

# March 2011 Newsletter

Vol 6, Issue 1



## The Middle Atlantic Parking Association

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### MAPA Board of Directors

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Terrence Campbell  
American University

Thad Caraway  
Standard Paring, Inc.

Chris Hankins

### Letter from the President



Dear MAPA Members, After another tough winter on snow removal budgets, I know we are all looking forward to spring. MAPA has scheduled many special events this year. On **April 11**, Robert Milner, MS, CAPP and Kim Jackson, CAPP, will present "**Customer Service Training and Team Building**" at the University of

Baltimore. This full day of training is geared toward the front line staff of your organization. Take the time to send someone who is deserving of this special training. Next, back by popular demand will be our "**Parking and Ponies Lunch and Learn**" on **May 12**. This year it will be held at Pimlico Racetrack in Baltimore. The event is an opportunity for members to hear about the latest innovations in the parking industry.

In June, mark your calendars for the **Annual Golf Tournament** on **June 17** at Diamond Ridge Golf Club. The golf tournament benefits the MAPA Scholarship Fund and is a great opportunity for informal networking. Speaking of MAPA's Scholarship Fund, it's time to nominate deserving students for the 2011 award. Applications are available, here, in the newsletter and on the MAPA web site. The deadline to apply is May 15, 2011. Lastly, I'd like to extend an official welcome to Thad Caraway of Standard Parking, Inc. to the MAPA Board of Directors. Learn more about Thad by reading the article below. On behalf of the MAPA Board of Directors, we look forward to seeing you and enjoying a spring filled with great networking opportunities.

Larry J. Cohen, CAPP  
MAPA President

Colonial Parking, Inc (DE)

Todd Helmer  
Timothy Haahs & Associates, Inc.

Mike Pollizzi  
Control Systems, Inc.

**Past President**  
Ray Infussi  
Standard Parking, Inc

**Administrator**  
Dawn Newman

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## Our New Board Member

### THAD CARAWAY, STANDARD PARKING, INC



MAPA would like to welcome our newest elected board member, Thad Caraway from Standard Parking, Inc. Thad is a nine-year parking industry professional and is currently a Senior Manager with Standard Parking Corporation. Thad began his career in parking as a Facility Manager with USA Parking overseeing operations at some of south Florida's most prestigious hotels and resorts. Having built a reputation of excellence he was recruited by Park 1 as District Manager. Thad joined Chicago based Standard Parking Corporation in May of 2008. In his initial role of Portfolio Manager, Thad would assist Standard Parking in the transition of 7 Charlotte based Bank of America Corporation self park facilities. Thad's commitment to this successful transition was immediately recognized and in July of 2008, he was offered the role of Senior Manager with operational oversight for Standard Parking's Washington DC based parking operations. Since accepting his promotion and relocation to Washington DC in July of 2008, Thad has played an intricate roll in his company's renewed growth and success in the Washington DC marketplace. With a diverse portfolio consisting of mall, office, retail, cinema, hotel, hospital, and stadium parking, Thad has continued to broaden his professional experience and his parking industry expertise. In September of 2010, Thad again capitalized on the opportunity to expand his role in his company and industry, when he accepted the position of Senior Operations Manager for Standard Parking's Baltimore based parking operations.

## Member News



**Parker, from ParkNow Makes Finding Parking and Paying for it Easier!** By Jefferson Graham, USA TODAY LOS ANGELES - More than 80 years after the invention of the parking meter, parking - and paying for it - is taking on a new look, thanks to technology. A new app, called Parker, shows drivers on their iPhone where to find available metered parking spaces in the Hollywood area of Los Angeles. The application costs \$1.99 to download and is available on the iPhone. It's coming to Android in a couple months, according to Streetline, maker of the app. Parker is also in use on Roosevelt Island, N.Y., and will soon make its debut at the Fort Totten Metro station in Washington, D.C. "Parking is a huge problem for cities; it's a major source of frustration for consumers," said Zia Yusuf, CEO of Streetline. "This is real-time data from the street to your

iPhone." Automakers see a big opportunity in parking, too. BMW has pumped \$100 million into a new venture-capital arm, BMW i Ventures, to invest in such options. The first such stake is in New York-based My City Way, a mobile app that provides users with information on public transportation, parking availability and local entertainment for more than 40 cities in the U.S. Such technology investing comes as smartphones become ever more present in people's lives and cities experiment with innovative ways to deal with congested roads. SEEKING A SITE?

