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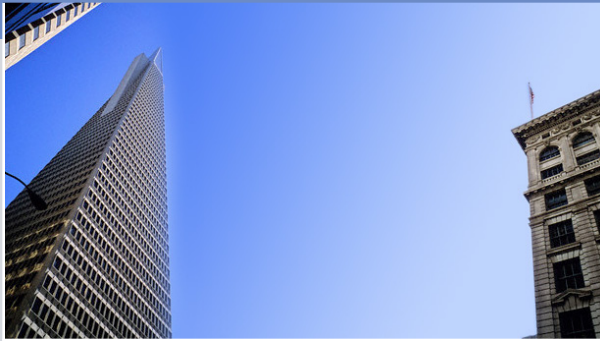
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Volume 4, Issue 3
September 2010

Inside this issue

MAPA Annual Fall Conference	1
Conference Program	2
Previous MAPA Events	3
Registration Form	4

www.themapa.org



The Middle Atlantic Parking Association

MAPA Annual Fall Conference

October 27, 2010

University of Baltimore
Baltimore, MD

The Department of Homeland Security conducts First Observer Training at MAPA's Fall Conference



MAPA's fall conference will feature the national security and safety awareness program, First Observer™. First Observer™ has been tailored into a parking-specific training program that arms parking professionals with the skills they need to address five critical security areas: On Street, surface lots, garages/decks, special events, and shuttle operations. The training enables parking professionals to identify a potential threat, provides background on different terrorist groups and their patterns of operation, gives an overview of

weapons, and details case studies of terror situations. First Observers build the skills to report potential situations using a concise, accurate and simple communications process. First Observer™ is a national anti-terrorism and security awareness program that supports the National Preparedness Guidelines of the U.S. Department of Homeland Security. Participants will receive certification after attending this session!

MAPA Annual Fall Conference

October 27, 2010
8:00 AM - 4:00 PM
University of Baltimore, Baltimore, MD

Program of Events

8:00 AM-9:00 AM
Registration Opens – Continental Breakfast

9:00 AM-10:30 AM
Strategies and Applications in LEED V3 and Sustainable Design related to Parking, Mixed-Use Structures, and Transportation

This session on sustainable design and LEED will cover the basics of how LEED works, as well as the recent changes in project certification and LEED accreditation for professionals. The presentation will incorporate design strategies and potential point values for garages, mixed-use structures, and transportation options in LEED V3, as well as the advantages and challenges of certain applications. Attendees will gain a comprehensive overview of how LEED has impacted garage design and planning, a detailed understanding of the particular points and strategies, and practical and applicable knowledge of how LEED and sustainable design decisions can impact parking operations.



Rachel Yoka - Marketing Manager, Timothy Haahs & Associates, Inc. - Rachel Yoka is a LEED Accredited Professional and the Marketing Manager for Timothy Haahs & Associates, Inc. She serves as a Parking Specialist, leading study

efforts and collaborating with clients and staff to integrate parking and sustainable design practices. She also serves Tim Haahs as Corporate Marketing Manager, leading firm-wide branding and marketing efforts.

10:30 AM-11:00 AM
First Networking Session

11:00 AM-12:15 PM
First Observer Training - Presented by: The Department of Homeland Security

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12:15 PM-1:30 PM
Networking Lunch – Visit with Exhibitors

1:30 PM-2:20 PM
Access and Revenue Control for Parking

The International Parking Institute's Parking Technology Committee presents their second education session - Access and Revenue Control for Parking. This follows their very popular and informative first education session - Technology Trends in Parking. You will learn about the latest developments of cutting-edge technology and how it is employed in various aspects of parking. This presentation will include needs analysis, implementation, the RFP (Request for Proposal) process, developing achievable technical specifications, selecting a Parking Access Revenue Control System (PARCS), and auditing. In any modern system, integrating access control into the parking revenue control system provides additional controls and audit capabilities. This session explores needs analysis, operational considerations, technical considerations and procurement considerations for deployment of a successful PARCS.



Tom Wunk, CAPP - Vice President of Operations, Scheidt & Bachmann USA - Mr. Wunk is the Vice President of Operations for Scheidt & Bachmann USA Inc. He is a Certified Administrator of Public Parking and teaches a number of sessions for the

IPI CAPP process. A product of the State University of New York system, he is an active member in both ASIS and the IPI and completed his CAPP certification in 2004. Mr. Wunk has been in the parking control industry since 1973, has designed, and implemented parking control solutions all over the world. He has developed and provided consultative and operational training presentations for the IPI, ASIS, and the AAAE. He is a committee member of the IPI Technology Committee and the Smart Card Alliance Council.



