QCA Selected for INTERNATIONAL INTERNSHIP PROGRAM

"I chose this program for the international dimension. In today's business world you need knowledge and international skills to succeed. QCA is a great opportunity for learning and gaining international experience."
-Charles Matosin

QCA has supported area wide internship programs since 1999. Recently we expanded our interest when the Council on International Education Exchange (CIEE) selected us to participate in their work and study program. For 20 years, CIEE has served as the visa sponsor for international interns and has supported more than 50,000 participants providing practical training in U.S. companies and organizations. QCA was happy to participate.

Charles Matosin joined the QCA team in October serving a six-month intern position in our marketing / market research department. Originally from France, his studies include marketing at Ecole Superieure Internationale de Commerce (ESIDEC) where he received his undergraduate degree and is currently completing his masters requirements.

QCA is providing training to Charles in the areas of public involvement, business development, market research, creative concepts, advertising and more.

Internships allow students to mesh real work experience with a learning experience in a way that is often not attainable in the classroom. They should emphasize exposing students to the career field and providing valuable mentorship opportunities.

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President's MESSAGE

Dear Readers,

I love this time of year. No matter who we are or where we might be, at midnight on December 31, we all have the same opportunity to come back to the starting line again. With a new year, we can set out to accomplish our personal dreams and professional goals. We can choose to work hard, get healthy, forgive and find the love we deserve. We can make a commitment that this is the year we will live the life we were meant to live!

In 2009, we are stronger than ever! We aim to create our best year ever! Our focus is still on providing our associates with opportunities that value a balance of personal and professional needs. Our commitment is still to deliver reliable quality communications and creative services. And, at all times and in everything we do, we will still strive to exceed your expectations by demonstrating integrity, reliability, teamwork and continuous improvement.

Our leadership team is committed to giving much more to you than ever before. We're raising our standards, changing our limiting beliefs and modeling new strategies that work.

Our Vision: To be recognized as the most reliable provider of quality communications services across a broad range of industries nationwide.

So, here's what's happening:

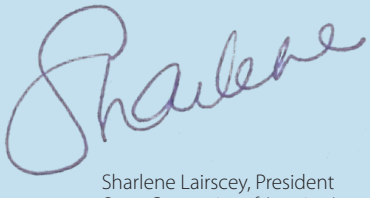
2009… *Creating* Our Best Year Ever!

PUBLIC INVOLVEMENT SERVICES: Executive Director Audra Butler is leading a superior team of like-minded people who have skills and abilities that compliment her own. While still focusing on the transportation industry, Audra will be looking for better ways to diversify and service our clients.

PUBLIC RELATIONS / MARKETING / CREATIVE SERVICES: Executive Director Christie Klammer will be leading a talented group of professionals across a broad range of industries. Her goal… producing market research and creative resources that achieve exceptional results.

CORPORATE OPERATIONS: The growth and development of our national program, which recently celebrated the opening of our Maryland office, will be lead by Executive Director Mary Brooks, now serving as our DOT client relations liaison. Executive Director Diane Hackney continues to lead finance/accounting and contracts. I will step into creating a full service customer support team, one of character and contribution, one of primary greatness and one proudly dedicated to serving you.

Thank you for your continued support!



Sharlene Lairscey, President
Quest Corporation of America, Inc.

Transportation Research Board SELECTS QUEST

QCA is honored to be selected out of hundreds of applicants submitting to participate, to feature our work at the 88th Annual Transportation Research Board's (TRB's) Conference in Washington, D.C. January 11 – 14.

Transportation Research Board Presentation Poster

As part of TRB's Meet the Author Poster Session, QCA's National Liaison Liane Caruso will proudly display a public education and outreach initiative from our Clean Highway Public Outreach campaign, implemented on behalf of the Florida Department of Transportation (District Four) in Palm Beach County.

Joining other transportation professionals from the Idaho, Florida and Oregon Departments of Transportation, HDR Engineering, CH2MHill and academics from Universities as far away as Japan and China, QCA will display our campaign, present information and share our experiences with 10,000 attendees from all over the world. For more information on TRB's conference, go to *www.trb.org/Meeting/2009*.

