

BE REINFORMED

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QCA

INTRODUCING:
A NEW DIVISION



brand Munki

ENTERTAINMENT & SPORTS MARKETING

visit QCA on:    

Communications | Community Outreach | Compliance | Creative | Customer Service

president's message

DEAR FRIENDS,

I am happy to announce on April 1, we released **BrandMunki**, QCA's new Entertainment & Sports Marketing Division.

It brings me great joy and tremendous pride to tell you that we are continuously working on improving and expanding what we offer to our customers and one way of increasing this offering is to introduce products and services which are outside the box of our traditional services.

BrandMunki offers a full line of creative services which allow us to provide insight into the technology and media trends informing the creation, production and distribution of new brand ideas. The "MONKEY" itself, according to the Chinese zodiac, is considered to be lively, flexible, clever and skilled. In dream psychology, monkeys represent a person's playful side and express a need to be fun loving. They are intelligent and creative creatures and all of these characteristics are what embody this new division.

Leading our BrandMunki team is Senior Graphic Designer Teena Cardozo (pictured with me above). Focusing on the Entertainment industry as well as the philanthropic initiatives serving professional athletes, she hopes to someday lead the industry by producing the best creative work, across all platforms.

BrandMunki will operate under the Quest Corporation of America family, serving QCA, and will at all times aim to provide a uniform Customer Experience. Combined, we have the unique opportunity to expand into key markets that might otherwise not embrace us. We are counting on your support.

To all my public agency customers, I realize how blessed I am to know you. You have contributed to my personal growth and professional development, and without you, I would not be where I am today. On behalf of all my QCA associates, we continue to take great pride in serving you, as you will see on pages seven and eight. And, most importantly, thank you for teaching me that success comes with teamwork and in making a difference. Regardless of our changes, QCA will forever be committed to you and to the professional engineering industry.

While we are always looking at new ideas, we will never forget our cultural past nor put aside our high tech future. Our mission is simply to continue to find fresh strategies as we move forward, and to, at all times, give Extraordinary Customer Service.

Many Blessings Always




Be sure to check out the **QCA Fitness Challenge** on the back cover, OR GO TO www.QCAusa.com.

Social media...

Multi Channel Messaging is more valuable today than ever before. We are learning however that anyone can say they are a social media guru, but do they really talk the talk and walk the walk.

For QCA, before moving forward, we set some goals. When using social media, it was important for us to build relationships, to raise awareness, to improve perceptions and respond to customer service issues, to boost engagement, attract top talent and get people to our events, as well as to our clients' events.

We put our in-house Corporate Communications / Marketing team in charge because they have a great understanding of our organization and are looped in with the big marketing picture. They are champions and stewards able to marshal our other teams internally and externally, and finally are focused on always moving forward in the sales cycle.

If you are considering social media for your organization, and if you have a few minutes, try checking search.twitter.com for searches about your company brands, executives, industry or competitors. We promise, if nothing else, you'll find something insightful, surprising, disturbing or amusing.

State of the Company



Stop Talking and Start Communicating

was the topic for QCA's "State of the Company" meeting,

held May 13 – 14 at the Hyatt Regency Coconut Point Resort in Bonita Springs, Florida. The meeting proved to be a spectacular event as division leaders presented year-to-date updates on their individual business plans. The meeting also included a half-day training session with communication coach Mark Wiskup. Mark shared pertinent points about how to communicate with speed, power, and impact. His workshop was interactive, with full participation by QCA associates through the sharing of ideas, sprinkled with a bit of humor and fun. In addition, QCA's financial position was reported by VP of Finance, Diane Hackney and an Industry Update was provided by Senior VP Steve Nalls. Owner /President /CEO Sharlene Lairscey announced QCA's new initiatives, which included the company's social media goals and objectives, division skits on the subject, and the announcement of internal essay contest winner (of \$1000 team prize) Peter Dobens. She also unveiled QCA's recently added Entertainment Marketing Division, BrandMunki, and announced the future of Collective Sports Marketing, yet another unique internal branding initiative.



