



QCA's South Florida Team **Estan Bién Caliente!**



QCA's South Florida Team.
Left to right: Maria Fernanda Larrazábal, Jeannette Lazo, Tish Burgher, Alicia De Fago, and Monica Diaz.

2008 is shaping up to be an exciting year for QCA's South Florida team. We welcomed two new associates at the start of the year as part of QCA's strategic growth in the area. Monica Diaz and Maria Fernanda Larrazábal joined South Florida Area Director Tish Burgher, District Six Area Manager Jeannette Lazo and District Four Area Manager Alicia De Fago to provide support on current contracts and to engage in new business development activities throughout the region.

Monica, who recently relocated to Miami Beach after spending a year in Chile, joined QCA in January. She is currently serving

the Florida Department of Transportation's (District Six) as a public information specialist with Jeannette Lazo and Tish Burgher on our District Public Information contract.

Miami native Maria Fernanda Larrazábal joined QCA in February and is currently working with our Expressway Services team on South Florida opportunities. She is also working closely with associate Alicia De Fago as Alicia prepares to kick-off District Four's I-95 HOV Project, scheduled to begin this summer in northern Palm Beach County. Maria also supports the District Six Palmetto Design contract as an assistant public information officer.

four SR 50 Gets a Makeover
six QCA's 2008 Leadership Retreat
twelve New Web Site Launched
i n s i d e



President's MESSAGE



In this issue of **be informed** I wanted to take a moment to say thank you to those who have been a vital source of strength for our firm.

To my associates, I appreciate and value your many contributions to our success, largely due to your ability to provide our clients with the outstanding customer service for which we are so highly recognized. As owner, founder and CEO, "it's a beautiful thing" when I don't need to be involved in every decision because I have this fabulous management team whom are quite capable of considering all aspects of a situation, then making an informed decision, and better yet... taking action. Empowering employees at every level is key. And, I'm extremely appreciative of QCA employees who take charge and make decisions based on their job, rather than lean on me for answers for everything.

To QCA clients and friends, this year we will celebrate QCA's 13th year in business. Our vision has always been to be the first choice provider of quality

communications products and services nationwide. And I'm proud to say that, thanks to your interest and your trust in our organization, we are getting there. I also would like to take this opportunity to give a special thanks to the following individuals who participated in our annual testimonial video project.

- BluePrint 2000 & Beyond – Jim Davis**
- City of Cape Coral – Chris Camp**
- City of Orlando – Jeffrey Arms**
- Genesis Group – Debbie Dantin**
- Jacksonville Transportation Authority – Winova Hart / Wendy Morrow / Lee Anne Walker**
- Orlando-Orange County Expressway Authority – Ben Dreiling / Lindsay Hodges**
- Tampa International Airport – Nadine Jones**
- TBE Group, Inc. – John Graves / Armando Perez**
- WilsonMiller, Inc. – Brian Kelly**

Be sure not to miss it on our Web site at www.qca-inc.com!

QCA employees and clients have skills, gifts and abilities that cause great passion! Our passion and our commitment to each other, to our organizations and to our projects are communicated throughout our newsletters and videos as well as reflected daily in our values and culture.

Quest calls for someone with a spirit of cooperation who is tolerant of others as well as responsible for him or herself. We require people who think before they react and who understand the consequences of their actions. Quest calls for self-respecting people who feel good about where they came from and who do not apologize for who they are. We call for people who will continue to grow and develop and who will bring value to themselves and those they represent.

Newsletters are an excellent vehicle to deliver information and bring customers up to date about your business, your services and your industry. If we can help you with yours, let us know. In the mean time, we hope you enjoy ours!

Be informed... as we continue to share our history of vision, progress and growth.



Sharlene Lairscey, President
Quest Corporation of America, Inc.

