

BE INFORMED

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Vist QCA on:





# PRESIDENT'S message....



## Dear Friends,

Following the reasoning of Stephen Covey, and the writings of Steve Colwell, the perfect employee is a team player! According to Colwell's *The Perfect Employee*, "Some employees are 'trudgers' going along as directed without waking up to see where they are going. They just do what they're told, working eight to five, and then escaping to their real lives."

He states that other employees are self-starters and can take a task and get it done without needing much guidance. "They work creatively to find any necessary answers instead of getting stuck at every turn." But the perfect employee, according to Colwell, is a team player. "S/he is a self-starter, who is aimed at a team-wide goal rather than an individual one." QCA has many of them, but only one was named 2011 Employee of the Year.

The employee who was selected this year epitomizes a strong work ethic. She is 100 percent focused on doing the best job possible at all times, not only for QCA, but for the transportation industry as a whole. She is dependable, dedicated, a problem solver and meets all deadlines. She continually expands and enhances her job knowledge, is open to suggestions, and focuses on maintaining accuracy in her position. She is pleasant to work with and always exhibits a calm, caring persona. She is a pleasure to be around and would be an asset to any project. We are blessed to have her on our team!

It is with great pleasure that we recognize Amanda Hopkins as QCA's 2011 Employee of the Year! Amanda serves QCA as one of our top administrators. Residing in Tallahassee, Florida, she has been with our organization since 2010. We surprised Amanda at our annual holiday party in Tampa on December 17 with a special presentation; a heart filled video (see [www.qcausa.com](http://www.qcausa.com)); an EXCELLENCE STAR AWARD and a one thousand dollar check.

Amanda...On behalf of QCA, we are so pleased you are with us this year on our QCA journey. My prayer for you always is that you feel loved, chosen and empowered to do all that you desire to do, and have fun while you are at it! Your QCA family is here to walk beside you, encourage you and challenge you when you need us. We love you!

ONE LIFE. ONE LOVE. ONE COMPANY.

# Amanda Hopkins EMPLOYEE OF THE YEAR



## What is an RCS?

Coupled with administrative duties such as filing, answering phones, ordering office supplies and the taking of meeting minutes, an RCS (Resident Compliance Specialist) is often a member of the CCEI (Consultant Construction Engineering Inspection) team who oversees the EEO (Equal Employment Opportunity), DBE (Disadvantaged Business Enterprise) utilization, OJT (On the Job Training) and Wages and Certified Payroll for the prime contractor and all of the subcontractors on a roadway construction project.

**What role does the RCS play with respect to Equal Employment Opportunity (EEO)?** The RCS ensures that hourly employees are being paid the minimum amount that is determined as defined by the Federal Government Program. The RCS also monitors that only allowable deductions are being taken out of the check such as insurance, 401k, and court ordered support.

**What is the Disadvantaged Business Enterprise (DBE) Program?** The DBE program is intended to ensure nondiscrimination in the award and administration of government-assisted contracts.

**What is OJT?** On the Job Training is a program designed for the workers on federally funded agency and / or state agency job sites that are employed by the prime contractor assigned to a project. Graduation from OJT is based upon satisfactory completion of proficiency demonstrations set up as milestones in each specific training classification, completion of the minimum hours in a training classification range, and the employer's satisfaction that the trainee has met journeyman status in the classification of training.

**Why hire QCA for your RCS / Administrative project needs?** Aside from our charm and good looks, choosing DBE-certified Quest Corporation of America (QCA) to tackle your administrative and compliance challenges comes down to two things: time and results. Our talents make us efficient so our professional staff will achieve your goals faster. Also, we have a proven track record and the ability to make ourselves accountable.



Congratulations to Amanda for being named Employee of the Year. You are truly deserving of it! **More details on all of our 2011 Awards on pages 7-8.**

## QCA's ADMINISTRATORS AT THE TOP OF THEIR GAME!

### ConsulTech



Alejandra

Over the years, QCA has built a strong reputation for providing top-quality administration and compliance support staff on construction projects big and small. And our South Florida Administrative team is no exception. Comprised of Alejandra Gloria, Jeanny Jiron and Melissa De La Uz, the D6 team is at the top of their game, meeting the day-to-day challenges on some very high-profile projects throughout the district. Alejandra serves as the Resident Compliance Specialist (RCS) on the SR 112 Widening Project, being managed by Mauricio Arze, P.E. of ConsulTech. She is responsible for overseeing all DBE / OJT / EEO on this project and provides administrative support to team members.



