



be *i*nformed.

Quest Corporation of America

QCA welcomes Steve Nalls  
as Senior Vice President.

**steve**  
**NALLS**

"Best in Construction"

Miami International  
Passenger Surveys

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Advertising | Creative Services | Marketing | Public Involvement



# PRESIDENT'S MESSAGE

“People have always needed identity. In one form or another, we’ve used “visuals” to claim ownership, to prove our affiliation, or to brand products and / or services with distinctiveness.”

Sharlene Lairscey, President  
Quest Corporation of America

## OUR NAME

Since 1995, our company has been known throughout Florida as Quest Corporation of America, Inc. We are often referred to as Quest Corporation, Quest, QCA, Inc. or simply QCA. We've found it funny that over the years, our Quest (the one providing professional communications services, community outreach, marketing and public relations) was sometimes confused with Qwest Communications, Quest Software, Quest Diagnostics, NasaQuest, Quest Aerospace, Quest International, Quest Technologies, and two of my all time favorites... 1-900-BABE (The Quest Girls for you late night television watchers) and Quest Online (Wisconsin's most popular gay community Web site). At one time, I thought it was great that we could “piggyback” off of other firm's marketing tactics. Today, however, I'm at a different place. Our employees work extremely hard and deserve to be affiliated to a company they can be proud to be identified with... a company that is unique, having no equal.

## OUR ORIGINAL LOGO

Our original logo was clean, simple and somewhat traditional. But over the years, as our culture evolved and our service capabilities expanded, although I left the design of the logo alone, I continued to have fun with the freedom of changing it up based on what we were doing at the time. At any given moment I was playing with the graphic elements – type, symbol, color, pattern, and motion – and asking myself which ones were relevant to my present design.

I am stuck on the fact that visual identity is important, and by changing it often, it loses a lot of its meaning and impact along the way. What was originally intended to “keep it fresh” was getting lost in the clutter of our own marketing and media.

## OUR IMAGE

We still get grief over our holiday cards, our brochures and our blitzes. What can I say, we have beautiful people with beautiful hearts, working hard and having fun.

Our image is clean and is one that I'm extremely proud of, however, as we grow our first step is to move in the direction of visually being recognized as a national company, proud to be headquartered in the U.S., with the ability to serve globally. To be known as a company whose employment and recruitment strategies, talent development processes and employment brand identity have the potential to become legendary.

## OUR FUTURE

And finally, it is our desire to move QCA's image from a Florida transportation-specific communications firm to an internationally respected brand name that is associated with talented professionals and highly innovative products and services. We're on our way!

We would like to thank you for your continued support!



## DBE CERTIFIED

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

### Pending:

Delaware  
Oklahoma  
Pennsylvania  
Texas  
Virginia  
Wisconsin

# Welcome **Steve!**



Steve Nalls

QCA welcomes Steve Nalls as Senior Vice President. According to company president Sharlene Lairscey, "Steve is a leader who supports the motivation of employees. He's a visionary and information bearer who will look to the future for change and opportunities."

Steve Nalls came to QCA with a reputation for his high standards of excellence; his work ethic, can-do attitude and his unwavering

commitment to serving the needs of his clients. Serving as part of QCA's Corporate Executive Team, he will lead Business Development and Client Relations.



Look for Steve at this year's New York Marathon in November!

## "Best in Construction"



Susan Emmanuel



Mellisa McColley



Carlana Hoffman

Congratulations to QCA's North Florida Interstate I-10 team members Susan Emmanuel, Mellisa McColley and Carlana Hoffman for your contribution to the Florida Transportation Builders' Association, Inc. (FTBA's) 2009 "Best in Construction" awards.

Our QCA team supported the award winning I-10 Interstate project in Leon County from 2006 - 2009, along with the true recipients of this award, QCA Client and CEI Consultant Greenhorne & O'Mara, Inc. (G&O) and Contractor Anderson Columbia Company, Inc. Each year, a committee from FDOT and FHWA selects the award winners. Awards are presented to the contractor and CEI winners of each project category, as well as local winners from FDOT at the FTBA awards breakfast held during the annual convention to recognize their outstanding efforts.

President Sharlene Lairscey will personally thank G&O, as well as Anderson Columbia while attending this year's convention at the Boca Raton Resort and Club in Boca Raton, Florida, August 13-16.



