

Subject: Seminar Schedule for PIE 2014 in Chicago

From: "Parking Industry Exhibition" <Parking_Industry_Exhibition@mail.vresp.com>

Date: 2/10/2014 10:04 AM

To: ronnie_bowen@ncsu.edu

 [PIE 2014_RectangleLogo_RGB](#)

Hello Ronnie,

I noticed you aren't registered to attend the **Parking Industry Exhibition, March 16-19, 2014 in Chicago**. Why the wait?

This year's exhibition features [expert presenters, 100+ exhibitors, 30+ expert-led educational sessions](#), we'll explore the technologies, ideas and business models you need to thrive in today's parking industry (and surpass the competition).

Find complete conference and registration information here: <http://pieshow.parkingtoday.com/Index.cfm>

Here's what to expect at PIE 2014:

On Sunday . . .

Boot Camp – The session which ALL new parking professionals need to attend presented by Clyde Wilson of The Parking Network, loaded with tons of content, case studies, and insight developed for those new to the parking industry.

PRESENTED BY: Clyde Wilson, The Parking Network

Technology Camp - Tech Talk for Parking Professionals is the latest addition to PIE in 2014. It's "Parking Technology" for newbies and maybe those not so new presented by parking industry veteran Tom Wunk, VP with T2 Systems and formally of Scheidt and Bachmann USA. Unfamiliar with LPR, AVI, Clouds, APPS, and having an IP address for your POF, then Tech Camp is the place for you. Attend both Boot Camp and Tech Camp, and once you're done, you'll be ready to take the exhibit hall by storm!

PRESENTED BY: Tom Wunk, T2 Systems

Association Camp - Join us for an interactive STATE ASSOCIATION 'TUNE-UP'--- If you've been looking for ideas to improve your Association – organization, delegation, efficiency, increase member participation and revenue-- join us for this interactive discussion. Presenters will discuss actual association experiences that have worked (and maybe some that have not worked) during their extensive tenure with state associations.

We will discuss: Organizing the association for future success - Increasing membership - Annual Conference
- Member Awards - Managing the Association

PRESENTED BY: Marilyn Etheridge, MLK Consultants

On Monday . . .

The Rules of the Game, tour Management Agreement with your Operator

PRESENTED BY: Dennis Cunning, DLC Consulting

The Future

PRESENTED BY: Dale Denda, Parking Market Research Company

Let's Talk On-Street

PRESENTED BY: Julie Dixon, Dixon Resources Unlimited

CO-PRESENTED BY: Chad Randall, IPS Group ; Frank Ching, City of Santa Monica, CA

Tim Downey, Standard Parking ; Evelyn Tseng, City of Newport Beach, CA

Parking On-Board Technology

PRESENTED BY: Eugene Tsyklevich, CEO Parkopedia, Gary Neff, CEO Parknow, Joachim Hauser, BMW of North America, LLC

Where are we headed?

PRESENTED BY: Barbara Chance, CHANCE Management Advisors, Inc.

Just Announced!

EV Panel Discussion

PRESENTED BY: Kate Tomford, Chief Sustainability Policy Advisor, Illinois Department of Commerce & Economic Opportunity, John Hipchen, President, Exel Consulting Group and Brian Haug, Director of Energy Solutions, Continental Electrical Construction Company

Sensors – The Debate

PRESENTED BY: Julie Dixon, Dixon Resources Unlimited

Litigation – How you can avoid it and what to do if you can't

PRESENTED BY: Elizabeth Ho Sing, Adam Detsky, Attorneys at Wilson Elser Moskowitz Edelman & Dicker LLP

They just took another 500 of my parking spaces...now what?

PRESENTED BY: Dr. Gerald (Bob) Harkins, University of Texas

Parking Reservations – A different approach

PRESENTED BY: Mike Harley, President and COO, SMC Software

I think Technology is a waste of time

PRESENTED BY: Joseph Sciulli, Chance Management Advisors, Inc.

Technology and Off-Street Parking

PRESENTED BY: Michele Krakowski, CPA, Principal, Lumin Advisors

Don't Miss This Fast & Fun Networking Event!

