



# PUTTING THINGS IN Perspective

EVEN THOUGH THE TRAGIC EVENTS of September 11, 2001 are well behind us, the pain for many will last a life time. But, in looking back... not all of the effects were bad. We now treat our firefighters and police officers with a new found respect... Our children with a renewed patience and love... Our families with a new commitment. And for some, perhaps for the first time, a new interest in God.

be informed.  
Quest Corporation of America



Preparing for Good Times

South Florida Team Sets a New Pace

Florida Positions to Pursue High Speed Rail

QCA Expanding Nationally

inside

take a look

WE JUST LAUNCHED OUR new web site at **QCAusa.com**



# PRESIDENT'S Perspective

I love my life! It's dedicated to everyone around me. It's colorful, and blended in hues that keep my days exciting, meaningful, and in constant motion. As a wife, a mother, the owner of QCA, and at times an athlete, I have a schedule that can be quite colorful—especially when I'm trying to make time for friends and other activities. Staying organized and managing schedules is the key. And putting things in perspective is a must for me to survive.

Since 9/11, I am constantly reminded that life is precious, and it is short, and I believe we have all learned the hard way that it can be ripped out from under us at any time. I consider it a great gift to be alive. And I don't ever want to take it for granted. To me, it's a privilege when I can worry about things like a few extra pounds, planning a trip, and some client deadlines.

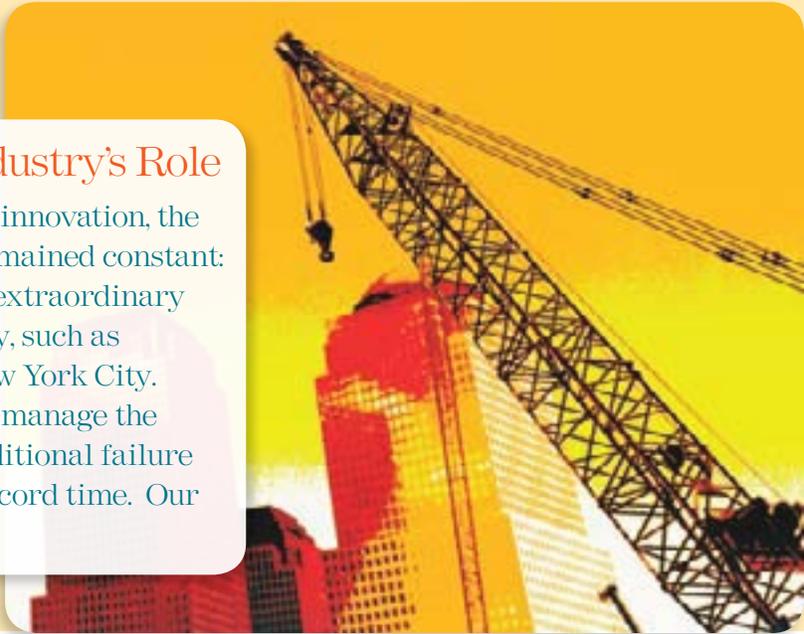
At 45 I feel better than I ever have... My journey has definitely been a colorful one. I work hard at living in the present moment and accepting people as they are. And I believe we owe it to each other to give it our best.

LIVING is truly about appreciating what it means to be alive. So, if you feel "beaten up" or "lost", think about your situation... Judge its relative importance, and maybe, just maybe, it's a great day after all.

**Sharlene Lairscey**, President  
Quest Corporation of America

## Ready in Crisis: The Transportation Industry's Role

Throughout this time of change, growth and constant innovation, the transportation construction industry's mission has remained constant: to serve public interest. Few people are aware of the extraordinary role our industry plays in times of national emergency, such as the terrorist attacks at the World Trade Center, in New York City. Engineers and contractors jumped in from all over to manage the clean up, assess the structural damage and handle additional failure and flooding. The new roadway was constructed in record time. Our industry stepped up to do what needed to be done.



Simone Burket

## In Memory Simone Burket (class of '78)

Simone graduated with Chamberlain High School's class of 1978. A friend to many QCA Chamberlain graduates, she's remembered as a warm, fun-loving fellow Chamberlain Chief. Early this year, she took her life. While she did have many friends, the challenge of everyday life must have seemed a bit overwhelming. Simone is missed by all who knew her and all of her fellow classmates from Chamberlain.

# Preparing for **More Good Times**

Change is coming fast and QCA has been known to embrace it before our competition does. Now is the time we position ourselves for the future with the best possible skills – so that we can seize new opportunities and continue to take the lead.

On Tuesday, September 8, nearly 50 QCA associates gathered at the Westin Hotel in Tampa to reflect on the past, and to start building our future. Presenting to employees a picture of a glass half-full, not half-empty and encouraging them to join together in continuing to build a winning organization lead the evening. According to President Sharlene Lairscey, “We reflected on the past, restructured for the future and ultimately positioned ourselves to prepare for celebrating 14 years as a market leader.”

At the beginning of the day, the Executive Team met to discuss the organization, by answering the question, **What is QCA? Here’s what each team member had to say...**



Steve Nalls

## **A Transportation Services Provider!**

America’s transportation infrastructure includes highways, bridges, rail lines, airports, waterways and ports. It’s largely taken for granted even though used by millions of Americans. It’s critical to every aspect of our society.



