

# THE 2012 IPI CONFERENCE & EXPO

There's a reason the IPI Conference & Expo is the largest parking-specific event in the world: with top-notch educational events, a huge Expo filled with the latest products and services, speakers like no other event, and unparalleled networking opportunities, it is the place to be for parking professionals.

Seventy-eight golfers took to the links on at the ASU Karsten Course for the 19th Annual CAPP Classic Golf Tournament. The four-person scramble tournament provided a great Conference kickoff in the Phoenix sunshine, and benefitted the CAPP Scholarship Program. Congratulations to this year's winners:

**Closest to the Pin** – Bob Kane

**Longest Drive** – Todd Dorsey

**First Place (pictured)**

Bill Foster  
Roamy Valera  
Brad Magee  
Rick Onstott

**Second Place**

Paul Anthony  
Leavelle Carter  
Devon Hayes  
Blair Taylor

**Third Place**

Duke Hanson  
Cornell Jacques  
Jason Johnston  
Rick Siebert



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Sixty-eight parking professionals participated in the intensive CAPP Five-Day Management Session at this year's Conference & Expo. Taking on subjects that ranged from ethics to communications to management techniques to leadership, the CAPP candidates also had time to participate in social events and explore the Expo hall.

Several dozen attendees divided into small groups to tackle challenging, specific issues during this year's inaugural Learning Lab, held Saturday morning. Led by moderators Josh Kavanaugh, CAPP; Barbara Chance, Ph.D.; and David Feehan, participants worked on exercises in public-private partnerships, town and gown, and downtown. All then received copies of each group's findings to take home.





Education is a big reason so many parking professionals attend the IPI Conference & Expo, and this year was no exception. Forty individual sessions were divided into five tracks of study (best practices I and II, technology, sustainability/organizational improvement, and finance), allowing attendees to specialize in one or two, or divide their time among a wider range of subjects over several days. Speakers came from just about every segment of the industry and were selected by the IPI Conference Program Committee. Sessions were well-attended, and attendees reporting appreciating the track formatting, saying it was easy to specialize for oneself or divide tracks among a company's employees for later information sharing between them. Audio recordings are available at [shopipi.com](http://shopipi.com).



Bright and early every morning, a dedicated group of IPI Conference attendees gathered for a hearty walk or run in and around downtown Phoenix. Joining the Road Runners has become a tradition for many, providing a great opportunity for exercise and informal socializing with

colleagues from around the country. Lace up!





Monday morning kicked off with an energetic keynote address by General Motors Director of Global Energy Systems and Infrastructure Commercialization Britta Gross, who talked about the role parking will play as more alternative-fuel vehicles hit the market over the next several years.

"It's inevitable," she said of electric and other alternative-fuel cars. "This technology is going to be a big, big hit." She then talked about how simple it is to offer electric vehicle charging, noting that most cars can charge off standard 120-volt outlets, and that simply installing signage pointing out those outlets can bring EV drivers into parking facilities.

"If you have an outlet and I have my cordset, I can plug right in," she said, also pointing out the public relations opportunity for garages that install actual chargers. "I don't know any newspaper that won't send a reporter over when you put in your first charger."

She finished her talk by asking how many attendees had already installed chargers, and was surprised when many hands went up, saying she looked forward to more discussions between the auto and parking industries as technology moves forward.



Attendees enjoyed a relaxing night at the ballpark watching the Arizona Diamondbacks play the Oakland A's just steps away from the Phoenix Convention Center.



One of IPI's founders, Jim Hunnicutt, CAPP, was recognized and received a standing ovation as part of IPI's 50th anniversary celebration.

This year's Chairman's Award winners are Wanda Brown, U.C. Davis Health System, and Roamy Valera, CAPP, SP Plus Municipal Services, who were both surprised by their recognition from IPI Chair Casey Jones, CAPP.



Monday morning saw the presentation of this year's IPI Awards of Excellence, recognizing outstanding design and innovation in parking facilities, and Professional Recognition Awards (for more, including a full list of winners, see the July issue of *The Parking Professional*). Presenters noted a large number of entries this year and said choosing winners was tough, to put it mildly.



Sunday afternoon, parking association leaders from around the world—literally—came together to talk about parking issues and how they translate across the globe in IPI's first Global Parking Association Summit Meeting. Parking association leaders from Great Britain, Spain, Canada, Norway, Brazil, Australia, the U.S., and the World Parking Symposium talked about parking priorities in their individual countries and organizations, challenges, solutions, and working together. Some topics discussed included electric vehicles, which are more established in Europe than the U.S., safety, recruiting new parking professionals to the industry, facility design, and the best ways to network around the world. All were pleased with the invitation-only discussion and agreed that future gatherings will be organized. International attendees also enjoyed their own lounge near the registration area throughout the Conference, which was used for informal networking and conversation.





Tuesday morning's General Session "The Future of Parking in Cities" by George Hazel, chairman, MRC McLean Hazel, was another hit.

"We began looking at parking one year ago," said Hazel, "and we got excited because you have so much potential. "We're 100 percent sure what the story will be, but we're not sure who's going to actually do it." He then talked about how parking affects mobility, and how it will change over the next few decades, adding that sweating details isn't always productive.

"Don't get hung up on the technology," he said. "This is not about apps or bracelets or smart cards." Instead, he said, be ready to move forward and think the way the public thinks. "Shape your market so your customers are happier and you are happier." He then likened successful parking owners and managers to what he called the "ambulance analogy; you only need one, but it has to come to the right house."

