



Construction Career Days Media Training



L to R: Beth Stroberg (QCA Marketing Coordinator), Jim Wolfe (FDOT District Four Secretary), Tish Burgher (QCA South Florida Area Manager), Jennifer Olson (Director of Highway Operations for Florida's Turnpike) and Alicia DeFago (QCA Public Information Officer)

Nearly nine years ago, the Florida Department of Transportation, the Florida Transportation Builders Association, the Suncoast Utility Contractors Association, the National Association of Women in Construction and the Federal Highway Administration were among the many organizations that partnered to provide Construction Career Days (CCD) so young Floridians can turn their dreams into practical career options. QCA is a strong supporter of this event statewide.

Recently in South Florida, QCA associates not only assisted Florida Department of Transportation staff members with their planning and media relations for this years

career fair, but also led a media training workshop for the kids.

From October 30 through November 1, QCA's team, consisting of South Florida Area Director Tish Burgher, and QCA staff members Alicia DeFago, Jeannette Lazo and Beth Stroberg, conducted an interactive media lab with the students, highlighting the correct ways to address the media and

provided students with an overview of the role of communications in highway construction. Student volunteers were chosen to role play as Public Information Officers in mock interviews with "television reporters." All of the interviews were videotaped, and QCA staff gave students tips about effective media relations as they watched the playback on TV. QCA associates also shared information about future internship possibilities for the students.

The event, which benefited more than 1,600 students from Broward County Public Schools, was held at the Bergeron Rodeo Grounds in Davie, Florida.

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President's MESSAGE



It is with great pleasure that I welcome you to our final 2007 edition of Quest Corporation's Quarterly... **be informed.**



We're entering 2008 as a profitable successful reputable business generating opportunities for individuals who are passionate and persistent about their futures. Within this edition, I believe we clearly demonstrate our energy, intelligence and devotion to the industry, as we continue to do whatever it takes to help both our employees and our clients achieve their goals.

As we proceed in our current path, the New Year brings with it an opportunity to reflect on our current state and

become more focused on what we want for ourselves in the future. In our crazy-busy lives, we know we need time to be still, to heal from the stress of the day. As a result, our focus in 2008 is not so much on wealth, but on health – health for our loved ones, co-workers, clients and of course, us.

Workplace wellness initiatives will account for much of our enthusiasm in the coming year. Set to break \$5 million in revenues in 2008, the health and vitality of each and every one of my staff members and our families is critical. While our Leadership Team continues to focus on contract sales and client relations, we know our mission cannot be achieved by focusing on business deals alone. We've placed physical energy and mental clarity at the top of our list.

It is with that in mind, as we renew ourselves and spotlight our successes and the happiness we derive from them, we realize that it is this very happiness that will fill us with a heightened frequency that allows us to better serve you.

On behalf of the entire QCA family, I wish you and your family a healthy, wealthy new year.

Sharlene Lairscey, President
Quest Corporation of America, Inc.

CREATIVE SERVICES DIVISION – and the Winner is...



QCA's reputation for producing innovative marketing and public relations material is growing as our in-house creative services team wins three awards.

Our creative team received a Silver ADDY Award in 2007 from the American Advertising Federation. The bus wrap that we designed, as part of the Jacksonville Transportation Authority's "Air JTA" marketing campaign, was a winner in the "Out of Home" category. This category includes

billboards, bus wraps and other large collateral. The ADDY Awards are considered to be the world's largest and arguably toughest advertising competition, and QCA is honored to be among its winners!

Creative Services Director Rank Fowler says, "It's wonderful to see our designs being recognized – both as kudos to our creative team and as a benefit to our clients."

QCA's work on behalf of the Jacksonville Transportation Authority also took first prize from the Florida Transportation Builders Association in the category of "Interactive Media" for the "Bikes on Buses (BOB)" video and the national first prize at the American Public Transportation's AD Wheel 2007 Awards in the category of "Schedule Notice / Timetable" for the Air JTA brochure.



Achieving Performance Excellence – Being the Best that We Can Be

QCA associates strive to keep up with the latest techniques in public involvement and are committed to on-going training and skill development. QCA staff members traveled to Nashville, Tennessee in November to learn new techniques in public participation. They attended a training course developed by Rutgers University for the National Transit Institute (NTI) which targeted public involvement in transportation decision making.

