should have told Mary that she can't eat a Power bar while cycling with 10,000 other riders without falling off her bike. Someone should have told Sharlene that staying hydrated all week long meant drinking water all day long. The temperature, wind, distance and previous day's events all determined our need for fluids. After the fact, we learned that one rule of thumb is that a bicyclist should drink water every 15 minutes, and that water is not enough. We have to replace minerals through sports drinks and other fluids."

Through the years, the route has averaged 70 miles a day with total mileage for the week at 472 miles.

"Someone should have told us that at the end of each day, you would still be required to get to the camp site via your bike... and someone could have told us that the camp site locations were sometimes another 10, 20 or even 30 miles away!"

RAGBRAI® likely will be one of the most difficult things, physically, that you've ever attempted.

"TRUE, TRUE and so TRUE!"

So when asked about their overall experience, most people asked, "Was it fun?" Here's what they had to say... **It was truly a special event, as we learned to understand and appreciate the warm hospitality of the Iowans. They opened their communities and their hearts to us. It was grueling, but the sights, sounds and all of the new friends made it an experience like no other. So yes, it was fun!**



THEA Introduces New Logo **DESIGNED BY QCA**



The Tampa-Hillsborough Expressway Authority (THEA) unveiled the new logo for the Selmon Expressway, which was designed by QCA, at their July 28 board meeting. The local press, including WFLA Newsradio 970, Tampa Bay's 10, Bay News 9, Fox 13, the St. Petersburg Times and

the Tampa Tribune, were in attendance for the event. The vibrant new logo, and QCA's involvement in its design, was not only breaking news locally, but the story was even carried nationally by MSNBC.

At the unveiling ceremony, Sue Chrzan, the agency's communications manager, explained that currently there are several different logos for the expressway on interstate signs and trailblazers throughout the city of Tampa. In an attempt to make the signs more recognizable and easier to read, THEA contracted with QCA to overhaul the logo.

"We wanted it to be more distinguishable and have a more consistent message," said Don Phillips, vice chairman of the

THEA board and chair of the public outreach committee. "We wanted one prevailing theme and style."

The road was named the Lee Roy Selmon Crosstown Expressway in 1996 by the Florida Legislature, in honor of former Tampa Bay Buccaneer and local entrepreneur Lee Roy Selmon. Mr. Selmon, who was in attendance at the board meeting, said, "My appreciation is greater today than it was then. I appreciate that they shared the look of the logo with me – it's dynamic."



Rank Fowler

Rank Fowler, QCA's creative director and lead designer on this project, said, "By using a bold design and bright colors, we accomplished the authority's objective of visibility, while creating a sleek, modern identity for the roadway."

The new signs gradually will replace missing or damaged signs. If funding is available, the authority plans to replace all remaining signs with the new logo in two years.

Tropical Storm **FAY**



Brevard County during Tropical Storm Fay

The city of Palm Bay in Brevard County accumulated over twenty inches of rainfall during the three days (Tuesday, August 18, to Thursday, August 20) that Tropical Storm Fay was in the area.

Flooding on Palm Bay Road was an issue prior to construction and has been an ongoing challenge during the construction project that began in January 2008. The Department of Transportation's contractor, Community Asphalt, saw the

possible impact that Tropical Storm Fay could have in Palm Bay and decided to take a proactive approach.

QCA's Public Information Officer Stephanie Evans worked closely with the contractor. She sent out a flood advisory to the news media, FDOT and Brevard County officials. She alerted the public that flooded travel lanes would be closed and directed drivers to use extreme caution on Palm Bay Road and Babcock Street.

On Monday, August 18, business owners along the project corridor also were making preparations. Several businesses called Stephanie who advised them that, although the FDOT contractor was preparing for the storm, they should also to be ready to implement their Hurricane and/or Flood Emergency Plan.

Stephanie advised the public, when flooding occurs they should always remember the adage, "Turn around, don't drown." If you cannot see the roadway in front of you, turn around and choose an alternate route.

The “How To, Go To” ADMINISTRATIVE TRAINING MANUAL IS NOW AVAILABLE

One way to measure the success of a construction project is by the organization of the records and their accessibility. QCA specializes in construction administrative services, including resident compliance specialists. As the industry's needs continue to grow, it became apparent to QCA that a formal training program should be in place to ensure the success of our staff members on their respective projects.

QCA's Resident Compliance Specialist Rose Artura took the lead in putting together the first ever QCA Administrative Training Manual, tailored for future administrative staff members including administrative assistants and resident compliance specialists (RCS).

The manual focuses primarily on construction projects for the Florida Department of Transportation. It includes office protocol, construction terms, EEO policies and procedures, progress meeting minutes, dispute review board meeting minutes, scanning, document management and phone etiquette.

Client Relations Director Lori Buck said, “As an administrative team member, we can make a difference in the quality of a project. By taking an active part in the project, QCA associates ensure that the records are kept accurately and easily.”

The Importance of RESIDENCE COMPLIANCE by Mellisa McColley



Mellisa McColley

In 1964, a new profession was established, resident compliance officer (RCO), due to the Equal Employment Opportunity and Affirmative Action Act (EEO/AA) efforts.

EEO/AA has produced its own cryptic vocabulary, given impetus to various national associations and created the need for professional journals and

subject sternly that may be blurred by legal regulations. QCA provides our RCOs with a vigorous amount of training to understand and uphold these rules and regulations.

We work closely with resident engineers and contractors to complete their everyday activities on the projects they serve. Our RCOs must also conduct employee interviews on the job site to verify compliance. By doing this, they all become well aware of construction activities.

