

BE INFORMED

2010 FOURTH QUARTER REVIEW

QOCA



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President's Perspective

If I had to sum up what clients want from their consultants in their future, it's INNOVATION. **We get it!**

Innovation creates success and being innovative in your business is one of the keys to being successful. Innovation is the introduction of new processes, new ways

of doing things and revolutionizing how things have previously been done. It's not just about improvement; it's much more than that. It's about discovering new methods and making changes.

Improvement is easy as it's just taking what you have and making it better. QCA has been doing that for years. QCA is dedicated to innovation and a vision that will help you stay ahead of the competition, not abreast of it. Since 1995, we've managed to provide quality professional services with a vibrant and passionate staff, and to build a body of work that is not only recognized, but also wins awards. But ultimately, and most importantly, what we've done has worked for our clients. We've managed to work within their budget and deliver on time. I'm confident that at all times QCA has done the best possible job for our clients so that they can be successful. **We get it! And it's worked!**

There's been plenty of discussion in the advertising / marketing / public relations industry in general about the extent (or not) to where advertising agency types are adapting to our changing marketplace. I was surprised with what one professional agency rep "friend" of mine had to say... "It comes down to fast-tracked solutions. It's practically impossible, even with your best creative team. There is no line item for research and development. No one wants to pay the agency to conduct any homework on the client's behalf, and neither does the client. We are all just winging it – in hopes that we get lucky and the client likes what we produce."

I found that statement shocking to say the least. I can assure you, QCA is not winging it. Our corporate commitment to research and development, to our training initiatives, and to professional associations (library of knowledge) is greater than ever before. For instance, with respect to social media, QCA is not wondering how we are going to navigate these waters when it comes to our employees and our clients. We get it, and we are dedicated to taking the lead.

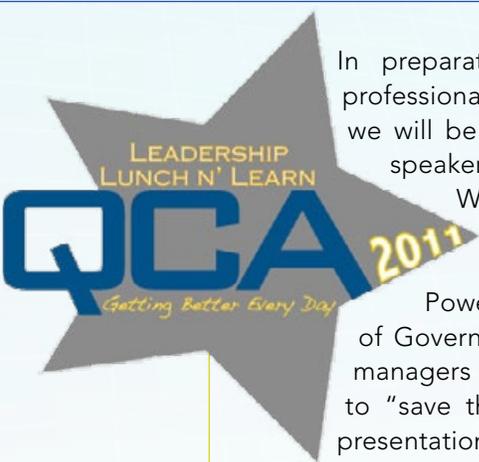
When it comes to brand management, the social media experience will continue to be driven by each individual, their opinions and their relationships. We know that, and we're on top of it.

When it comes to social media, we get it and we are dedicated to taking the lead.

When it comes to sales and marketing, we have a more educated buyer these days. Our understanding of our very own products and services has to be taken to greater depths. To honestly make the commitment that we can do the job, we have to have DONE the job. Otherwise, we won't get it.

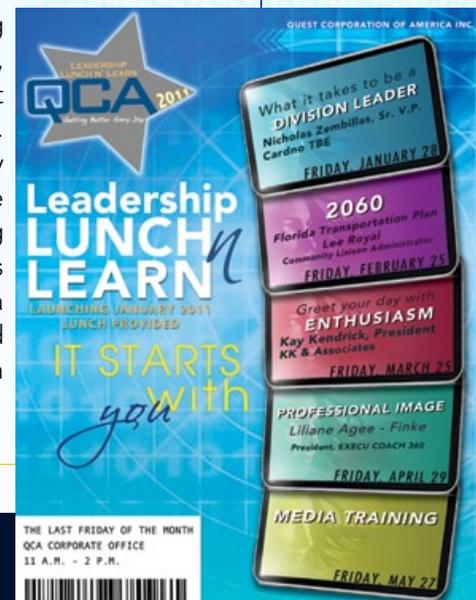
At QCA, we've done the job, we've done it right and we'll continue to do it right for you.

Sharlene Lairscey
Owner, CEO and President of Quest Corporation of America, Inc.



In preparation for the 2011 corporate goal of providing professional development for QCA associates companywide, we will be launching a Lunch N' Learn series featuring guest speakers on the last Friday of each month during the year.