Diane Hackney

## **Committed to serving this industry!**

Our transportation system has been an unqualified success and has generated economic growth, spurred personal freedom and mobility, and efficiently channeled commerce to every corner of the world.



Mary Brooks

## **Honored to be a part of it!**

Our nation’s history is one of expansion. There will always be a growing interest in and commitment to improving the nation’s roads. Without an efficient transportation system, life as we know it would grind to a halt.



Christie Klammer

## **A Survivor!**

Whenever there’s an economic crash, the federal government still provides a unique incentive to create and maintain a transportation infrastructure to keep America moving.

As the day continued, QCA’s District Management Team reflected on what made our organization so special. Here’s what they had to say...



Maricelle Venegas

### **Team Commitment**

Many companies continue to experience growth and QCA is definitely one of them. Why? It’s because we continue to recommit ourselves not only to our goals, but also to each other.



Susan Emmanuel

### **Effective Communications**

There is one-on-one communication, group communications, and finally company wide communications, all of which should be two-way. We encourage associates to express opinions and new ideas and we recognize that what we hear from them is just as important as what we say to them.



Tish Burgher

### **Strategic Development**

I believe we have been clear about our organization’s planned direction. The corporate vision was discussed and it was made clear that from a strategic perspective, we operate “on purpose” meaning there is a relationship between the tasks we perform and the goals of the organization as a whole.



Karen Kersey

### **Staff Alignment**

Our structure consists of some workgroups where we assign leaders so staff can share their knowledge and skills with one another. That sharing results in opportunities for learning, at times supplementing formal training.



Jeannette Lazo

### **Empower Employees**

We encourage individuals to assume more responsibility by focusing on what they do best and asking for help when needed. We also encourage employees to consult with other employees who may have had similar situations to deal with.



### **Focusing on Customers**

We focus on customer needs. When problems are determined, we fix them quickly.

# Florida's Sarasota County Fruitville Road Improvement Project Kicks Off With Partnering



QCA was brought in to facilitate a formal partnering workshop with the purpose of aligning the team around common project goals and to develop a process to work through disputes should they arise.

As part of the Fruitville Road improvements in Sarasota County, QCA's Mary Brooks facilitated the first of four partnering workshop sessions. In August, the Fruitville Road project team prepared a document that included eight specific goals and objectives that will remain throughout the duration of the project and will assist in helping the project run safely, on time and within budget. Some of the topics discussed by the project team were developing open lines of communication, trust, cooperation and teamwork at all levels, agreeing on values and goals, designing a method of evaluating the process and progress, and problem solving methods. This workshop had an attendance of nearly 40 project team members made up of Sarasota County, Wilbur Smith, Kimley-Horn, Russell Engineering, Frederick Derr Company, Ardaman & Associates, TCS / Verizon Wireless, PEA / AT&T, FPL, TECO / PGS, Nexlink, B&E Utility, Highway Technologies, Stantec, GFA, Hyatt Survey and Aqua Utilities of Florida.



"This partnering was a great success," said Senior Project Engineer Chris Pecor of Wilbur Smith and Associates.

Fruitville Road is being widened from two to four travel lanes from Coburn Road to Debrecen Road which is located to the east of Interstate 75. Other improvements to this 2.2 mile stretch of roadway include bicycle lanes, street lights and sidewalks on both sides of Fruitville Road.

## WHAT IS PARTNERING?

A process where everyone involved in the construction project agrees to treat everyone else as a partner. It's based on the premise that working together creates success.

### What makes QCA different than other facilitators?

We spend time before the workshop to understand the unique challenges and opportunities of each project, and then design the workshop to produce measurable results. Not a whole lot of game playing these days, as most of our clients don't have the time or the patience. Our partnering workshops are project specific and address issues directly.



QCA's Mary Brooks gives a partnering session for the Fruitville Road Project.

Rockin'  
Media Event



Alachua County's  
**CHOICES**  
Health Services

# partnering to build a **HEALTHIER COMMUNITY**



Amanda Velazquez

On August 31, QCA's Amanda Velazquez did an outstanding job as project manager and event coordinator for Alachua County's CHOICES Health Services Program as they held the first ever media event at the Santa Fe Center for Innovation and Economic Development in Gainesville, Florida. The event, Partnering to Build a Healthier Community, recognized the Alachua County Board of

County Commissioners and staff for their service to the community. The event celebrated their efforts to expand access to health care through the administration of innovative and cost-effective programs. CHOICES and its Advisory Board highlighted their 2008 – 2009 accomplishments and spoke to the future role of CHOICES in the Alachua County community. QCA's President Sharlene Lairscey, and QCA associates Beth Stroberg and Rene Burke were on hand to show project support to Amanda as she executed this well-orchestrated event.

QCA also supported CHOICES with a professional taping of a testimonial by Russell Scoates, owner of Small World Daycare and Learning Center in Gainesville. Several CHOICES members work for the Daycare Center, and Mr. Scoates was presented with a certificate of appreciation for his involvement and support of the program. Mr. Scoates was also able to share a few words about how the CHOICES program provides his employees with access to health care, contributing to their overall good health and consistent work attendance.