Jeanny provides support on the SR 826 - SR 836 Design / Build project in Miami-Dade County, working with Francis Chin, P.E. of AIM Engineering.



Melissa & Jeanny

Melissa De La Uz serves as the secretary / administrative assistant on the NW 57 Avenue Project, working closely with Scott Gombar, P.E. of Eisman & Russo.

**Eisman & Russo**  
CONSULTING ENGINEERS



Darren Alfonso,  
District 1 Manager

## MEET LISA BLANCHETTE - Administrative / Resident Compliance Specialist

They say that a smile can light up a room, so meet QCA's Lisa Blanchette. Her smile lights up a room and her work will make you smile. Lisa joined QCA in 2010 to provide administrative services and document control for the Florida Department of Transportation (FDOT) CEI Projects SR 64 and SR 70 in Sarasota. Lisa currently serves as Administrative / Resident Compliance Specialist for FDOT's SR 39 / Alexander Street Extension Project in Plant City. QCA is currently serving URS Construction Services and Lisa is excited to be a part of such a great team of people working on a brand new road.

What does Lisa think about her new project?



“Starting a new project, in this case a brand new road extension, is always a challenge. That is one of the things I like about the work that I do. I've always loved a challenge. I like being able to help the CEI team keep the project on track and resolve any issues that may arise. The URS team that I'm partnering with is a great group of people and we work well together. It has made my transition to this new project easy. My assignment as the RCS is a little different than the work I've done in the past. It just confirms how important the RCS work is to a project. Keeping track of payrolls, labor interviews, on-the-job training and DBE's, etc. – there's a lot of work to do to stay in compliance. It's been great so far and I'm looking forward to the future on this project and with QCA.”

So who is Lisa and what makes her smile?

“I was born in the Philippines (yes, I'm an Air Force brat). I've been married to my best friend for 28 years. We have one beautiful daughter. In my free time, I help my husband work on projects. We are in the process of doing a total remodel of a home we recently purchased for a rental. We just completed the demolition which consisted of removing all existing flooring, scraping the popcorn ceilings and retexturing and knocking out two walls to open the living area up to the kitchen/dining. Now the fun part starts, with painting, new cabinets, new tile, etc. This is our second remodel project. I can't wait for the end product, hopefully complete by the end of this year. I also love to spend time with family and friends, read, travel, camp, and watch or attend football, hockey and baseball games.”



The SR 39 / Alexander Street project is located between I-4 and north of Knights Griffin Road in Plant City, Florida. This 3.2 mile extension

of Alexander Street is funded by the Florida Department of Transportation. When complete, the road will be four lanes with medians and paved shoulders. The project also includes adding new drainage ditches and ponds as well as new signals at I-4, Sam Allen Road and Knights Griffin Road. The project is scheduled for completion in 2014.

Thanks Lisa for all you do and remember....keep on smiling!

Pictured to the right: Lisa with QCA President Sharlene Lairscey

## JOIN US AT WOODY'S RIVER ROO IN ELLENTON!



Every 2nd Wednesday of the month Lisa Blanchette and various QCA associates gather at Woody's River Roo Pub & Grill to enjoy the sounds of Bob (Lisa's husband) and Tom. Many evenings have been spent relaxing at the “Roo” while enjoying great food and music. Woody's River Roo is located on the north side of the Manatee River to the east of I-75 and US 301. Come join us sometime!



## INTELLIGENT TRANSPORTATION A SUCCESS



QCA has been working closely with Atkins since the beginning of 2011 on the Lee County Intelligent Transportation System (ITS) Project. Now nearing completion, this \$5.6 million Florida Department of Transportation (FDOT) project installed intelligent transportation systems throughout Lee County and in the City of Fort Myers. QCA's Maricelle Venegas and Beth Zsoka supported the project by providing public information services and more.

QCA's communication was vital in not only getting information out about construction and lane closures but educating the community on the benefits of ITS. According to Maricelle, “QCA took a grass roots approach and hit the streets to distribute fliers throughout Lee County and the City of Fort Myers to get the information out about ITS and the upcoming construction activities.” Beth stated, “QCA enjoys working closely with

Debbie Tower, Public Information Director for the Florida Department of Transportation, to develop and maintain a project website, ITSLEE.org. The website provides specific information about the project but also educates web viewers about ITS.”