We'll be hearing from our peers and other industry experts about such topics as: What it takes to be a Division Leader, the FDOT 2060 Plan, Mastering Powerful Communications Skills and the Many Faces of Government. QCA leadership, district managers and area managers from throughout the state have been encouraged to "save the date" and participate in these casual, in-depth presentations.



AWARD WINNING Personnel



Sharlene Lairscey and Lauren Firtel

During QCA's holiday celebration held in December, President Sharlene Lairscey took time to acknowledge several associates that exhibit exceptional passion, drive and commitment to the organization.

According to Sharlene, "Throughout 2010, these associates displayed exceptional knowledge and technical skills performing their duties in an outstanding manner."

She shares her thoughts about six in particular.

True Strength is Foundational with **Lauren Firtel** – QCA's 2010 Associate of the Year – Regardless of the type of competition; no one starts out on top. It takes hard work built on a solid foundation of determination. But those who are truly focused on results immerse themselves. Let me introduce you to South Florida's Lauren Firtel. In December 2010, Lauren was recognized and awarded for her outstanding contribution to the Public Involvement profession. She received a plaque and a \$1,000 check. In football terms, she is the player who was the best throughout the entire season. She received a UNANIMOUS management vote for her drive, team spirit, loyalty and dedication to QCA's culture, mission, goals and values.



waste. Gloria, as a result of her efforts, creates a healthier and more resource-efficient office environment. She's recognized for her significant contribution in QCA's new awareness of recycling and the role each and every one of us can play.

Passionate employees like **Carlana Hoffman**, a North Florida QCA associate since 2000, have an impact on the success of any business. Carlana is full of mind, spirit and soul and it works. None of us can ever be fully aware of the impact of our words, our deeds, our spirit and our energy, but what we do know is that employees like Carlana make customers want to do business with QCA.



QCA was pleased to announce the promotion of **Tish Burgher**, South Florida District Manager to Senior Manager as part of QCA's leadership team. Tish joined the company in 2005 as a Public Information Manager in Miami. Since that time, she's grown her district to a total of 13 individuals covering all of South Florida. QCA's Executive Team was pleased to promote Tish as a result of her persistent efforts and self driven qualities.



Many people aren't sure what marketing hype versus actual reality is. But **Mellisa McColley** is sure figuring it out fast. Mellisa has been with QCA since 2007. As an up and comer Area Manager serving QCA throughout North Florida, she took her sales and marketing plan to another level. Mellisa worked hard to establish trusting win-win relationships with her prospects. She was focused, efficient and effective.



Gloria is the New Green Queen! Recycling Queen **Gloria Freeman** is a Senior Accounting professional in QCA's corporate office. She is like many green heroes, retrieving water bottles and other recyclables from the trash, using reusable water bottles and grocery bags, and in general making every effort to reduce



Chuck Thompson has proven to be the King of QCA's Creative Design, offering creative graphic solutions for all kinds of QCA clients. With Chuck, expect nothing but the best. Throughout QCA's re-branding process this year, he worked mindfully and tirelessly to develop a visual story that best represents all of our personalities. As part of our Marketing and Communications Division, Chuck joined the company in January 2010.



CONGRATULATIONS!

QCA associates spent a day spreading love and holiday cheer, visiting several assisted living and skilled nursing facilities in northern Hillsborough County. Residents enjoyed harmonious Christmas caroling, with many joining in song. With smiles and the warmth of memories evident on the faces of many, QCA associates and their families agreed we were the ones who benefitted.



Singing for Seniors



LEE COUNTY Intelligent Transportation Systems Project

District ONE



QCA's Maricelle Venegas and Beth Zsoka are providing public information and website services to PBS&J on the Florida Department of Transportation (FDOT) District One Lee County Intelligent Transportation System Project. This project will help motorists as they drive through areas of Lee County and in the City of

Fort Myers heading toward the Edison and Caloosahatchee Bridges. ITS is the Intelligent Transportation System and it combines state-of-the-art communications technology to inform drivers about conditions on the bridges, improve emergency responses to incidents, reduce secondary crashes, and restore usual traffic flow more quickly. Real-time travel messages are broadcast on dynamic message signs (large electronic signs) to allow motorists the opportunity to alter your travel route if an incident occurs, if a lane is closed, or if there is congestion on one of the bridges.

Informed drivers are prepared for what's ahead and can react. And, prepared, heads-up drivers make travel more efficient and safer for everyone on the road.