Hal King, Executive Director, Springfield Parking Authority

- Hal has been in the parking industry for 25 years, working for both municipalities and private companies. He ran the City of Milwaukee (WI) parking

meter system for 13 years and City of Evanston (IL) parking enforcement for 6 years. He also operated the Bradley Center (home of the NBA's Milwaukee Bucks) parking structure and is currently Executive Director for the Springfield (Massachusetts) Parking Authority, operating five garages and five off-street lots encompassing over 4,500 spaces. The Authority also manages on-street parking, towing and booting through a contract with the City of Springfield.

**2:30 PM-3:30 PM
Parking Matters program**

Just launched this year, Parking Matters is the International Parking Institute's industry-wide program for advancing the parking profession. The program is designed to generate greater awareness of the vital role parking and parking professionals play in transportation, economic development and

revitalization, traffic flow, college and university life, hospitality, commercial and residential real estate, sport and entertainment venues, retail, security, law enforcement - and more. Sullivan will provide details about the who, what, why and how behind this exciting program - and share ways that MAPA members can benefit from this new initiative.



Helen Sullivan, APR, Fellow PRSA, Communications Counsel, International Parking Institute

- Helen Sullivan serves as communications counsel for the International Parking Institute. A nationally recognized expert on

industry-wide public relations and marketing for associations, Sullivan's programs have expanded the market for pasta, mattresses, polyurethane foam, carpet cushion and sleep technologists, among others. Her attention is now focused on advancing the parking profession through IPI's new Parking Matters program and other IPI initiatives.

**3:30 PM-4:00 PM
Final Networking Session - Visit with Exhibitors**

Previous MAPA Events



(L-R), NPA Interim President John Fiegel, Terry Campbell, American University, Larry Cohen, GW University & MAPA President, Bill Boyle, Federal Parking Company

House of Cars Reception

On June 23, MAPA held a networking reception in conjunction with the House of Cars Exhibit at the National Building Museum. Members enjoyed great food while taking advantage of a private viewing on the exhibit. Special thanks to the reception sponsors.

**Event Sponsor - Tech Painting Company
Contributors - Colonial Parking (DE),
Federal Parking Company, and Whitaker
Brothers**

**MAPA Annual Golf Tournament
benefiting the MAPA Scholarship Fund**



June 18th turned out to be a beautiful day for MAPA's Annual Golf Tournament. More than 40 golfers turned out for a day of golf, networking and great food. The winning team was made up of MAPA Past President Ray Infussi, his father Ray and Clinton Ramsuadar. Contest winners included Longest Drive, Vanessa Caldwell, and three Closest to the Pin, Andrew Kohnsen, Chris Hester and Ray Infussi.



**A Special Thank You to the
Tournament Sponsors!**
Event Sponsor: National Parking Association
Contest, Lunch and Hole Sponsors: BCRA, Colonial Parking (DE), Concrete Protection & Restoration, Desman Associates, Federal Parking, IPI, Precision Time Systems, University of Baltimore

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 and Stacey Holmes.

New Members

Amie Devero, iControl Mobile Payment Solutions, Rockville, MD
Mike Dominelli, P.E., Kennedy, Porter & Associates, Baltimore, MD
Karl Rickert, Rickert Engineering, Inc. Parkville, MD



**Annual Fall Conference
 October 27, 2010
 8:00 AM-4:00 PM
 University of Baltimore**

Registration Form

MAPA MEMBER **NON-MEMBER**

Name	
Company	
Billing address	
City, St, Zip	
Telephone (Business & Cell)	
E-Mail	

(Print or type, copy for additional registrants)

Registration Fee (includes Continental Breakfast & Lunch)

\$75 MAPA Members

\$95 MAPA Non-Members

\$300 Exhibitor (includes exhibitor table and full registration for 2 people)

___ MAPA Members @ \$75 ea = _____

___ Non-Member @ \$95 ea = _____

___ Exhibitor @ \$300 = _____

Make check payable to:

The Middle Atlantic Parking Association, PO Box 2512, Columbia, MD 21045

Credit card type	Circle Visa MC Amex
Credit card number	
Expiration date	
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If paying by credit card you may fax or email your form.

**Dawn Newman
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www.themapa.org**