QCA handled the communications for the installation of approximately nine dynamic message signs, 36 dynamic trailblazer signs and 12 advance warning signs. All of the ITS elements and signs are installed as the project team begins the testing phase of the project. QCA's role is vital in informing motorists of the tests taking place so that traffic is not affected or diverted when the signs are first being used.

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.

## PARTNERING

“Being chosen to facilitate Partnering for the Bridge Widening and Deck Replacement on the Selmon Expressway after working on the Reversible Lanes Project is so gratifying,” said Senior Manager Lori Buck.

The contractor, Granite Construction, hired QCA to support this Florida Department of Transportation project, which is partially funded by the Tampa Hillsborough Expressway Authority (THEA). The design-build project involves replacing deteriorating bridge decks and improving capacity by widening the Expressway between Florida Avenue and 22nd Street in downtown Tampa. According to Lori, “QCA has a long history with the Selmon Expressway, having provided public information and community outreach for THEA during the construction and launch of the Expressway's elevated Reversible Express Lanes (REL). Our staff spearheaded public outreach campaigns to educate key stakeholders and the general public that included producing and distributing eye-catching newsletters, fliers and other collaterals, media relations, issues mediation, claims resolution and crisis communications. “QCA also planned the grand opening celebration for the REL with the “Get REV'd” theme in 2006, and later developed the award-winning logo and branding for the corridor.

QCA will work with Granite, FDOT, THEA and other project team members to help build a strong team foundation based on clear and open communication, teamwork, trust and respect. QCA Senior Manager and FDOT-certified Partnering Facilitator Mary Brooks has worked with a number of project teams to help team members recognize and work with different communication styles, to build consensus on team values and goals, and to establish procedures for recognizing, planning for and resolving issues.

QCA is working with Granite to conduct the partnering kickoff session in early 2012.



Maricelle Venegas,  
District 7 Manager





Karen Kersey,  
District 5 Manager

## QCA Continues to be **STRONG** for **FDOT** throughout **CENTRAL FLORIDA**

QCA has had the pleasure of providing public information services for FDOT's District Five Construction Program for nearly five years. QCA's Public Involvement Coordinators (PICs) serve the contract out of the following FDOT District Five Operation Centers: Orlando Operations, Brevard Operations, and Leesburg-Ocala Operations.

### Brevard Operations

QCA associate Nicole Colon serves as the Public Involvement Coordinator for Brevard Operations. She has been fortunate to take part in six Brevard County I-95 projects that have afforded the traveling public safer routes on I-95. Making sure the motorists, residents and business owners understand the scope of each project and the potential impact for surrounding areas is extremely important to the state, county, cities and all project team members. With years of experience in communication and construction, Nicole facilitates conflict resolution quickly, and having knowledge of each project, she is able to efficiently relay the upcoming activities to the public.



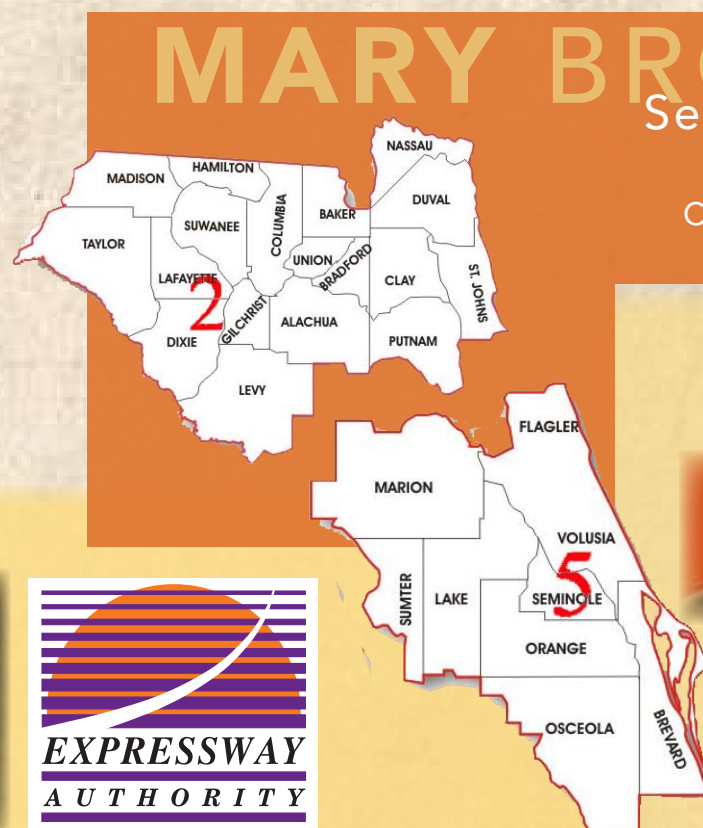
### Orlando Operations



QCA associate Alicia Arroyo has been serving as the Public Involvement Coordinator on numerous FDOT Orlando Construction Office projects. In October, John Hatfield, P.E. (Orlando Construction/Resident Engineer) and Paul Wabi, P.E. (Orlando Construction/Construction Manager) recognized Alicia's assistance in the John Young Parkway Extension project. Ms. Arroyo identified a potential issue for the on-going construction, which allowed the construction team to take precautions in the area.

