What’s the biggest reason novice parking professionals should be encouraged to participate in industry education and professional development?

Megan Leinart  
National Director of Corporate Development  
Propark

People who want to be successful in this industry should be well-versed in all areas of parking and transportation—design, management, operations, sustainability, finance, and more. Parking industry events provide the opportunity to learn from and network with the experts in all of these areas.

Temitope Longe  
Specialist, Contract Performance  
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Parked affects all road users—drivers, pedestrians, cyclists. Therefore, an understanding of the ideology, social, economic, and environmental benefits of parking management (which can be obtained through participation in industry education and professional development programs) will serve to provide increased awareness of the industry and address myths that surround parking. Knowledge gained; no knowledge lost!

Dan Kupferman, CAPP  
Director of Car Park Management Systems  
Walker Parking Consultants

Twenty years ago I had a job managing parking. A PARCS technician, Dave Levesque, introduced me to the New England Parking Council, which introduced me to IPI. I didn’t know there was a parking community with magazines, conferences, seminars, etc. Thanks to education and professional development, I made parking my career. And look at me now—featured in Ask the Experts!

Maria Irshad, CAPP, MPA  
Deputy Assistant Director  
Houston Parking Management Division

If your goal is success, you should absolutely engage in professional development. You will positively affect your organization while gaining new skills and knowledge that translate to marketable skills and result in increased opportunities. It’s clearly a win-win for the employer funding the development as well as the novice who dedicates the time.

Jennifer Tougas, PhD, CAPP  
Director, Parking and Transportation Services  
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Unbeknownst to the majority of the world, there is an art and a science to running a professional parking operation. The parking industry is multi-disciplinary; it involves architects, engineers, accountants, human resources, lawyers, managers, technology and customer service experts, to name a few. The best way to reach the top of that learning curve as quickly as possible is to participate in professional development educational opportunities offered within the industry.

Have a question for IPI’s experts? Send it to fernandez@parking.org and watch this space for answers!