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Los Angeles, CA 90066

DELIVERIES
12228 Venice Boulevard, #541
Los Angeles, CA 90066

PHONE
310.390.5277

FAX
310.390.4777

EDITOR & PUBLISHER

JOHN VAN HORN
extension 2
jvh@parkingtoday.com

SALES MANAGER

MARCY SPARROW
extension 3
marcy@parkingtoday.com

SALES

NIKI BISESI
extension 8
niki@parkingtoday.com

ART DIRECTOR

SHELLY BROWN
extension 5
sbrown@bricepac.com

GRAPHIC DESIGN

RADUNTY HERMIDA
rad@bricepac.com

CIRCULATION

PAT RESTIVO
extension 0
pat@parkingtoday.com

CONFERENCE, CLASSIFIED AND INTERNET SALES

SANDRA WATSON
extension 4
sandra@parkingtoday.com

RESEARCH ASSISTANT

JOYCE NEWMAN
extension 7
joyce@bricepac.com

ACCOUNTING

SUE RESTIVO
extension 6
sue@parkingtoday.com

DIRECTOR OF OPERATIONS, BRICEPAC

ANDY VAN HORN
extension 1
andy@bricepac.com

www.parkingtoday.com

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PARKING TODAY

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Three Little Words, the IPA and 30,000 Pennies



BY JOHN VAN HORN

I was having breakfast with a buddy while in Melbourne for the Parking Association of Australia convention. We were discussing the complexities of parking software systems, and he mentioned that one of his staff had damned one of his company's products as being too complex for the job. The staffer said that it wasn't "fit for purpose."

It's like using a machine made by Caterpillar or International Harvester to turn over the dirt in your back garden, when a nice shovel would do perfectly. The Cat did the job, but it wasn't fit for the purpose.

Many systems we find in the parking environment have similar issues. They do the job, but they also do so much more.

Revenue control systems often have features that might seem wonderful on the surface but have no relation to the job at hand. One might be an analysis program for computing long-term rate structures in a garage that has only monthly parking. Another may provide the capability to review transactions back years, but the folks running the facility have no understanding of how to pull those tidbits from the complex innards of the system.

The facility needed something that would allow the staff to turn on and off cards and open gates when those cards were presented. The facility owners were prepared to pay staff to provide those functions. The system, however, also could launch the space shuttle. It simply wasn't "fit for purpose."

Of course, such systems also have other issues. The more complex, the more possibility there is for a problem. Just as a Boeing 777 requires more maintenance than a Cessna 150, complex software requires more maintenance than the system that runs the sprinklers in your front yard. You might be willing once a year to change the timer or set the clock when the power goes out, but it's doubtful you want to call IBM's 24/7 hot line when your grass starts to brown.

When we purchase these systems, it seems to me the first questions we need to ask is that simple one asked by my Aussie buddy's staffer – is it fit for purpose?

Canada's a great country. I spent a weekend visiting my buddies at the Canadian Parking Association. Unfortunately, due to scheduling problems, I was unable to play golf. However, the foursome that became a threesome due to my absence won the CPA tournament. My loss, their gain.

Parking Today and **Parking World** were honored to be able to sponsor a meeting and luncheon for representatives from the International Parking Association. Its President (Je-Han Kim

from South Korea) and Director General (Robert Lu from Taiwan) led the group.

The IPA is a new body, only three years old, but has representatives from Taiwan, China, South Korea, Australia and Canada. There is some issue with the Japanese, but that is soon to be resolved.

We were joined in the meeting by Sandra Smith from Whistler, BC; Gwyn Thomas from the City of Toronto; Danny Ho from the University of British Columbia; and Richard McCoy from Virginia Tech.

The CPA, as usual, did a wonderful job. The venue for its conference was the Empress Hotel in Victoria. Couldn't have been a better spot. The trade show was sold out, the sessions well-attended, and Carole Whitehorne and her staff did a terrific job. Kudos all around.