QCA President Sharlene Lairscey and Area Directors Lori Buck, Carlana Hoffman and Christie Klammer represented QCA Florida at the interactive conference, which included participants from all over the country. The staff received information about managing disgruntled citizens, holding



public meetings, problem solving, underlying values in public involvement and identifying ways to enhance public participation.

Upon completion of the training, participants received certification in “Public Involvement in Transportation Decision Making” by the National Transit Institute. The conference was a joint effort among Florida Transit Authorities Office of Planning, NTI, the Federal Highway Administration’s (FHWA) Office of Planning and the National Highway Institute (NHI).



Promotions and Awards



L to R from top (and as listed): Audra Butler, Gloria Freeman, Karen Kersey, Jeannette Lazo, Krystal Whitten, Christie Klammer, Megan Olivera, Tish Burgher, Rank Fowler and Mary Brooks

PROMOTIONS
Audra Butler, Executive Director of Production
Gloria Freeman, Sr. Accounting Associate
Karen Kersey, Area Manager
Jeannette Lazo, Area Manager
Krystal Whitten, Senior Graphic Designer
EMPLOYEE RECOGNITION
Star Performer Award: Christie Klammer
Spirit Awards: Megan Olivera, Jeannette Lazo
TEAM AWARDS
Excellence in Corporate Philanthropy Award: Highway Services Team South Florida Area Director Tish Burgher
Prestigious Campaign Award: Creative Services Team Corporate Director Rank Fowler
Top Dollar Award of Excellence for Outstanding Achievement: Expressway Services Team, Executive Director Mary Brooks

HR CORNER

The Value of Benefits



Compensation packages are the combination of your salary and benefits, including retirement plans,

health insurance and sick/vacation time. QCA believes it is important for each employee to have a good understanding of the value of his/her total compensation package and the investment that QCA makes on his/her behalf.

Within the next few weeks, QCA associates will receive a personalized compensation and benefits statement, which details the cumulative compensation that each employee receives through wages and benefits as well as a summary of the supplemental and mandatory benefits that QCA offers.

On behalf of your corporate services team, we take pride in providing associates with the finest resources, including rewarding compensation packages, and we are confident that you will find the information informative and beneficial.

When you receive your package, don't hesitate to call me. I'm happy to answer your questions and to further inform you on benefits that QCA provides. Contact me at (813) 926-2942 or tcastillo@qca-inc.com.

Thais Castillo, Human Resources

HIGHWAY DIVISION –Client Base Diversification Strategy for Growth

QCA recently won two major transportation contracts and one public relations contract and is preparing to serve the City of Tampa, the Florida Department of Transportation (FDOT) District Seven in Citrus County and the Pinellas County Housing Authority in 2008.

For the city of Tampa's Bayshore Boulevard Enhancement project, Engineering Design Consultant Volkert & Associates was selected to redesign the roadway to increase pedestrian safety, enhance the corridor's "park-like" atmosphere, improve signage and address the corridor's functionality. As a key part of the Volkert team, QCA leads all public involvement activities, ensuring that the voices of the motorists, businesses, residents and pedestrians alike are heard throughout the design process.

QCA was also on the winning consultant teams for FDOT District Seven's U.S. 19 / U.S. 98 (S.R. 55) design-build project from West Cornflower Drive to West Foss Grove Path in Citrus County. This four-year



project, located at U.S. 19 / U.S. 98 (SR 55), encompasses the design and construction of new twin two-lane bridges over the Cross Florida

Barge Canal and expansion of the roadway approaches to a four-lane divided typical section. QCA will provide public involvement services for Jacobs Engineering Group in the design phase and resident compliance services for PBS&J throughout construction. QCA has been providing similar services to FDOT since 1998.

The Pinellas County Housing Authority recently selected QCA to provide public relations and marketing

consulting services. Audra Butler serves the Authority as its in-house communications officer, handling media inquiries, Web site maintenance and the promotion of the agency.

Area Director Lori Buck says, "We are thrilled about the variety of opportunities that these contracts allow for QCA, especially the long-term relationships that we can build with both our clients and the agencies we serve."