Among the speakers at the main event were Alachua County Commissioner Cynthia Moore Chestnut, CHOICES Program Director Lorraine Y. Austin, and CHOICES Advisory Board Chair Ed Jennings Jr. Their presentations were enhanced by testimonials about the program by CHOICES members and providers.

**Alachua County's CHOICES Health Services**  
Partnering to Build a Healthier Community

**What is CHOICES?**  
CHOICES is a health services program offered by the Alachua County Board of County Commissioners (BOCC). CHOICES Health Services aims to decrease the number of uninsured residents in Alachua County by providing access to medically underserved populations who have limited income. Through partnerships with local medical and dental providers, CHOICES provides access to services that many working, uninsured people need but may put off due to a lack of adequate affordable health coverage. CHOICES also offers a Health...

**and Wellness program.** The program provides county residents with healthy lifestyles and the impact of lifestyle choices on long-term health. Activities include Salsa Aerobics, Nutrition Classes, Senior Exercise, Healthy Living, and more. CHOICES is open to all Alachua County residents.

working uninsured residents of Alachua County through innovative, education and wellness initiatives for the benefit of the entire...

services  
medical and oral health care  
group visits for persons who participate in CHOICES  
programs  
ity

**Ad a Healthier Community**  
of County Commissioners and staff to the community by  
tion of innovative and cost-effective programs.  
ighlights and accomplishments and plans for the future

ark Section  
ications Coordinator  
ill: (352) 283-2317  
hcounty.us

partnering to build a  
**HEALTHIER COMMUNITY**

*Please join*  
Alachua County's CHOICES Health Services in recognition of our service to the community by expanding access to health care through the administration of innovative and cost-effective programs.

Date: **Monday, August 31, 2009**  
Time: **12:00 p.m. – 1:30 p.m.**  
Location: **Santa Fe Center for Innovation and Economic Development  
530 West University Avenue  
Gainesville, Florida 32601**

Please R.S.V.P. by August 28, 2009 to Sandra Barton at 352.264.6718 or smb@alachuacounty.us

Top: Banner for the CHOICES event. Below: invitation and fact sheet.

# Capital Regional Transportation Planning Agency (CRTPA)



Susan Emmanuel



Mellisa McColley

QCA's North Florida team, lead by Susan Emmanuel, district manager, has successfully been working with RS&H and the Capital Regional Transportation Planning Agency (CRTPA) on the update of their long range transportation plan. The CRTPA is the designated metropolitan transportation planning organization for the Tallahassee

area. An initial task for QCA staff was the development of a comprehensive stakeholder, technical and advisory committee list, which included hundreds of committee members as the study includes the region's four counties: Leon, Wakulla, Gadsden and Jefferson. The first general forum meeting held April 2009 brought all of the stakeholders and committee members together to develop a regional concept for mobility which identified the basic values of the study area as they pertain to mobility and transportation. Next, workshops were held in each of the four counties in the region. The goal of the county level meetings was to identify local transportation and mobility-related values and needs, which is used as the foundation for the planning process as they work to develop a regional plan. Recently, a second round of public meetings (one in each county) were held to present alternative and ongoing scenarios and corridor analyses as well as allow for feedback on the identified community values. The third round of public meetings will present the results of scenario, corridor and sector analyses along with a draft of the Transit Development Plan for community review and input.

## Nearly 200 Citizens Attend U.S. Highway 90 / Mahan Drive Public Meeting



QCA's Mellisa McColley speaks to citizens at the Mahan Drive public meeting.

Nearly 200 citizens attended the second construction public information meeting in the Cross Creek Driving Range Banquet Room in July to listen to Florida Department of Transportation representatives speak about the redesign of roadway improvements to U.S. Highway 90 / Mahan Drive. Maps, drawings, and other information were on display to make it easier to visualize the finished roadway. Local media interviewed project representatives along with interested citizens.

The meeting was held to notify local governments, affected property owners, tenants and other members of the public of roadway improvements which had been revised as a result of comments received at the May construction public information meeting. The current plan will reconstruct the existing 3.8 mile two-lane roadway to a four-lane urban facility including improvements such as additional 22' medians, bike lanes, a 5-foot straight sidewalk on the north side of the corridor and a meandering 5-foot



to 10-foot sidewalk on the south side of the corridor:

Public Information Officer Mellisa McColley worked tirelessly to attract citizens to the meeting. Signs were erected throughout the project corridor announcing the meeting date, fliers were passed out to local business owners, e-mails were sent to everyone listed in the project database, newspaper ads were placed, notification was placed on the project Web site and notifications were mailed to citizens and elected officials. Notification of the meeting was also placed on local media Web site calendars and media releases were sent to a variety of media outlets. All these techniques plus word of mouth helped achieve a very successful turnout. Most importantly, area citizens were pleased with the outcome of the meeting, which will mean an improved corridor that retains more cherished trees than originally planned.