## NEW SR 408 / SR 417 INTERCHANGE

The Orlando-Orange County Expressway Authority's (OOCEA) SR 408 / SR 417 interchange carries more than 130,000 vehicles each day, making it one of the busiest roadways in Central Florida. So it was a big deal when the Expressway Authority began planning for the opening of the first new ramp on its \$69.19 million SR 408 / SR 417 North Interchange project. Noting the potential of causing initial confusion to motorists who are "in the zone" and not paying attention to notifications, Ben Dreiling, OOCEA's Director of Construction, said, "We need to do something unconventional and comprehensive to grab the attention of motorists." As the project's Public Information Officer, QCA's Brian Hutchings was tasked to craft a multi-layered communications and outreach plan to alert motorists, the media and area businesses and residents about the changes ahead. Working closely with OOCEA, Brian prepared a comprehensive communications effort that included: maps and graphics, double-sided door-hanger fliers (one side in English and the other in Spanish), updates on OOCEA's Highway Advisory Radio (HAR) system and Twitter alerts, an E-mail alert to E-PASS customers, posting the information on OOCEA's website and a 'count-down' alert on OOCEA's Dynamic Message Signs (DMS). QCA's Megan Olivera of QCA's Central Florida team assisted the effort by handling the Spanish translation for the door hanger fliers and assisting with their distribution to area residents.



## SEMINOLE COUNTY-RED BUG LAKE ROAD

QCA is currently providing public information services and website services for the Seminole County Red Bug Lake Road Interchange project as a sub-consultant to Wilbur Smith & Associates (WSA). This construction project began October 17, 2011. The intent of this project is to improve safety and mobility throughout State Road 436 (SR 436) and Red Bug Lake Road. Improvements include the construction of a four-span steel flyover bridge for southbound vehicles on SR 436 turning onto eastbound Red Bug Lake Road.



### OOCEA'S MIKE SNYDER RETIRES



QCA President Sharlene Lairscey and Senior Manager Mary Brooks were honored to receive an invitation to Mike's retirement party, held December 15 at The Abbey in Orlando. "I've had the pleasure of knowing Mike since 1992 when he served as the district consultant project manager for Florida DOT - District Five," said Sharlene. "He was a professional mentor to me early on in my career. I will always appreciate his support and I will continue to admire him for his talents, work ethics and his dedication to his community." Mike has passed the torch to Max Crumit, who was recently named interim OOCEA Executive Director. QCA looks forward to continuing to support OOCEA and the community it serves.

QCA Area Manager Megan Olivera is working with Project Administrator Robert Pollock (Wilbur Smith & Associates) to ensure the community is kept up-to-date on construction activities, schedules, possible impacts, and the benefits of this project. Communication efforts include public meetings, fliers, the creation of a project website and Twitter updates.



For details and updates on this project, email [Megan@QCAusa.com](mailto:Megan@QCAusa.com) or please log on to [www.redbuglakeinterchange.com](http://www.redbuglakeinterchange.com).

### Leesburg / Ocala Operations

QCA District Manager Karen Kersey serves as the Public Involvement Coordinator for Leesburg / Ocala Operations. Karen Kersey, Eddie Ferris (Leesburg Operations / Consultant Project Manager) and Ed Petersen (Leesburg Operations / Assistant Consultant Project Manager) have been very busy with two new projects, the US 27 / US 441 widening project in Fruitland Park and the SR 50 / US 27 Interchange project in Clermont.

On September 22, 2011 a public information meeting was held to discuss construction activities for the US 27 / US 441 widening project in Fruitland Park. The project extends 3.3 miles on US 27 / US 441, from Martin Luther King Boulevard to Lake Ella Road. The improvements consist of widening the roadway to six-lanes, drainage, and new sidewalks. On October 26, 2011 a public information meeting was held to discuss construction activities for the SR 50 / US 27 Interchange project in Clermont. This \$20.8 million design/build project consists of widening and reconstructing SR 50 and US 27 from four lanes to six lanes, replacing existing interchange bridges, improving drainage, and adding new sidewalks and bike lanes.