Speed Networking featuring a Wine and Beer Bar!

HOSTED BY: John Van Horn, editor Parking Today

On Tuesday . . .

Let's run this garage without any staff on site!

PRESENTED BY: Clyde Wilson, The Parking Network

LPR – Does it make sense

PRESENTED BY: Michael Bigbee, CEO Americas, TIBA Parking ; John Whiteman, CEO, HTS-Americas ; Alfred Aning, Division General Manager, InterPark

Do we need any technology at all?

PRESENTED BY: Bern Grush, Applied Telemetrics

This Session is not to be missed!

Parking Today's Experts Panel

EVM – Chip and PIN

SESSION LEADER : Dave Witts, CreditCall

CO-PRESENTERS : Chris Sepp, Imperial Parking Canada Corporation ; John Lovell, HUB Parking Technology Canada ; Wally Mlynarski, VP, Mobile Commerce

Solutions, Elavon ; Jim DuFon, Parkeon ; Simon Hurry, Senior Director, VISA Inc. ; Mike Hughes, Moneris ; Jason Oxman, Electronic Transactions Group

There has been much discussion about "chip and pin" and EVM. What does it all mean? Will I have to change all my equipment? Can I get by with "Chip and Signature?" What are my options? If you take credit cards, and virtually everyone does, this is the seminar that will answer your questions, and perhaps give you one less thing to worry about.

Breakout Sessions :

- What the Credit Card Companies have to say
- The device manufacturers will hold this one
- The Credit Card Processor

On Wednesday . . . Technology Day!

Expert's Panel Discussion

Technology, Apps, Payment, Guidance

PRESENTED BY: Amir Sedadi, VP IPS Group

CO-PRESENTED BY: Alex Israel, Parking in Motion ; Aashish Dalal, Park Whiz ; Michael Mohler – City of New Haven (Park Mobile)

Apps are in vogue, pay by cell is de rigueur, guidance systems are the way of the future. Get the inside scoop from people who know, people who make these techno marvels and have used them. An overview first, then breakout into smaller groups so you can ask the hard questions and get the answers you need.

Breakout Sessions :

- Applications
- Payment
- Guidance

Lighting – LED, HPS, Florescent or Remote Phosphor?

PRESENTED BY: Jeff Pinyot, President Eco Parking Lights, Dave Packard, COO Eco Parking Lights, Steve Gresh of LAZ Parking and the Ohio State PPP

Europe. A Parking Technology Leader

PRESENTED BY: Peter Guest, Parking Today's European Correspondent

How to run a successful tech RFP

PRESENTED BY: Mike King, Parking Technology and Infrastructure Manager, City of Sacramento, CA

Building a Parking Structure to Last

PRESENTED BY: Jared Plank, P.E. ISEA President, American Structurepoint Inc.; Andrew Lock, F.A. Wilhelm Construction Company

Non-Tech Initiatives for Future Revenue Generation and Services in the Parking Industry

PRESENTED BY: Jon Share, VP of Business Development, Blue Pearl Consulting

See the complete PIE 2014 schedule [HERE](#).

PIE 2014 Details:

When: March 16-19, 2014

Where: Hyatt Regency O'Hare in Rosemont (Chicago)

Cost: Full Conference Program (3-Days, 2 Lunch coupons, Trade Show floor) = \$495

Full Conference Program + Boot Camp & Technology Camp & Association Camp (4-Days, 2 Lunch coupons, Trade Show floor) = \$595

Register: pieshow.parkingtoday.com

Stay Over! Book your rooms at the Hyatt Regency O'Hare for only \$139 per night. **Rooms are selling fast, [CLICK HERE to book now!](#)**

Or call the Hyatt Regency O'Hare directly at 847 696-1234.

The information you'll get from this 4-day event is limitless, so head over to the Parking Industry Exhibition show site and register today.

I'll see you there!

All the best,

Eric Abel, manager

Parking Industry Exhibition

PS: Can't make all 4 days? 3-day and single day passes are available!

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