New Market Research Contract Makes QCA a National Firm

Quest Corporation of America, Inc. (QCA) recently was selected to plan and support the Washington, D.C. based Airport Cooperative Research Program (ACRP) with a national, industry-wide outreach effort. This is QCA's first national contract.

As part of a two-phase process, including focus groups and workshops, QCA will work with ACRP staff and stakeholders to identify, prioritize and receive comments on strategic topics for future aviation-related research projects.

Executive Director Audra Butler serves as the project manager and will be supported by associates Liane Caruso and Beth Stroberg.

QCA President Sharlene Lairscey says, "We are proud to partner with the ACRP on this very important project. QCA's depth of experience and understanding of the aviation industry will allow us to provide effective outreach services on a national platform."

A series of 12 focus groups will be held in cities ranging from Boston, Massachusetts, to Anchorage, Alaska, during the initial phase of the project. Following this market research effort, the results of the focus groups will be presented to a larger industry group in the format of public workshops, held in Irvine, California, and Washington, D.C.

QCA will combine our understanding of public involvement methodology and consensus building with our knowledge of the aviation industry to ensure that the ACRP reaches the outreach effort's established goals.

{ QUESTPHILANTHROPY }



Running for a Cause **It Goes a Long Way**

QCA sponsored North Florida associate Mellisa McColley to run in the half-marathon race of the inaugural "26.2 with Donna: The National Marathon to Fight Breast Cancer" event,

of the funds raised from the race go towards breast cancer research and care through The Donna Hicken Foundation, an entity which funds the critical needs of underserved women with breast cancer. The Foundation has pledged to donate the majority of funds raised to the Mayo Clinic for research for its Multidisciplinary Breast Clinic, which specializes in the detection and treatment of breast cancer.

which took place in Jacksonville Beach, Florida on February 17, 2008.

The "26.2 with Donna: The National Marathon to Fight Breast Cancer" is the only national marathon dedicated solely to raising money to fight breast cancer. One hundred percent

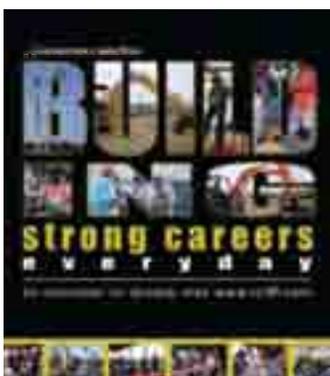
Mellisa competed in the 13.1 mile marathon, finishing in two hours and 11 minutes and was awarded a medal at the finish line. QCA's North Florida Area Director Carlana Hoffman and Area Manager Susan Emmanuel showed their support and greeted Melissa at the finish line.

A Special Day with the **Special Olympics**

On Saturday March 15, 2008, QCA President Sharlene Lairscey, Executive Director Diane Hackney and Corporate staff members Thais Castillo, Gloria Freeman, and Rhonda Kaeser, along with some family members and friends volunteered their time at the 2008 Special Olympic Summer Games. Held at the University of South Florida in Tampa, the Area Summer Games included Track & Field, Soccer, Tennis, Volleyball, Bocce and a Motor Activities Training Program. QCA served as track timers and also helped at the event by being buddies, running with Olympians

and helping them receive their awards. The Special Olympic Summer Games were part of QCA's annual volunteer event for giving back to the community. According to Lairscey, "Every day we interact with important communities – clients, employees and partners – but, most satisfying to us is when our world extends far beyond the boundaries of our work."

The summer games are a pre-qualifying event for the National Special Olympics scheduled to be held in Orlando in May.



Orlando **Construction Career Days**

March 25-27, 2008, marked the Sixth Annual Central Florida Construction Career Days. Over 1,600 high school students from 50 schools in six counties gathered at the Central Florida Fairgrounds in Orlando, Florida to participate in the three-day event.

in the industry. QCA's Beth Stroberg and Liane Caruso explained to students how to approach the media. Students participated in activities which included them being filmed during a mock interview.