PROACTIVE * PLANNED * PREPARED
Number One Principle for Positive Media Results

QCA's Brian Hutchings receives high praise from the Orlando-Orange County Expressway Authority (OOCEA) and positive media attention for his efforts to promote the completion of the S.R. 408 (East-West Expressway) Express Lanes.

Brian Hutchings

The opening of Conway West Plaza Express Lanes marked a major milestone in this widening and improvements initiative by enabling motorists with E-PASS transponders to drive end-to-end on S.R. 408 without having to slow down to pay tolls.

Brian's promotion efforts included a planned distribution of 6,000 coupons for free E-PASS transponders the weekend prior to the opening of the new Lanes. His outreach plan also included scheduled tours of the project area with key media, e-mail alerts to government and emergency services officials and the use of Variable Message Signs (VMS) and traveler information radio to get the word out. Several interviews were also conducted with local news media. Beginning at 5:30 a.m. the morning of the opening, Brian conducted eight television interviews and two radio interviews. The opening also received a mention in the local newspaper, the *Orlando Sentinel*.

OOCEA E-Pass

ONE-ON-ONE WITH AVIATION INDUSTRY EXPERTS
National Research Initiative a Success

At the close of 2008, QCA wrapped up the final phase of a year- long industry outreach initiative for the Airport Cooperative Research Program (ACRP). Executive Director Audra Butler served as project principal responsible for planning, coordinating and in some parts facilitating workshops throughout the U.S. Other QCA associates including QCA President Sharlene Lairscey, Chrisitie Klammer, Liane Caruso, Susan Emmanuel and Beth Stroberg also served this contract identifying and discussing current topics and emerging issues facing the airport industry with aviation professionals across the nation. QCA was proud to be ACRP's partner in what we consider an important research initiative. The result of our efforts produced strategic topics suitable for ACRP research to guide airports into the future. Look for the final report published as ACRP Research Digest Five, soon to be located at *www.trb.org/ACRP*.

CREATIVE CAMPAIGNS
for Excellence in Transit

Award-winning RTS brochure

QCA President Sharlene Lairscey joined QCA's Brian DeCoveny of the Northeast Florida operation and Brian Hutchings of Central Florida for the Florida Public Transportation Association's FPTA 34th Annual Conference in October where QCA client, Jacksonville Transportation Authority (JTA), proudly received the first place Award of Excellence for their Summer Youth Program, a QCA creative services campaign.

Brian DeCoveny serves as QCA's account sales executive for this contract. Supporting his efforts are Creative Director Rank Fowler and the rest of the creative services team. Brian worked closely with JTA's Marketing Planner Lee Ann Walker to create this successful campaign. The campaign included a poster, in-theater movie ad, billboard and a summer fun guide, which was used as an educational piece to help educate and better market the Authority.

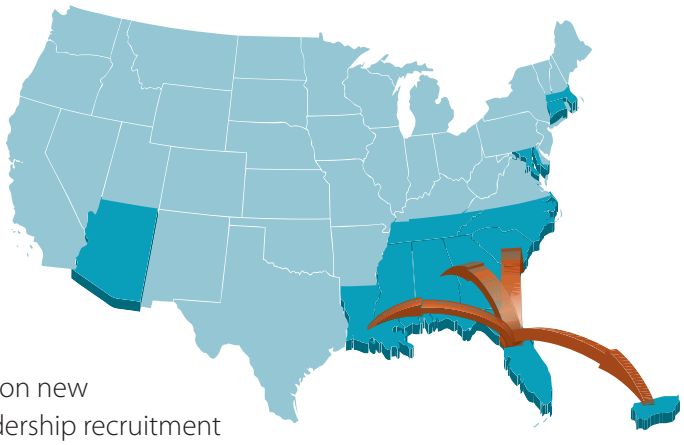
JTA was also awarded the first place Award of Excellence for Advertising Collateral for the RTS Futuristic Brochure, also produced by QCA's creative services team.

JTA is hosting the 2009 conference in Jacksonville, scheduled for October 25-27 at downtown's Omni Hotel. QCA, in partnership with JTA, will play an important role as they plan for diverse programs on topics of interest for Florida's public transportation industry.

In spite of Economic Trends …
QCA'S TREND IS TO KEEP GROWING

In a tough economic climate where many businesses are making cutbacks, QCA continues to grow! Our vision includes not only diversifying our service line but also a nationwide expansion.

