

## { MPA BOARD }

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*President's Parking Space...continued from front page*

are at it, why not throw your name in the hat to become a new board member and use your knowledge and abilities to help move the MPA forward.

I look forward to seeing you all at the Fall Conference.

## { IN THE NEWS }

### University of Michigan Introduces Zimride

University of Michigan's Parking and Transportation Services recently introduced Zimride Rideshare Community, the leading social carpool system. Zimride is a simple way to find friends, classmates and co-workers who are going the same way. Combining social networks and a proprietary route-matching algorithm, Zimride makes it easy to share the seats in your car or catch a ride. Zimride provides a rich social context to connect and establish trust. All University of Michigan students, staff, and faculty are eligible to sign-up.

### Plymouth Parking project will be completed for Fall Festival

Tony Bruscato, operations director of the Plymouth Downtown Development Authority (DDA), said work on the central parking deck will be completed by the time the annual Fall Festival returns to town on September 11. Work has been ongoing throughout the summer to address maintenance issues with the 30-year-old structure. Upgrading the parking deck is one way officials have looked at ensuring there was enough parking in the downtown area to satisfy merchants and customers alike.

### Bay City Downtown Development plugs in first electric parking spots

The Bay City Downtown Development Authority recently unveiled two electric-ready parking spaces in anticipation of the new Volt plug-in hybrid electric vehicle from General Motors. The Volt is an extended range vehicle that will get about 40 miles per charge. The concept of the Volt is to take a majority of working America to and from work, and then recharge the car back at home. The electric parking spots in downtown Bay City, one in the DDA parking lot, 900 N. Water, and one in the Delta College Planetarium, 100 Center, are free of charge for now, but will eventually make users pay to boost their vehicles.



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



## Upcoming Events



**Fall Conference**  
Theme: Increasing Revenues in a Challenging Economy

Wednesday-Friday,  
September 30 - October 2  
in Detroit, Michigan  
*See next page for details.*

For more information on events or to register online, visit: [www.michiganparkingassociation.org](http://www.michiganparkingassociation.org) or feel free to call any MPA Board member.



[www.MichiganParkingAssociation.org](http://www.MichiganParkingAssociation.org)

## President's Parking Space

*by Jon Frederick, MPA President*



Life is good! However, I am still trying to figure out what happened? I looked over my shoulder for a brief moment and "Bam" it's September already. Who would have thought we are only a few days away from the MPA Fall Conference?

For those of you who missed this year's annual golf outing/fundraiser, you wouldn't believe it. I really thought it was not going to happen on the day we planned. The weather couldn't have been worse that morning. In fact, I got a call from the course asking how long before I got there because we needed to discuss options. I thought I was 20-25 minutes away, but due to the inclement weather it took me approximately 45 minutes to get there. We had heavy rain, heavy rain again, and then more heavy rain. At one point I thought Noah's Ark was going to float on by. However, the Parking Gods came through after about an hour and a half delay, we ended up having a beautiful day to golf.

I was privileged with the opportunity to go to Denver for the IPI conference in May and I was so glad I did. Not only was it a fantastic conference, I was able to attend the session for "Best Practices of State and Regional organizations." The session was terrific and everyone who attended walked out with a tremendous amount of information. You may not notice many things done too differently with our events and information, but there will be some internal housekeeping in the months ahead.

How many of you realize this newsletter is month or so late? I would hope all of you, but I not sure if that is true. Your board is working hard on a lot of things at the MPA and the quarterly newsletter is one of them. However, we just haven't been getting enough responses with articles and happenings from around the state to really fill it. We need your input to know what is going on around the state. What is happening in your neck of the woods? We want to keep our members informed. Please contact me or any of the board members to submit articles and happenings. We really want to put you in the spot light. Just like the MPA was in the March 2009 addition of Parking Today's Magazine. If you've hired new employees, built new decks, changed or added new technologies, implemented new policies or procedures, we need to hear from you. Please let us know so we can let our members know.