QCA was amongst the array of organizations represented on this year's planning committee. Lead by Area Director Christie Klammer, QCA's District Five associates Stephanie Evans, Karen Kersey and Megan Olivera provided media relations and QCA's Creative Services Division fashioned new posters for the event.

Once again, QCA provided an interactive media lab that highlighted the need and effectiveness of public involvement

HR CORNER

Strides towards Health and Wellness



As America's health crisis escalates, QCA takes steps to find solutions to increase the

health and well-being of our team members.

Our strategic initiatives for 2008 include helping our associates achieve more healthy lifestyles as a top concern. Studies show the importance of eating a balanced diet, reducing stress, being more active and reducing and/or eliminating the consumption of alcohol and/or tobacco products.

Throughout the year, we will encourage healthy lifestyles as well as introduce new incentive programs focused on health risk reduction, health education and healthier living. QCA's goal is to foster a corporate environment that promotes healthy living and a support system for our employees that helps them make more informed choices, resulting in an enhanced quality of life for all.

Thais Castillo, Human Resources

SR 50 GETS A MAKEOVER



The Florida Department of Transportation (FDOT) District Five has planned several construction projects to further develop one of Central Florida's busiest corridors. Within the next five years, SR 50 will undergo major improvements, and QCA's Megan Olivera will serve as the area's public information officer as improvements take place.

According to Megan, "SR 50 is a primary cross town route through the heart of Orlando. It is also one of the most congested with about 44,000 vehicles per day traveling through the SR 50/SR 436 intersection and throughout the limits of this project."

On January 7, 2008, the FDOT's contractor, Lane Construction Corporation, began the first phase to widen SR 50 from east of SR 436 to SR 417. Improvements on this project include: widening to six lanes, milling and resurfacing, an elevated interchange on SR50/SR 436, new traffic

signals and signage, new pedestrian access, directional median crossovers for safety and a new sidewalk and curb along both eastbound and westbound lanes.

According to Megan, "SR 50 is a primary cross town route through the heart of Orlando. It is also one of the most congested with about 44,000 vehicles per day traveling through the SR 50/SR 436 intersection and throughout the limits of this project."

—Don Budnovich, FDOT's Orlando

Other improvement projects for SR 50 include: Phase II from SR 417 to Dean Road and Phase III from Dean Road to Lake Pickett Road. TBE Group is the Construction Engineering and Inspection firm for the East SR 50 improvement projects.

The FDOT has also planned to improve the west side of SR 50. Plans include six lanes, along twelve miles, from the Turnpike to Pine Hills Road and 6.7 miles from

US 27 in Lake County, to the Turnpike. Construction on the first phase is scheduled to begin later this year.

FDOT's Orlando Construction Resident Engineer, Don Budnovich, stated, "The widening from four to six lanes of this roadway and the construction of the overpass taking SR 50 over SR 436 are both essential steps to reduce traffic congestion and commute time."

News Briefs

A "STELLAR" CONTRACT FOR QCA

QCA recently was selected by Stellar Partners, a national airport retailer, to update their print advertising campaign. With 40 years of service, Stellar Partners is considered to be one of the aviation industry's most progressive firms, managing multi-store retail operations, featuring Ron Jon Surf Shops®, MINDWORKS®, News & Gifts, Duty Free stores and more in international airports throughout the United States.



industry's most progressive firms, managing multi-store retail operations, featuring Ron Jon Surf Shops®,

Lead by Creative Services Director Rank Fowler, QCA's design team will work together with Stellar Partners' executives to create an advertising campaign that captures their dynamic spirit while further enforcing their brand and marketing message.

"QCA's aviation marketing experience gives us a unique insight into how to effectively position Stellar Partners advertisements for the greatest impact", said Audra Butler, executive director of production.

We look forward to a long, successful partnership with Stellar as QCA continues to build our reputation on a national scale.