Design for this \$5.6 million project began in July 2010 and construction is expected to begin in February 2011. QCA is assisting the project with all public information activities, including flier distributions, 24-hour project hotline, project database and more as well as creating and maintaining the project website.



Maricelle Venegas



Beth Zsoka

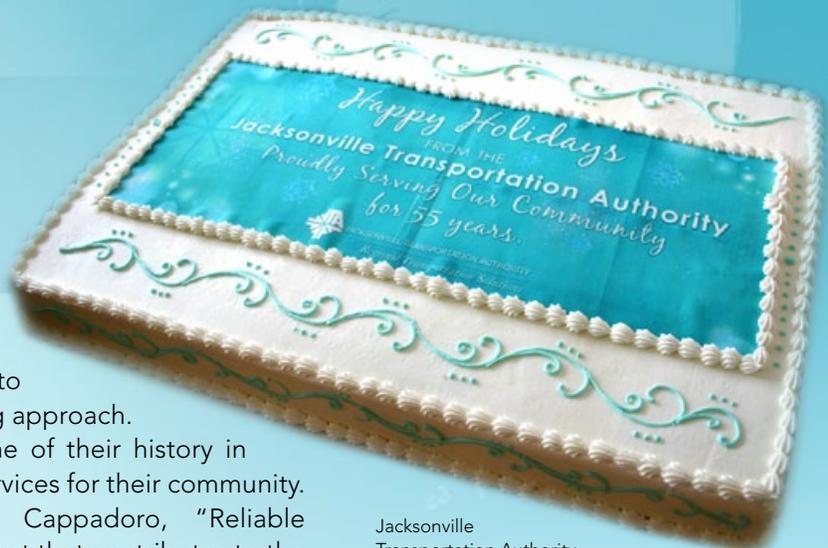


District TWO



In December, QCA helped the Jacksonville Transportation Authority celebrate the last 55 years, and we're prepared to help them focus on the next 55 years with a regional thinking approach.

JTA celebrated with a 55-year time line of their history in enhancing roads, bridges and transit services for their community. According to Senior Manager Jill Cappadoro, "Reliable transportation services is a critical element that contributes to the quality of life for residents and visitors to the Jacksonville region; JTA took this opportunity to acknowledge the commitment of its community leaders, Board of Directors, and employees from throughout the agency."



Jacksonville Transportation Authority proudly celebrated 55 years serving its community.



Jill Cappadoro



JACKSONVILLE TRANSPORTATION AUTHORITY

Regional Transportation Solutions



Cutting the ribbon at the Blueprint ceremony were (L to R) – Florida State Representative Alan B. William, QCA's Mellisa McColley and Carlana Hoffman, along with Harold Uzzell.

attended this community-based celebration were Leon County Board of County Commissioners Jane Sauls and Akin Akinoyemi, along with Leon County Administrator Parwaz Alam.

The 2.3 mile project began in 2007, and transformed the former two lane, rural roadway into a six lane highway which now provides such community and pedestrian amenities as sidewalks, meandering trails, and bicycle lanes. Additional improvements included curbs and gutters, storm drainage facilities and landscaped medians where none existed before. QCA's Carlana Hoffman planned and facilitated this flawless event...well done, Carlana!

District THREE

BLUEPRINT 2000 RIBBON CUTTING

Blueprint 2000 held a Ribbon Cutting Ceremony for the Grand Opening of the newly widened Capital Circle Southeast on Tuesday, November 9, 2010. More than sixty people attended including Representative Alan B. Williams, Florida House of Representatives; Leon County Board of County Commissioner and Blueprint Vice-Chair Bryan Desloge and Leon County Board of County Commissioner Bill Proctor. Others that

SOUTH FLORIDA



Photo Credit: Florida Weekly



Participating in CCD were (left to right) Pete Nissen, P.E., FDOT District Four Construction Engineer, QCA's Linda Goldin, QCA's Beth Zsoka, Florida Turnpike's Jennifer Olson, P.E., and QCA's Peter Dobens.