Licensed and DBE-certified in Florida as well as 12 other states, QCA is opening new offices, hiring and/or relocating staff, joining local Chamber of Commerce's, scheduling local agency meetings and more.



Executive Director Mary Brooks, after seven years of serving QCA in a Florida project management / public involvement role with the company, now serves as a national Department of Transportation (DOT) agency liaison. Although still responsible for client relations throughout Florida for some of our Florida DOT clients, her new focus is on new business development and new leadership recruitment throughout the Southeast United States.

With the recent opening of our Maryland office, located in Hanover, MD, Casi Jenkins has joined Mary's team to serve as area director for QCA's Maryland operation, our first official operation outside of Florida. With a bachelor's degree in architecture / design, coupled with over eight years of marketing and public involvement experience, Casi is tasked with creating new relationships, developing new business and supporting outreach efforts throughout the state.

Licensed & DBE-Certified Within:

- Alabama
- Arizona
- Connecticut
- Florida
- Georgia
- Louisiana
- Maryland
- Massachusetts
- Mississippi
- North Carolina
- Puerto Rico
- South Carolina
- Tennessee

DEL PRADO BOULEVARD WIDENING PROJECT
Open House A Success

Area Director Maricelle Venegas, Project Superintendent Don Jones for Balfour Beatty, and Construction Project Manager for the City of Cape Coral Ernie Lemmermen, P.E. informing project residents of the upcoming construction on Del Prado.

The City of Cape Coral's Transportation Division hosted an Open House on January 6, 2009 to discuss proposed improvements to Del Prado Boulevard, from Kismet Parkway to S.R. 78 Pine Island Road at the Kismet Christian Center in Cape Coral.

With nearly 60 people in attendance, the Open House allowed the public to review the proposed median improvements and to ask questions or otherwise discuss the project with city staff members and construction consultants. A majority of the participants were in favor of the roadway plans and were pleased with the bridge work already completed.

Improvements along this 2.3 mile stretch of roadway on Del Prado Boulevard will include widening the road from four to six lanes, the installation of curbs and gutters, street lighting, landscaping, irrigation, paved multi-use paths and traffic signals. Construction is planned to begin late January 2009 and take about 30 months to complete.

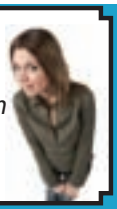
"BBC and Quest did a great job at preparing for this event with their mail outs, publicity, facility selection, set up, and attendance. City staff was well represented, as were designers from Johnson Engineering."

Chris Camp III, Civil Engineer
City of Cape Coral.

Advertising | Community Outreach | Focus Group Facilitation | Graphic Design | Marketing | Public Involvement | Public Relations | Web Services

Our Services

come visit us on the web at *www.qca-inc.com* or call toll free *866-662-6273*



ANOTHER GREAT EVENT
TOHO Celebrates Five Years

"Quest delivered their promise of a successful luncheon once again. Everything went smoothly from beginning to end, and everything was taken care of. I did not have to worry one bit, because I knew I was in great hands. It's a great feeling knowing that you can fully trust in receiving excellent service!"

- Dina Green, Employee Relations Manager for Toho Water Authority

When the Toho Water Authority celebrated five years of operation and progress, QCA was there for them to spearhead the event. QCA has been serving as the Authority's public relations and marketing consultant since April 2007. Newly appointed Executive Director Christie Klammer serves as project manager. In addition to special events planning and coordination, her team has provided Toho with services such as customer service surveys, focus group facilitation, newsletter production, advertisement collateral development, publicity and more.

The celebration, held October 31, 2008, included a Fifth Anniversary Awards Luncheon, inviting all Toho employees, the media and elected and appointed officials. QCA was responsible for event logistics, the creation of event collaterals and promotional materials, served as a point of contact with the event facility, created the annual employee awards, and even produced a testimonial video, featuring elected and appointed officials.

Left to right: *QCA's Megan Olivera, Karen Kersey, Christie Klammer and Stephanie Evans with* **Center:** *Dina Green, Employee Relations Coordinator for Toho Water Authority*

ABOUT TOHO Past to Present

Toho Water Authority was established in October 2003 by a special act of the Florida legislature and is a partnership between the City of Kissimmee and Osceola County. At its inception, the authority and its 117 employees provided a total of 76,900 services (32,000 – water, 29,200 – wastewater, 8,800 – irrigation, and 6,900 reclaimed water). There were seven water plants delivering approximately 20 million gallons per day (mgd) and four water reclamation facilities treating approximately 13 mgd and receiving wastewater from 167 lift stations.