## CONSTRUCTION CAREER DAYS Celebrates 10 Years

Central Florida Construction Career Days will be held January 24 - 26, 2012 at the Central Florida Fairgrounds in Orlando. QCA has had the honor of participating in this very noteworthy event over the years by setting up learning labs, exhibits, and serving on various committees.

If you are interested in providing a learning lab or exhibit at this year's event, please contact:  
Nicole Colon, QCA, 321-228-1088, or email  
[Nicole@QCAusa.com](mailto:Nicole@QCAusa.com)



QCA's Christmas Celebration on Saturday, December 17 was a joyous occasion where we enjoyed fellowship and celebrated our accomplishments. And, in true QCA form, we even were presented with a few surprises.

Congratulations to each of our associates who received a 2011 Award. This year was deemed the 'Year of the Administrative Associate'. If you were unable to join us, please take a moment to recognize the following associates for their contributions this year.

Visit [www.QCAusa.com](http://www.QCAusa.com) to view the video acknowledging our QCA 2011 Employee of the Year; simply click on the Employee of the Year rotator image.

### EXCELLENCE IN ADMINISTRATION

Lisa Blanchette  
Melissa De La Uz  
Linda Devecki  
Linda Francis  
Gloria Freeman  
Alejandra Gloria  
Peggy Haimbaugh  
Amanda Hopkins  
Jeanny Jiron  
Rhonda Kaeser  
Joanne McDaniel  
Margaret Ray  
Leta Reale  
Jessie Robinson  
Betty Willis

### ESSENTIAL PIECE AWARD

Dylan Conway  
Nicole Colon

### EMPLOYEE OF THE YEAR

Amanda Hopkins

### PROMOTIONS

Lori Buck - Senior Manager  
Lauren Firtel - Area Manager

QCA is proud of all our associates and appreciative of your contribution to our organization. Wishing you a Happy Holiday season and a healthy 2012.

# A QCA HOLIDAY Celebration...

The morning of our Holiday Celebration, QCA associates and family members visited three Assisted Living Facilities to spread some Holiday Joy by singing Christmas Songs to Seniors in the Tampa Bay area.



## STUDENTS FROM THE *Netherlands* ON TOUR

QCA's Beth Zsoka, Public Information Officer for the Indian Street Bridge located in Stuart, Florida coordinated a tour for 17 students, two teachers and a tour guide from Avans University in the Netherlands. The Civil Engineering students traveled to Miami for a study tour and wanted to visit big projects in the area including the Indian Street Bridge and the Dixie Flyover. They were interested in learning more about the Indian Street Bridge Project and the different techniques that are being used to build bridges in the United States.



Beth Zsoka  
District 4 Manager

## 800 STUDENTS AT MARTIN COUNTY HIGH SCHOOL

Continuing the community outreach for the Indian Street Bridge Project, QCA's Beth Zsoka, Public Information Officer along with project team members George Denti, CardnoTBE; Bill Stuckey, CardnoTBE; and Aren Griffin, Target Engineering presented to more than 800 students at Martin County High School. Beth received an e-mail from Jamie Herd-Tesson, a mathematics teacher at Martin County High School, asking if someone could come and present to her math and physics classes about the bridge. Ms. Tesson fondly remembered a presentation that was given to her class when the FDOT was building the Roosevelt Bridge, another local bridge in Martin County. Once Ms. Tesson brought the idea to her principal, other teachers expressed interest in having the Indian Street Bridge team present to their students. Beth worked with the project team and assisted in putting together a presentation personalized for the school to show students how math plays an integral role in the designing and construction of a bridge.

## 95 Express PHASE 2 Begins!

The long-awaited 95 Express Phase 2 Project kicked off recently in Southeast Florida. A large public information campaign was launched prior to the start of construction which included two public open houses, one in Broward County and one in Miami-Dade County, media briefings and presentations to local Metropolitan Planning Organizations.

QCA's Tish Burgher serves as the Construction Public Information Officer, working for David Tinder, P.E. of New Millennium Engineering. She is part of a public information team led by FDOT District Four Public Information Director Barbara Kelleher, and affectionately known as the Phase 2 P.I.T. Crew. According to Tish, "Public outreach is a huge component of this project, which will extend the existing express lanes from northern Miami-Dade County into Broward County." The project will last approximately three years and construction will cost an estimated \$106 million.