With the fall conference right around the corner, I am putting a call out for sponsors. We have a lot of fun and exciting things planned including our "Welcome Ceremony" taking place at Comerica Park with dinner (stadium style food) and tickets to the game to see the Tigers take on the Minnesota Twins in their quest for another playoff run. We have many sponsorship opportunities and if you're willing and able to support the conference in any way, please contact either me or any of the board members.

Also, remember as the fall conference nears, now is the time to take advantage of giving back to the organization. The board can always use help from volunteers, and while you

*...continued on back page*

{ IN FOCUS } { IN REVIEW }

### Conference Details

Conference attire is business casual.

#### Hotel/Room Information

Greektown Casino Hotel  
 { www.greektowncasino.com }  
 1200 St. Antoine, Detroit, MI 48226

**Room rate of \$99 per night is good through September 9.** Call the hotel directly at 877-424-5554 to book your room and be sure to mention you are with the MPA.

#### Member Conference Fee

\$175 per person or \$160 per person for groups (five or more), includes Tigers game, Cultural Tour & meals

#### Non-Member Conference Fee

\$250 per person, includes a \$75 MPA membership, Tigers game, Cultural Tour & meals

#### Exhibitor Fee

\$375 includes registration for (1) person, \$200 for each additional person

#### Guests/Spouses

If you'd like to bring a guest to the welcome reception and Tigers game, the cost for each guest is \$52.00. The cost for a guest to attend the Thursday evening Dinner/Reception is \$40 per person & it is \$30 per person for guests to attend Friday's Cultural Tour & luncheon.

Due to availability for the welcome reception/Tigers game, all attendees must RSVP for this event by September 25, 2009. Attendees will receive their ticket and supplementary details at registration.

## Increasing Revenues in a Challenging Economy

**{ MPA Annual Fall Conference }  
 September 30-October 2, 2009, Detroit**

### Conference At-A-Glance

#### WEDNESDAY, SEPTEMBER 30

2:30 pm - 5:30 pm Registration - Greektown Casino-Hotel  
 5:30 pm - 7:00 pm Welcome Reception - Comerica Park  
 7:05 pm Tigers Game

#### THURSDAY, OCTOBER 1

8:00 am - 9:00 am Registration/Breakfast  
 9:00 am - 9:15 am Welcoming Remarks, Jon Frederick, President  
 9:15 am - 9:30 am Opening Remarks, The Honorable Dave Bing, Mayor, City of Detroit  
 9:30 am - 9:55 am A & E Parking Wars, Dan Flaherty/Andrew Dunn, Producers  
 9:55 am - 10:00 am Vendor Presentation  
 10:00 am - 10:40 am Customer Service, Frank Taylor, Southern Hospitality Group  
 10:40 am - 10:55 am Vendor Presentation & Break  
 10:55 am - 11:00 am Vendor Presentation  
 11:00 am - 11:40 am Marketing, Richard A. Rich, Rich & Associates  
 11:40 am - 11:45 am Vendor Presentation  
 11:45 am - 12:30 pm Lunch  
 12:30 pm - 1:25 pm Motivational Speaker, Jonathan Edison  
 1:25 pm - 1:30 pm Vendor Presentation  
 1:30 pm - 2:10 pm Growing Top Line, Michael Aubrey, Jr., President, Park-Rite, Inc.  
 2:10 pm - 2:25 pm Vendor Presentation & Break  
 2:25 pm - 2:30 pm Vendor Presentation  
 2:30 pm - 3:45 pm Downtown Parking Blues  
 3:45 pm - 5:00 pm Shop Talk - MPA Panel  
 6:00 pm Dinner/Reception

#### FRIDAY, OCTOBER 2

8:30 am - 9:00 am Breakfast  
 9:00 am - 10:00 am Business Meeting  
 10:00 am - 12:30 pm Cultural Tour  
 • Detroit Historical Museum  
 • Detroit Institute of Arts  
 • Charles H. Wright Museum of African American History  
 12:30 pm Lunch - Greektown Casino-Hotel  
 2:00 pm Check-out

**Register online by September 23 at  
[www.MichiganParkingAssociation.org](http://www.MichiganParkingAssociation.org)**  
 For more information, to become a conference sponsor,  
 or to register by phone, call Satina Maddox at 313-221-2518.