CREATIVE SERVICES WINS ANOTHER ADDY AWARD

In last quarter's newsletter, we spotlighted QCA's 2007 Silver ADDY Award win for their design of the "AirJTA" bus wrap for the Jacksonville Transportation Authority. It is with great pleasure to announce that this year; once again, the creative services team was honored with a Silver ADDY® Award for bus wrap design. Their Jacksonville Transportation Authority/Jacksonville Public Library "Ride to Read" bus wrap will be automatically entered in the Regional ADDY awards.

With over 60,000 entries annually, the ADDY® Awards are the world's largest, and arguably, toughest advertising competition. It is the only creative awards program administered by the advertising industry for the industry.



I-95 EXPANSION IN NORTHERN PALM BEACH COUNTY

Recently, QCA was selected to provide public information services for a new Florida Department of Transportation (FDOT) District Four project to widen Interstate 95 from PGA Boulevard to Indiantown Road in Palm Beach Gardens and Jupiter. This project includes the widening of the High Occupancy Vehicle Lanes (HOV), milling and resurfacing, drainage improvements and landscaping.



The project is scheduled to begin in May of this year and will last for approximately four years. Businesses and residents are supportive of the planned construction and have been looking forward to the benefits that the project will bring to them. QCA's Alicia De Fago will serve CEI Consultant TBE Group as the team's public information officer for this project.

DEVELOPERS PROJECT COMMITTED TO PUBLIC INVOLVEMENT

QCA recently joined forces with engineering consultant and long-term QCA client WilsonMiller to provide public information services for the widening of SR 54 and SR 56 in Pasco County. This Tampa Bay area project is funded by the Jacobs Group, the developer of the Cypress Creek Town Center, which is an open-air mall being built on the corner of I-75 and SR 56. Serving the project is QCA's Public Information Officer Liane Caruso. The developer was required to improve traffic flow and safety surrounding the new mall as part of a Development of Regional Impact (DRI) Study. The developer hired WilsonMiller to supervise the road construction in coordination with the mall development. The Florida Department of Transportation (FDOT) District Seven is overseeing the project to ensure FDOT standards and specifications are met.



As an imperative part of the developer's project, QCA is committed to the identification of opportunities to inform the public and the successful implementation of the community awareness plan.

2008 QCA Leadership Retreat – Costa Rica

Living our vision daily is one of the reasons Company President Sharlene Lairscey picked Costa Rica as this year's location for QCA's annual Directors Leadership Retreat held February 6-9. Costa Rica is one of the hottest fishing destinations around, with dorado averaging 40 pounds and yellow fin tuna that push the 300-pound mark make it easily one of the largest

concentrations of big Pacific fish found anywhere. Calm blue waters and short rides to the fishing grounds place the country at the top of the big game fishing destinations. So what were six QCA women doing there? In addition to fishing, strategic planning and visioning, of course.

Here's what QCA's Leadership Team had to say about the trip...

Q: Did you enjoy the format of the meeting?

"The meeting was informal, yet inspirational and effective. It was a great way to get everyone together to re-group and to focus on a successful year. A lot of ideas were shared among the group."

"The format was very clear and direct. QCA has an aggressive sales goal to meet. I feel that everyone understood and is committed to the team as well as to the goals."

Q: Do you believe that the choice in location made the retreat more beneficial?

"Taking your directors to such an incredible location shows your dedication and devotion to their success individually, for the team and ultimately for the company."

"It was the best retreat I have ever attended. It was very relaxing and fun, we had great conversations and good working conditions. Getting to know other leaders within the organization was also great."

Q: What about the retreat would you change?

"Nothing. It was a truly amazing experience, both on a personal level and on a professional level."



"The depth of our relationships internally is difficult to explain. There's not another company out there like ours!"

VISION- Live It!



Q: What topics discussed at the retreat did you find most valuable?