News Briefs

GRAPHIC DESIGN FOR TIA TRANSITWAY

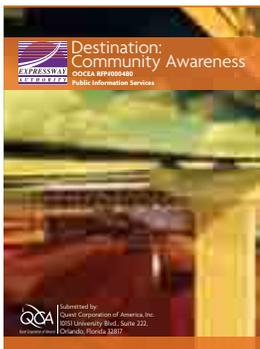
In October, QCA was selected by PB Americas to concept, design and print executive summary reports and brochures for the Tampa International Airport's Transitway Planning Study, the airport's ground-breaking plan for a regional light rail corridor. PB's project manager, Dudley Whitney, was referred to QCA through the airport's Disadvantaged Business Enterprise (DBE) office.



Corporate and creative services support was provided by QCA's Audra Butler and Rank Fowler who worked closely with PB's Whitney on a tight timeline to produce a cutting-edge design to illustrate the results of this study, including several conceptual renderings of how the proposed light rail tracks and stations might look. The finished pieces were presented at the Authority's board meeting held November 1.

EXPRESSWAY DIVISION—THE RIGHT CHOICE

QCA's Expressway Services staff, in close coordination with our in-house Creative Services division raised the bar for company responses to Orlando-Orange County Expressway Authority's (OOCEA's) requests for Public Information Services proposals.



"We wanted a winning proposal that left no question that QCA was the right choice, and the only choice, for this contract," said Executive Director Mary Brooks.

Serving this potentially \$1.6 million, five-year contract, are Mary Brooks, Brian Hutchings and Deana Leffler in coordination

with the OOCEA's Communication and Marketing Director Lindsay Hodges.

QCA SERVING FLORIDA TURNPIKE'S SUNCOAST 2

QCA, teamed with Bowyer Singleton & Associates, recently won the section two design (out of three sections) of the Suncoast Parkway Project II.

Serving Florida's Turnpike Enterprise, QCA will provide public involvement as the Suncoast Parkway II ties into Suncoast Parkway I at U.S. Highway 98 in Hernando County and continues north through Citrus County to U.S. 19.

Section Two contains the majority of public involvement duties, including creating a



project newsletter, coordinating community and public meetings and establishing a new Web site for the controversial project. In November, QCA launched the www.suncoast2online.com site, which has already won praise from Turnpike officials.

Executive Director Mary Brooks and associate Deana Leffler are staffing this two-year contract, with support from Rank Fowler and Kris Olds in QCA's Creative Services Division, as well as from Gloria Freeman and Diane Hackney in Operations.

STRATEGIC PLANNING, SERVED TEXAS STYLE

QCA's Aviation Division recently worked with Airport Planner Ricondo & Associates to stage a strategic planning session for top administrators at San Antonio (TX) International Airport. Maryemma Bachelder, QCA's executive director of aviation services, attended the day-long session with Pete Ricondo, vice president of Ricondo & Associates, to help the airport officials develop a new mission and vision for the airport, a long-range strategic plan and implementation strategies for the next several years.

A Glittering Good Time

IN CELEBRATION OF THE
HOLIDAY SEASON,
QUEST CORPORATION OF AMERICA, INC.
CORDIALLY INVITES YOU TO
JOIN US FOR A

Holiday Reception

AT



*The Rosen
Plaza Hotel*

9700 INTERNATIONAL DRIVE,
ORLANDO, FL 32819



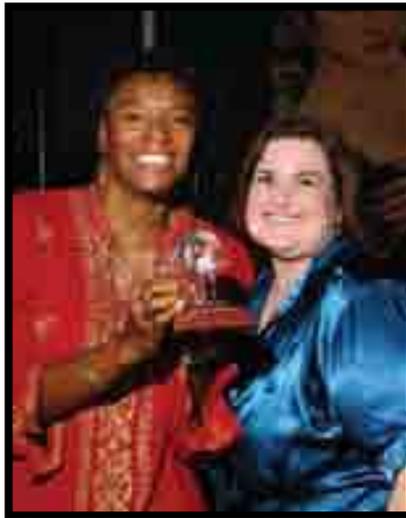
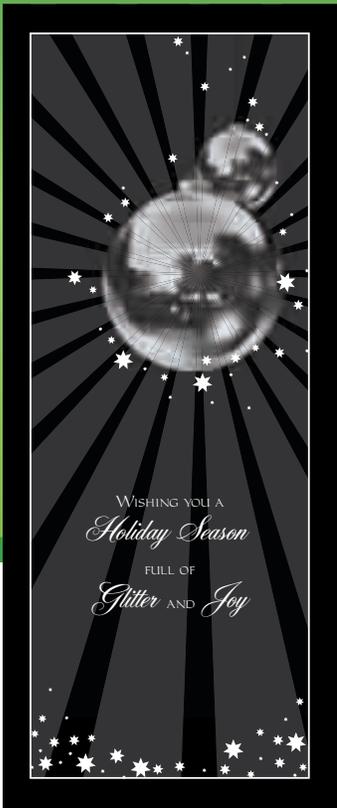
FRIDAY, THE FOURTEENTH OF
DECEMBER, 2007
6:30 PM - 8:30 PM
IN THE BACKSTAGE CLUB

