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The Middle Atlantic Parking Association

President's Letter

Year-End Wrap-up



Parking and Ponies Winner's Circle

Dear MAPA Members:

As 2010 draws to a close, we can be thankful for many things because it has been a great year for MAPA.

We held an unprecedented number of events this year. In April, the "Parking and Ponies" outing at Laurel Park, drew the largest number of attendees for a Lunch and Learn to date. Groom Energy, our sponsor, gave an informative presentation on high efficiency lighting.

The month of June brought a networking reception at the "House of Cars" exhibit at the National Building Museum in Washington, DC and the MAPA Annual Golf Tournament at Diamond Ridge Golf Course in MD.

In October, we hosted our Annual Fall Conference. This successful one-day conference held at the University of Baltimore featured the "First Observer" training for parking professionals through the Department of Homeland Security.



House of Cars: (L-R) NPA Interim President John Fiegel, MAPA Board Members, Terry Campbell, Larry Cohen and Bill Boyle

Additional topics included *LEED and Sustainability Design*, presented by Rachel Yoka, *Revenue and Access Control* presented by Hal King and Clarence Kemper and *Parking Matters* by Helen Sullivan. The conference also hosted 12 exhibitors that displayed the latest their companies had to offer.

These timely training sessions, our exhibitors and MAPA's push to keep our fees low resulted in the attendance nearly doubling that of previous events. Thank you to those who attended and for all the positive feedback. We will continue to provide low cost learning opportunities.

The New Year will bring new learning and networking events. In February, we are planning for well-versed customer service training. Watch for details. On a personal note, the New Year brings a new opportunity. I will be the new Executive Director of the Lancaster (PA) Parking Authority. I will look forward to continuing to serve as MAPA's President.

Wishing everyone a happy and safe holiday season!

Larry J. Cohen, CAPP
MAPA President



Congratulations to these newly certified First Observers

American University

Dan Krusemark
Terrence Campbell
Dale Booth
Steven Price
Amber Laughton
Sarah Souder
Sara Laskoski
Doug Pierce

Arlington County

Bill Estes
Dennis Sellin

City of Charleston

Alana Minear

Colonial Parking, Inc.

Chris Hankins

Concrete Protection & Restoration

Tom Ouska

Control Systems, Inc.

Howard Benson
Chad Baker
Mike Pollizzi

CVM Facilities Renewal

Andrew Wilson

Desman Associates

Michael Connor
Victoria Barnhart

Federal Parking

Bill Boyle
Barrett Goodman
Wes Albrecht
Matt Pasquinelli

Intellimar Sales Associates

John Rego

Laz Parking

Erin Gross

Mid-Atlantic Parking Services

Carlos Palza
Jam Morales

Montgomery County Government

Ed Mondoneda
Jeremy Souders
Gene Dombrowski

National Parking Association

Christine Banning

Parkeon, Inc.

Alvin Turner

PMI

Mohammad Yasin
Leul Bogale
Steve Hill
Timothy Krupnick

Polekats LLC

Kirsten Shackelford

Rickert Engineering, Inc.

Karl Rickert

Signs by Tomorrow Alexandria

Dave Gimbel

Skidata, Inc

Clarence Kemper

The George Washington University

Larry Cohen

The Wilmington Parking Authority

Atharon Pender
Karla Britt, CAPP

UDC

Shauna Brew

University of Baltimore Auxiliary

Enterprises

Stefanie Shaffer
Robert Streib

University of Delaware

Jenni Sparks

University of MD Parking

Operations

Deborah M. Wiley
Paulette Richardson

US Energy Management

Alex Inglese

Werres Corporation

Rick Sanford

Westward Industries

Dennis Carter

Whitaker Parking Systems

Sam Whitaker
Brian Mitchell

Welcome New Members

Laz Parking

Washington, DC
Joe Leightner

The Wilmington Parking Authority

Wilmington, DE
Karla Britt, CAPP
Atharon Pender



(L-R) Amber Laughton, MAPA President Larry Cohen, Sarah Souder and MAPA Board member Terry Campbell.

Scholarship Award Winners!

MAPA's 2010 Scholarship Award went to three recipients who achieved excellence in both their academic and community endeavors. This year's winners are Amber Laughton, Sarah Souder from American University and Stacy Holmes from the University of MD, Baltimore.

Member News

MONTGOMERY COUNTY DOT AWARDS COUNTY-WIDE PAY-BY- CELL CONTRACT TO MOBILENOW!

MobileNOW!

November 19, 2010 – MobileNOW!, is pleased to announce that it has been selected by the Montgomery County, Maryland Department of

Transportation to implement its ParkNOW!, pay-by-cell service throughout Montgomery County, covering over 14,000 metered on-street and parking garage spaces.

This new MobileNOW! contract was largely based on the success of its current pilot project encompassing 1,250 spaces in Bethesda, MD, launched earlier this year. To date, over 6,000 individuals have registered to use the service.

As part of the new contract ParkNOW!, will be deployed in all five parking districts in the county, including Bethesda, Silver Spring, Wheaton, North Bethesda, and Montgomery Hills.

MobileNOW! president Krista Tassa says, "We are very excited to begin rolling-out the ParkNOW!, system throughout Montgomery County. This will allow thousands of additional motorists to enjoy the convenience of our pay-by-cell system. Having it available in so many different locations should also drive adoption rates and make this a highly used and valued system." It is expected that the initial rollout will begin in Bethesda this December to metered spaces not already covered by the ParkNOW! service.

Washington, DC - December 10th, 2010 – WPS Parking Systems is pleased to announce that WPS USA Corp will be featured in an upcoming episode of *Today in America*, hosted by award-winning broadcaster and former NFL quarterback, Terry Bradshaw.

Over the past several months, WPS has been working on a joint venture with this educational television broadcasting company to educate and expand the public's knowledge on parking and transportation issues currently facing the parking industry.

"We were approached by *Today in America* to participate in one of their nationally broadcasted features. We have been collaborating on a segment entitled "Parking and Transportation Solutions for the 21st Century," explains Derek Kiley, President of WPS USA Corp.

Today in America is our country's leading lifestyle television show offering news and overviews on the latest trends in technology, business, and more. This series informs viewers on a variety of relevant issues impacting the USA and the world.

Turbulent economic times have devastated other industries, but not the parking industry. Every year more cars roll onto America's roads and every year people struggle to find a place to park them. WPS and the *Today in America* film crew decided to produce this educational feature with the assistance and cooperation of Denison Parking. "Various WPS equipped sites in our hometown of Indianapolis, were utilized to deliver a strong message about parking both today and tomorrow," states Mark Pratt, President of Denison Parking.

"Becoming more eco-friendly and advancing toward the future are the main points of the segment. The goal is to educate the audience on exactly where the parking industry is heading and what role WPS will play as parking needs become more complex," states Kiley.

The "Parking and Transportation Solutions for the 21st Century" feature will be broadcasted in various large markets throughout the United States on well-known news networks, such as: CNN Headline News, FOX Business Network, Discovery Channel and the Travel Channel.

Seasons Greetings

To All

For A Safe And Happy Holiday Season

The MAPA Board of Directors