"All of them. As a new employee, I learned the core values of the company and the success of teamwork combined with individuality. Every leader is different, yet effective and successful. Every leader had something to learn from the others and every leader had something to share with the others. All QCA leaders are strong in personality with forward thinking minds which is valuable to the success of the company."

"I found the financial discussions most valuable as I gained a better respect for our contracts and the contract negotiation process. I enjoyed meeting with the other district directors and found that everyone had a lot of good ideas that I could easily incorporate into my plan."



Sharlene Jairecey & Liane Caruso

Karen Kersey



Sharlene Jairecey, Karen Kersey, Fish Burgher & Marcella Venegas

Join us next year at Costa Rica's Los Suenos Resorts February 18-22.



The "Muy Muy" Crew

The Spirit of New York



As QCA associates at the NTI course in New York got to know the other course participants, we had the opportunity to share stories about our current jobs, our daily lives and our backgrounds. Through these conversations, we learned that many of the course's participants lived and worked in New York for several years, and many formerly worked in the World Trade Center.

In the training room, there was a small memorial for three New York Metropolitan Transportation Council employees, which served as a daily reminder of those lost that tragic day. We heard stories about near escapes from the falling buildings, being trapped in the rubble and losing co-workers and loved ones. We were moved and inspired by their courage and strength as they continue to work together to rebuild their lives, the city and the country.

For the QCA team, the course transcended the training books – and each person we were lucky to meet was one more reason why.

Quest in the City

A central part of QCA's philosophy is the importance of providing opportunities for our associates to learn new business paradigms, enhance our current skills and to integrate evolving technologies into our daily jobs. Through hands-on

workshops and seminars, QCA team members nurture their talents and identify new avenues for achievement. In February 2008, four QCA associates traveled to New York City to attend the National Transit Institute (NTI)'s course on public involvement in transportation decision making to do just that.

Executive Director Audra Butler, Area Managers Susan Emmanuel and Jeannette Lazo and Public Information Officer Megan Olivera braved the cold New York winter to attend the training course, which was developed by Rutgers University for the National Transit Institute (NTI). The three-day course was held in downtown Manhattan at the New York Metropolitan Transportation Council's Office on Water Street, just steps from the Wall Street financial district, the Fulton Street Fish Market and Battery Park.

Attended by planning and transportation agency representatives from New York, New Jersey, Massachusetts, Vermont and Texas, the training course offered participants a chance to learn effective and innovative public participation, negotiation and mediation techniques, while networking with their peers. QCA team members were frequent contributors



Public Involvement Training in New York. Left to right- Megan Olivera, Audra Butler, Susan Emmanuel, and Jeannette Lazo.

to discussions and activities. The course's participants had the unique experience of being actively involved in a technique, such as a discussion circle, a role-playing scenario or a values continuum, and then learned the theory behind the techniques and the best application for them.

Audra Butler said, "This course was invaluable to me. It showed me how to apply new techniques to better serve public information activities on my existing projects and helped me fine tune the techniques I regularly use to yield greater results."

"The conference in the Big Apple was absolutely wonderful! Not only did we learn valuable public information concepts, but we also made some great friends and got to experience the city," said Jeannette Lazo.

At the end of the course, participants received certification in "Public Involvement in Transportation Decision Making" by the National Transit Institute. But, QCA associates left the Big Apple with more than a certificate; they took with them a great experience, new contacts and relationships, and knowledge that will benefit their current and future projects.

ASSOCIATE HIGHLIGHT

Meet New Tampa Bay Area Team Member – **Liane Caruso**



Liane Caruso joined QCA in February 2008 as a public information officer. A graduate of Florida State University with a bachelor's degree in communications, Liane is experienced in marketing and public relations.