“Before I became a public information officer (PIO), I was an RCO. By having the RCO experience, I feel that I am a better PIO. I understand the critical importance of developing and maintaining relationships with the media, the need to stay abreast of the latest trends in the rapidly changing communications industry, and the necessity of continuing training and education.”

newsletters. Truly, it has become an industry unto itself. While most people have not heard of EEO/AA terms, these positions have provided a great career opportunity for a number of American professionals. RCOs are key to project operation. They administer the Department of Transportation's Disadvantage Business Enterprise Program, Nondiscrimination in State and Federal Programs (Title VI), Internal and External EEO/AA Program (Title VII), On the Job Training as well as federal wage rate requirements.

QCA's RCOs operate as liaisons between laborers and the contractor. If any conflicts evolve, our staff must be sensitive professionals who can confront the

Also, they are aware that Title VII protects the public. The public is to be treated equally and has a say in transportation decisions, which results in the development of a transportation system that truly meets community needs and desires.





ASSOCIATE HIGHLIGHTS

Introducing **SANDY LEE**



Introducing Sandy Lee as national accounts manager. With more than 19 years of experience, Sandy will oversee QCA's creative services department providing quality control and assurance, business development and client relations. Proficient in advertising, public relations and marketing, Sandy's career has included serving in senior level management for Cox Retail Marketing & Events, the St. Petersburg Festival of States, Fox 13 WTVT-TV and the Florida State Fair Authority.

INTEGRITY: adherence to moral and ethical principles; soundness of moral character; honesty

Get to Know **KRIS OLDS**



Kris Olds joined QCA's creative services team in September 2007 as Web designer/developer. A graduate of Eckerd College with a Bachelor's degree in computer science with a focus on visual arts, Kris is experienced in designing and developing Web sites from the ground up.

Originally from northern New York, Kris moved to Florida 10 years ago to attend college and to escape from the bitter cold northeast winters to the beach.

Prior to joining the QCA team, Kris was a Web developer for a fortune 500 company in their St. Petersburg, Florida location. Kris was responsible for maintenance and new Web developments for consumers. Kris is proud to be part of the QCA creative services team.

TEAMWORK: cooperative effort by the members of a team to achieve a common goal.

AUDRA BUTLER Shares her Experiences



From left to right: Dr. Margaret Ostrenko, CMM Department Professor, Audra Butler, Amanda Velazquez and Angie Moncayo, President of the Communication Club

QCA Executive Director Audra Butler was recently invited by staff member Amanda Velazquez to speak at Saint Leo University's "Media Management" class. During the class, Audra entertained the faculty and students with stories about her start in TV production in 1994 and then spoke about her experience producing live gavel-to-gavel cable coverage of the Florida Legislature and on-air fundraising for PBS. She talked about the role that she now serves at QCA and explained the differences between working in the public and

private sector, including the impact of the Sunshine Law on communications. She then gave the class helpful tips and techniques on dealing with the media.

Our Services

- Advertising
- Annual Reports
- Billboard Design
- Branding
- Brochures
- Communications Planning
- Copywriting
- Customer Surveys
- Database Management
- Fliers
- Focus Groups
- Grand Openings
- Graphic Design
- Image Campaigns
- Incentive Promotions
- Marketing Campaigns
- Media Placement
- Partnering Facilitation
- Print Advertisements
- Print Production
- Public Education Campaigns
- Public Meetings
- Public Relations
- Special Events
- TV and Radio Ads
- Video Production
- Web Site Design

First Down for QCA **SUPER BOWL XLIII**

QCA is proud to announce its membership in the NFL Emerging Business Program, sponsored by the Tampa Bay Super Bowl Host Committee. The program is designed to provide local minority- and woman-owned businesses the maximum opportunity to participate in the Super Bowl procurement process each year. QCA's Brian DeCoveny and Liane Caruso have taken the lead on this effort and have been working diligently in pursuit of landing a contract for the upcoming Super Bowl in Tampa, Florida.



On August 1, Brian and Liane met with members of the Super Bowl Host Committee at Raymond James Stadium in Tampa to formally introduce QCA and the varied services we can provide to NFL vendors.

QCA is sponsoring a table at the Tampa Bay Super Bowl Luncheon on October 13 at the Tampa Marriott Waterside, which will feature NFL Commissioner Roger Goodell. The luncheon will provide an opportunity to hear firsthand about plans for Super Bowl XLIII from the NFL's top executive.

Coming Soon...

feel the
HEAT

12.13.2008

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

For more information, contact QCA at corporate@qca-inc.com



Acting Now for **OUR FUTURE**



Preparations are well underway for QCA's South Florida Team to host an exciting Media Training event during the 7th Annual South Florida Construction Career Days being held in Davie, Florida October 28-30.

During this event, students in the tri-county area experience hands-on learning labs presented by Florida Construction Industry professionals. As an event sponsor, QCA joins the U.S. Department of Transportation, Federal Highway Administration, Florida Transportation Builder's Association and the Florida Department of Transportation, among others, to ensure the continued success of this event.

One of 25 Learning Labs presented during the three-day event, QCA's Media Training is a fun way for students to get a taste of what it is like to be a public information professional.

The training includes a live on-camera interview, tips on dealing with the media and details about how to get into the exciting field.

This year's media training will be led by QCA Area Director Tish Burgher along with Area Managers Jeannette Lazo and Alicia De Fago, and Public Information Officers Monica Diaz and Maria Larrazabál.

"This is one of our favorite annual events," Tish noted.

"Construction Career Days is a wonderful way for us to demonstrate how rewarding a communications and public relations career is and encourage young adults to pursue a career in this field."

For information about this event, visit www.ccdfl.com.

Advertising | Community Outreach | Focus Group Facilitation | Graphic Design |
Marketing | Public Involvement | Public Relations | Web Site Services |
IT & Database Management

Our Services

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

