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MAPA

The Middle Atlantic Parking Association

2009 Annual Golf Tournament Friday, June 19, 2009

Diamond Ridge Golf Course, 2309 Ridge Road, Windsor Mill, MD



The Diamond Ridge Golf Course is one of Baltimore County's most revered classic courses that earned an impressive 3½ star award from Golf Digest's Places to Play. Come early and warm up on the driving range with a complimentary bucket of balls.



A full complimentary luncheon will be served after play has concluded. For more course information visit www.baltimoregolfing.com and click on the Diamond Ridge tab. The Golf tournament benefits the MAPA Scholarship Program. Every year MAPA awards scholarships to deserving people who are affiliated with MAPA. Complete the reservation form and choose a sponsorship to help send an aspiring student to college.

For more information contact Dawn Newman, MAPA Administrator, for a registration form. admin@themapa.org or by phone at 410-964-5724
Tournament Sponsored by:



Pay Now or \$PAY\$ Later

Following Maintenance Standards Saves Money and Builds Value

By Michael Nichols, Next Parking

The payoff line to an old commercial for an automotive service center went something like, “You can pay me now, or you can pay me later”. In pushing a specific type of oil, it played off the concept that failure to complete a routine oil change with quality products now could result in more significant and costly repairs down the road.

The concept works with just about anything requiring ongoing and routine repairs and maintenance (“R&M”), including parking garages.

The annual R&M budget for a typical garage is not insignificant. For example, a typical 10-year-old, multi-story garage with 500 spaces without any significant capital expenditures, could have total annual R&M expenditures ranging from \$100,000 to \$200,000.

Given the challenging economy and significant cost of R&M, it can be tempting to delay and defer certain expenses “until things get better”. For example, if you are lax on elevator maintenance and select a minimum cost service plan, complete one power washing per year instead of two, or discontinue mechanical sweeping, it could mean an immediate savings in the tens of thousands of dollars. But today’s deferred actions could, in fact, lead to bigger issues and greater problems down the road.

Maintenance deferred could lead to a deteriorating facility and the need to spend significant capital



The obvious solution is to have a systematized maintenance program in place. Sophisticated computerized programs with scheduling and budgetary functions, among others, now are emerging in the marketplace.

improvement dollars, increased insurance liability, lower daily and monthly parking volumes, lower rates, and, ultimately, a measurable decline in the value of the property.

To the purist, each maintenance issue is critical, and should not be overlooked or deferred. In reality, many are. Some critical and commonly overlooked R&M issues include power washing, fire suppression systems, elevators, and issues related to snow removal.

The obvious solution is to have a systematized maintenance program in place. Sophisticated computerized programs with scheduling and budgetary functions, among others,

are now emerging in the marketplace. A more simplified and less costly approach would be a more traditional and equally effective checklist program. A checklist provides a suggested frequency of all primary and secondary maintenance items and can easily be modified to include completion dates and a targeted future calendar for scheduling purposes.

Garage maintenance programs are far from sexy or glamorous. Yet viewing these programs like certain other hard operational expenses—debt service, real estate taxes, insurance coverage, and personnel costs—gives them the level of importance they deserve. With that view, a maintenance program is less likely to be overlooked. Further, if maintenance programs are not overlooked, value will be saved and/or created with a facility that can be judged on the merits of its financial operation.

The Parking Show of Shows

NATIONAL PARKING ASSOCIATION
58th ANNUAL CONVENTION AND EXPOSITION

Gaylord National Resort and Convention Center on the Potomac
National Harbor, MD (Greater Washington, DC, Metropolitan Area)
October 12–15, 2009



At NPA's 58th Annual Convention, You're On Top!

We know you're looking for TOP value for your money these days.

That's why we're reducing fees and giving you more for less at this year's event.

Attend NPA's 58th Annual Convention — THE PARKING SHOW OF SHOWS — and take advantage of the best take-home value to come your way this year!

Join us on October 12–15 for the 4 most important days of 2009.

Here's what you can expect ...

- TOP keynote speakers including T. Boone Pickens, Chairman, BP Capital Management
- TOP educational programming for CEO's, senior executives, facility and operations managers, mid-level managers and parking industry suppliers
- TOP learning experience, with business sessions focusing on:
 - energy and the environment
 - parking shuttles-natural gas vehicles
 - management issues
 - communications
 - congestion pricing
 - parking taxes
 - legal issues
 - business strategy execution
- preventing and managing crises
- public/private partnerships
- valet parking issues
- real estate trends
- recruiting and hiring
- and much, much more
- TOP trade show with the latest in equipment, services, technology and trends
- TOP networking opportunities

Where the best of the parking industry meets!

To register online, please visit www.npapark.org. For additional details, please call Jennifer Harrison toll-free at 1-800-647-PARK or email jharrison@npapark.org.

To exhibit and for sponsorship opportunities, please contact Patricia Langfeld at 202-470-6302 or email plangfeld@npapark.org.



NATIONAL
PARKING
ASSOCIATION

MAPA Welcomes New Board Member



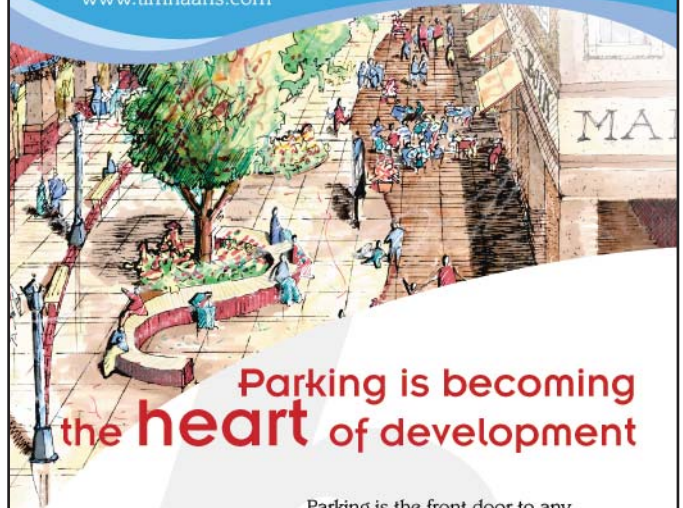
MAPA is pleased to welcome Michael Pollizzi of Control Systems, Inc. to the MAPA Board of Directors. Pollizzi has been an active member of MAPA for many years and brings a wealth of experience in parking programs. He will be filling a vacancy created by Mathew Lazowski, Control Systems, Inc. and will complete the 2009-2010 term.

New Members

Terrence Campbell, CPFM
American University, Washington, DC

Dan Krusemark
American University, Washington, DC

Rob Huffman
Aspen Contractors, Aberdeen, MD



Parking is becoming
the heart of development

Parking is the front door to any development. It must create a lasting impression that will keep people coming back again and again. TimHaahs knows how to integrate parking in just the right way to enhance the character and economy of any community or environment.

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The Middle Atlantic Parking Association

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