According to a recent issue of Roads & Bridges (ROADSBRIDGES.com), most state and local DOTs continue to make good progress toward the goal of using American Recovery & Reinvestment Act (ARRA) highway funds quickly to make highway investments and create jobs. According to our research, these states are also in need of qualified and DOT certified DBE firms. QCA is in the process of completing the certification process throughout the entire U.S. Some of QCA's travel over the next few months includes: New Hampshire, Oklahoma, Tennessee, Utah and Wisconsin.



## ACRP Update

Once again, QCA is working with the Airport Cooperative Research Program (ACRP) of the Transportation Research Board (TRB) in Washington D.C. QCA's Casi Jenkins is writing a Research Results Digest which will summarize 21 different ACRP research projects that are currently underway. The goal of the digest is to ensure collaboration between the projects and that efforts aren't being duplicated between topics which may have a similar expectation or result. The digest is expected to be published by the end of summer 2009.

President Sharlene Lairscey recently traveled to California to serve on an ACRP Screening Panel for their Fiscal Year 2010 Program. Earlier this year she was asked to serve on a Problem Statement Review Panel – Future Finance and Business Strategies for Airports. ACRP is part of the National Academies – advisers to the nation on Science, Engineering and Medicine. Sharlene said, "It's quite an honor to be associated to a group of exceptional professionals whose main purpose is all about furthering knowledge."



**"Last year, QCA had a team who traveled nationwide, from Anchorage to Boston, with the ACRP to facilitate focus groups in an effort to determine current research needs in the aviation industry."**

-QCA's Casi Jenkins

## Southwest Florida Team Wins CMAA Achievement Award!



*From left to right:* Mitch Thomas, Project Superintendent / Balfour Beatty Construction, Maricelle Venegas, Public Information Specialist / QCAusa, Laurie Lagos, Project Manager / Balfour Beatty Construction, Gary Vargas, Program Manager / Balfour Beatty Construction and Doug Sutter, CMAA

QCA Client, Balfour Beatty Construction, a global engineering and construction services group, was recently honored with a Construction Management Association of America (CMAA) project achievement award for the Del Prado Boulevard Bridge Improvements Project in Cape Coral, Florida.

On May 12, the West Central Florida chapter of the CMAA held its annual project excellence awards ceremony in Tampa, Florida. Project team members, including QCA's Maricelle Venegas, were presented with the silver award in the category: Projects under \$10 million. Maricelle has been serving Balfour Beatty and the City of Cape Coral since 2003.

## National Effort With Focus on Aviation

QCA's Airport Services Group provides a full range of community outreach, marketing and public relations services to airports nationwide and is excited about the future opportunities that lie ahead. QCA's national expansion leader Casi Jenkins is spearheading activity from Washington D.C.

In April, Casi lead an aggressive business development effort with back-to-back meetings in Maryland,

Virginia and Washington D.C. in an effort to introduce QCA to the area to meet with some of the industry's leading aviation planning consultants. Casi said, "The effort has proven that with hard work, communication and persistence comes great opportunity. We have had teaming requests on several aviation projects within the metro area. As it stands, we have shown great promise and we look forward to announcing our progress as we move forward."

# Miami International Airport

QCA's South Florida team together with Corporate Leadership and staff support, jet set to Miami, Florida to embark on a huge effort for the Miami International Airport (MIA). Aviation Planning Consultant Ricondo and Associates hired QCA to conduct passenger surveys on domestic and international flights as well as tenant surveys throughout the airport. From South Florida, QCA's Jeannette Lazo served as the project manager for this huge undertaking. Several QCA associates sacrificed evenings and weekends to support the South Florida team. The QCA team was required to speak and / or translate French, Creole, English and Spanish. From airport badging and security checks, to survey conducting and data collecting, the entire team worked tirelessly, around the clock, to ensure numbers were met and surveys were tallied each day.

The overall purpose of these surveys was to provide information for the MIA 30 year Master Plan which aids construction and reconstruction of the airport to ease the traveling experience for its customers. The basic questions covered how long it takes each passenger to get through the security check-point and baggage claim as well as the process of arriving to the airport and shopping at the various concessions.

In the end, QCA prevailed, met the goal and even went above and beyond by conducting 4,000 surveys.

*4,000 Surveys,  
Four Different Languages,  
40 Security Badges*





# Welcome to Camelot



QCA associates, clients, family and friends from all over attended the company's Open House Celebration on Friday, April 24 at our new Corporate Headquarters in Land O' Lakes, Florida.



