

Preliminary Program

This program is subject to change. Please consult the convention directory after you arrive to be assured of the most accurate program and schedule.

PROGRAM

Sunday, October 10

12 am – 11:45 pm
Decorator Move-in
Exhibit Hall

4:30 – 6:30 pm
Registration

Monday, October 11

8 – 9:30 am
Executive Committee Meeting

9:30 – 10 am
Mentoring Committee Meeting

8 am – 5 pm
Registration

8 am – 7 pm
Exhibitor Set-Up

8:30 – 9:30 am
Parking Industry Institute (PII) Meeting

10:30 am – 6:15 pm
Helen and Jerry Stocks Memorial Golf Outing to Benefit the Parking Industry Institute (PII) Scholarship Fund
Pinehills Golf Club,
Plymouth, Mass.

Tuesday, October 12

8 am – 1 pm
Exhibitor Set-Up

7 am – 5 pm
Registration

7:30 – 8:30 am
Continental Breakfast

8:30 – 10 am
Opening General Session



Steve Rizzo, "The Attitude Adjuster,"
Motivational Speaker

10 – 10:15 am
Energy Break

10:15 – 11:45 am
Concurrent Business Sessions (3)

The Most Dangerous Risk to the Parking Industry—Parking Taxes

Though there are some signs of an economic recovery, few parking companies can report that they have returned to a level of profitability. Compounding the challenges of a damaged economy, intense competition for parkers and fuel price increases, many municipalities are struggling and are either raising or considering raising parking taxes.



Join **Robert Zuritsky**, president,
Parkway Corp.



Tim Leonoudakis,
CEO, City Park,
and other industry
leaders in an
important discussion.

Green Parking: Making Cents Out of Today's Green Technologies

This session will focus on providing a realistic and practical analysis of various Green technologies and how they fare in today's parking industry. The session will address three major technologies presented by market leaders in those areas, followed by a Question and Answer session with the presenters:

Solar Energy—Carports and Top Level "Energy Gardens"



Robin Heuer, COO/
CLO, *iParkSolar*



Robert Hayworth,
CEO and owner,
Baja Construction



**HVAC and Ventilation Strategies—
Emerging Technology Solutions**



Steve Little, LEED-AP,
and president, Level
Solutions

**Lighting and Lighting Control Strategies—
Practical Analysis**



Jeff Pinyot, president,
ECO Parking Lights
and PARKING
magazine columnist

**Branding/Web/Social
Media Panel**

Hannah Paramore, president,
Paramore/Redd Advertising Inc.

Adam Kaufman, partner, Locability

**12:15 – 2:15pm
Annual Luncheon**

**2:30 – 6 pm
Exhibit Hall Grand Opening**
Commonwealth Hall

**7 – 7:30 pm
New Members and
First-Timers Reception**

By invitation only
Flagship

**7:30 – 9:30 pm
Opening Reception**
Lighthouse—Plaza Level

Wednesday, October 13

**8 am – 5 pm
Registration**
**8:30 – 9 am
Continental Breakfast**

**9 – 10:30 am
General Session:
CEO Forum**



Herb Anderson,
chairman, president
and CEO, Impark,
Vancouver, BC



James A. Marcum,
president and
CEO, Central Parking
System, Nashville,
Tenn.



Mark Muglich,
president, Ampco
System Parking,
Cleveland, Ohio

**10:30 – 10:45 am
Energy Break**

**10:45 am – 12:15 pm
Concurrent Business
Sessions (2)**

Legal Update



Michael L. Stevens,
Partner, Arent Fox,
Washington, D.C.

**Emerging Technologies Within
the Parking Industry: How
to Apply Them in Your World**

This session will be presented by representatives from Federal Signal Technologies Group (FSTech), a division of Federal Signal Corporation focused on intelligent transportation systems solutions. They will share their vision of how to apply emerging technologies within the parking industry. What lessons can be learned from other industries? How have emerging technologies been successfully applied? What are the pitfalls and lessons learned? As we move toward intelligent transportation and the merger of parking and transportation, what are the benefits of espousing open architecture technology platforms? Ideas will be shared and open discussion encouraged.