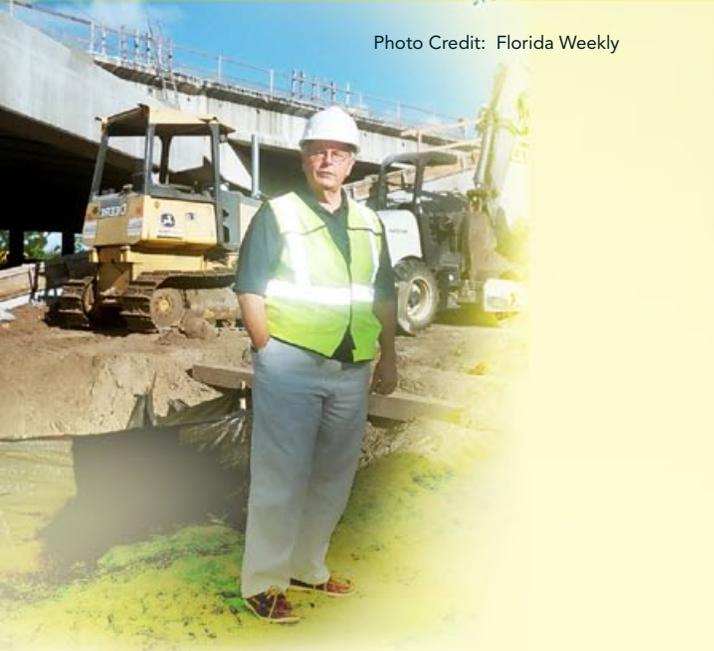
Construction Career Days

More than 1,500 high school students from four counties were challenged by QCA team members to develop and present a gripping safety message to classmates at the annual South Florida Construction Career Days, October 26 and 27 in Davie, Florida.

QCA's Learning Lab introduced participants to a different side of the construction industry. To most students, the industry focuses on engineering, construction and heavy equipment operation. Many admitted they didn't know that public speaking, media relations and developing safety messages were elements of the industry.

QCA associates coached students, who created 15-second Public Service Announcements (PSAs) targeting high school students. The PSA's were videotaped and replayed for the students to review and critique.

QCA is proud to have been a platinum sponsor.



QCA's Peter Dovens was interviewed by Florida Weekly newspaper as part of his role as public information officer on South Florida's I-95 HOV Lane construction project.



Pictured above: (L to R), QCA's Elizabeth Moscoso and Alejandra Gloria with SR 112 Project Engineer, Mauricio Arze, P.E., ConsulTech

SOUTH FLORIDA



QCA Welcomes *Elizabeth Moscoso and Alejandra Gloria*

Alejandra Gloria and Elizabeth Moscoso joined the QCA team in November, working with Mauricio Arze, P.E., of ConsulTech on the 18-month State Road (SR) 112 Project in Miami-Dade County.



The federally-funded project began in November and calls for widening portions of this major expressway through downtown Miami. Alejandra and Elizabeth will be working together to monitor the contractor to make sure that they are meeting federal requirements for equal employment and on-the-job training. A seasoned RCS, Alejandra brings several years of experience to the QCA team. Elizabeth has extensive experience in administration and is currently getting critical hands-on training while providing Mauricio with additional administrative support.

District FIVE



WEKIVA PARKWAY PUBLIC HEARINGS *a Success*



(left to right back row) QCA's Steve Nalls and Brian Hutchings, along with (front row) Karen Kersey, Megan Olivera and Nicole Colon

The long-awaited Wekiva Parkway project recently cleared a crucial hurdle to becoming a reality. Hosted by the Orlando-Orange County Expressway Authority and the Florida Department of Transportation District Five office, the public hearings drew more than 1,300 people last October in Orange, Lake, and Seminole Counties. Attendees were able to review maps, drawings and pertinent project information, view a formal presentation and express their views concerning the proposed project. QCA's Brian Hutchings, the Public Information Officer on the Wekiva Parkway project, helped to coordinate the public hearings and conducted a successful media outreach campaign to encourage community attendance.

Karen Kersey, Megan Olivera and Nicole Colon from QCA's District Five team were also on hand to greet and register attendees and direct them to project team members to get questions answered about the Parkway.

The proposed 21-mile, \$1.8 billion Wekiva Parkway project would complete the beltway around Orlando. The Parkway would be a new four-lane, divided highway that would be expandable to six lanes. It would start at the U.S. 441/S.R. 414 (John Land Apopka Expressway) interchange in Orange County and extend to the S.R. 417/I-4 interchange in Seminole County. If all goes as planned, motorists could be able to drive on the Wekiva Parkway sometime in 2018.

For more information, go to www.expresswayauthority.com/Corporate. Or contact Brian Hutchings at Brian@QCAusa.com.