Originally from Orange Park, Florida, Liane recently moved to the Tampa area from Key West where she lived for eight years. While in the Keys, she served QCA as a sub-consultant, representing Monroe County as a public information officer and liaison to the Florida Department of Transportation (District six). During this time, she coordinated, organized

and promoted major events/festivals for the City of Key West, drawing upwards of 70,000 event-goers. Festivals included Fantasy Fest® and ChickenFest Key West™. She also successfully wrote several grants on behalf of the Key West Tourist Development Association to apply for funding for South Florida's largest festival, Fantasy Fest®. Liane marketed the festival along with other major events for the City of Key West coordinating worldwide promotion and statewide collaboration. For QCA's Bay area office, she'll be serving in a similar capacity and is excited to be part of the team.

PROJECT PLANNING **PAYS OFF**

After more than two years of teaming and strategizing, persistence paid off for QCA when we were notified that the HNTB team had been selected to share the Design General Engineering Consultant (GEC) contract with incumbent PBS&J for the Florida's Turnpike Enterprise. QCA will provide home office support in the form of public involvement, community outreach and creative services to HNTB on this five-year contract, which has an optional renewal for another one to five years.

One of the challenges we'll face is coordinating with multiple groups within the Turnpike involved in public involvement and community outreach efforts. Both HNTB and QCA bring valuable experience in successfully

coordinating with multiple entities serving the client, and will support the preparation of text and graphics for newsletters and brochures, project and vicinity maps, database development and maintenance, banners, poster boards, news releases, bulletins and more as requested.

In its proposal, HNTB also highlighted QCA for our in-house creative services, extensive experience with toll agencies and our ability to help the public understand and embrace complex transportation projects. It also was noted that – unlike some public relations firms recently entering the field – QCA was created specifically to provide community outreach and public information services for Florida's transportation industry.

Executive Director Mary Brooks will lead the efforts on this contract, with support from QCA associates Deana Leffler, Maricelle Venegas and the Creative Services team. This is QCA's second major Turnpike win, following the award of the Suncoast Parkway 2 - Section 2 public involvement coordination contract with Bowyer Singleton & Associates in summer 2007.

HNTB



Unforeseen Delays - Quirks of the Job - **Nothing Routine for PIOs**

Angry motorists, weather delays and job site hazards are not the only thing that may be interfering with construction in Palm Beach County. From the start of 2008, Alicia De Fago, QCA Public Information Officer currently serving FDOT's Palm Beach area, has encountered some out of the ordinary occurrences on her project sites.

The first unusual occurrence took place February 6 on her Southern Boulevard (SR 80) project from just west of Haverhill Road to west of Congress Avenue. Alicia received a call that construction workers on her project came across what looked to be human remains. Palm Beach County Sheriff's Office (PBSO) and CSI were immediately called to the scene. After hours of investigation, photographs and crime scene analysis, the Sheriff's Office was ready to remove the remains from the scene and bring them back to headquarters for further investigation. As investigators lifted the so-called remains from the ground, and as the body hung limply in their hands, it was then apparent that this was nothing more than a rubber toy.

Another occurrence took place when, on February 18, twenty-seven protestors

blocked the entrance to the site of the new Florida Power and Light (FPL) Energy Center, causing the closure of the roadway. The protest lasted a few hours until PBSO arrested the unruly participants. Traffic was backed up on Southern Boulevard from U.S. 441/SR 7 west to the future FPL site. The protest halted work on another SR 80 project from County Road 880 to Forest Hill Boulevard as workers were unable to access the job site. Accidents occurred in another project as traffic became increasingly backed up from the protest.

Tragedy halted the Military Trail project from Okeechobee Boulevard to 45th Street on March 3, as a 60-year-old gunman entered a local Wendy's restaurant and began shooting. The gunman killed himself as well as a civilian-clothed, off duty Palm Beach County fire fighter. Project limits were closed down as investigations took place. No one on the project team was injured during the shooting or had been inside the Wendy's at the time of the shooting.