The Authority has grown significantly in its first five years. Presently, Toho provides a total of approximately 181,000 services (80,300 – water, 74,800 – wastewater, 15,350 – irrigation, and 10,400 – reclaimed water). They have 19 water plants, nine water reclamation facilities treating approximately 19.4 mgd and receiving wastewater from 365 lift stations. The Toho family has grown to over 196 employees and continues to increase. For more information on Toho, go to *www.tohowater.com*

New Face in Maryland

Casi Jenkins

Casi Jenkins joined QCA's team in December to head up our new office in the state of Maryland. She is tasked with creating relationships, developing business and supporting outreach efforts in the state.

After joining the QCA team, Casi shadowed QCA experts to help her in her Maryland venture.

Contact Casi at:
Phone: 410-841-4058
cjenkins@qca-inc.com

Tampa Bay Area Shadowing with Liane Caruso

I traveled with Liane to St. Petersburg to spend the day with her at the Pinellas County Housing Authority. She informed me of the process they use for keeping their organization current on the information that the media is releasing to residents. Liane also shared with me the newsletter that QCA is responsible for building for the PCHA.

Corporate Office Shadowing with Executive Director Audra Butler

Let me just say that Audra Butler has a library of information stored in that head of hers. Audra was very helpful with providing me a list of items she will be able to assist me with in the future, along with an outlook of corporate procedures and requirements. Audra welcomed my questions and filled me full of great information.

Corporate Office Shadowing with Rank Fowler and the Creative Team

Friday was a day filled with creative learning. Rank was great with providing me many examples of what the creative team can do for those of us in the field. I was able to observe Web site designer Kris Olds and Graphic designer Kara Bigelow as they prepared revisions for QCA clients.

Central Florida Shadowing with Karen Kersey

I met with Karen at the District Five DOT office. Karen had been on the road that day in Ocala doing flier distribution, so it was great for me to have the opportunity to ask questions and get some insight on the public information side of things. Karen spared no time with getting me samples and information that would be imperative for me to use in the future.

South Florida Shadowing with Jeannette Lazo

I assisted Jeannette with her preparation for a very important meeting with the Commissioner that afternoon. We reviewed the visuals used at the meeting and met with the engineer on the Palmetto Expressway Expansion Project.

Southeast Florida Shadowing with Tish Burgher

Tish and I started off the day with a trip to the Everglades to attend a FDOT progress meeting. After the progress meeting, I was very fortunate to spend the day driving District Four with Tish. I just couldn't miss out on the opportunity to pick her brain. She gave great ideas for business development and shared her experiences with me.

Shadowing with Executive Director Mary Brooks

I met with Mary Brooks and discussed the up-and-coming national growth and development. Mary provided me with great samples of proposals, flyers, newsletters, brochures and key points of reference, to arm myself with the knowledge of the transportation world. Mary was able to give me the knowledge I need to help me build QCA's Maryland District.

West Central Florida Shadowing with Lori Buck

Lori and I made our way into the Tampa DOT office. I received hands-on experience as we referenced jobs while preparing status reports and inspecting plans. Lori gave me some great insight on documenting and informing the DOT of projects status along with the issues and concerns that come up when communicating with the public.

Expressway Shadowing with Brian Hutchings

I began the day with Brian at the Orlando Orange County Expressway Authority. I gained information on the tracking system we use internally called ACT. Brian was great at showing me how the system is set up and how it will work to help me log and track my correspondence with my Maryland contacts.

Southwest Florida Shadowing with Maricelle Venegas

I met Maricelle at the Balfour Beatty Office in Cape Coral as she was preparing for a Construction Open House for her Del Prado Boulevard Road Widening Project. We then drove the Santa Barbara Boulevard Project, Segment D, to provide the area residents with Fact Sheets on the Project. It was a quite the experience traveling from door to door and it was great to see Maricelle's interaction as she handles different personalities.

QCA

Quest Corporation of America