I had dinner recently with a fellow from Perth, Australia, who runs an 800-car garage in that west coast city. He was grouching that Perth had installed numerous electronic signs throughout the metropolitan area and was directing people to parking structures – but only city-owned parking structures. He was muttering about "restraint of trade" and "city-owned monopolies." When he came back down to Earth, he made a good point.

Perth was touting the signage as a "green" feature. That is, people could find parking spaces more quickly and thus save on "cruising" and reduce the amount of fuel used and hence the amount of dreaded carbon dioxide put into the atmosphere.

Fair enough, he noted; however, people following the signs often drove past his open spaces to go to garages owned by the city, thus actually increasing the amount of carbon dioxide put into the atmosphere.

I told him to hire the consultant sitting next to him for a study to find how much additional carbon dioxide was put into the environment due to the city signage issue, and then send the study to the local council and the newspapers. Problem solved.

A retired fellow in Santa Cruz, CA, brought 30,000 pennies into the parking office to pay \$300 worth of tickets and they were refused. The retiree claimed he was making a point since he believed that the tickets were written improperly but he couldn't contest them until he paid.

After the city's refusal, he simply said he wouldn't pay and deposited the money in his granddaughter's bank account.

This will nag and grow and sometime six months from now, they will put a lien on his house or take his car and it will be news again, and they still won't have the money.

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4/15/2007	1:00	120	120	1	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
4/15/2007	1:00	120	120	1	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00
4/15/2007	1:00	140	140	1	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00	\$1,400.00



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Bob Harkins, Associate Vice President for Campus Safety and Security at the **University of Texas at Austin (UT)**, recently announced the appointment of **Bobby J. Stone** as UT Director of Parking & Transportation Services. Stone has worked for the university and its Parking & Transportation Services for more than 22 years. He has a strong background in garage operations, having been involved with the garages since they first opened on campus. Stone is active in parking, fleet and alter-

native transportation national organizations.

Nicholas J. Colianni has joined **Amano McGann**, a subsidiary of **Amano USA Holdings** and **Amano Corp.**, as a Sales Executive. He will be maintaining key accounts in Minnesota, the Dakotas and western Wisconsin. His primary roles will be parking control system sales, account representation and business development.

Allmand Bros. has appointed its third

generation of leaders: **Brad Allmand** as Chief Executive Officer and **Matt Allmand** as President. The CEO will sustain the overall company strategy; the President oversees and directs the marketing, operations, technical support and accounting departments.

Tindall Corp. recently made three promotions: **Jeff Lepard** to Engineering Manager, **Chuck Wynings** to General Manager, and **Phillip Iverson** to General Manager of its Georgia Division.

Complus Data Innovations, a leader in the field of parking ticket management solutions, now offers new and existing clients the latest in handheld technology from **Casio**. Updated with enhanced features and a new look, the Casio IT-3100 is the next generation of an already reliable parking enforcement staple, the Casio IT-3000.

Traffic & Parking Control Co. (TAPCO) is pleased to be featured on

Continued on Page 10

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Point of View

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Wouldn't it have been better for the city to have accepted the money, adjudicated his claim, and forgotten about it? Instead, it's now national news. Everyone is rooting for the poor retired tree trimmer, and the evil city is made to look foolish. (Probably his goal all along.)

I know, I know ... the city will say that it didn't have time to count the pennies (hell, it might have been 10 cents short) or the bank couldn't deal with it. Nevertheless, the bad publicity is certainly not worth the \$300.

Obviously, the bank will take the money – the retiree deposited it back into his granddaughter's account. I think the city was just being prissy.

Loser – The City of Santa Cruz

Neither winner nor loser – The Retiree

Winner –
The Granddaughter.

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PEOPLE IN PARKING

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the cover of the October 2008 issue of Government Product News. Its editorial focus deals with traffic safety and solar-powered signs. The Elm Grove, WI, company says it's proud to lead the way with the research and development of combining solar power with the efficiencies of LED lighting.