# South Florida Team Sets a New Pace

Left to right: Melissa De La Uz, Jeanny Jiron, Jeannette Lazo, Tish Burgher, Lauren Firtel and Maria Palacios



The QCA South Florida team continues to expand and grow stronger – taking over Miami and the Florida Keys! Since 2006, QCA has served the Florida Department of Transportation, District Six office. The team has worked on a number of high-profile projects such as the Seven-Mile Bridge Rehabilitation

Project, the Biscayne Boulevard Reconstruction Project and most currently the Palmetto Expressway (S.R. 826) and Dolphin Expressway (S.R. 836) Interchange project, an initiative made possible by the economic stimulus funding.

There are a few new faces serving the district in different capacities. First, newcomer Lauren Firtel serves as assistant public information specialist for FDOT, District Six. She assists Jeannette Lazo and Maria Palacios on all ongoing construction projects throughout the district. Lauren is also the public information specialist for construction currently underway in South Beach, known as the South Pointe Phase II Construction Project. She coordinates daily with the contractor; Horizon and City of Miami Beach representatives.

Newcomers Jeanny Jiron and Melissa De La Uz serve in a project administration capacity as secretaries / scanners on two upcoming FDOT projects. Jeanny will serve Aim Engineering on the S.R. 826 / 836 project slated to last five years and Melissa serves Eisman

and Russo on the NW 57th Avenue Widening and Reconstruction Project slated to last two years.



Will Thompson

QCA associate Will Thompson oversees all projects in Monroe County. He is currently assisting QCA Principal Mary Brooks with coordinating an upcoming Groundbreaking Ceremony within the 18-mile stretch. “The Gap” construction project is the last of four projects that will greatly improve the corridor. “The Gap” also is an economic stimulus project.

Maria Palacios, Tish Burgher and Jeannette Lazo continue to serve the district as they prepare for upcoming projects and the S.R. 826 / 836 Groundbreaking Ceremony. Maria works very closely with several engineering consulting firms such as Tamayo Engineering on various Biscayne Boulevard projects. Tish continues to provide Public Information services for the I-95 Express Project from S.R. 836 to Miami Gardens Drive along I-95.

Jeannette is working very closely with New Millennium on the Palmetto Expressway Project from north of Bird Road to south of Miller Drive as well as preparing for the S.R. 826 / S.R. 836 Groundbreaking Ceremony.

## Palmetto Expressway



As QCA continues to win contracts and provide quality support to clients, one primary focus of working on a contract is building the client’s trust and forming solid relationships for future business.

As a result of QCA’s effort to maintain a good-standing relationship with the client, the Florida Department of Transportation’s District Six has extended QCA’s Palmetto Design-Build / Construction contract for one more year. QCA’s South Florida team has been serving District Six on this contract for more than three years. QCA’s South Florida District Manager Jeannette Lazo is the primary public involvement specialist on this contract.

The Palmetto Expressway / S.R. 826 Expansion Project is currently under construction from just north of S.W. 40th Street / Bird Road to just south of S.W. 72nd Street / Sunset Drive. Jeannette also provides public involvement services for the Palmetto Expressway / S.R. 826 & the Dolphin Expressway / S.R. 836 Interchange Reconstruction Project, also known as Section Five currently under design. She effectively provides tremendous support and works hand-in-hand with FDOT district directors. Some of her duties include conducting door-to-door visits and one-on-one meetings with public and elected officials.

Congratulations to the South Florida team for building long-lasting client relationships, providing quality support and continued customer service.



# philanthropy



QCA Employees Volunteer to

## Help Special Athletes SHINE



Above and right: Special Olympics athletes. Bottom: QCA's volunteers Steve Nalls and Sharlene Lairscey

**Q**CA staff members and their families once again rallied together in support of the Hillsborough County Special Olympics and its athletes. More than 30 athletes competed in the Aquatics County Competition held Saturday, August 1. This event was a pre-qualifier for the Aquatics Area Competition to be held later this year.

As volunteers, QCA employees assisted in the operations of the event, overseeing important activities from the competition safety, timing the relays, distributing food and serving as the official photographer of the aquatics competition. Most fulfilling for our QCA volunteers and equally important to the athletes was our role as "cheerleaders."

The mission of Special Olympics is to provide year-round sports, training and athletic competition in a variety of Olympic-type sports for persons eight years of age and older with Intellectual Disabilities. There are more than 1,000 athletes, 200 coaches, and 600 volunteers currently participating in the Special Olympics Hillsborough County program.

QCA commemorates the memory of Eunice Kennedy Shriver, who in 1968 organized the First International Special Olympics Games at Soldier Field in Chicago, Illinois. It was her vision and devotion to this cause which provides this opportunity for us and so many others to be a part of this wonderful organization.

# Gone To the Dogs



Roadway construction projects, whether new construction or upgrading of existing construction, often incorporate new signage, new drainage, new lighting, and new asphalt. Everything is NEW. But, what happens to all the old construction materials? On the I-95 HOV Expansion projects in Palm Beach County, the project team found a useful and unique way to use the old materials in a new way!