FOLLOWED BY MUSIC AND DANCING
AFTER 8:30 PM



R.S.V.P.
BY 12.11.07
(866) 662.6273
CORPORATE@QCA-INC.COM

QCA'S HOLIDAY RECEPTION, DECEMBER 14, 2007
AT THE ROSEN PLAZA HOTEL IN THE BACKSTAGE CLUB,
ORLANDO FLORIDA







Balfour Beatty team members at the Jacaranda Parkway ribbon cutting ceremony on December 13, 2007. The new parkway gives motorists direct access onto Del Prado Boulevard.

QCA Enters 4th Year Serving **City of Cape Coral**

QCA kicks off its fourth year serving the City of Cape Coral in Ft. Myers, Florida, as construction starts on the Santa Barbara Boulevard widening project from SE 8th Street to Hancock Bridge Parkway. QCA's Area Director, Maricelle Venegas, is working to keep the public, media, elected officials and other stakeholders informed about the construction. Day to day her duties include assisting with program management, handling phone calls, conducting public meetings, providing project newsletters, fact sheets and weekly progress reports.

On October 30, Maricelle organized the phase three public meeting for the Santa Barbara Boulevard project. The meeting provided residents with an opportunity to talk with project team members and learn more about the upcoming project, which includes widening Santa Barbara Boulevard from four to six lanes, the installation of curb and gutter, median landscaping, sidewalks and new traffic signals on the three mile stretch of roadway. QCA's creative team has supported Maricelle's public information activities through the production of a project logo, newsletters, letterhead and a Web site for the project.

On November 17, Maricelle also helped Balfour and Beatty host a safety appreciation lunch for the Del Prado Boulevard widening project. Balfour Beatty's Del Prado project team was recognized for over 80,000 man hours worked without a lost time accident. The luncheon also helped introduce

the new improvements on Del Prado Boulevard. These improvements entail the widening of the existing roadway from four to six lanes, landscaping, paving multi-use paths, street lighting, curbing and new traffic signals from just south of Pine Island Road to just north of Kismet Parkway.

The project is scheduled to be complete in 2010.



Laurie Lagos, Project Manager for Balfour Beatty Construction - Jacaranda Boulevard / Averill Improvement Project and QCA's Maricelle Venegas prepare for the ceremony.

On December 13, Maricelle assisted the Balfour Beatty team with the coordination of the Jacaranda Parkway ribbon cutting ceremony. The event was attended by city officials, residents and several members of the project team. With the completion of the \$1.7 million Jacaranda Parkway

project and the opening of the road, motorists now have direct access onto Del Prado Boulevard.

ASSOCIATE HIGHLIGHT

Giving Children a Solid Education – the future of Public Relations



Giving students a glimpse into many possible career opportunities, Maryemma Bachelder, QCA's executive director of aviation services, recently participated in the 2007 Great American Teach-In at Polk Avenue Elementary School in Lake Wales, Florida. Bachelder spoke to a class of third grade students about the role QCA plays at airports across the state. She asked the children trivia questions about the history of aviation, discussed with them their own experiences flying and read them a book about airports. Bachelder was one of about 30 professionals from the community who were asked to participate in the teach-in which emphasized the importance of a solid education.

AVIATION DIVISION – Another Successful Survey



In October, QCA teams surveyed 1,345 departing passengers for Tampa International Airport and 1,310 for Sarasota -Bradenton International Airport. The staff spent four days in Sarasota and seven days in Tampa speaking to departing passengers about their travel patterns. The Sarasota survey was part of the ongoing Master Plan Update; the Tampa survey updated information from the 2004 surveys, which QCA conducted during the airport's Master Plan Update.

