



February 2017 Newsletter

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Montgomery College

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Angela Hall
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The Shockey Precast Group

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[Dawn Marti](#)
410-964-5724

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Board Retreat Photos



Jason's Presentation



Larry Cohen

Letter from the President

Dear MAPA Members,

It's just February but MAPA has been hard at work planning the 2017 year for the membership. Our focus this year is on offering a wide variety of opportunities for the membership to gain valuable knowledge mixed with a little fun!

Each year, in January, the MAPA Board meets to plan out the years activities, discuss member feedback and set the overall direction of the association year. This year we met in Winchester, VA, January 17-18, at the Shockey Precast plant, where board member Jason Reynolds hosted a two-day board retreat that included an informative tour and presentation and board dinner on day one. On day two, MAPA got down to the business of planning the year, electing officers and welcoming our new board members Adam Zilberbaum and Anthony Jacobsmyer (their bios are below). Myself, Mark Pace, Andy Wilson and Brian Simmons were all re-elected to the Executive Committee.



Shockey Plant Tour

For this year, MAPA is bringing back Parking and Baseball Family Day on June 4 at Orioles Park and we will also host a Lunch & Learn at Nationals Park (date to be announced). On March 24, we start off the year with Active Shooter Training at Montgomery College. FBI Special Agent Michael Copeland is back to teach the extended version of his presentation at the 2016 Fall Conference. Also coming up this year, the Annual MAPA Golf Tournament, a lunch & learn in April, and the Annual Fall Conference and Tradeshow at the University of Maryland, Baltimore on November 1-2.

The MAPA board would also like to thank everyone who participated in the online survey for Parking Family Night, Parking and Baseball event and the 2016 MAPA Conference. We will be using your input for upcoming MAPA events.

We look forward to seeing you this year at one of the upcoming events!

Sincerely,
Larry Cohen, CAPP
MAPA President

PS: Do you have an idea for an article that the MAPA readers would find interesting? If so, send your article in a WORD format to [Dawn Marti, MAPA Association Administrator](#).

National Parking Association Conference By: Angela Hall

September 19-22 was a wonderful time in 2016. During that time the National Parking Association held its annual conference. Atlanta, GA played host to the hundreds of parking professional who attended, including many members of MAPA. The exhibit floor was filled with vendors demonstrating new technology, free giveaways (who could pass up a posable Gumby from Toledo Ticker?), and the latest industry trends in parking management and operations. There are so many things to see and do, NPA event created an app to help attendees keep up with the "happenings" during the convention. While many presentations, classes and exhibits filled the conference agenda, one in particular stood out - the Healthcare Masters Class. The class had limited registration but was well worth arriving early to get a seat. The class was led by Diane Confer, CPA, CAPP; Jacob Gonzales; Robert Milner, MS, CAPP; Michael Neville; Donald Charley; and Brian Favela, MBA. The day long class was designed for parking professionals in the healthcare sector and equipped them to better run their facilities with their customers in mind. To illustrate, a video was shown that struck a chord with many in the audience. The video explained the role parking plays in the patient/family experience. Empathy: The Human Connection to Patient Care was created by the Cleveland Clinic and can be viewed [Here](#)

Throughout the 4-day conference, there were many other interesting classes to attend; one for just about every different aspect of parking. The 2017 convention is sure to be just as great. NPA 2017 will be held in Palm Springs, California, October 2-5.

For more information on National Parking Association, please visit - <http://weareparking.org>

MAPA Spring Training March 24, 2017 * 8:00 AM - 4:00 PM Montgomery College * Rockville, MD

Active Shooter Training

Law enforcement officers and agencies are frequently requested by schools, businesses, and community members for direction and presentations on what they should do if confronted with an active shooter event. The Civilian Response to Active Shooter Events (CRAS)

E) course, designed and built on the Avoid, Deny, Defend (ADD) strategy developed by Advanced Law Enforcement Rapid Response Training (ALERRT) in 2004, provides strategies, guidance, and a proven plan for surviving an active shooter event. Topics include the history and prevalence of active shooter events, civilian response options, what to expect when police arrive and medical issues, amongst others. FBI Special Agent Michael Copeland returns to MAPA to teach the full 3 hour Active Shooter Training class.

University of Delaware Case Study: Making the Move to LPR Enforcement and Automating Operations

In the fall semester 2016 the University of Delaware Parking Services invoked virtual permits with license plate recognition (LPR) enforcement campus-wide. In January 2017, they removed the garage gates and the parking system was changed to pay when you arrive from pay when you leave. Jennifer Sparks, Manager, Parking Services, University of Delaware will present their plan for changing over from PARCS to LPR and gateless operations. She and her staff will cover the decision-making process, the ins and outs of implementation and provide a cost benefit analysis. If you're thinking of changing over your parking operations equipment, then this is a presentation not to be missed!

Click on the Register Button for more information and to register!



MAPA New Board Members

Adam Zilberbaum

My love of technology began early. I started my first tech venture in 5th grade, when I developed games for the TI-81 calculator and sold them to my classmates. For \$3 a game, I gave code to other kids that allowed them to play black jack and a couple others while looking like they were working hard on their calculators. I think I made \$100 off of that bootstrapped venture.