Tish worked on Phase 1 with David Tinder, and brings valuable knowledge and experience with managed lanes in the region.



### IN MEMORY OF...

Mark Siegenthaler, P.E. devoted husband of Sheri Siegenthaler and loving father of Zach and Sean, who passed away on November 14, 2011 in West Palm Beach, Florida. QCA shares its regards with Mark's family and co-workers at New Millennium Engineering. We appreciate his commitment to our industry and we will miss him.



SOUTHEAST &  
SOUTH FLORIDA



## TISH BURGHER Senior Manager

### BAYSHORE B TEAM Starts NEW Project in Miami Beach

QCA is helping TransFlorida Development Corp. gear up to start their third City of Miami Beach roadway construction project together. Bayshore B plans are ready, the staging area is getting set up, locates are called in and – come the turn of the new year – the contractor will break ground! As the project public information officer, QCA's Lauren Firtel has already prepared fact sheets and coordinated a community kick-off meeting. The Bayshore B Neighborhood Improvement Project is located in the posh Lower North Bay Road area of Miami Beach. The scope will improve the region by upgrading the existing storm water drainage system, reconstructing the roadway, replacing some parts of the sidewalk, adding ADA features and installing traffic calming devices.



TransFlorida's Project Manager, Paul Cusmano and Lauren Firtel meet in the field to discuss what's next.

Lauren Firtel  
District 6 Manager



## State Road 5 DEDICATION CEREMONY a HUGE SUCCESS!

September 28 was a beautiful day on the famed 18-mile "Stretch" of SR 5 / US 1 and QCA's team was on hand to help with the long awaited Dedication Ceremony, celebrating the successful completion of roadway projects on this unique stretch of roadway that links the Florida Keys with the mainland.

The event was months in the making. QCA District Manager Tish Burgher and Area Manager Lauren Firtel worked closely with FDOT staff and the project team to make sure that the event was a success. According to Tish, "FDOT's District Six Secretary Gus Pego did an amazing job as Master of Ceremonies." Federal Highway Administration's Martin Knopp, State Representative Ron Saunders and Monroe County Mayor Heather Carruthers were guest speakers for this event.



Pictured (L to R) FDOT D6 Public Information Officer Maribel Lena; D6 Construction Public Information Project Manager Kathy Yeomans; QCA's Tish Burgher and Steve Nalls; D6 Construction Project Manager Dari Vorce; and QCA's Diane Hackney.

More than 50 attendees participated in the event that was held on the banks of the C-111 Canal, located halfway between Key Largo and Florida City. Partner agencies in attendance included the South Florida Water Management District; Monroe County Tourist Development Council; Florida Highway Patrol; U.S. Fish and Wildlife; Everglades National Park and Florida Fish and Wildlife Conservation Commission.

## CITY OF DORAL Brings Awareness to its TROLLEY SERVICE

In 2008, QCA worked with the City of Doral to brand its new trolley service. QCA's marketing team worked with the Public Works Department on branding the new logo, developing the trolley maps and schedules and assisting with the public outreach efforts. The trolley during its pilot term was well embraced and became immediately part of the community.



With the success of the first route the Doral Trolley System recently implemented a service line in the downtown corridor targeting local businesses and retail. QCA's project team recently met with the City as the new downtown trolley route was not meeting the ridership the City anticipated. It was identified that the issue was due to a lack of outreach and education to introduce the new service. As a result, QCA will work closely with the City of Doral to produce marketing materials to support outreach initiatives to increase ridership numbers for the trolley system. The education campaign includes a new system map, rider's guides, posters, interior cards, street signs, website, bench ads, newspaper ads and more!



Susan Emmanuel  
District 3 Manager

## CROWD TURNS OUT FOR Franklin Boulevard Public Meeting

Nearly 85 interested citizens turned out to listen to Blueprint 2000 representatives speak about new design options for Franklin Boulevard and how the project will reduce flooding. The meeting was held on October 27 at Tallahassee City Hall in the Commission Chambers.

The purpose of the meeting was to provide the community with information related to storm water improvements along Franklin Boulevard that involve enclosing the open ditch and installing a box culvert. Since this was such an important meeting for the community, extra efforts were made to notify the public. Public Information Officer Carlana Hoffman, who organized and coordinated the public meeting, posted signs one week prior to the meeting throughout the project corridor to announce the meeting date, place and time. According to QCA District Manager Susan

Emmanuel, "All of these outreach activities plus word of mouth helped achieve a very successful turnout."