District SEVEN

Tampa International Airport



QCA's survey team collected more than 1,500 surveys in support of TIA's long-range planning efforts.

QCA recently descended upon Tampa International Airport (TIA) to conduct passenger surveys. The survey team headed by Diane Hackney, QCA Vice President and Lori Buck, QCA District Seven Manager, was assisted by a team of staffers to conduct passenger surveys for the Hillsborough County Aviation Authority while working with R.W. Armstrong & Associates, Inc. and Ricondo & Associates aviation planning team.

"Surveying takes a tremendous amount of effort to coordinate, facilitate and document. The surveys need to be accurate and timely. This is where I think we shine. We meet the numbers and we meet the deadlines," proudly stated Diane Hackney, QCA Vice President.

Within seven days more than 1,500 surveys were collected, targeting in excess of 40 flights. The week the surveys were taken and the flights selected were strategically chosen to target passengers whose trip origin was from TIA. QCA participated in refinement of the survey questions, conducting the passenger surveys, compilation of the results and report preparation of the survey data.

The objective of every airport is to achieve the highest level of satisfaction for their customers. Tampa International Airport has been rated one of the top five in the country for the last several years. Surveys assist with aviation strategic long-range planning, the implementation of change, and the measuring of passenger opinions. QCA takes great pride in being one their partners in accomplishing these initiatives.

With extensive experience in aviation marketing and strategic planning, QCA also has conducted passenger surveys for numerous planning initiatives, including Miami-Dade International Airport, Georgia Department of Transportation Division of Intermodal – Aviation Programs (Georgia Airport Economic Impact Study), Sarasota-Bradenton International Airport, Palm Beach International Airport, and Jacksonville International Airport. Additionally, QCA works closely with the Tallahassee Regional Airport on its marketing and communications initiatives.



Lori Buck



Diane Hackney



Employee Benefits

Health Insurance is one of the most expensive lines in the budget for businesses today. Premiums have increased between 15% and 20% on average, year after year for at least the last 10 years (according to the National Federation of Independent Business).



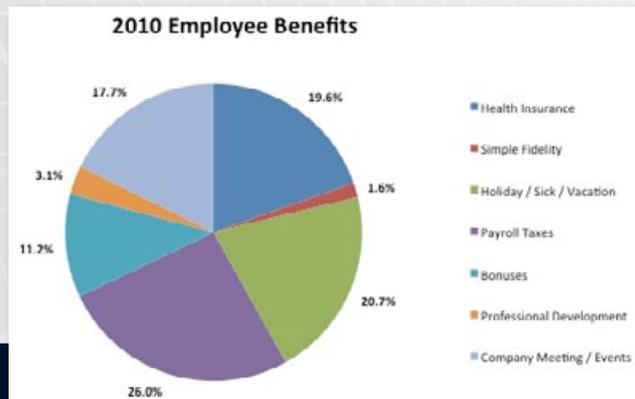
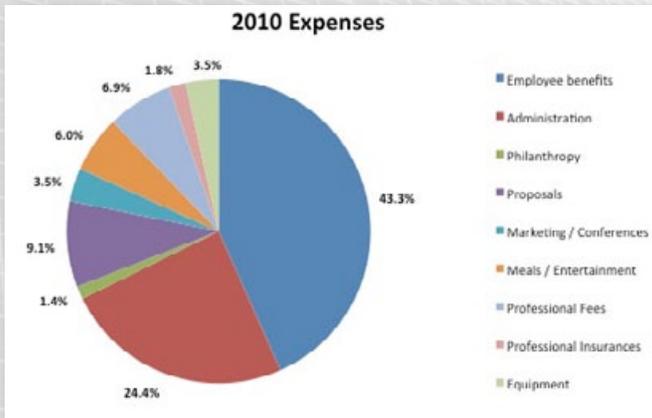
"The more benefits per plan a company offers, the higher the cost," stated QCA's Vice President – Finance Diane Hackney. "When we are evaluating a plan's cost, we look at the deductible, coinsurance costs, for doctor visits and prescription drug copayments, otherwise known as out-of-pocket expense."

Our commitment is to do the best we can for our associates at all times. Of QCA's investment in employee benefits, 26.5% is spent on providing associates with health insurance.

QCA's full time employees are eligible to enroll in the United Healthcare group health and dental insurance program. QCA covers all monthly premium costs for its associates; and, we also have the option to upgrade to a higher coverage plan. Coverage for a spouse and / or dependent(s) may be elected, as well. The premium charges by United Healthcare are passed on to our associates through payroll deductions.

