



Supporting Parking Industry Professionals.

**Southwest Parking Association's 9th Annual Conference & Trade Show
September 20 – September 24, 2010
Tucson Marriott University Parking Tucson, AZ**

Monday September 20, 2010

<u>EVENT</u>	<u>TIMES</u>	<u>LOCATION</u>
President's Welcome Reception	6pm – 8pm	Presidential Suite

Tuesday September 21, 2010

<u>EVENT</u>	<u>TIMES</u>	<u>LOCATION</u>
UofA Golf Tourney	8am – 2pm	Ritz Carlton (Bus leaves at 6:30am)
Welcome Reception	5pm – 8pm	Pima & Madera Ballrooms
Texas Hold'Em Tournament	6pm – 8pm	Pima & Madera Ballrooms

Wednesday September 22, 2010

<u>EVENT</u>	<u>TIMES</u>	<u>LOCATION</u>
Registration	8am – 5pm	Foyer
Breakfast and Vendor Exhibits	7:30am – 9:30am	Pima & Madera Ballrooms
Keynote Speaker – Cindy Campbell, IPI Chair	9:30am – 10:30am	Pima Ballroom
Educational Session I – Parking Structure Fires Presented by Robert Tober, Desman Associates	10:45am – 11:45am	Pima
Educational Session II – Customer Service & Parking and Transit Presented by Mitch Skyer, Solstice Transportation	10:45am – 11:45am	Sabino
Lunch and Vendor Exhibits	Noon – 1:30pm	Pima & Madera Ballrooms
Front-line Staff Training – Tactical Communications Cindy Campbell, IPI Chair	1pm – 5pm	Ventana Room
Educational Session III – Best Practices: Processing Collections Presented by Sharon McLaughlin, T2 Systems, Inc	2pm – 3pm	Pima
Educational Session IV – Appearance of Parking Structures Presented by Scott Stone, A Mind of Detail	2pm – 3pm	Sabino
Mid-Afternoon Snack	3pm – 3:30pm	Foyer
Educational Session V – Parking Structure, Banner Thunderbird Medical Center Presented by Matt Adcock, McCarthy	3:30pm – 4:30pm	Pima
Educational Session VI – Clean Energy and Transportation Presented by Jelena Rowe, Clean Energy	3:30pm – 4:30pm	Sabino
PIMA Air Musuem	6:00pm – 10:00pm	(Bus leaves at 5:30 pm)



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Thursday September 23, 2010

<u>EVENT</u>	<u>TIMES</u>	<u>LOCATION</u>
Registration	8am – 5pm	TBD
Breakfast and Vendor Exhibits	7:30am – 9:30am	Pima & Madera Ballrooms
Front-line Staff Training – Tactical Communications Cindy Campbell, IPI Chair	8:30am – 12:30pm	Breakout Room 3
Educational Session VII – First Observer Training Presented by Gerald Harkins – First Observer Training	9:45am – 10:45am	Pima
Educational Session VIII – TDM, University Parking Presented by Brian Shaw, Sam Swartz	9:45am – 10:45am	Canyons
Vendor Exhibits	11am – 2pm	Madera Ballroom
Lunch	Noon – 1:30pm	Pima Ballroom
Mid-Afternoon Snack	Eliminate	Eliminate
Educational Session IX – Parking Implementations at Transit Facilities Presented by Matt Davis, Watry Design	2:00pm – 3:00pm	Pima
Educational Session X – What's your brand? Presented by Todd Pierce, PICTOFORM	2:00pm – 3:00pm	Canyons
Mid-Afternoon Snack	3pm – 3:30pm	Foyer
Educational Session XI – Consolidate & Integrate from the back end (paper work) Presented by Daniel Provost, Parkeon	3:30pm – 4:30pm	Pima
Educational Session XII – Strategic Communications Presented by Dennis Burns, Kimley-Horne & Melinda Helton, Arizona State University	3:30pm – 4:30pm	Canyons
Educational Session XIV – FDR Full Depth reclamation using concrete Presented by Jim Wilson, Arizona Cement Assoc.	4:45pm – 5:45pm	Canyons
Evening Dinner	6pm – 8pm	Madera Room

Friday September 24, 2010

<u>EVENT</u>	<u>TIMES</u>	<u>LOCATION</u>
SWPA Annual Board of Directors Business Meeting	9am – 11am	2 nd Floor Conference Room