Peter Dobens



Sharlene Lairscey



Steve Nalls



Diane Hackney

HOW DESIGN LIVE

CHICAGO JUNE 22-27

QCA President Sharlene Lairscey along with QCA's BrandMunki Senior Representative and Graphic Designer Teena Cardozo traveled to Chicago for five days of fantastic design events which included a Managers Conference, Creative Freelancer Conference and the Dieline Package Design Conference. Sharlene and Teena connected with thousands of other designers, in-house managers, and more for some intense learning and exploring. In addition, HOW is developing a new community for web designers where Sharlene and Teena were able to explore a range of topics on digital design. "Creativity, business and tech information was at our fingertips. We have everything we need to stay ahead in today's competitive economy," stated Teena.

Design Live Workshops featured hands-on experience, with topics that included brainstorming, Illustration, InDesign, photography, self-pitches and budgeting. Grasping these concepts was easy with the in-depth help of big names in the business. According to Sharlene, "it was the perfect environment for networking, as well as to stay inspired, motivated and creative."



DID YOU KNOW...

MONKEYS ARE A FREE SPIRIT

LET US ENTERTAIN you

check out our work...



Quest Corporation of America, Inc. is proud to introduce its newest division: **BrandMunki**. The division will focus on Entertainment Marketing as well as philanthropic initiatives supporting professional athletes and their personal foundations nationwide.

According to division leader Teena Cardozo, "BrandMunki provides a wide variety of services to a diverse group of clients. We provide services such as, but not limited to, print design - fliers, posters, menus, magazines, banners - website design and development, social media services and event planning."

Now, if you are familiar with QCA you might be saying "QCA provides similar services to their current clients." True, but BrandMunki's key target markets are restaurant and nightclubs, foundations, the music industry and fashion. BrandMunki takes some of the amazing qualities from QCA and places those strengths into a completely different venue!

We are always looking for ways to stay ahead of the game and what better way to do so than to expand on our talents! **ENJOY SOME OF OUR LATEST DESIGNS FOR OUR NEWEST CLIENTS!**



Client: The Fashion Movement
Product: Website design and development



Client: Clothing Line **TEAM HUMANITY** by NFL Professional William James
Product: Website banner material for www.ShopTeamHumanity.com



Client: Hana Teppanyaki House
Product: Logo and menu design



Client: Cafe con Leche Cafe and Lounge
Product: Logo design



Client: ZK Industries
Product: T-shirt design



Above Clients L to R: Suite Jacksonville, LUX Ultra Lounge, Nutown Records
Product: Nightclub and music concert promotional fliers

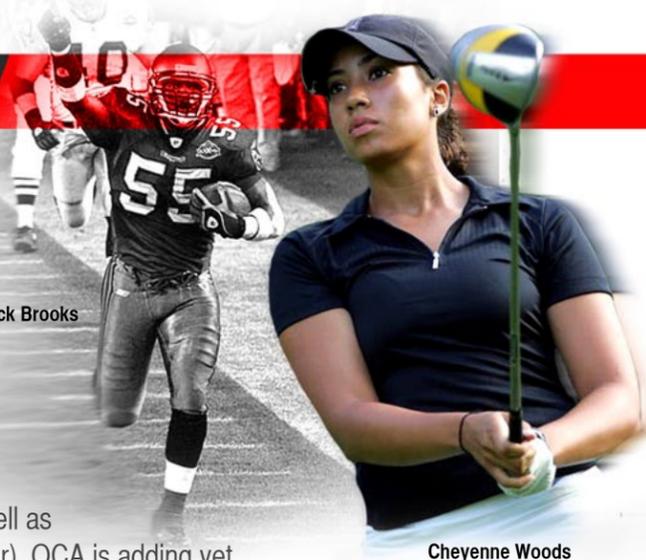
Left Client: College, newly signed music artist
Product: Logo and t-shirt design

BrandMunki



GAME ON!

Derrick Brooks



Cheyenne Woods

Quest Corporation of America is taking Sports Marketing to a whole new level.

Where this newsletter issue is focused on introducing our newest family member, BrandMunki, as well as highlighting a variety of new products and services (pages three and four), QCA is adding yet another new name – Collective Sports Marketing -- to the mix.