Streetline iPhone app finds parking spots TaLKiNG TECH VIDEO: App helps you find available parkingMobileNow's ParkNow service could mean an end to you searching for coins to feed parking meters. The service lets you call the special ParkNow phone number listed on the meter, enter a meter number and type in your credit card information. Also, ParkNow has BlackBerry and Android apps that allow users to enter a location and parking meter number and pay with pre-funded credits via the app. Mobile payments via the iPhone are next. ParkNow is available in Bethesda, MD, Decatur, GA and Hudson Valley, NY"We will look back at this time and the flowering of technology as one that transformed parking," says Donald Shoup, a UCLA professor who studies parking and transportation. "The closest comparison would be the invention of the cash register in the 19th century, which totally transformed commerce."Krista Tassa, president of MobileNow, says the dream is to be able to swipe payments using mobile phones equipped with near field communications chips, a short-range wireless technology. The company hopes to have the technology by the end of the year. "We'd love to do it," she says, "But the market is not there yet."

## Upcoming Events

### Customer Service Training and Team Building April 11, 2011 9:00 AM - 3:00 PM University of Baltimore

#### Real Parking Customer Service Training



Robert Milner, MS, CAPP

Do you have what it takes to provide real customer service as it relates to parking? If not, you will not want to miss this session.

This session will cover Customer Service, as it really should be in the parking industry. **Robert Milner**, with his 20+ years in the parking industry, stresses the importance of the words **Service** and **Attitude** in parking, like, they have never been articulated before. He does this by interaction with you...the attendee as he discusses his experiences in

14 different cities.

Topics of discussion include:

- Finding out what Pickles and Parking have in common
- 
- How to handle difficult customers
- What listening and customer service have in common
- Service from the Heart ...what it means

#### Team Building: Working in Groups

Kim Jackson, CAPP



Many functions within parking and transportation organizations revolve around the work of a "Team".....be it the enforcement team, the shuttle bus drivers, the customer service representations, events staff, etc. In this session, **Kim Jackson** will examine how teams function as a small group and how they function with the larger group, the organization.

Topics of discussion include:

- Group Dynamics - how and why groups form
- Group Stages - learn the process all groups undertake while creating a team

- Team Building - what does a functioning team look like and how do you maintain performers

### Special Reduced Rates

Members: \$50 (Includes Continental Breakfast & Lunch)

Non-Member: \$70

Sponsors: \$100

### Back by Popular Demand



*Parking and Ponies  
Lunch and Learn  
May 12, 2011  
Pimlico Race Track*

### Annual Golf Tournament

MAPA Annual  
Golf Tournament  
June 17, 2011  
Diamond Ridge Golf Club

Proceeds Benefit the MAPA Scholarship Fund



### MAPA Scholarship Program



MAPA is currently accepting scholarship applications for the fall 2011 semester. Scholarship(s) granted under this program will be up to \$1,500. The award(s) shall be for one academic year. Applicants may re-apply for subsequent years. Scholarship awards may be used towards an accredited institution of higher learning or professional parking certification program. Awards will be distributed in June 2011.

To be eligible for the MAPA Scholarship Award you must be:

1. An employee (full-time, part-time, or student) of a MAPA organization member.
2. A spouse or dependent child of an employee of a MAPA organization member.
3. An employee must be employed for one year at the time of application.
4. Either a citizen or a resident alien.

**Deadline for applications is May 15, 2011**