Upon completion of the surveys, QCA Executive Directors Maryemma Bachelder and Diane Hackney gathered all of the survey responses and compiled all the responses into a database, from which they created a series of charts and graphics depicting the survey results. The information reflects trends in passenger patterns which helps the airports plan for future infrastructure needs.

Left: Deane Leffler, Alicia De Fago and Audra Butler get ready to survey passengers; **Right:** Rhonda Kaeser counts her total surveys.

{QUESTPHILANTHROPY}

QCA's HopeLine **Phone Donation**

For October's National Domestic Violence Awareness Month, QCA donated several wireless phones to the Verizon Wireless' HopeLine Program. HopeLine, created in 1995, donates phones and calling time to several participating domestic violence agencies and organizations. The phones are given

to victims to help them get back on their feet and rebuild their lives. Since 2001, more than \$5 million worth of airtime service and 40,000 wireless phones were donated to domestic violence organizations.



QCA Hits the **Links for Charity**

On Sunday, November 11, QCA's Stephanie Evans, Megan Olivera and Kris Snyder participated in the City of Orlando Recreation

Department's First Golf Tournament at Stoneybrook East Golf

Club. Playing on the only all-female golf team, the ladies of QCA played to help raise money for underprivileged children. QCA also helped the cause by sponsoring the eleventh hole. The money raised by the event will be used to pay for children to attend programs and field trips they would otherwise be unable to attend.

Deck the Halls **with Paws of Jolly**

QCA staff members volunteered their time on December 4 at Hyde Park Village to help the Humane Society of Tampa Bay raise money for abused and abandoned animals in the Tampa Bay area. With cameras in hand, they took photos of people and their pets with Santa Claus in "Santa's Village." The donations from each photo help the Humane Society provide shelter, food, spay / neuter services and medical care for thousands of animals that are relinquished to shelters each year.



Giving Back – **The Greatest Gift of All**

QCA is committed to giving back to the communities we serve. Recently, we shared our blessings with the Tampa Bay area community. The Northwest Family Resource Center in Tampa located two families with

three little girls who needed assistance during the holidays.

On Monday December 17, corporate staff members Thais Castillo, Gloria Freeman, Diane Hackney, Rhonda Kaeser and Beth Stroberg presented clothes, toys and Wal-Mart gift cards to two deserving families. Over hot chocolate and cookies,

they visited with the families and discovered the impact that the gifts made to them. The girls loved their gifts stating, "I got everything on my list" and "can I sleep in my new pretty clothes."

With tears in their eyes, the mothers hugged QCA staff members and thanked them for making their holidays so special.

QCA is proud of our commitment to philanthropy and of our ability to make a difference. Executive Director Diane Hackney said, "Being able to give back to these families was by far QCA's greatest gift of all."

QCA's Expands Service to **Water Authority in Central Florida**



As the Toho Water Authority's public relations consultant in Kissimmee, Florida, QCA's Orlando area staff has been getting the word out about the Authority's programs and services. Client Relations Director Christie Klammer leads the contract, with the support of Public Information Officers Stephanie Evans, Deana Leffler, Megan Olivera and Kris Snyder.

QCA was initially tasked to research the perceptions of Toho's customers. In order to accomplish this, QCA developed surveys for local engineers/developers, commercial customers and residential customers. Leffler, Olivera and Snyder surveyed Toho customers, in English and Spanish, at the Poinciana Wal-Mart location in Kissimmee. Additionally, Snyder conducted one-on-one interviews with engineers, developers and builders to gain feedback about their interactions with the Authority and any improvements that the Authority could make.

As part of the contract, QCA Client Relations Director Audra Butler joined Klammer to conduct a customer satisfaction focus group to gain more insight from Toho customers about their experiences with and understanding of the Authority. The two-hour focus group involved in-depth discussions on the training

and resources that Toho offers to customers, in addition to water and wastewater services. The focus group ended with a drawing for one participant to receive one month of free water service, and all participants were given \$25 gift certificates to local restaurants.

All survey and focus group responses were then combined in a comprehensive final report for the Authority, providing them with a better understanding of how they are currently perceived in the communities they serve and the focus in future public relations and marketing initiatives. According to team members, this information has already been helpful in the planning and successful execution of several community events.