As our company continues to expand throughout the private sector markets, we are trying something new. We have elected to identify some new target markets and “brand” our specialties, giving each a unique presence for the industries we hope to serve. Since 1995, Quest Corporation of America, Inc. has been the parent company of QCA which has been dedicated to serving public agencies throughout Florida. For nearly 16 years we have been involved in the branding of major transportation projects for the Florida Department of Transportation, as well as for municipal agencies and other independent authorities, providing unique program and/or project identities used throughout many communities. From concept through construction and beyond, these identities are memorable and have the potential to last a lifetime.

BrandMunki, as you read earlier, is solely dedicated to Entertainment Marketing, as well as the philanthropic initiatives led by professional athletes nationwide. Collective Sports Marketing, unlike BrandMunki, is focusing on the marketing and public relations for the actual team.

Like any successful sports teams like the 2002 Tampa Bay Buccaneers or the Chicago Bulls of the 1990's, it wasn't only one player that made these teams successful. It was the collaboration of highly skilled individuals, each bringing their own unique talent, that made championship-caliber teams. It was Collective!

Hockey Anyone?



QCA's Melissa De La Uz

recently attended a Panthers vs. Senators hockey game in South Florida with client Eisman and Russo, and our 57th Avenue project team.



Are YOU connected yet?

If you aren't... you need to be.



You can now learn the latest and greatest about QCA!

QCA icon, Serena Bugatti



Kristin Lane
Principle



QCA's Sports Marketing Division, along with strategic business partner, the Kristin Lane Agency, is working with the LPGA Tour to bring a Futures Tour event to the Greater Tampa Bay area in 2012.

Known as the “Road to the LPGA” since 1999, it has been designated as the LPGA's developmental tour. The mission of the LPGA Futures Tour is to prepare the world's best young women professional golfers for a successful career on the LPGA Tour. In 2012, the Futures Tour greatly anticipates the participation of Cheyenne Woods, niece of one Tiger Woods. Ms. Woods is currently a junior at Wake Forest and recently won the ACC Women's Golf Championship by seven shots!



Brian DeCoveny
Project Manager



Did YOU KNOW...
The Monkey is a sign of creativity!

Grand Opening & FAMILY FUN WALK



QCA was front and center throughout the coordination and implementation of the celebration commemorating the completion of the Del Prado Boulevard Roadway Improvement Project. We worked hand in hand with the City of Cape Coral and Balfour Beatty Construction to ensure the community enjoyed the Grand Opening & Family Fun Walk, held May 21 along the project area of Del Prado Boulevard and Diplomat Parkway. The celebration began with a Ribbon Cutting ceremony, and culminated with the Family Fun Walk which spotlighted the many extraordinary features of the project. The community enjoyed displays and interactive booths where area businesses shared samples of their products and services, music and festivities for people of all ages. Participants were encouraged to ride their bikes, bring their families and include their leashed pets, making the celebration a true example of how roadway improvements can contribute to the enhancement of a livable community.

Congratulations to Maricelle Venegas, QCA's Southwest Florida Manager, for her outstanding efforts in hosting a successful event. Initiatives included the coordination of speakers and other participating stakeholders, close communication with numerous City departments, and organization of area businesses that displayed their wares.



Maricelle Venegas
District Manager

BLUEPRINT GROUNDBREAKING Event



Blueprint 2000 held a Groundbreaking Ceremony to celebrate the third Design / Build expansion project along Capital Circle Southeast on May 3. The event was coordinated and implemented by QCA's North Florida team.

Improvements for this portion of Capital Circle Southeast include widening the existing two-lane, undivided rural road to a seven-lane urban facility. The 1.15 mile long project stretching from Crawfordville Road to Woodville Highway will add curb and gutter, sidewalk, a meandering trail, bicycle lanes, a landscaped median and border, as well as significant stormwater improvements.



Susan Emmanuel
District Manager



Carlana Hoffman
Senior Public Information
Officer



Mellisa McColley
Area Manager

REBUILDING WITH THE STARS

TransFlorida Development Corporation and QCA have teamed up on another major Capital Improvement Project within the City of Miami Beach. This time the dynamic duo is taking on Star Island: the exclusive neighborhood that various international celebrities, such as Gloria Estefan and P. Diddy, as well as local philanthropic celebrities, such as the Miller family and Patricia and Phillip Frost, call home.