On November 14, a special Intergovernmental Agency meeting was held for the City of Tallahassee Commissioners, Mayor and Manager and the Leon County Commissioners and County Administrator. This special meeting presented the update and was set to decide the preferred roadway option for the project and the street design. Construction is scheduled to start in January 2012.

## QCA Brands TALLAHASSEE REGIONAL AIRPORT Event



Tallahassee Regional Airport believes the launch of what may become an annual community event was a great way to enhance awareness and pride within their



community. An alluring schedule of events, the promise of good 'ole barbeque, and outstanding weather brought more than 1,000 people out to the event. QCA's Chuck Thompson, creative director, developed the event logo and the brand that carried throughout the event promotional collateral.

## DISTRICT THREE'S TOMMIE SPEIGHTS RETIRES



On October 27 family, friends and colleagues gathered in Chipley to celebrate the retirement of Tommie Speights. Tommie served the State of Florida for 22 years as FDOT's District Three Director of Public Information. Trained as a journalist, Tommie was always at ease in front of a camera or a crowd as he conveyed the department's messages. According to President Sharlene Lairscey, "Tommie has always been a pleasure to work with. We will forever be grateful for his mentoring, professionalism and support."

## Amanda Hopkins Receives PERFECT SCORE!



QCA's North Florida associate Amanda Hopkins provides Resident Compliance services to the Florida Department of Transportation in District Three. She currently works with CEI Consultant Reynolds Smith and Hills Construction Services on the SR 267 Improvement Project in Gadsden County. She recently completed an audit conducted by the Department which found no deficiencies, a perfect score! Wanda Syfrett, FDOT - District Three Contract Compliance Manager, stated "This is quite an accomplishment and is a good indicator of the hard work and diligence by the personnel." QCA has long known what a terrific team member Amanda is and now, the Department does as well. "We couldn't be more proud of her achievement," said QCA District Manager Susan Emmanuel.



# JILL CAPPADORO

Senior Manager

NORTHWEST  
FLORIDA



### IN MEMORY OF...

Kim Woliver, wife Trish and son Alex passed in a tragic plane accident the weekend of November 26. Their families held a memorial service Saturday, December 10, 2011, at Holy Ghost Catholic Church. They leave behind their loving son and brother Eric. QCA shares its deepest regards to the Woliver's family and co-workers at ATKINS.



## ROADWAY IMPROVEMENTS A PRIORITY

Improvements to SR 366 / Pensacola Street in Tallahassee can't begin soon enough for the faculty, staff and students at Tallahassee Community College (TCC). The current conditions on this major thoroughfare are less than optimal. Many will utilize the new pavement, signals, signage and pavement markings during their commute to the campus located on the west side of town. Pedestrians will especially appreciate the ADA upgrades. Construction of the improvements is underway and QCA's Amanda Hopkins is serving as Resident Compliance Specialist. According to Amanda, "Tony Manos, P.E. Project Manager for RS&H Construction Services, continues to work with college officials and the contractor, Peavey and Sons, Inc., to construct the improvements as unobtrusively as possible." QCA also served as Public Information Officers during the design phase with Engineering Consultant CHA.

Carlana Hoffman  
District 3 Manager






PHILANTHROPY

Communicate. Have Fun.  
And Remember to Always Give Back.

The QCA family always looks for ways to give back to the communities we serve. On November 15, QCA's Steve Nalls, Diane Hackney, Gloria Freeman, Brian DeCoveny and Teena Cardozo joined Ryan Nece and his foundation at The Power of Giving Thanksgiving Celebration. The event took place at the University Area Community Center in Tampa, where the QCA team joined 150 volunteers and served more than 400 families hot Thanksgiving dinners and provided boxes of food for more than 1,500 residents. "There's no better feeling than when people say 'Thank you'," said Nece, a former Tampa Bay Buccaneer.

Habitat for HUMANITY

 QCA is a loyal supporter of Habitat for Humanity especially around the holidays. Across the United States, millions of people are facing hardships, including paying too much for housing, leaving very little money to cover necessities such as food, clothing and health care. And in other countries, the situation is even more desperate. The Annual Home for the Holidays Campaign can make a difference. Visit [www.habitat.org](http://www.habitat.org)

Boxes of HOPE

When individuals and families need help, they turn to Metropolitan Ministries. For the holiday season there are many families living in our community that need extra help. In response to the overwhelming need for donations QCA's Tampa Bay area District Seven associates collected items and provided "boxes of hope" to Metropolitan Ministries. Each box contained a list of requested food items to put together a complete holiday dinner. "We are thankful that we can provide a donation that will brighten the day of the families that receive the boxes," said Leta Reale, QCA.