In October, the Toho Water Authority participated in Kissimmee's Great Outdoor Days, a city-wide celebration of nature with a variety of ecologically-minded events. Klammer and Snyder assisted Toho with the planning and design of their booth. Our Creative Services division created a stunning graphic and the tagline "Water - It doesn't grow on trees" to compliment the booth's theme of conservation. The event was a huge success for the Toho Water Authority and plans have already started for next year's event.

Improvements Along Rattlesnake Hammock Nearly Complete



Collier County's Rattlesnake Hammock project soon wraps up as crews complete activities, which expand Rattlesnake Hammock Road from two to six lanes between Polly Avenue and Collier Boulevard (C.R. 951).

QCA's Sharlene Lairscey and Maricelle Venegas serve as the public information officers for this project, which was designed to help meet the transportation needs of county residents and visitors.

Improvements along the Rattlesnake Hammock corridor include a ten-foot wide shared bicycle and pedestrian pathway on the north side of the roadway and a six-foot wide sidewalk on the south side. Curbs, gutters and streetlights also were added. The drainage ditches were replaced with an underground storm water drainage system, and the Collier Boulevard traffic signal was modified.

Serving the Collier County Transportation Division staff, project team members also included construction engineering and inspection (CEI) consultant WilsonMiller, Inc. and contractor John Carlo Inc. on this roadway project.

QCA Closes One Chapter, Opens Another with Tampa-Hillsborough Expressway Authority

The Tampa Hillsborough County Expressway Authority's (THEA) reversible express lane (REL) project received the prestigious 2007 President's Award, which is presented annually to the most creative, innovative and positive toll operations projects in the world. As a part of the THEA team for this project, QCA was responsible for public information activities, serving as the liaison between the expressway authority, their general consultant, the public and the contractor.

The world-acclaimed REL project also has received the following awards:

- Community Design Award
- Future of the Region Infrastructure Award
- Top 10 Projects for 2002
- Award for Excellence
- Grand Award
- Best Engineering Project
- Innovation and Creativity in the Use of Cement and Concrete
- Infrastructure Category
- International Award for Best Operations Project

After several extensions, QCA this fall ended a six-year run as the primary public information service provider for the Tampa-Hillsborough Expressway Authority.

QCA's Lori Buck and Maricelle Venegas were on the frontline as part of the THEA team that built the elevated Reversible Express Lanes (REL) of the Selmon Crosstown Expressway. QCA staff successfully kept the public and key community players informed of the project status and educated about its eventual benefits.

QCA put all of the public relations tools in our arsenal to work in coordinating a grand opening celebration for THEA on September 23, 2006, with the "Get REV'd" theme. Festivities included a 5k and 10k run across the new bridge, which was attended by nearly 1,000 participants. Our staff publicized the bridge completion event, which received widespread and overwhelmingly positive news coverage.

Despite finishing the long-term PIO contract, our relationship with THEA is far from over. QCA recently was awarded a contract to design the logo for the Selmon Crosstown Expressway. QCA's Audra Butler and Rank Fowler will be working with THEA's Communications and Marketing Director Sue Chrzan on this branding contract.

Giving Thanks



QCA staff came together on November 20 at the corporate office in Tampa to celebrate the Thanksgiving holiday with a pot luck luncheon. But more than tempting treats were on the menu as associates were invited to vote at the end of the meal for their favorite dish. Beth Stroberg, QCA's marketing coordinator, was selected as the winner, with an overwhelming number of votes for her tasty cheesy apples. She received a \$100 check and bragging rights for the year. Here's her award-winning recipe for you to try at home.

Cheesy Apples

Preparation: Easy | Cooking Time: 30-40 Minutes

Oven Temperature: 350 | Serves: 6-8

Ingredients:

1 (16-ounce) can Comstock sliced apples, undrained

½ cup butter or margarine, melted

½-1 cup sugar

¾ cup flour

8 ounces Velveeta cheese, cubed

¼ cup of milk

Place apples in greased 1 1/2-quart casserole. Combine remaining ingredients in saucepan. Cook and stir over medium heat until cheese melts and ingredients are well blended. Spread over apples. Bake uncovered at 350 degrees F for 30-40 minutes, until top is lightly browned. (May be served as a dessert, using larger amount of sugar.)

Martin, B. Perennials, a Southern Celebration of Foods and Flavors. Gainesville, GA: Father & Son Publishing 1984.