The project includes reconstructing the roadway that loops around the island, replacing a water main and building a new gutter within the island's central Buoy Park. Work, which began in May, is progressing around the area and project staff has already made several celeb sightings.

Join the **STARS**. Team with QCA on your next project.

HART METRO RAPID PROJECT



Mary Brooks, Sharlene Lairscey and Megan Olivera

QCA's Transit Services Division has been supporting HART - the Hillsborough Area Regional Transit Authority - on a growing number of major service enhancements.

The HART MetroRapid North / South Corridor Project will be the agency's first to feature the latest electronic, up-to-the-minute passenger information displays and signal devices to give the new buses the green light when traveling Nebraska and Fletcher avenues. As the public involvement subconsultant to Kimley Horn & Associates on this final design project, QCA literally hit the streets to get the word out about the project's public involvement meeting on April 26, 2011. After the meeting, QCA provided the client with a comprehensive public meeting summary together with the collection of public comment forms. Final design on the MetroRapid project should finish this fall, with construction to begin in phases in 2012.

I-4 INTERCHANGE MODIFICATIONS AT SR 46 PUBLIC MEETING

Interstate 4 (I-4) was one of the first Interstate Highways to be constructed in Florida. It opened in 1959 and was completed by the late 1960s. Located wholly within Florida, Interstate 4 provides a southwest to northeast connection across the central section of Florida. Known also as SR 400, I-4 is part of the US Interstate Highway System which runs through Florida and is the most traveled freeway in the state.

The Florida Department of Transportation currently has six I-4 improvement projects under construction and 18 improvement projects slated for future construction. The I-4 Interchange modifications at SR 46 include reconfiguration of the ramp from westbound SR 46 to a new westbound I-4 Loop Ramp and Collector-Distributor Access System from SR 46 through SR 417 and SR 46A.

On June 1, the Department of Transportation (FDOT) held a public involvement meeting for the SR 46 / I-4 Ramp Improvement Design Build Project at Seminole State College in Heathrow, Florida.

QCA's District Five team, Megan Olivera and Alicia Arroyo, were on hand to allow the community to review design information for the project, discuss the future improvements and answer all questions. Our role was in support of representatives from Ranger Construction Industries, Inc. (Contractor), Horizon Engineering Group, Inc. (Design Firm), Cardno TBE (CEI Firm), and FDOT District Five (Project Management, Public Involvement Office and Interstate Construction Office).

The total cost of the project is \$25.85 million and the estimated completion date is December 2012.

Welcome ABOARD

Darren Alfonso joins QCA as a bilingual Area Manager in Florida.



OOCEA'S WEKIVA PARKWAY IS A GO!



Ananth Prasad, who was named Secretary of the Florida Department of Transportation (FDOT), said at a recent OOCEA

Board Meeting: "It's a great day for this project. We have reached a partnership to deliver and I'm going to be personally engaged to see to it dirt gets moving in 2012." QCA has been proudly serving OOCEA since 2004.



Megan Olivera
Public Information Officer



Alicia Arroyo
Public Information Officer

BRING YOUR CHILD to work day!



QCA's Palm Beach Operation's Associate Linda Francis, and her daughter, Alyssa, attended a very exciting "Bring Your Child to Work Day" event hosted by the FDOT. There they learned about various types of safety and enjoyed hands

on activities. A K9 police officer came to teach the kids about how dogs are often used to sniff out drugs. Afterward the kids were allowed to spend some time with the dog, which was a nice treat for a job well done. They were taught about bike safety, how to use a fire extinguisher, and about the Adopt-A-Highway program, and even got to participate in a mock roadway cleanup. At the end of the day, the kids made a picture to show what they had learned about FDOT. Linda helped to create a poster with the kids' drawings to give to the FDOT as a thank you for this exciting and educational day.