"You've got a lot of data you don't use," he said. "The spaces you have are tradable, and they're worth a lot of money."



More than 220 companies exhibited in this year's Expo for the largest parking-specific event in the world. Expo hours were again exclusive so that both attendees and exhibitors could give their full attention to making the most of those introducing their products and services on the floor. Expo-Opoly proved a big hit again this year, as did all the raffles and giveaways happening throughout the Expo. Once again, a team of judges picked the year's best booths:

**Best in Show, 100-300 square feet**

**First place:** Eco Lights

**Second Place:** Garage Juice Bar

**Third Place:** Streetline

**Best in Show, 400-600 square feet:** Magnetic Autocontrol

**Best in Show, 800-1200 square feet:** Amano McGann

**Best in Show, People's Choice:** Magnetic Autocontrol



Attendees packed the house for the Sunsational Phoenix Meet & Mingle reception and CAPP graduation ceremony. After a presentation of Native American music and dance that got everyone's toes tapping and hands clapping, applause went to this year's CAPP graduates:

**Alex Argudin**, CAPP, Miami Parking Authority

**Jim Corbett**, CAPP, City of Tampa

**Greg Frankhauser**, CAPP, Lambert-St. Louis International Airport

**Dennis Garrett**, CAPP, City of Greenville

**Deb Graham**, CAPP, Arizona State University, Polytechnic Campus

**Jean Harris**, CAPP, The Pennsylvania State University

**Steve Hernandez**, CAPP, QuickPay Corporation

**David Jost**, CAPP, Drexel University

**Hal King**, CAPP

**Jamichael McGoy**, CAPP, Republic Parking System

**Isaiah Mouw**, CAPP, Republic Parking System.

**Nelson Ogbuagu**, CAPP, University of Wisconsin at Milwaukee

**J.C. Porter**, CAPP, Boise State University

**Dan Provost**, CAPP, Walker Parking Consultants

**David Santa Ana**, CAPP, Georgia Institute of Technology

**Christy Thoele**, CAPP, Five-Star U-Street Parking/Ampco System Parking.

**Randy Topolniski**, CAPP, Winnipeg Parking Authority

**Teresa Trussell**, CAPP, Ohio University



IPI and the Association for Commuter Transportation (ACT), hosted a one-day summit on Transportation Demand Management (TDM) that provided participants with practical, actionable information and case studies. The event was co-chaired by ACT President Brian Shaw, director of business services at The University of Pennsylvania, and Josh Kavanagh, CAPP, director of transportation at the University of Washington.

Speakers addressed business cases, metrics, operating plans, and other topics. The Summit's afternoon panel discussions gathered the collective expertise of several speakers to field questions and provide guidance on implementing a variety of TDM strategies, in "An Operating Manual for Your TDM Tools."



The enthusiastic Phoenix Host Committee helped attendees with everything from badges and ribbons to finding session rooms to the best places to head out for dinner at the end of the day.

The floor was a big draw for reporters, as local and national media outlets visited and later broadcast and published news from the parking industry. A sampling:

KNXV-TV, the NBC affiliate in Phoenix, featured a live morning interview with IPI Chair Casey Jones, CAPP, and reporter Jaclyn Schultz, complete with a smart parking meter and sensing device to show.

KNXV-TV, the ABC affiliate in Phoenix, featured an interview with Jones.

KPHO-TV, the CBS affiliate in Phoenix, sent anchor Sean McLaughlin (right) for a report for the 10 o'clock news. He had so

much fun he couldn't tear himself away and stayed for more than an hour.

Sean Holstege, reporter for the *Arizona Republic* newspaper, toured the floor with Jones and Immediate Past Chair Cindy Campbell, asking in-depth and probing questions about all the new technology.

Campbell was interviewed for Phoenix news radio station KTAR.

Jones was the guest on the radio program *Business for Breakfast* on MoneyRadio 1510.

The *New York Times* sent a videographer to the Expo.



Stories can be seen at [www.parking.org/parkingmatters](http://www.parking.org/parkingmatters)



Wednesday's general session, "Media Training Crash Course: How to Maximize Media Opportunities and Speak *Parking Matters®*" was entertaining, lively, and informative. Phoenix CBS 5 News Anchor Sean McLaughlin and Reel Stories owner Nick Calderone put on a great show as they taught audience members what to say and not say (and do and not do) when a reporter shows up for a comment.

Calderone told the audience to remember that they're the experts to the media, and they shouldn't get flustered by questions. "Nobody knows the information better than you," he said. "You're in control."

They told audience members to keep some key thoughts in mind:

Be prepared, honest, passionate, expressive, accurate, calm, courteous, and thorough with reporters.

Don't lie, mislead, be evasive, be defensive, speculate, deny, or be negative.

Don't say "no comment."

Keep emotion out of it.

Don't use jargon that non-parking professionals won't understand.

Don't say "off the record."

Attendees received a handout on key points to speaking *Parking Matters®*; it's available at [www.parking.org/parking-matters](http://www.parking.org/parking-matters)



The Conference went out with a bang as fireworks lit up the sky at the end of the iViva la Fiesta! closing event at Corona Ranch. The spectacular light show followed a traditional Mexican rodeo that dragged a few good-sported parking professionals across the ring to the great delight of their peers, and exhibited the horsing skills of several professional riders. A Tex-Mex dinner, music, and wonderful networking rounded out this year's Conference & Expo.

**SEE YOU NEXT YEAR!**

**MARK YOUR CALENDAR!**

2013 IPI Conference & Expo  
May 19-22 • Ft. Lauderdale, Fla.

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