For more information about your insurance benefits, for help in finding a physician or other health care professional, go online to myuhc.com. Here you can find background information on physicians in our network, plus driving directions to get to a physician's office, hospital or other health care professional in our network.

To **learn more about your coverage** and the plan you have selected, **contact Diane Hackney at Diane@QCAusa.com or by calling 866-662-6273.**



IT Corner Welcome Dylan Conway



Dylan plays at an open mic night in the Tampa Bay area.

Dylan Conway joins QCA as an IT Service and Support Specialist / Equipment Manager. He brings with him more than 18 years of computer and network support experience, with a focus on helping fellow associates in the field with application support, network support and hardware troubleshooting and repair.

Many of you have already met Dylan, and for sure he is a hero to some within QCA. But how many of you know he is a musician at heart, and quite the adventurer outside of the workplace? As Dylan shared, "My main interests right now are playing finger-style guitar -- mostly instrumentals but I do sing a few songs -- swing dancing, and flying powered paragliders. I mostly play at local open mics and for friends but I have also played opening sets for other musicians."

Dylan's **spirit for adventure**, and **love of music and dancing**, are welcomed in QCA's corporate office.

QCA Present at 2010 National Congress League of Cities Conference



Mary Brooks



Brian DeCoveny

also able to learn more about alternative transportation funding strategies, such as a New Growth Tax Revenue Sharing employed by a number of municipalities banding together in east Ohio. The towns developed this joint funding approach due to tight individual budgets and in lieu of being able to levy a local option sales tax.

One of the hottest topics throughout the conference was the efforts of building sustainable communities throughout the nation. Staff members from the U.S Department of Energy were present each day to answer questions following the morning general sessions. At the NLC's Exposition Hall, Brian DeCoveny was able to meet several companies such as, Waste Management, Narenco and Weston who all are focused on educating the public about the benefits of optimizing renewable energy.

QCA obtained a substantial amount of information and met several contacts that will not only be resourceful to us, but our clients as well. We look forward to next year's conference that will be held in Phoenix, Arizona from November 8 through 12.

Denver blends functionality with its 'Art in Public Places' program to provide safe and convenient pedestrian thoroughfares.

QCA headed west to attend the National League of Cities (NLC) in Denver, Colorado from November 30 – December 4, 2010. Representing QCA was President, Sharlene Lairscey, Senior Vice President, Steve Nalls, Senior Manager, Mary Brooks and Account Manager, Brian DeCoveny. There were more than 4,000 participants including more than 2,000 elected and appointed officials and city staff. The daily general sessions featured nationally-known speakers including Former Florida Governor Jeb Bush.

Over the course of the week there were more than 30 workshops, 20 Leadership Training Institute Seminars, an Exposition Hall with more than 200 vendors and opportunities to view model programs and ask questions to city staff.

One of the key themes tying the many sessions and mobile workshops together was regionalism, or local government coalition building. The NLC Congress of Cities presented many exciting examples of how local cities and counties are collaborating to address major needs and services.

In this time of tight budgets and staff cutbacks, these coalitions are working together to find ways to share innovations,

funding and economies of scale. Nowhere is this strategy more evident than in attempts around the country to address major transportation needs. As is the case in Florida, many states have regional transportation needs that far outpace the abilities of individual local or state governments to fund them.

Some Colorado city and county officials showed conference attendees how they have used coalition building to help bring major projects. They've also taken that one step further, taking these major projects as opportunities to make their communities more livable and sustainable.

With QCA's new rail initiative as a key focus, Mary Brooks was able to network with officials about how they were able to successfully launch new light rail and commuter rail systems from Colorado to Wisconsin, and from Texas to North Carolina. She was



Colorado city and county officials showed conference attendees how they have used coalition building to help bring major projects into reality.

“Little Moments. Big Magic. Huge Impact.”

QCA's Leta Reale



Contributed by Leta Reale, QCA District Seven Associate



Katherine – Leta Reale's Little Sister

Personally, I have enjoyed several years at QCA and have had the opportunity to volunteer and take part in many of QCA's charitable events including volunteering for the Special Olympics, Muscular Dystrophy Association, the Humane Society and more. I was truly delighted at the close of 2010 when QCA informed me that they would be donating funds to support Big Brothers Big Sisters, an organization with which I have actively volunteered for five years.