On March 4, routine maintenance to overhead lighting on I-95 in Jupiter turned out not to be so routine as the crane performing the maintenance



work tipped over into the roadway median. Emergency lane closures were put into place for two more cranes to come and remove the 100 ton crane from the ditch. This caused a complete closure on I-95 from 10 p.m. until 6 a.m., detouring traffic onto the Florida Turnpike and lifting tolls until the roadway was opened. One lane remained closed on the roadway until 1 p.m. the following day for guardrail repairs.

In roadway construction, the words 'unforeseen conditions' would have never encompassed some of the experiences District Four's Alicia De Fago has faced. These conditions were unexpected, unanticipated and totally unpredictable, keeping Palm Beach County motorists – and FDOT project teams – on their toes.

Capital City Chamber **After Hours Network**

QCA North Florida staff members coordinated another successful event as part of Tallahassee's Black History Month celebration. The Capital City Chamber of Commerce (CCCC) held its fourth annual "Network After Hours" event at Tallahassee Regional Airport (TLH) on February 25, 2008. QCA's North Florida team, including Susan Emmanuel and Mellisa McColley, helped make this event a success, according to Area Director Carlana Hoffman. With attendance of nearly 200 participants and the entertainment of a three-piece jazz band, the evening was full of fun, entertainment, food and fantastic door prizes.

During the program, the U.S. Post Office unveiled their 31st commemorative stamp in the Black Heritage series honoring Charles W. Chesnutt. Mr. Chesnutt was a pioneer writer recognized today as a major innovator and singular voice among turn-of-the-century literary realists who probed the

color line in American life. He was also the winner of the 1928 NAACP's Spingarn Award for "Highest Achievement by a Black American."

Additionally, airport vendors and other supporters traveled from all over Florida's Panhandle to donate door prizes for the evening. Vendors displayed tables to share information with members of the Tallahassee community regarding their products and services. Delta Airlines and American Eagle Airlines donated a pair of round-trip tickets to anywhere in the Continental United States as the grand prize drawings for the evening. To be eligible to win, participants had to visit each vendors table and have their "passport" stamped. As part of QCA's Tallahassee Airport contract, our team was responsible for all coordination. Together with TLH, we wish to thank all of the vendors, airlines and community members who helped make the event a success!

QCA Keeps Communications - and Traffic - Flowing on SR 408 Expansion through Downtown Orlando

When the Orlando-Orange County Expressway Authority (OOCEA) recently opened a crucial section of the 16-mile, \$640 million State Road 408 Expansion Project, QCA was tasked with rolling out an extensive public communications plan to ensure drivers did not get confused at a new mainline toll plaza.



The challenge was that the 130,000 motorists each day traveling east on SR 408 through the existing Holland East plaza – where tolls will continue to be collected over the next two months – also would have to pass through the new Conway East Plaza a quarter-mile away where tolls would not yet be collected. The fear was that motorists would become confused and stop at the second plaza (causing a dangerous backup and potential accident) or they would become agitated at the thought of being “double-charged” (causing a public relations problem).

To address these concerns, QCA associate Brian Hutchings developed and systematically implemented a comprehensive public communications plan that included: coordinating the placement of large banners on the new plaza reading “NO TOLL DO NOT STOP”; developing flyers that were handed out to 35,000 customers in the plaza cash/receipt lanes; drafting an insert detailing the plaza shift for the Expressway Authority’s **The Navigator** newsletter and recording a Highway Advisory Radio alert on 1660 AM notifying motorists of the upcoming changes.

Brian conducted extensive media outreach, including multiple interviews with TV and newspaper reporters. The event was so well covered by the media that combined with the other communications outreach activities, the shift went off without a hitch and no backups were reported – even during the height of rush-hour traffic.

The latest major operation on the SR 408 expansion projects included converting all of the mainline plazas to Express Lanes for E-PASS users. QCA has provided a multi-layered community outreach program for these projects since 2003. The Expressway Authority has made great strides in improving segments of this major downtown thoroughfare, having finished segments between Hiawassee Road and Tampa Avenue – including opening the new Pine Hills Mainline Plaza – and the downtown Orlando segment between Rosalind Avenue and Crystal Lake Drive in 2007. The improved roadway features additional travel lanes, wider access ramps, sound barrier walls with decorative panels, bridges that feature decorative architectural pylons and columns, new roadway lighting, and extensive landscaping.