Networkcar has changed its name to **Networkfleet**, which reflects its sole focus on helping commercial and government fleets to reduce operating costs. A wholly owned subsidiary of **Hughes Telematics**, the company also has moved into expanded new headquarters and is expecting more growth.

Only 30 days into its business operations, **Talaris** (formerly **De La Rue Cash Systems**) – the new name in cash handling and optimization – announced two award wins as a result of its success at the CIFTEE 2008 show in Beijing, China. The company won the Excellent Booth Design Award and, in further recognition for outstanding technology, the Excellent Financial Equipment Award, given for the Talaris NMD 100 notes and media dispenser. The awards were accepted by **Steve Copestake**, Product and Development Manager, Talaris OEM.

Genetec, the leader in innovative IP security solutions, has released Omnicast, the latest version of its IP video surveillance security solution. With this new release, customers will benefit from new hardware integrations and enhancements to existing integrations from leading security technology manufacturers. Also, for the third year in a row, the company was selected as one of "Montreal's Top Employers." The annual listing, published by

The Montreal Gazette, showcases the best employers in respect to criteria such as physical workplace, health and family benefits, performance management, professional development and community involvement. "We are very proud to have received this award ... as we continually strive to show our employees that we appreciate them," said **Joëlle Couture**, Genetec's HR Manager.

Chuck Gougler has been named Marketing Manager of **Staco Energy Products Co.** He will be responsible for all worldwide marketing, advertising and communications functions for this global manufacturer of power quality equipment. The company also named **Judy Poettinger** as Purchasing Manager. She will be responsible for all worldwide procurement and inventory control functions.

Walker Parking Consultants attended the Cityscape Architectural Review Awards ceremony in Dubai, UAE, and was again part of a highly acclaimed design team. The project, Shams Central Park on Al Reem Island in Abu Dhabi, UAE, was "highly commended" in the Special Awards for Master Planning category. The firm provided functional design and parking consulting services to the team of **CRJA** and **ZNA Architects** for the 4,000-space underground garage serving the 8.3-acre mixed-use development.

AMAG Technology, a leading manufacturer of security management systems for the commercial and government markets, has been awarded ISO 14001 certification, the only environmental standard recognized worldwide. Certification means that AMAG has achieved proficiency in developing a means to consistently monitor and control its significant environmental impacts, including recycling and using energy-efficient light bulbs, among other energy-saving efforts required of all staff.

A precast parking garage built by **High Concrete Group** has been recognized with an Award of Excellence by the **Pennsylvania Parking Association**. The Hawks Landing Saint Joseph's University Parking Garage and Retail Facility in Philadelphia received the annual competition's award in the New Design Less Than 450 Spaces division.

Bruno Medrano has joined **AMAG Technology** as its Western Regional Sales Engineer. He will work closely with Northwest Regional Sales Manager Stan Davies and Southwest Regional Sales Manager **Marshall Pinnix** to provide exceptional customer service to those regions.

The company also named **Greg Fisk** as Central North Regional Sales Engineer, who will report to Sales Manager **Tom Lundy**. Fisk will provide sales and technical training and support to Symmetry Authorized Resellers in the region.

Duncan Solutions, a full-service parking management company, has announced the renewal of its citation processing and collection services contract with the Milwaukee Department of Public Works. The new contract covers the operation of the city's parking citation processing, collection and management program for five years, with options for extensions for an additional five years. **Gary Smith**, President of Duncan's Citation Management division, said, "We are honored to be selected to continue to serve the city for years to come."

Carl Walker Inc. is proud to announce that the Denver Justice Center Parking Garage, on which the company served as parking consultant, has been awarded an LEED Silver Certification. The U.S. Green Building Council has established a Leadership in Energy and Environmental Design (LEED) rating system for new and existing buildings. The 69-point system evaluates criteria such as water and energy consumption,

Continued on Page 12



They Were !