## Once Inside **IT Effort**



Jim Brubaker, IT Manager

QCA's recent move to our new corporate office has positively impacted every aspect of our daily operations, specifically in the IT Department. As a result, we upgraded our systems to the best communication technologies available.

**"In the face of national expansion, we must be armed with the tools necessary to compete in this high-tech world."**

**-Jim Brubaker**

The coordination and planning for this effort was a huge undertaking. The QCA IT Department upgraded servers, phone systems, and the backbone for our network and telecommunications. Our plan consisted of three main goals which were to create a new e-mail address in coordination with our new branding initiative; to maximize our storage space and technology capabilities; and, to make the entire effort as seamless as possible.

## Awards & **Promotions**

- Top Dollar Award of Excellence for Outstanding Achievement presented to Jeannette Lazo and the South Florida Team, 2008 Fiscal Year.
- Gleaming Star Award presented to Central Florida's Karen Kersey for going beyond the expected in the area of utilization, 2008 Fiscal Year.
- Spirit awards presented to Tampa Bay Area Associate Thais Castillo; Southeast Florida Area Manager Alicia DeFago; Web site Manager Kris Olds; and Marketing Associate Beth Stroberg in recognition of their enthusiasm and dedication to achieving QCA's Corporate goals, 2008 Fiscal Year.
- Community Citizen Award presented to Thais Castillo in grateful recognition of her generosity and her commitment to giving back, 2008 Fiscal Year.
- Prestigious Campaign Award presented to the Jacksonville Transportation Authority QCA Project Team, including Account Manager Brian DeCoveny and QCA's Creative Services team, Fiscal Year 2008.
- Promotion - Diane Hackney promoted to Vice President, Finance, Fiscal Year 2008.

## Getting on Board... **Staying on Track**

On Saturday, April 25, QCA associates from all over met in Tampa to discuss the future of the organization. President Sharlene Lairscey reported that financially revenues are holding steady and sales continue to rise. She stated, "QCA's goal is simply to provide both our employees and our clients with a more efficient operation and an increased level of customer service."

On the topic of customer service, Sharlene stressed that for the future success of any organization, enhancing the customer experience is key. "Give your clients what they want because a satisfied customer will choose to return."

She concluded by reminding associates that, with or without the challenges we are experiencing as we move forward, 2009 will prove to be a good year for all of us. The company will continue to improve and will continue to expand, but more importantly, individually we will continue to grow, and become better.

A special thanks to Chris Camp (City of Cape Coral) and Lindsay Hodges (Orlando-Orange County Expressway Authority) for their presentations at our annual meeting.



## QCA Knows Water Quality Reports



City of North Miami Water Quality Report

The Federal Consumer Confidence Report Rule requires suppliers of water that serve community water systems to provide Consumer Confidence Reports (CCR) to their customers. These reports are also known as Annual Water Quality Reports or Drinking Water Quality Reports. The CCR summarizes information regarding sources used (i.e. rivers, lakes, reservoirs, or aquifers) any detected contaminants, compliance and educational information. The reports are due to customers and the Department by the first of July each year.

QCA has produced several of these reports over the past several years for many clients throughout Florida. Recently, QCA Design Manager Kara Bigelow has been providing oversight of the design and production of the City of Tallahassee, the Toho Water Authority, and the City of North Miami water quality brochures.



"These mandatory reports allow our clients to send out a creative information piece that not only covers the required water quality information,

but can also highlight other important programs such as conservation, flood plain information and recycling initiatives," said Kara.

## Mahan Drive / U.S. 90 **Kick Off!**



QCA's Mellisa McColley serving PB Americas, Inc. and other project team members kicked off the Mahan Drive / U.S. 90

construction activities with a Public Meeting on May 7. Public officials had an opportunity to discuss this massive construction

project in Tallahassee which has a budget of \$19.5 million, a construction schedule stretching into 2013 and several planned lane closures. The project will widen the scenic two-lane corridor into a new and improved four-lane road resulting in increased traffic flow to and from Tallahassee.



## FDOT's S.R. 44 / S.R. 35 Grade Separation **Over CSX Railroad**

In May 2009, FDOT District Five Leesburg Operations began clearing and grubbing on both S.R. 44 and S.R. 35 (U.S. 301) in Wildwood, Florida. This \$25 million design-build project involves constructing two four-lane



Crew begins construction on S.R. 44 and S.R. 35 (U.S. 301) project

bridges to be built over the CSX railroad tracks. The work, which will include the construction of a new bridge east of the current bridge, will last approximately two years.

