

Parking Spaces

Quarterly Newsletter Of The Michigan Parking Association



Upcoming Events

Annual MPA Golf Outing

Thursday, July 26
Timber Ridge Golf Club, Lansing
See next page for details.

Fall Conference

Wednesday-Friday, October 3-5
in Grand Rapids

Theme: Parking Partnerships

Member Conference Fee

\$175 per person or \$160 per person for groups (five or more) includes Thursday night team event & meals

Non-Member Conference Fee

\$250 per person

Hotel/Room Information

Amway Grand Plaza
Single - \$129, Double - \$129,
Triple - \$139, Quad - \$139

Exhibitor Fee: \$375

Golf Outing at Boulder Golf Club (October 3):

\$30 with cart
Watch for registration information in August!

For more information on events or to register online, visit: www.michiganparkingassociation.org or feel free to call any MPA Board member.



www.michiganparkingassociation.org

President's Parking Space

by Jon Frederick, MPA President



DO YOU REALIZE THE MPA HAS BEEN AROUND FOR 26 YEARS? The MPA was established in 1982. Wow, where has the time gone? We did a little time line later in the newsletter and have listed all the past presidents. Please make sure you take some time, reminisce and think what you were doing and where you were as you look back over the MPA years.

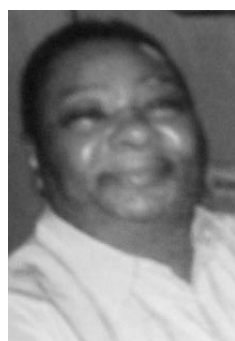
I wanted to thank everyone that came to our recent spring workshop. The survey results came back and the comments were fabulous. I can't say enough about our speakers, they definitely came with their "A" game. They brought a lot of enthusiasm, information and willingness

to share their knowledge and experiences with the group. I'd also like to give a special thanks to Mark Erby and Elaine Kellicut for organizing and putting on the workshop and to everyone else who helped out, great job!

Our next event is the MPA Annual Golf Outing/Fund Raiser which is right around the corner on Thursday, July 26 at Timber Ridge Golf Club. If you haven't already, mark your calendars now. You won't want to miss it, I hear there may even be a firework or two that might get things started. Who knows, this may be the year we finally have someone get that \$10,000 hole-in-one. Sponsors are still needed to help make and keep this event spectacular, so please take a look at the sponsorship opportunities available and take advantage of getting your name out there and letting everyone know your support of the MPA and what we do.

Please also keep in mind that this years Fall Conference, theme of "Parking Partnerships", will be held in Grand Rapids October 3-5. We are changing the format a little this year and hope that it gives a better opportunity to our participants and vendors to spend more time together. More information to come. Also, we are looking to round out our agenda so please let any of the board members know if you are interested in doing a vendor display or if you are interested in presenting at the conference.

Here is hoping that you all have a terrific summer. See you at the golf outing, just look out for my errant golf balls, "FORE!"



In Memory of

Michael Alan "Mickey" Scott

October 6, 1946 - April 12, 2007

Michael was a member of the MPA since its inception, along with John Robbins and Jo Littleton. The three of them represented the City of Ann Arbor. He served on the Board and was President of the Michigan Parking Association in 1997.

He was a friend, colleague, and a wonderful human being, and he will be missed.

Sponsorship Opportunities

Sponsorship donations are needed to make our annual golf outing a success. Each sponsor will be recognized by a sign displayed at each hole, contest, event, meal, or bar (see list of sponsorship levels below).

Sign up for sponsorship opportunities online at www.michiganparkingassociation.org by July 12.

Levels Of Sponsor Recognition

PLATINUM SPONSOR: \$3,000
Host name of the outing, Includes (3) foursomes, Name recognition at every hole, Name recognition at all events, meals, GPS ad in every cart

GOLD SPONSOR: \$2,250
Two foursomes, Sponsor name on beer cart or dinner, 3 holes to sponsor, GPS ad in every cart

SILVER SPONSOR: \$1,700
One foursome, Sponsor name on breakfast or lunch, 3 holes to sponsor

BRONZE SPONSOR: \$1,250
One foursome, Drink cart sponsor or putting contest or cocktail hour

COPPER SPONSOR: \$750
One foursome, Longest drive or closest to pin

HOLE SPONSOR: \$300 per hole

MPA would also like to promote your companies with giveaway items such as golf balls, tees, ball marks, divot repair tools, hats, shirts, etc. All donations are sincerely appreciated.

Annual Golf Outing & Fundraiser

Thursday, July 26, 2007
Four-Person Scramble

Timber Ridge Golf Club
16339 Park Lake Rd.
E. Lansing, MI 48823
517-339-8000

Register online at www.michiganparkingassociation.org by July 12.