Last April, Bill Burckart, a board member of the Eastern Regional Animal Shelter, Inc., a no kill, not for profit organization, drove by the I-95 project site. He could see the progress the team was making as they cleared and grubbed the area but he wondered what would happen to all of the right-of-way fencing as it was torn down for sound walls to be installed. He contacted the project team with an idea on how to put the fencing to good use. He could use the fencing to build kennels and dog runs for the new 70-acre shelter rescue facility in Sneedville, Tennessee.

Mr. Burckart and his team helped the contractors from Community Asphalt Corporation and Posen Construction roll up the old fencing and removed it from the job site. On his first visit, he removed an overflowing trailer, full of fencing from one project, with more on the way.

“This was so much more than I expected,” shared Mr. Burckart as he thanked the team. The donated fence helps to build kennels and dog runs at his new 70-acre rescue facility in Sneedville, Tennessee. This is the first and only animal shelter in Hancock County, Tennessee. The original Eastern Regional Animal Rescue Shelter



QCA's Alicia DeFago

facility is located in Port Saint Lucie, Florida.

The project team will continue to work the Eastern Regional Animal Rescue Shelter until all the fencing is gone, which could be in late 2010. “It is wonderful to see someone making use out of something that would have originally been discarded”, states Public Information Officer Alicia De Fago. “I really enjoy working with Mr. Burckart and his team and I appreciate what he is doing for these animals.”

To show thanks to the Project Team, Mr. Burckart, his wife and Executive Director Adrienne Amatulli, along with



Left to right: Jerry Brandenburg, Project Manager Posen Construction; Dan Barbato, Project Administrator I-95 HOV Expansion; Help Assistants with the Eastern Regional Animal Rescue.

some happy members of his rescued canine crew, delivered a wonderful thank you letter and photo collage of all their furry friends.

For more information on the Eastern Regional Animal Rescue Shelter, log onto [www.EasternRegional.org](http://www.EasternRegional.org).

# Door Hanger Flier Distribution Effort in Osceola County **Proves a Success**

Kraft Construction Project Manager Brett Martin was faced with a daunting challenge: with a tight public information budget, he needed to quickly provide project information to the residents, schools and businesses along the 2.6 mile Poinciana Boulevard widening project in Osceola County. That's when QCA's Brian Hutchings, stepped up to make good things happen. Brian recommended using door hangers to communicate to target audiences because this was a tool he had used successfully in the past.

"Given the large Hispanic population in Osceola County, I encouraged Brett to utilize double-sided door hangers with one side in English and the other in Spanish, to effectively communicate details on the project including contact information," stated Brian. "It would be both efficient and cost-effective in getting the word out." Brian assured Kraft Construction that QCA's Creative Services Department could have the fliers delivered within a week once the text had been written and approved.

Two weeks later, Brian delivered 2,500 door hanger fliers. He put on comfortable running shoes, purchased several bottles of Gatorade and immediately set out to distribute the fliers along the project area. Along the way, Brian met several homeowners who had noticed the construction barrels and equipment and were curious to know what was going on. Brian provided them with a copy of the door hanger flier and gave them more information about the project.

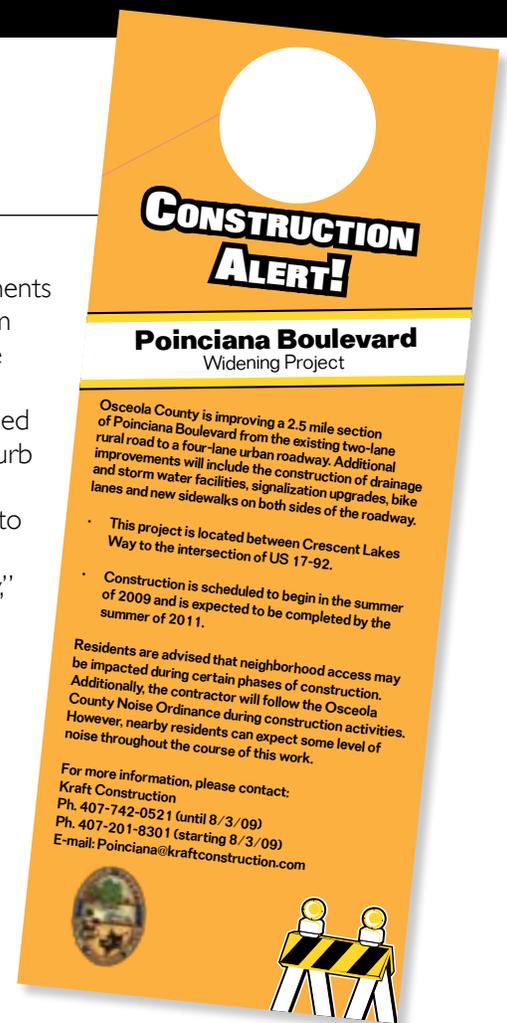


Brian Hutchings distributes the Poinciana Boulevard Construction door hangers.

"The Poinciana Boulevard improvements project will transform the current two-lane road into a four-lane road with a landscaped median, bike lanes, curb and gutter, and five-foot wide sidewalks to the outside on both sides of the roadway," Brian shared with the residents. He went on to note, "The project will also improve safety for the community through enhanced signing and pavement marking, and new roadway lighting." The homeowners were impressed by the one-on-one attention and appreciated being provided with details on the project as well as being armed with information on who to contact should they have any future questions or concerns.