QCA's Karam Serra recently organized a flier distribution which provided project-specific information about construction progress and upcoming lane closures. Karam is confident that the information has been well received by residents and businesses along the project corridor.



# Martha Wellman...

## A Woman of Character to be Remembered!

QCA's Carlana Hoffman played a predominant role in planning and coordinating the dedication ceremony for the naming of the Martha Wellman Park for Blueprint 2000, an intergovernmental agency between Leon County and the City of Tallahassee. The dedication ceremony was attended by over 150 people, including Leon County Board of County Commissioners, City of Tallahassee Commissioners and family, friends and colleagues of Martha Wellman.

Martha moved to Leon County in 1972 and was dedicated to promoting conservation within the community. She participated in the development of the Comprehensive Plan and served on several citizen committees, including the Leon County Water Resources Advisory Committee and the Economic and Environmental Consensus Committee (EECC). She served as a Community Representatives participant for Blueprint's Capital Circle Southwest project. As an original member of the EECC, Martha was a key player in the creation of Blueprint 2000, which has brought significant infrastructure improvements to Leon County while retaining and preserving acres of pristine land. This park represents and celebrates Martha Wellman's dedication and love for conservation and for the environment. The Martha Wellman Park will be a constant reminder of a woman of character, who lived a wonderful life and should inspire us to live as she did. Martha Wellman died on May 1, 2007 (1947-2007).

The project is a 23.5-acre park site, with a 4,000-foot multi-use trail around a 15-acre stormwater pond, of which 70 percent of its capacity serves as retrofit storm water



The Martha Wellman Park

treatment. The park includes seven refuge areas, benches constructed from recycled materials, waste receptacles, lamppost lighting and decorative landscaping along the trail.

The park will be a wonderful addition to the west side of town and honors all the things Martha represented. It fully implements the holistic philosophy of the Blueprint 2000 authors. In addition, the park's location is within the Lake Munson Drainage Basin, the protection of which was a particular passion of Martha's. The Martha Wellman Park was funded by Blueprint 2000, the Northwest Florida Water Management District, the Florida Fish and Wildlife Conservation Commission and the Florida Department of Transportation.

QCA has been serving Blueprint 2000 since 2001. Together, they collaborated to transform what could have been an ordinary storm water pond into a beautiful Leon County Park.



# Indian Street Bridge-DESIGN

CONNECTING PALM CITY WITH THE CITY OF STUART

The new Indian Street Bridge in Martin County has been a long time coming. Now, thanks to President Obama's Stimulus Package, it is becoming a reality. This design-build project was one of three FDOT projects in District Four to receive funding under the American Recovery and Reinvestment Act (ARRA). QCA is pleased to announce that we are teamed with Cardno TBE to provide public information services and resident compliance services (RCS) for this exciting project.

The new bridge will cost an estimated \$174 million and provide a much-needed second crossing of the South Fork of the St. Lucie River. Design activities will kick off in August with construction starting in early 2010. Tish Burgher will serve as QCA's project manager.



Tish Burgher

## SoBe **Makeover**



Maria Palacios

The City of Miami Beach's thriving and attractive South Pointe neighborhood is undergoing a fabulous makeover and QCA's Maria Palacios is currently leading their public information efforts. According to Maria, "Keeping residents informed of the extensive renovation that this community is undergoing is critical." As a former Miami Beach resident, she understands resident

concerns and actively promotes the way this project aims to improve the quality of life for the entire neighborhood.

Horizon Contractors, along with Wolfberg Alvarez and Hazen and Sawyer, were selected by the City of Miami Beach to coordinate day-to-day construction activities for this project. It's part of a series of capital improvement projects commissioned by the city to improve the area south of 5th, which is located south of 5th Street to 2nd Street between Alton Road and Washington Avenue. The project will provide its residents with an upgraded drainage and water main system, smooth and safe roads, beautiful landscaping and decorative lighting. Construction began in May 2009 with anticipated completion in winter 2010.

## I-4 CONNECTOR Soon **TO CONNECT**



I-4 Connector project beginning in 2010



Thais Castillo

QCA client and CEI Consultant Cardno TBE received notice to proceed on June 29 to begin CEI activities for the long-awaited I-4 / Selmon Connector project in Tampa, Florida.