For more information or to donate visit [www.metromin.org](http://www.metromin.org)



GREAT AMERICAN TEACH-IN

With an emphasis on staying in school and the importance of a college education, QCA associates Brian DeCoveny and Teena Cardozo together with Jill Cappadoro encouraged students at Citrus Park Christian School (CPCS) to follow their passions. November 17 was recognized as the 'Great American Teach-In' and professionals of many disciplines were encouraged to share their journey and experiences leading to their careers. QCA addressed the advanced placement language arts class at CPCS, where we spoke about the many career options that require strong writing skills and how the craft is essential to many industries.



IN MEMORY OF...

Andrew Glenn Butler (January 8, 2009 – June 4, 2009), QCA has committed to support Families of Spinal Muscular Atrophy (SMA's) Annual 2012 campaign to help fund seven new Basic Research Awards presenting multiple entries into their drug development pipeline.

If you'd like to help, visit [www.curesma.org](http://www.curesma.org) for more information.



IT UPDATE-  
PERFORMANCE REVIEWS  
GO ELECTRIC



Once again it was time to look back and assess the past year. For those of us at QCA part of that looking back included performing our annual associate reviews. This year the process was a little easier as we used a new paperless, online review system. The system used QCA's existing Windows Terminal Server which allows it to be accessed by any associate with a computer (Windows or Mac) and an internet connection. And although the electronic system this year was different, the online forms are almost identical to the paper forms that were used in the past. In addition, the system has been designed with security to ensure that any information entered regarding a particular QCA associate can only be viewed by that associate and by his or her supervisors. The first phase of the process ran from December 5 through 13 during which all associates accessed the system to complete a self review form while managers also completed a review form for each associate they supervise. Then, starting December 20, employees were able to read the final reviews and, if needed, schedule a meeting to discuss the results with their supervisors. Complete instructions on how to use the system and fill-out the forms were provided. Overall, the revised effort was a success!

Dylan Conway  
QCA IT / Equipment Manager

QCA Supports Georgia DOT in  
Federally Funded Aviation Study

QCA's National initiative continues to prove successful as team members cross the Florida state border to support the Georgia Department of Transportation in a Federal Aviation Authority-funded study to quantify the economic contribution of the state's airport system. This exciting project is broad in scope and factors in many of the skills and talents of our QCA associates. Teaming with Wilbur Smith & Associates (WSA), QCA has administered more than 1,000 surveys with departing passengers at seven commercial airports in Georgia and supported WSA during the analysis of the data. Tapping into QCA's creative division, WSA then tasked us with the development of 74 Economic Impact Summary brochures for the Level I, Level II and Level III airports. QCA graphic designers Chuck Thompson and Joe Duhamel teamed to ensure the thorough and prompt completion of this task.



TEAM HUMANITY  
GOES NATIONAL!

QCA's Entertainment Marketing division, BrandMunki, is thrilled to announce that after a three-year promotion of the Team HUMANITY brand, creator William James has signed a deal with the Mixed Martial Arts (MMA) world as the official clothing line for the league. BrandMunki was excited to be brought on board as Team HUMANITY geared up for the release of their new spring collection in 2011 with a fresh color palate and the introduction of the female line. **Best of luck to Mr. James as QCA wishes him much success in years to come!**

TEAM HUMANITY  
by billWillie

NUTOWN RECORDS  
CONTINUES to build a  
FOLLOWING!



QCA's Entertainment division, BrandMunki, focuses on the music industry with client Nutown Records being a major part of that market. BrandMunki was happy to contribute to the success of two concert events this year with the design and production of collateral materials which included a poster and fliers. Nutown Records consistently hosts outstanding Gospel Concerts throughout the year with more than 1,000 spectators. With all their accomplishments in 2011, they have been asked by the fans of the featured artist to produce a CD of the tour! As a result, QCA will continue to travel on this music journey with Nutown Records.



Designers: Chuck Thompson & Joe Duhamel



Remembering the  
**PAST...**



And focused on the  
**FUTURE!**



**HAPPY NEW YEAR!**

**2012 EMPLOYEE HOLIDAY SCHEDULE**

April 6

May 28

July 4

September 3

November 22

November 23

December 24

December 25

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