After graduating from Towson University, I honed my developer skill set working for a GAAP Accounting software. I quickly learned that I had a desire not just to create and maintain, but to innovate. I left that company to build custom solutions for a variety of clients in the Mid-Atlantic.

I co-founded Parking Panda in 2011 from Start-up Weekend event here in Baltimore. Originally built as an Airbnb-like platform for parking as a shared economy marketplace, we soon pivoted to offer reservations for professionally management parking lots and garages. Today we have continued to grow our consumer-facing reservations business and for venues and operators, we offer a range of digital tools to manage parking operations in a cloud-based, smartphone environment.

I am proud to have been embraced by the parking industry. In addition to serving on the Technology Committee of the International Parking Institute (PI), I was honored to be selected this year as one of the National Parking Association's (NPA) "40 under 40 in Parking".

Anthony Jacobsmeyer



Born and raised in the Las Vegas, Nevada area, Anthony Jacobsmeyer began parking cars at a young age. Assisting his father, who served for many years as the director of parking for the Clark County Fair & Rodeo, Anthony got his feet wet in the world of parking operations. After his father stepped down, Anthony served as the interim director of parking and facilitated the transition to the new director.

Taking a break from the parking game for several years, Anthony earned a bachelor's degree in psychology from Chapman University in Orange, Calif., spent several years in Indianapolis, Ind. working in higher education consulting, and took time to travel.

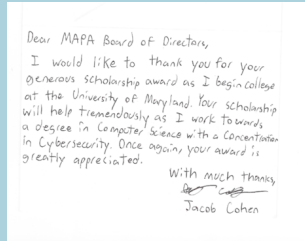
In 2015, Anthony relocated to Washington, D.C. and opened the DC office of SpotHero, a fast growing parking reservation platform that empowers parking operators to sell their excess inventory and access a new customer, the online customer. As the Washington, D.C. Account Executive, Anthony works with parking operators all over the region, manages the SpotHero DC team, and is responsible for the regional growth of SpotHero. Anthony is currently studying for the Certified Parking Professional test and looks forward to adding 'CPP' after his name soon.

2017 MAPA Scholarship

One of the benefits of being a MAPA member is the Scholarship Program. Every Year MAPA gives scholarship awards to deserving MAPA members and their family members. Take this opportunity to spread the word in your company. The Deadline for application is May 15, 2017.

[Scholarship Guidelines](#)
[Scholarship Application](#)

Here are some thank-you's from the 2016 winners:



Dear MAPA,

I want to thank you for the generous scholarship I was selected for. I was very gracious and enthusiastic when I received a call from my parents that I was selected. I wasn't able to open the letter myself, as I have been at the academy for the past 4 months.

I have just finished my first trimester of schooling as a freshman at the United States Merchant Marine Academy, and I have selected my major to pursue the next 3 years. My major is Marine Engineering, so next trimester I will be taking courses such as electrical engineering, welding, and naval science. Every day I'm one step closer to becoming a professional in my field and the scholarship has made it easier for me to focus on school and the regiment. When I graduate from the Academy, I plan to either accept an appointment as an officer in the Navy or continue my education to get a Masters in Mechanical Engineering, then work for NASA.

Thank you again for supporting me through the Academy and funding books and Academy required necessities for my years at this institution.

Sincerely,


Matthew Milner

Save the Date for Baseball this Summer!



**Parking and Baseball
Family Day at Orioles Park
Sunday, June 4
MAPA Bullpen Picnic: 12:00 pm
Game: 1:35 pm**

**Start the party early!
Join us for a tailgate picnic before the game.**

Women in Parking 3rd Annual Conference By: Angela Hall

With the city still abuzz from the National Parking Association conference, September 22-23 continued the excitement in Atlanta. Why? The Women in Parking Conference was in full force! The first day was full of break-out sessions on a variety of topics. Presenters included Colleen Niese from The Marilyn Group (How to Enhance your Personal Brand), Andi Campbell from LAZ Parking (Driving Results Through Team and Partner Collaboration), and several others. These breakout sessions were informative and entertaining, providing attendees with education on how we perceive ourselves in our business and personal lives.

The second day brought keynote speaker Nadia Bilchik, President of Greater Impact Communication and CNN correspondence coverage and

interview anchor. Her thought provoking speech was titled How to Light the F.I.R.E.: Tips and techniques to build rapport every time you communicate. Not only was the program informative, it was interactive as she demonstrated how each individual communicates. Audience participation was a must as a series of exercises were completed to show the audience how to communicate and build rapport with one another.

The second part of that day included a parking industry leader's round table discussion - What's trending for future success. This intimate setting allowed for direct conversation with fellow female parking professional peers.

While most parking professionals attend larger conventions like NPA, IPI, and PIE, the Women in Parking is an additional opportunity for professional development and is not to miss. Consider attending and you'll soon find out, a lot can be learned in just two short days.

For more information on Nadia Bilchik, please visit - <http://nadiaspeaks.com/>

To join Women in Parking, please visit - <https://womeninparking.com/>