While distributing the fliers, Brian met with the principals of the two public schools located along the construction area: Poinciana High School and Reedy Creek Elementary School. With the new school year about to start, the principals agreed the fliers would be perfect to include in their Parent Orientation Packets and also agreed to distribute them to teachers and staff. Furthering the public outreach efforts, Brian also met with the Vice President of McLane Company, a large distribution center on Poinciana Boulevard with hundreds of employees. McLane Company agreed to distribute the fliers to its employees as well as enlarge copies and hang them in the company break rooms and other public areas in the building.

Kraft Construction Project Manager Brett Martin was happy with the success of the flier distribution, attributing the effort to enabling his project team to focus on the job of roadway construction rather than public information - which is why he was glad to have chosen QCA.



# Florida Positions to Pursue High Speed Rail

Exciting things are in store for the state of Florida, and much of it includes the Tampa Bay area – its network of transit services, existing and future. And, of course, all things transportation means opportunities for QCA. QCA is alert to learn more about Florida's pursuit for a high speed rail system (HSR), the recent adoption of a 35-year regional plan for Tampa Bay Area Regional Transportation Authority (TBARTA), and the potential Hillsborough Rail project.



Steve Nalls

“QCA is an active part of the team implementing this study as a sub-contractor to PB Americas.

This places us front-and-center on this exciting initiative that will enhance public transportation and quality of life in Tampa Bay,” shares Steve Nalls, Senior Vice President of Quest Corporation of America.



Plans for light rail in Hillsborough County are becoming more detailed as local officials work towards the recommendation for a referendum on the November 2010 ballot that would ask local taxpayers to pay for operating it. To assure the public is well informed and the community has a chance to provide input to this project, HART, with assistance from PB Americas and QCA, held five public meetings in various areas of Tampa. QCA staff ensured the meetings started off on the right foot by providing graphic design and public information services including 14 display boards to illustrate the proposed project and primary corridors under consideration. Light Rail Transit (LRT) is a railway system where stations are about one mile apart, and it can be operated with a single train car or several train cars depending upon ridership. LRT can operate in dedicated right-of-way



PB Americas' Kathryn Ortega with QCA's Amanda Velazquez at a HART AA public meeting.



QCA IS AN ACTIVE PART OF THE TEAM IMPLEMENTING THIS STUDY AS A SUB-CONTRACTOR TO PB AMERICAS. THIS PLACES US FRONT-AND-CENTER ON THIS EXCITING INITIATIVE THAT WILL ENHANCE PUBLIC TRANSPORTATION AND QUALITY OF LIFE IN TAMPA BAY,”

shares Steve Nalls, Senior V.P. of Quest Corporation of America.

or in mixed traffic, and features a variety of high-technology features to make it convenient and competitive with travel by car:

The HART-developed proposal features approximately 20 miles of rail, including

segments between the University of South Florida area and downtown Tampa, and between downtown Tampa and the Westshore district. One option Hillsborough County is considering for their portion of the local funding needed for the Regional Network is an increase in the sales tax. With a relatively low impact to individual households, a one percent sales tax increase could provide the sustained local funding source needed to leverage state and federal money.

Before a final plan can be endorsed, an extensive community involvement phase must happen in conjunction with an Alternatives Analysis (AA). The AA is a planning study to identify and evaluate alternative transit modes and potential alignments. Based upon a comprehensive assessment of costs, benefits, and impacts, the study will develop recommendations for the specific alternative that best meets the needs of the community as anticipated for the future. Additionally, this study is taking into consideration how future Hillsborough Rail lines can connect to other plans for our region.

# American Recovery and Reinvestment Act (ARRA) Document and Administrative Support – **How We Can Help**

## **We are here to help!**

As a DBE-certified company, QCA can provide experienced ARRA Support / Resident Compliance Specialist (RCS) Coordinators to oversee and audit federally-funded projects including ARRA projects for the Department of Transportation (DOT) nationwide and Local Agency Programs (LAP). QCA can ensure that the federal requirements are met. These requirements are not limited to, but include, ARRA Reporting, Equal Employment Opportunity (EEO), On the Job Training (OJT), Contract Wage Requirements and Disadvantaged Business Enterprise (DBE) utilization.

## **Why use QCA?**

- We are DBE certified and can qualify as part of your DBE participation.
- We are trained and ready! In addition to our current staff...QCA has a dedicated RCS / ARRA trainer that provides ongoing training to associates. Our associates have

also attended ARRA training through the Federal Highway Administration and the DOT.

- QCA has provided compliance services to the DOT, CEI firms, and contractors for more than ten years and understands the importance recording accuracy and timeliness.
- As an added value we can also provide scanning and general administration services.



Rosemarie Artura

“ARRA projects are just one more dimension in compliance. Since we have a history with auditing EEO and compliance issues this is a natural transition into another aspect of Federal compliance,” contributes Rose Artura, QCA ARRA / RCSTrainer.