PHILANTHROPY NEWS WITH JILL CAPPADORO



Don't Lose Sight of the Simple Joy of Giving Back. It seems the nation as a whole has been in a less giving mood. According to the Bureau of Labor Statistics 26.3% of the population volunteered their time between September 2009 and September 2010, a drop of more than half a million people from the previous

year. While we all want to spend more time with our families and enjoying life, try to remember that you will gain ultimate fulfillment not through the number of toys you've accumulated, but by the number of lives you've touched. I am personally grateful to have a healthy family, a circle of close friends, an exciting career and the resources I need to fulfill my obligations. When you have the ability to offer guidance and expose others to a world of infinite possibilities, you can count on knowing that they will grow into productive and loving citizens. We must not lose sight of the spirit of giving. It must be passed to our future generations. And in my opinion it should be more than a reflex action to tragedies when thousands suffer (such as 9/11; or an earthquake or tsunami). Where money is important, time is truly of value. Devote time to serving at a soup kitchen, teaching the young or old to read, and simply mentoring. Trust me you will change lives. Universally, we can all help. Whether you earn \$3,000, \$30,000 or \$300,000 per year, there's something you can do to improve the life of others. It just takes commitment.



IT CORNER WITH DYLAN CONWAY

The QCA email system receives about 800 spam / scam emails per week. We employ a filtering service that filters out 99.9% of them, but occasionally one gets through. The good news is that most of the time they are completely harmless, but since they can sometimes contain harmful attachments or links, here are a few things to be aware of:

1. If a message comes from someone you don't know it is almost always spam / scam mail.
2. Even if the message appears to come from someone you know it may still be harmful. Be wary if the message is unexpected, is out of character or makes some out of the ordinary request.
3. In either of the cases above, the best course of action is to not open any attached files or click on any enclosed web-links before determining if the message is legitimate.
4. If an email instructs you to reveal any personal information or install any software, don't do it.
5. If you are uncertain about whether an email is legitimate, contact me (Dylan@QCAusa.com).

GREEN UPDATE WITH GLORIA



Social responsibility can be productivity coupled with sound strategies. And, I challenge all of us to do more. QCA tries to show a deep respect for people inside and

outside the company, and for the communities in which we live. This includes contributions of time and money, as well as a duty to provide environmentally friendly products and services and a desire to improve the lives of individuals here and around the globe. We are currently researching through the Natural Products Associates, materials used for printing and packaging. We also are committed to renewable energy awareness. And we believe in being safe and free of hazardous materials when it comes to cleaning products, such as products that include soy, coconut and palm oils as their ingredients.

- QCA's Gloria Freeman



QCA END ZONE Divas



It was with endless confidence and deep-rooted determination that QCA's End Zone Divas took on fellow athletes of all ages and abilities during the 2011 Nick Schuyler Foundation 7 on 7 Flag Football Tournament in May. This charity event benefits the Will Bleakley Memorial Scholarship Fund and the United States Coast Guard Foundation. As the only co-ed team in an otherwise all male tournament, our End Zone Divas consisted mostly of local high school and college students. We're very proud of our team; each player is a shining example of what our organization stands for – caring, integrity, and selfless giving.

LEADERSHIP LUNCH N' LEARN
QCA 2011
Getting Better Every Day
CHRISTIAN LEADERSHIP IN THE WORKPLACE
 PRESENTED BY DREW WEATHERFORD
 THE RED EAGLE GROUP, LLC.

Drew Weatherford attended Florida State University where he played football and gained the titles of FSU's all-time leader in pass attempts and second all-time for career completions. Drew completed 37 career touchdown passes, 10th-best in school history. In 2007 he was ranked fifth in the ACC in total offensive yardage per game and second among ACC quarterbacks in rushing yards. Along with all his success as a football player, Drew graduated with a major in finance.

Throughout all his achievements, Drew has never lost site of what it means to be a Christian Leader. He now has started his own company called The Red Eagle Group, LLC. Drew works as a business consultant connecting a diverse group of businesses together. He will share his knowledge about the importance of bringing people together to reach a common goal. It was a pleasure having Drew speak to our group.

QCA FITNESS CHALLENGE

Attention **QCA Associates** and **QCA CLIENTS** (with currently active projects where QCA serves as your professional consultant / subconsultant)! QCA is hosting a contest! Beginning July 1, join us for our next fitness challenge and be eligible for prizes not only for the first place winning team, but also for the most creative team name and for the most creative workout.

FOR DETAILS and TO REGISTER, visit us at www.QCAusa.com under the QCA NEWS LINK. It's not too late. JOIN US NOW!

JULY 1 - SEPTEMBER 30



www.QCAusa.com - 866.662.6273

DBE / WBE CERTIFIED * OFFICES NATIONWIDE