## 2009 MPA Annual Golf Outing & Fundraiser

Budget Cuts: *Tough to deal with.*

Do the same with less: *We'll try.*

Lower incoming revenues: *Suck it up.*

Rain on the day of the MPA golf outing:

**Whoa, wait just a cotton pickin' minute. Now we have a real problem.**

But rain it did. However it did stop shortly after MPA President Jon Frederick was seen dancing among the trees with a branch in his teeth and feathers in each hand. Coincidence? I think not. And so after a multi level pyrotechnic display we were off. The day turned out beautifully and a good time was had by all.



### Results

First Place – Jeff Timar, Mark Erby, Dave Tilley and Todd Dorsey  
 Second Place – Joe Rudzinski, Kathleen Hay, Bob Cantlon and Jim Wiznewski Sr.  
 Third Place – Roy Carter, Mark Peters, Scott Emerick and Eric Glohr  
 Most honest – Tim Dewitt, Traci Shell, Andy Kilpatrick and Dave Williams  
 Long Drive men, hole #10 – Roy Carter  
 Long Drive women, hole #10 – Kelly Hay  
 Closest to pin, hole #4 – Bob Dietz  
 Closest to pin, hole #8 - Jim Wiznewski Jr.  
 Closest to pin, hole #11 – Bob Deblock  
 Closest to pin, hole #16 – Scott Emerick  
 Straightest drive, hole #5 – Margaret Hannon  
 Longest putt holed, hole #14 – George Cancsos  
 Skins, holes #7 and #15 – Jeff Timar, Mark Erby, Dave Tilley and Todd Dorsey  
 Skin, hole #18 – Jon Frederick, Michael Johnson, Margaret Hannon and Chris Blakely

### Prizes

Flat screen television – Curtis Bateson  
 50/50 – Dave Tilley

### Sponsors

Platinum Sponsor – Traffic & Safety Control Systems Inc. Amano/McGann  
 Copper Sponsors – PAR-KUT International Inc. & Digital Payment Technologies  
 Hole sponsors – Carl Walker Inc.  
 Federal APD  
 Magnetic Automation Corp.  
 TransCore – AVI  
 Walker Parking Consultants  
 T2 Systems, Inc.  
 The Toledo Ticket Co.  
 Carrier & Gable, Inc.  
 Electronic Security Systems  
 Ram Construction  
 Golf Balls – Central Parking System

Special Thanks – Our volunteer hole watchers and course photographers  
 Hats off and high fives - Joe Rebone, Wes Koons & the staff at Timber Ridge Golf Course

## Fall Conference Exhibitor & Sponsorship Opportunities

*Sponsorship donations are needed to make our annual fall conference a success. Each sponsor will be recognized by a sign displayed at the event, session or meal.*

*Opening Ceremony: (1) available \$1000.00  
 Breakfast: (2) Available \$300.00  
 Lunch: (2) available \$400.00  
 Dinner: (1) available \$500.00*

*MPA would also like to promote your company with giveaway items such as hats, shirts, notebooks, pens, etc.*

*Your support as a sponsor of the MPA is always valuable and very much appreciated. If you would like to be a sponsor or exhibitor for the Fall Conference, please call Satina Maddox at 313-221-2518.*

For those interested in golfing Wednesday morning before the fall conference begins, please contact Jeff Timar at email [JeffT@trafficandsafety.com](mailto:JeffT@trafficandsafety.com) or 248-348-0570 for details.