## **sashto** **SASHTO Conference 2009**

In August, QCA's Jill Cappadoro and Casi Jenkins attended the Southeastern Association of State Highway and Transportation Officials, better known as SASHTO, Conference in Biloxi, Mississippi. SASHTO is an association which is composed of the southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and Puerto Rico. This organization was constructed to encourage balanced transportation systems within the member states as well as collaboration on programs within the aviation, highway, rail, transit and water modes of the industry. The conference has proven to be a great opportunity for QCA to meet and visit with key players in the transportation industry

and discuss the issues wrapped around transportation and its modals in the Southeastern area of the United States. The relationships formed during this conference have lead to great opportunity for QCA within the SASHTO states.



QCA's Casi Jenkins and Jill Cappadoro at the annual SASHTO Conference.

# QCA Expanding Nationally & Providing Full Service Communications

QCA continues to receive approvals from state and municipal agencies outside of Florida to serve as a woman-owned, DBE and/or MBE-certified organization. Most recently, the states of Oklahoma, Tennessee, Texas and Wisconsin opened their doors. According to company president, Sharlene Lairscey, "QCA is positioned for the future with the best possible skills. We are always ready to seize new opportunities and take the lead."

In addition to traditional Public Involvement Services, QCA provides ARRA Document and Administrative Support. With respect to Marketing and Special Events, as a full-service communications firm, QCA has the capabilities and the latest technology to get the job done right. Dedicated to transportation and other state and municipal agencies, we have experienced first-hand just how critical a proactive communications and marketing program is to their success. QCA brings a total integrated approach to promoting public sector agencies in a highly effective and cost-efficient manner. The following are examples of the types of projects we have successfully completed in-house for our clients:

- Advertising
- Annual reports
- Billboard design
- Branding
- Brochures
- Charrettes
- Copywriting
- Customer surveys
- Database management
- Fliers
- Focus groups
- Grand openings
- Graphic design
- Image campaigns
- Intergovernmental relations
- Incentive programs
- Marketing campaigns
- Media placement
- Media relations
- Partnering facilitation
- Print advertisements
- Print production
- Public education campaigns
- Public involvement
- Public meetings / workshops
- Public participation
- Public relations
- Special events
- Strategic planning
- Transit signage (bus stops, kiosks)
- Transit system advertisements (posters, bus wraps, bumper stickers, bus stop signage, etc.)
- TV and radio ads
- Video production
- Web sites

## And, Here's What's Going on in Georgia



Christie Klammer

QCA is excited to be serving and expanding the Georgia market. This announcement is truly a celebration

of further investments in our people and our communities. For over 14 years QCA has been the local community outreach and marketing company in almost every community across Florida. Every one of our associates is passionate and sincere about taking care of their clients and communities they serve. That shared dedication explains the success of QCA's Georgia team while expanding our services.

QCA currently is contracted to produce the Hartsfield-Jackson Atlanta International Airport Economic Impact brochure as part of the Economic Impact Study. In addition QCA is pursuing a bi-pass project in Gainesville, Georgia as well as currently in discussions with Georgia Department of Transportation about providing public information services for their upcoming transportation projects.

## Maryland Area Progress Update



Casi Jenkins

When it comes to business development, patience is a virtue. QCA's Mid-Atlantic District Manager, Casi Jenkins can attest to that. Jumping into uncharted territory, building a name for QCA and herself has required long hours, dedication, persistence and most of all patience.

Nevertheless, by building upon QCA's impeccable reputation for commitment to integrity and quality service, Casi and our Maryland Area Team have created a new territory for QCA in the Greater Washington, D.C. area.

From a great drive to succeed and much enthusiasm many opportunities have blossomed. Opportunities that have been identified and are underway include: teaming requests for the Greater Baltimore area MPO; ridership research on the Redline light rail commuter train as well as design and planning services for airfield standards and runway safety programs at the Baltimore Washington International Airport. Additionally, to kick off the Maryland Area business development efforts, Casi is pursuing a custom Web site design project targeted on community awareness and commuter surveys for the Pennsylvania Avenue Bridge Replacement project.

# A Warm QCA Welcome to Heather and Jill



Heather Whited

Welcome Heather Whited! Heather is currently serving on the U.S. 19 Cross Florida Barge Canal Bridge Project with PBS&J for the Florida Department of Transportation. Prior to joining QCA, Heather spent 13 years running the youth ministry at her church and ministering to children. She also assisted in her family's residential construction company. She has two daughters and loves to spend time with them and her husband.

Heather shared that she is "most impressed by the people at QCA and how they work together to make the project a success." After joining QCA, Heather successfully completed the QCA in-house administrative / resident compliance service (RCS) training with Rose Artura and Peggy Lepzinski, fellow QCA associates.

"The training was outstanding. I really felt prepared starting this new position," says Heather.



Jill Cappadoro

What do buses and restaurants and malls all have in common... they all appear on the list of marketing and public relations experience honed by Jill Cappadoro.

Jill joins our QCA team, bringing with her a wealth of experience in marketing and communications in Florida. The last 20 years has been spent in public transit in the Tampa Bay area where she has been responsible for planning, development and implementation of strategic marketing, public relations and advertising programs. Among her accomplishments, she is proud of her roles in directing the re-branding of HART from its "wave" to the new "swoosh" icons, directing the grand opening of the TECO Line Streetcar System, and helping PSTA and HART launch their electronic fare card programs.