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PEOPLE IN PARKING

from Page 10

landscaping, the recycling of construction material, and the air quality inside the building.

Digital Monitoring Products has named **Joel Remak** its Sales Manager for its Northern California Region, where he will provide support, training and product expertise to dealers in northern California, northern Nevada and Utah. He has 24 years of experience in the security industry, from residential sales and installation to design consulting.

FutureLogic Inc. recently announced that it has shipped 1 million gaming printers. Beginning with the introduction of the first TITO printer in 1999, the PSA-66-ST, the company now has printers installed in more than 40 countries across the Americas,

Europe, Africa, Asia and Australia.

WALTER P MOORE has once again received top rankings in the annual ZweigWhite "Best Firms to Work For" competition. The firm's Civil Engineering group received highest honors: "Best Civil Engineering Firm to Work For" (for all civil engineering firms) for mid-size civil engineering firms. Its Structural Engineering group also received two distinctions: "Best Structural Engineering Firm to Work For" (for all structural engineering firms) for large structural engineering firms "Walter P Moore has been honored to be ranked in the top three for structural engineering firms for all six years of this competition, and ranked in the top three for both years we have been eligible for the civil engineering competition," said Raymond F. Messer, P.E., the firm's president and chairman of the board.

PT

IPI Names Shawn Conrad New Executive Director



The International Parking Institute's Board of Directors has appointed Shawn D. Conrad, CAE, as IPI's new Executive Director.

In announcing the news, IPI Chairman Doug Holmes, CAPP, said that Conrad "brings a wealth of experience in growing an association's value proposition. The Search Committee interviewed many talent-

ed and highly capable applicants, and Shawn was our clear choice to lead the organization."

The IPI said that Conrad, a Certified Association Executive, possesses extensive experience in public policy, international trade show development, building industrywide training and career-advancement programs, and managing targeted research programs.

Conrad moves to IPI after serving as the President/CEO of the 8,000-member National Lumber and Building Material Dealers Association in Washington, DC. The University of Maryland graduate has more than 20 years of accomplishments in the not-for-profit and federal government sectors.

On reviewing IPI's current member services, Conrad stated: "IPI has an excellent history of providing parking-specific, first-rate education and training courses; the largest conference and exposition in the industry; peer-respected certification programs (CAPP); and other valuable membership services.

"I see tremendous potential to increase IPI's influence on parking and transportation related issues here in North America

and internationally," he said.

"The IPI Board of Directors, recognizing that the Institute's community of parking professionals is increasing, sought my expertise to involve this growing knowledge-base so that all members develop both personally and professionally.

"I look forward to reaching out to all of our state, regional and national partners and to the opportunities ahead for IPI," Conrad said.

PT

Standard Buys Downtown Valet; Is Awarded DIA and Richmond International.

Standard Parking Corporation announced that it has completed the acquisition of certain assets of Downtown Valet, LLC in Seattle, Washington. Downtown Valet, one of Seattle's valet parking leaders, provides first class valet services to prominent hotel, restaurant and special event clients, including the Grand Hyatt Hotel, the Pan Pacific Hotel, Daniel's Restaurant and the El Gaucho restaurant chain. The acquisition adds 15 valet locations and numerous special event clients to Standard Parking's portfolio.

In addition, the Company entered into long-term employment contracts with Downtown Valet's principals, Jay Snowden and Martin Montano. Messrs Snowden and Montano will remain responsible for managing the growth of the Company's valet service portfolio in the greater Seattle area.

The Company also announced two new airport parking contract awards. The City and County of Denver has selected a Standard Parking joint venture to manage the parking operation at Denver International Airport (DIA), and the Capital Region Airport Commission has awarded Standard Parking a contract to provide parking and transportation services at Richmond (Virginia) International Airport (RIC).