Big Brothers Big Sisters is an organization that matches a caring adult mentor with a child. Volunteers (affectionately referred to as “Bigs”) are carefully screened, trained and matched with a ‘Little Brother’ or ‘Little Sister’ (referred to as “Littles”). Bigs and Littles spend quality time together doing such one-on-one activities as going to the park, watching a ball game, or just hanging out. The philosophy hinges on the belief that volunteer “Bigs” help to steer “Littles” in the right life direction, and that when he or she “Start something BIG in the community”, every child has the chance to succeed in life.

I have been with my ‘Little Sister’ Katherine since she was twelve years old. Now she is sixteen, and I have witnessed and been a part of an enormous amount of growth and development in her life. Equally valued by me is that she and I share a connection and a bond I know will last a lifetime. I asked Katherine to share in her own words a brief description about her experience with Big Brothers and Big Sisters.

There is no way to describe the endless fulfillment and joy that I get from volunteering. I cannot express enough gratitude to QCA for selecting a charitable organization that I so deeply care about.

For more information about Big Brothers Big Sisters go to www.BBBS.org

“The Big Brothers Big Sisters program means a lot to me. It has introduced me to my big sister Leta; a person that I have grown very close to. I can talk to her about anything, and she is always willing to help me out with any problems I may have. We always do fun things together, and I love hanging out with her.”

- Katherine

QCA Would Like To Welcome Liam Palacios



Maria, QCA South Florida associate, with her husband Juan.

Congratulations to Maria and Juan Palacios on the recent birth of their healthy baby boy. **We wish them well and many happy moments in the years to come.**

12/21/10



Evaluations

Performance Reviews

QCA encourages any opportunity where associates can understand how they contribute to the company's overall business. We've always had an open door policy where associates are encouraged to communicate their specific goals and objectives for both personal and professional development. Reviews were held in December this year at various locations throughout the State. According to Steve Nalls, Sr. Vice President, "Overall we hope to assist associates in career planning and enhance their motivation and desire for continuous improvement. It's also an opportunity to address any issues and concerns."

Performance reviews can be a tremendous benefit to any organization. At QCA, our goal was to communicate our new initiatives: Innovation and Wellness; as well as to offer opportunities for associates to become aware of where they need to make changes or maintain behavior, to develop accurate self-images, and to improve communication between managers and themselves. According to District Manager Karen Kersey, "QCA's review process was positive. It allowed us to promote mutual problem solving, as well as allowed managers to communicate what was expected of fellow associates and clarify any misunderstandings."

“ It further enables managers to assess the contribution of each employee toward their business plans, goals, assists them in career planning and enhances their motivation and desire for continuous improvement. ” - Megan Olivera, Area Manager



Things to Think About

Creativity and Innovation -- What it Takes to Get the Job Done

I read recently that creativity is the mental and social process of generating ideas, concepts, and associations. Innovation is the successful exploitation of new ideas: it is a profitable outcome of the creative process. Naturally, people who create and people who innovate can have different attributes and perspectives. This is why building a solid talent base is one of QCA's priorities, and experts agree, it's the number one component necessary to grow innovatively. It's what it takes to get the job done.

The connection between talent and innovation is recognized in Florida and is an expectation of our clients. If we are going to continue to grow competitively, we are going to lead the charge by ensuring our associates have a winning combination of strong functional skills and deep industry knowledge.

Creativity flourishes in organizations that support open ideas: these organizations create environments that inspire personnel and maintain innovative workplaces. With this, innovative training programs are a high priority and support our market goals that include the pursuit of such new targeted industry as clean energy, social media and more.

QCA will continue to achieve excellence through customer satisfaction, on time deliveries, reliability and coordination among all participants. We will continue to align our greatest resources and to ensure that our associates remain focused on developing and delivering the greatest level of service and products.

- Steve Nalls, Senior Vice President

“ There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns. ” -Edward de Bono

*Edward de Bono is a physician, author, inventor, and consultant. He is known as the originator of the term lateral thinking, wrote a best selling book "Six Thinking Hats" and is a proponent of the deliberate teaching of thinking as a subject in schools.

CELEBRATING *15* yrs
QCA
Quest Corporation of America

TO ALL THOSE WHO MADE IT POSSIBLE...

You have been a special blessing,
and we are so grateful to have worked with you.

THANK YOU!

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