Serving their team is QCA's Thais Castillo who will provide administrative services for this \$446 million connector road that will relieve truck traffic through Tampa's historic Ybor City. The I-4 / Selmon Connector will be an elevated roadway between the interstate and the Selmon Crosstown Expressway, with access ramps to keep pass-through traffic from clogging local roads. Its prime function is to alleviate traffic congestion in the Tampa Bay area and provide direct access for the thousands of trucks who enter or leave the port of Tampa daily. This project is scheduled to be completed in 2014.



# QCA Team Deals with **High Profile Public Issues**



**Mary** Brooks

When the Florida Department of Transportation (FDOT) staff at Brevard Operations became concerned about the potential for increasing public issues on an expanding number of projects, QCA rose to the challenge to make sure the client was covered.

Since 2007, QCA has successfully served on an area wide public information contract for District Five, which has been overseen by Senior Associate Karen Kersey. Team members Megan Olivera in Orlando Construction and Karam Serra in Leesburg Operations also serve the team and provide community outreach and media coordination.



**Karen** Kersey

New team member Nicole Colon, was brought on board to serve the major Brevard projects coming online. Nicole, a Navy veteran and professional with nine years of experience in construction, has worn many hats, from a community liaison and estimator with The Lane Construction Corporation, to working closely with the Orlando-Orange County Expressway Authority on concerns and claims that came directly to H.W. Lochner's CEI office.

In addition to Karen and Nicole, QCA Principal Mary Brooks is also supporting the team. The QCA Public Information team in Brevard County is handling 16 projects valued at more than \$518 million. Another 12 projects are expected to begin by the end of the year.



**Megan** Olivera

**“The team has tackled high-profile public issues and media coverage on the Palm Bay Road widening project, as well as resident and motorist concerns on four projects along the U.S. Highway 1 corridor and other projects along 35 miles of I-95. They have also spearheaded a proactive community outreach program to publicize the start of the long-awaited State Road 406 A. Max Brewer Bridge replacement over the Indian River.”**

**- Karen Kersey**



**Karam** Serra

The team also jumped into the State Road 513 South Patrick Drive Improvement Project in Satellite Beach amidst a firestorm of public unrest about tree clearing and other issues. QCA staff created a detailed project newsletter and communicated frequently with county and state elected officials who also had received many complaints.

QCA took the proactive dissemination of critical project information to the next level, and the number of complaints since has been dramatically reduced.



**Nicole** Colon



# philanthropy

*volunteering giving back  
sharing spirit helping others  
doing our part*

## QCA's Mellisa McColley Wins Second Place in ITE Golf Tournament - **Hole in One!**

The Institute Transportation Engineers (ITE) Golf Tournament was held May 29, 2009 at Seminole Golf Club in Tallahassee, Florida. This is the fifth Tallahassee ITE Tournament and is already a favorite among golfers. The tournament, benefits future transportation engineering students in the Big Bend area. The team, consisting of QCA's Mellisa McColley, Lauren Hite, Ray Youmans and Gary Phillips, tied for first place with a score of 63.



## FSMA Picnic

On May 23, QCA staff volunteered their time for the First Annual Family and Friends Spring Picnic benefitting the Families of Spinal Muscular Atrophy (FSMA) Greater Florida Chapter at Macfarlane Park in Tampa, Florida. SMA is the leading genetic killer of children and FSMA is dedicated to creating a treatment and cure by funding research initiatives and supporting SMA families through improving care, educating the public and enlisting government support. For more information about FSMA and how you can help, please visit [www.fsma.org](http://www.fsma.org).

## Ladies Lounge - **Miami Chapter Opens**

Recently, QCA's Monica Diaz started a South Florida chapter of Ladies Lounge. "I started the chapter as part of my effort to reach out to the community and meet new young women in business and to have the opportunity to network, socialize and give back to the community," said Monica. Ladies Lounge is an organization geared toward young women in business. It was founded in Los Angeles, California in 2003 to unite savvy women to explore various topics and attend community events. From goal setting and health and wellness to local concerts and charities, Ladies Lounge proudly boasts chapters in Los Angeles, San Francisco, San Antonio and now, Miami. For more information on how to become involved with Ladies Lounge Miami, e-mail [ladieslounge@miami@yahoo.com](mailto:ladieslounge@miami@yahoo.com).



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