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# RECORD BREAKER

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☞ THE 2013 ☞

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## IPI CONFERENCE

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**& EXPO.**

A record number of parking professionals—more than 2,700—traveled to Fort Lauderdale, Fla., for the 2013 IPI Conference & Expo, which lived up to its title of the biggest and best conference & expo in the parking industry. From education to the Expo hall to exciting events, this year's gathering offered something for everyone and broke records in all sorts of ways.

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PHOTOS BY JOHN KREIS





Sunday night, attendees wandered through the wonders of the Fort Lauderdale Museum of Discovery and Science during the IPI Meet, Mingle, and DISCOVER Reception. Enjoying the opportunity to network outside the Greater Ft. Lauderdale/Broward County Convention Center, participants greeted longtime friends and new acquaintances while exploring exhibits that included a hurricane simulator, television news set, oceans, the rain forest, and other habitats and situations. It was a fun evening for all and a great way to kick off the 2013 IPI Conference & Expo.



IPI Chair Casey Jones, CAPP, kicked things off Monday morning by talking about how far IPI has come in the last several years, including increased international efforts that brought attendees from more than 36 countries to Fort Lauderdale. He also talked about IPI's new partnership with the Green Parking Council (see the June *The Parking Professional*), saying the alliance is a "huge opportunity for us to really hit our stride in sustainability."





Scott Brusaw, inventor and founder of Solar Roadways, took the stage to explain his solar road and parking lot concept, currently being tested thanks to several federal grants (see the February *The Parking Professional*). His glass panels, he said, offer a solid road surface that incorporates variable LED lighting, enough heat to melt snow and ice, and power that could charge electric vehicles and electrify nearby businesses. From being inspired by the slot cars he loved as a child to the real potential of parking lots made out of the panels, he explained the Solar Roadways concept and the next steps. Later, he visited the Expo hall floor with a sample panel, to the delight of curious attendees who could explore them up close and personal.



Mary Smith, senior vice president and director of parking consulting with Walker Parking Consultants, presented Tuesday's keynote address on "Game Changers," and the forces that will change parking in the next decade or two.

"Parking has changed more in the past 10 years than in my previous 28 in the industry," she said. She noted that while developing countries are still experiencing chaos because of inadequate parking for their growing numbers of cars, the U.S. and other established nations are closing in on "peak cars," after which car ownership numbers will drop. She also talked about alternative uses for parking facilities and lots, including the establishment of parklets and leasing garages out for alternate events, and talked about when such things are and are not good uses of space.

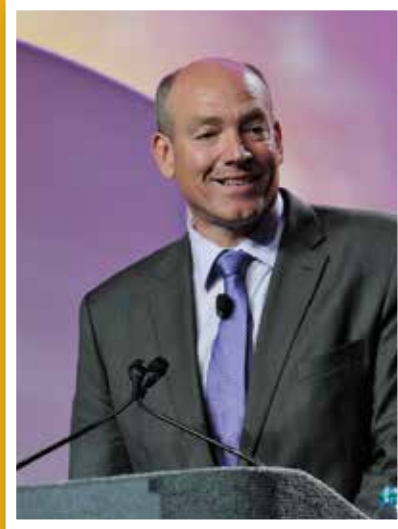
Finally, she touched on technology and alternate fuels, including compressed natural gas, and car sharing's popularity with drivers born after 1980, many of whom prefer sharing vehicles rather than owning them outright.

Lee Feldman, Fort Lauderdale city manager, opened Tuesday's general session. Parking, he said, "has a considerable impact on our budget," and "creates opportunities for people to enjoy our city." He talked about the nearby model green parking lot featured as a Conference & Expo tour and said he hoped to incorporate its features into "every lot in the city."

Always a highlight, the presentation of the 2013 IPI Awards of Excellence honored the best in parking design and operations (see the June *The Parking Professional*), while the Professional Recognition Program awards generated applause and a few tears. A highlight was the presentation of the first James M. Hunnicutt Parking Professional of the Year award, named in honor of IPI's late co-founder, by his daughters, who talked about the role parking played in their dad's life. Casey Jones, CAPP, presented the Chairman's Award to Mike Drow, CAPP, and Peter Lange in recognition for their work leading the IPI Parking Technology Committee.



Fifteen parking professionals formally earned their Certified Administrator of Public Parking (CAPP) designations in Fort Lauderdale, walking the stage and receiving their certificates and congratulations from their peers.



Attendees of Wednesday's lunch and general session enjoyed a presentation by marketing expert Bill Smith, Smith Phillips Strategic Communications, on "We are All Mad Men (and Women)," and why everyone is an industry marketer.

"People can promote their own brands to benefit their companies and their industries," he said. "Everyone in any industry is a marketer."

Smith talked about different ways to promote the parking industry, and why professionals should choose their methods carefully and strategically. "Whenever you communicate about yourself, your profession, or your organization, you're marketing," he said.

Attendees packed the Expo hall throughout the event, visiting with more than 200 exhibitors from all segments of the industry. All the latest parking technology, products, and services were on display for hands-on testing and exploring, making the 2013 IPI Expo the largest and best exhibition in the industry.





The last day of the IPI Expo meant lots of excitement on the floor as raffles were conducted and prizes were given away. Swayne Kawchuk of the University of Saskatchewan and Winslow Wise of Came Americas Automation each won \$500 in IPI's Expo-Opoly game. After that, it was time to announce the year's Best in Show exhibitor booths. Winners are:

- Best in Show, 100 - 300 square feet
  - First Place: MobileNOW!
  - Second Place: Acuity Brands
  - Third Place: Zipcar, Inc.
- Best in Show, 400 - 600 square feet: ParkMe
- Best in Show, 800 - 1200 square feet: 3M
- Best in Show, People's Choice: Paylock IPT



Education sessions were crowded, as attendees chose from 45 sessions in five specialized tracks of learning. Especially popular was the Ignite: Parking session, which offered rapid-fire, five-minute presentations with timed slides, in a high-energy hour attendees loved.





This year's closing event, the IPI Fort Lauderdale 500, invited attendees to get their inner Speed Racers on, zipping along a huge track in uber-fast go-karts that got everyone's pulse racing. More informal networking and fun followed in what was the perfect way to wrap up the 2013 IPI Conference & Expo!



Liliana Rambo, CAPP, was named the new chair of IPI during the week, succeeding Casey Jones, CAPP, in a two-year term. With more than 25 years of experience in parking, Rambo has spent more than eight years on the IPI Board of Directors (see p. 20 for an interview with her).