10:45 – 12:15 pm

Roundtable Discussions (5)

Airport Parking

Moderator: **Jack Hemphill**,
Logan International

Hospitals

Moderator: **Dave Ryan**, *Curbside Hospitality*

Municipalities

Moderator: **William Kilpatrick**, *CPP, New Haven Parking Authority*

Off-Airport Parking

Moderator: **Charlie Brown**,
Charlie Brown's Airport Parking

Universities

Moderator: **Scot Henry**, *Wright State University*

12:30 – 3:30 pm

Exhibit Hall with Lunch Service

3:30 – 5 pm

Concurrent Business Sessions (3)

Take Charge of Your Workers' Compensation Claims (Before They Take Charge of You)



Kathy Phillips,
first vice president, Alliant Insurance



Julienne Bramesco,
general counsel, Colonial Parking

Without the appropriate policy and procedure in place internally, injured employees will languish in the claim system unnecessarily. This increases claim severity, the employer's loss ratio and experience modification. The ultimate result: increased workers'

compensation premiums. The workers compensation claims system is unlike any other claims process. Learn how to manage your workers' compensation claims effectively and efficiently from day one. Increase your knowledge so that you can take charge and not be left in the mix of thousands of other employers who pay too much for workers' compensation insurance.

Green Transportation



Peter Grace,
vice president, Leasing and Finance, Clean Energy



John Schmid, *CEO, Propark America*

The Client's Perspective

Scott Rickards, *vice president, Equity Office Properties/Blackstone*

Rick Reynolds, *co-founding senior partner, Ask Forensics*

4 – 6:30 pm

Parking Consultants Council (PCC) Meeting

Beacon Hill Complex

5 – 6 pm

Government, Institutional and Non-Profit (GINP) Division Meeting and Reception

Flagship

Thursday, October 14

8 am – 5 pm

Registration

8 – 9 am

Board of Directors Meeting

9 – 10 am

Concurrent Business Sessions (3)

Driving Company Financial Results Through Individual Performance



Colleen M. Niese,
senior vice president, chief administrative officer, Impark



Vicki Pero,
vice president, Organizational Development, Impark

Many words come to mind to a hiring manager when asked to complete the annual performance review process. The thought of providing feedback on an individual's performance can be a daunting task, especially if a particular area of performance requires "coaching." Attend this hands-on seminar that links individual performance to company results and replace the subjectivity from your appraisal process with goal setting, monitoring and evaluation.

The Design and Configuration of Parking Facilities to Support Pedestrian-Oriented Places



Brian O'Looney, *AIA LEED-AP, design architect, planner, and partner, Torti Gallas and Partners*

A discussion of ways to configure and mix parking facilities as efficiently as possible for Downtown, New Urbanist, Transit-Oriented, Town Center, and other pedestrian-oriented environments.

Field Management Budgeting 101



Eric Webb, CPP, vice president and general manager, MarcParc

This presentation will provide and guide field management

level staff members with basic budgeting skills and knowledge. The participants will learn best practices on how to prepare, implement, and review basic operational P&L performance.

10 am – 1 pm

Exhibit Hall with Brunch Service

1:15 – 2 pm

Exhibitor Advisory Council Meeting

Open to all exhibitors

1 – 2 pm

Roundtable Discussions (5)

Revenue Control/Audit Techniques

Moderator: **Jim Newcomer**, Amano McGann

Automated Parking Facilities

Moderator: **Frank DeFoe**, Unitronics

Attracting and Retaining Key Talent

Moderator: **Merri Mai Williamson**, SPHR, Application Researchers

Valet Parking

Moderator: **Mike Jasser**, MarcParc

Concrete Corrosion/Maintenance

Moderator: **Tom Ouska**, Concrete Protection & Restoration

2 – 2:15

Energy Break

2:15 – 3:15 pm

Concurrent Business Sessions (3)

Leveraging Technology to Provide Stellar Customer Service



Liz Simmons, principal, Simmons Consulting



Zack Harmeyer, associate product manager, T2 Systems

This interactive presentation will provide ideas on using technology and access to information to better serve your customers. Liz Simmons will introduce best practices pioneered by customer service oriented organizations such as Southwest Airlines. Zack Harmeyer

will provide examples of how technology can put better decision making information in the hands of your customer-facing staff. Together, they'll show you how to leverage technology to improve the "soft skills" of your customer service staff.

Extracting the Economic Value of Your Parking Assets

James 'Jay' H. Redd, Jr., managing director, Gates Capital Resources

Parking and Counter Terrorism



I. Paul Lew, senior vice president, Thornton Tomasetti

Christopher P. Pinto, P.E., senior associate, Thornton Tomasetti

This session will focus on vehicle transported explosives and the effects and counter measures available. Attendees will learn about FEMA's evaluation methodology for determining if your facility could be a terrorist target, as well as which vehicles should have limited access to a parking facility.

"My firm first got involved in NPA in the early '60s as a small parking management company with just a few parking facilities in Allentown, Pa. We immediately began developing relationships with other parking professionals, one that lead us to expanding our business to Wilmington, Del., where we are headquartered today. If not for the leadership and access to industry professionals through NPA, it is unclear what the future of our firm may have been. We deeply appreciate NPA and all the colleagues we have had the privilege of working with over the years."

Jed Hatfield, CPP, President, Colonial Parking, Inc.