Important Times

Registration begins at 7:30 am, with a shotgun start at 9:00 am

Outing Fee

\$105 per player or \$400 per 4-person team

Fee Includes

Breakfast buffet, 18 holes with cart, Open beverage cart (water, beer & pop), Lunch at the turn, 2 hour open bar after golf, BBQ ribs & chicken dinner

Contests

Hole in one

Hole in one contest, \$10,000 prize

Plus prizes for hole in one on all par 3 holes

Closest to the pin

On all four par 3 holes

Longest drive

On front and back nines

Straightest drive

On selected hole

Scramble

1st, 2nd, and 3rd place

Putting

Putting contest during open bar

Questions?

For more information please contact:

Jon Frederick, phone: 313-577-3704, email: ah9818@wayne.edu
or

Jeff Timar, phone: 248-348-0570, email: jefft@trafficandsafety.com



Directions To Timber Ridge

Timber Ridge Golf Club is located northeast of Lansing off of I-69, just north of Michigan State University. For driving directions, please visit www.golftimberidge.com.

{ IN REVIEW }

Spring Workshop 2007

Cost Reductions & Increasing Revenues

The morning may have been dreary and rainy, however, there was a lot of energy in the Lansing Center. What a great Spring Workshop!

We took time to remember Michael Scott. He was a friend and colleague that we will all miss.

Reducing Risk Utilizing Safety Practices, presented by Chris Kaminski, Safety Manager, Wayne County Airport Authority was first. He talked about our internal (employee injuries and acts of God/weather) and external (customer property damage, contractor/vendor injury, contractor property damage and stolen/missing property) liabilities and how to eliminate the risks. He talked about Governmental Immunity. Did you know it applies to parking structures for public entities? Did you also know that in order to exercise governmental immunity the entity must perform and document physical conditions and hazard inspections? Does governmental immunity apply to building defects?

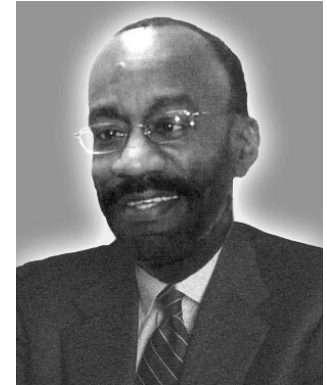
Dynamics of Combating Cashier Theft & Fraud in the Parking Industry, presented by Ed Blackburn, Manager for Loss Prevention and Risk Management, Motor City Central Parking was next. Did you know that based on a 5% net profit, it takes \$20.00 in additional sales to offset every \$1.00 of employee theft? Did you also know that the majority of employee theft goes undetected? The fraud triangle explains the human process for committing fraud: Opportunity - Pressure - Rationalization. Opportunity is brought on by lack of supervision and other factors. Pressure can be real or imagined: it can be compulsive behaviors; family problems; financial problems; etc. Rationalization: "They owed it to me." or maybe that "I earned it for the %#@!)(*& that they put me through." He talked about the techniques cashiers use to steal money and techniques to prevent theft.

Increasing Your Parking Revenues, presented by Matt McGowan, Director of Landside Services, Wayne County Airport Authority. He gave us sound operational procedures. Do you know what the standard is for unaccounted for tickets? Auditing - what are some key points of auditing? Mr. McGowan gave us advise on marketing opportunities; missing/shortage of cash from cashier to management - what do you do and how do you prevent discrepancies. What should you do if your cashier terminal goes off line? Do you need to lock and secure your unused and used tickets?

Ron Ruffin was honored for his years in the MPA. He will retire from the City of Detroit this year.

The room was divided in half creating two shop talk groups. Each group shared experiences and ideas on their challenges and successes in reducing costs and increasing revenue.

Reducing Parking Operations Expenses, presented by Gary L. Cudney, P.E., President/CEO, Carl Walking Parking. He shared with different opportunities to save on labor costs; maintenance costs; utilities; management fees/overhead; and other expenses. Planning is key before recommending additional parking supply. Provide some of your parking services by using other costs saving opportunities. The web - save on printing, paper, staff time, and mailing costs. What about on-street operations...rusty unsightly bollards...valet parking, is there anything that would offer potential savings? There are many opportunities for potentially reducing parking system operating expenses.



After twenty-eight years, **Ronald R. Ruffin** is retiring from the City of Detroit.

Ruffin is one of the original members of the MPA. He has been an active member since its inception. Ruffin was elected to the Board of Directors for three years and has served as a speaker for both MPA and International Parking Institute at several conferences. Ruffin is committed to the parking industry and will remain an active resource for the MPA.