Jill is the mother of three vibrant children and will be celebrating 24 years married to her spouse, Tony. She is a volunteer swim meet director for the Boys and Girls Clubs National Swimming Championships and the Tampa Bay Swim Classic.

## Employee Recognition – Megan Olivera



### Congratulations!

Your names were drawn from a list of individuals that have been recognized in our customer survey and for performance excellence for parking space assignments as follows:

**Megan Olivera** – OOC Employee Recognition  
– Don't know how she can stay on top of all the issues she handles!

These parking spaces are yours until new assignments are made next month or thereafter.

**John T. Hatfield, P.E.**  
Resident Engineer  
FDOT Orlando Construction  
133 South Semoran Blvd.  
Orlando, Florida 32807

## Ticket Winners



Ticket Winner Thais Castillo and friends at the Bucs game

QCA continues to reward employees with drawings at the monthly corporate cake and ice cream social. For July, QCA's Gloria Freeman won season passes to Busch Gardens in Tampa. Thais Castillo won a pair of tickets to the Tampa Bay Buccaneers Football Game versus the Dallas Cowboys in August.

The meetings provide QCA with a time to welcome new associates, celebrate birthdays and anniversaries, give QCA kudos, and discuss upcoming philanthropy opportunities and activities and to make other general announcements.

# HEALTH & WELLNESS

## National Remedies for Flushing the Flu By Dr. Ginger Southall

Flu season is here again and many will be visiting their local drugstore and pharmacy to stockpile over the counter cold, fever and sinus medications, unaware of how dangerous and potentially deadly these easily accessible drugs can be.

Over the counter flu and cold medications such as Tylenol, NyQuil and Theraflu contain acetaminophen. Non-steroidal anti-inflammatory (NSAIDs) such as aspirin, ibuprofen, Advil, Motrin, Naproxen, Aleve, and Excedrin can cause severe liver and kidney toxicity or failure and can potentially lead to accidental overdosing and even death when used in combination with each other and other medications, including prescription medications taken for other health issues. Here's what some of the top natural health experts offer as alternatives to these dangerous medications...

Natalie Rose, C.N., clinical nutritionist and author of several detox books says, "A highly alkaline diet of mostly raw

vegetable juices, fresh fruits, raw and cooked veggies along with other whole foods is the key."

Dr. Brian Clement, Director of Hippocrates Health Institute, recommends a three-pronged formula to fight the flu. He says, "Use sprouted garlic and onion in a green veggie juice ideally or in salads. Also, use raw apple cider vinegar therapeutically – by adding one tablespoon to 12 – 16 ounces of pure water." Dr. Clement states also that the herb that is the most effective for the flu is Osha, originally utilized by the Native Americans to treat colds, best taken in liquid form, taken every two to three hours during the flu.

Mary Boehmer, founding director of BeamGreen, an eco-educational community dedicated to The Green Baby Movement says, "I immediately think of the easy to use and affordable Neti pot and salt wash." A Neti pot is a small pot resembling a teapot, with a spout attached near the bottom and often a handle on the opposite side. She says that you simply fill it with warm water and pure, non-iodized salt and rinse each nostril with the warm salt water.



*Going Green*  
at QCA means more  
than **GOING GREEN**

Remember that eating whole green vegetables will keep the body clean and greens have at least ten times the nutrients of most other foods.

## QCA's Multimedia Marketing Services



Commercial set for CHOICES multimedia campaign.

Multimedia is a combination of two or more media elements such as graphics, videos, animations, text, music, and voice. QCA provides innovative multimedia development solutions combined with technology and creativity for many clients nationwide.

Over the past several months, QCA has been rolling out several multimedia marketing campaigns for clients such as Alachua County's CHOICES Health Services (CHOICES), which includes the production of a television commercial, radio spots, and cinema ads. Another is for the Jacksonville Transportation Authority (JTA), which includes the production of a video segment that will be utilized on JTA's Regional Transportation System's (RTS) Web site.

"Fully integrated multimedia marketing programs give our clients the capacity to reach their customers where it matters most," said Christie Klammer, Principal – Business Development."

# DID YOU know?



QCA RECENTLY LAUNCHED A NEW WEB SITE!  
**GO TO [WWW.QCAUSA.COM](http://WWW.QCAUSA.COM)**



Quest Corporation of America, Inc.  
**WELCOME**

**Seizing the Vision.**

**Demonstrating Performance. Getting Results.**

The premier provider of communications services offering imaginative, innovative and yes, unconventional ways to deliver the best possible solutions.



## qca LEADERSHIP

With a reputation for providing high-quality, professional consulting, meet our leadership team, behind QCA.



## our nationwide EXPANSION

In the beginning, QCA's territory was only west central Florida. Today, it's the beginning of a new way of life.



## CERTIFIED

With a reputation for providing high-quality, professional consulting, meet our leadership team, behind QCA.



## LOVE qca

Destiny is not a matter of chance; it is a matter of choice. You will be choosing QCA too when you hear what our employees and clients have to say.

[\[ click here to check out our testimonials \]](#)



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