Promoting Safety



FDOT SR 464 over CSX Railroad Project Ocala, FL. Left to right- Charles Wood (Kiewit Southern Co.), Karen Kersey (QCA) Bill Garnick (Kiewit Southern Co.)

Safety is the most important factor on any construction site; therefore, all QCA field employees are required to wear Personal Protection Equipment (PPE). QCA District Five Public Information Officers Karen Kersey and Megan Olivera (not pictured) were equipped recently with their PPE, including hard hats, safety vests and boots, as they delivered traffic shift flyers to businesses and residents along the Florida Department of Transportation (FDOT) SR 464 over CSX railroad project in Ocala, Florida.

Promoting awareness is the biggest factor when it comes to public safety. QCA public information officers working on road construction projects help promote safety by updating the traveling public, residents and businesses about lane closures, traffic shifts, detours, road closures and new road construction projects. Information is distributed to the public through news releases, newsletters, flyers, public meetings, Web sites and community outreach. When the public is informed, there is less confusion for motorist which makes the roadway safer for the traveling public and the construction workers working along the project corridor.

QCA's Video Testimonials by Beth Stroberg, QCA Marketing Coordinator



Recently, I was fortunate enough to travel statewide with QCA's film crew to meet and talk with some of QCA's clients as part of our marketing department's in-house video testimonials project.

While traveling, I visited several project sites, seeing some of QCA's work firsthand.

In Jacksonville, I was thrilled to see our award-winning graphics on display throughout the community. Area Director Maricelle Venegas took me on a tour of different project sites throughout the city of Cape Coral. While in Orlando, I had the opportunity to ride in a swan boat at Lake Eola Park. But, the best part of my trip was meeting the different QCA clients and learning more about all the services QCA associates provide to them.

The clients I met were extremely nice and enthusiastic about their QCA experience. Even though QCA provides a wide range of communication services, all of the results and reactions from

our clients were the same. Overwhelmingly, our clients' state that QCA provides high quality service, meets timelines and budgets and exceeds expectations at all times.

I enjoyed hearing about the different experiences that each client had with QCA staff, and it was interesting to see all of the different parts of Florida that QCA serves.

My QCA video testimonial travels ended back in the corporate office in Tampa, as we interviewed several QCA team members. I found that our QCA staff had the same admiration and enthusiasm that our clients had. Our staff had great things to say about our clients and the many projects they serve.

We appreciate all of our clients and employees who took part in our video testimonials. We had a lot of fun making them and we hope you will enjoy watching them and learning more about QCA.

Check out our video testimonials at www.qca-inc.com/quest/about/testimonials.

QCA LAUNCHES NEW WEB SITE

As a leader in the communications industry, QCA strives to stay on the cutting-edge of current Web trends and technologies, so we can better represent and serve our clients. This year, we applied our expertise to our own Web site, launching a completely redesigned site at www.qca-inc.com.

"In re-vamping our Web site, we really wanted to embrace emerging technologies and to position QCA and the clients we serve for the future," said Rank Fowler, QCA's Creative Services Director.

QCA's newly launched Web site has a sleek, modern look and utilizes Web 2.0 technology called "Ruby on Rails" to provide visitors with fluid navigation and user-friendly controls. Designed to engage the user through interactive elements and music, the site provides an in-depth look at all that QCA has to offer our clients.



QCA's Web Designer Kris Olds stated, "The site is platformed for QCA to share news and achievements with visitors, such as our award-winning portfolio. With just a click, you can learn more about our leadership team watch our recently produced client/employee testimonials video and see a complete listing of our services."