Ruffin began his work career in the pharmaceutical industry in 1970. In 1977 Ronald was recruited to work on the Coleman A. Young reelection committee, and was appointed by Mayor Young to Neighborhood City Halls in 1978. Ruffin became the administrator of the city's first Parking Violations Bureau in 1981. In 1994 Mayor Dennis Archer appointed him Director of the Municipal Parking Department and Mayor Kwame Kilpatrick appointed him to that position in 2002.

Ruffin and his wife of 36 years, Verlie Ruffin, have two grown children. He is an avid runner, competing on the national and international masters track and field circuit, and participates in community, religious and fraternal organizations. Ruffin holds a Bachelors degree in Business from Michigan State University and a Masters degree in Criminal Justice Administration from Atlanta University.

{ MPA BOARD }*President***Jon Frederick**

ah9818@wayne.edu

*Immediate Past President***Eric Glohr**

eglohr@lcc.edu

*Vice President***Elaine M. Kellicut**

ekellicu@ci.lansing.mi.us

*Secretary***Shawny L. DeBerry**

deberrys@mpdpo.ci.detroit.mi.us

*Treasurer***Kimberly Miller**

kmiller@ci.grand-rapids.mi.us

*Members at Large***Jeff Timar**

jeffT@trafficandsafety.com

Mark Erby

mark.erby@wcaa.us

Barbara Singleton

bsinglet@ci.grand-rapids.mi.us

Bob Dietz

bdietz@cityofjackson.org

Nicole VanNess

nvanness@t2systems.com

THE MPA WAS FOUNDED IN 1982. 26 years later we are still going strong. We would like to recognize all of our past presidents and former board members for devoting their time and leading our organization. We have composed a list of our past presidents and for fun listed some things that were going on in the world while they were in charge.

Year	MPA President	Avg. fuel price	Of Note
1982	Ted Perez	\$1.41	Cats opens on Broadway
1983	Ted Perez	\$1.41 down to \$1.18	Last episode of Mash
1984	Dave Berridge	\$1.25	The Cosby show debuts
1985	Helen Irving	\$1.25	Madonna launches the "Virgin" tour
1986	Ron Soltis	\$1.25 down to \$0.86	Nintendo Video games introduced in U.S.
1987	Jo Littleton	\$0.99 up to \$1.04	First Class stamp 22 cents
1988	Jere Meredith	\$1.03	CD's out-sold records for the 1st time
1989	Korky Ingersoll	\$1.00 up to \$1.10	Exxon Valdez - ruptured tanker
1990	Paul Ahern	\$1.11 up to \$1.43	Seinfeld debuts
1991	Tyrone Mack	\$1.35 down to \$1.25	Pee Wee Herman Arrested
1992	Walt Ransom	\$1.23	Johny Carson Hosts the Tonight Show for the last time
1993	Brian McManus	\$1.21 down to \$1.19	World Trade Center bombed in parking garage
1994	Jim Valenta	\$1.27 up to \$1.33	Olympic Skater Nancy Kerrigan attacked in Detroit
1995	Mike Ellis	\$1.30 down to \$1.25	O.J. Simpson Trial
1996	Terri Denemy Woods	\$1.26 up to \$1.42	FBI arrests suspected unibomber
1997	Mike Scott	\$1.39 down to \$1.28	U.S. space shuttle joins Russian space station
1998	Jake Jeppesen	\$1.28 down to \$1.19	Clinton/Monica Lewinsky Scandal
1999	Nick Radu	\$1.17 up to \$1.40	John F. Kennedy Jr. Plane disappears near Martha's Vineyard
2000	Andy Miller	\$1.43 up to \$1.54	I love you virus disrupts computers world-wide
2001	Andy Miller	\$1.60 down to \$1.20	9/11 Terrorists hijack planes and strike World Trade Center & Pentagon
2002	Debra Nyenhuis	\$1.26 up to \$1.62	First Class stamp 37 cents
2003	Debra Nyenhuis	\$1.70 down to \$1.58	Hubble Telescope detects the oldest known planet—12.7 billion years old
2004	Jon Frederick	\$1.66 up to \$1.92	Martha Stewart sentenced to prison for 5 months
2005	Jon Frederick	\$1.88 up to \$2.40	Hurricane Katrina
2006	Eric Glohr	\$2.38 up to \$2.48	Saddam Hussein is convicted

To receive the MPA newsletter, as well as information regarding upcoming conferences and workshops, via e-mail, please send your name and e-mail address to news@michiganparkingassociation.org.

To learn more about our organization, visit us online at www.michiganparkingassociation.org.



c/o City of Grand Rapids
PO Box 1968
Grand Rapids, MI 49501-1968