



Pacific Intermountain
Parking & Transportation
Association

Call for Presentations

Pacific Intermountain Parking and Transportation Association
4th Annual Conference and Trade Show
“The Art of Parking and Transportation Management”
July 26-28, 2009, Tacoma, WA

The Pacific Intermountain Parking & Transportation Association, PIPTA would like to invite you to join us at our 4th Annual Conference and Trade Show, “*The Art of Parking and Transportation Management*”. As in years past, our conference and trade show will feature diverse educational programs, industry networking activities, and a trade show. We hope for and would appreciate your presence as a presenter at our conference.

About the Organization

The Pacific Intermountain Parking & Transportation Association, PIPTA (formerly Northwest Parking Association, NWPA) was originally founded by a group of parking professionals who saw value in a regional organization designed to provide those involved in the operation, management, or ownership of parking and transportation with an open forum to discuss common problems, share information, technical support, and stay informed of parking related legislation. PIPTA is in its 4th year of existence. PIPTA’s membership includes parking professionals representing municipalities, universities and colleges, medical centers, airports, civic centers, manufacturers and consultants and private owners. The states represented in our region are Alaska, British Columbia, Colorado, Hawaii, Idaho, Montana, Oregon, Utah, Washington and Wyoming.

About the Conference

The 4th Annual PIPTA Conference & Trade Show will focus on “*The Art of Parking and Transportation Management*”. The conference will provide an opportunity for members to come together to celebrate, showcase and share their art and discuss the art within industry operations. The conference will be held on July 26 through July 28, 2009 in scenic Tacoma, Washington. The conference venue is the Hotel Murano. This is a recently renovated boutique hotel located in the Art District of downtown Tacoma.

Areas of Focus

Art can be found in the aesthetics of our operations but there is also a certain degree of art applied in our fiscal and administrative operations. Proposals are welcomed regarding any topic of interest to our industry. The conference committee has also indicated specific interest in proposals that touch on the following topics:

- Financial forecasting
- Funding transit in an unstable economy
- Signage and wayfinding programs
- Web design/web-based services
- Transportation Demand Management (TDM)
- Marketing your program
- Partnering with transit
- Parking structure and surface lot design
- Parking system design and implementation
- Overcoming human resource issues in parking
- Developing mission-minded customer service
- Integrating public art in design
- Navigating the politics of parking and transportation
- Event management
- Participate in a financial/economic centered panel

How to Submit Your Presentation

Send an e-mail including answers to the following questions to Calvin Johnson at cwj3@wsu.edu.

For questions regarding your submittal Calvin may also be reached at 509-335-4397.

1. Please provide your name, title and contact information
2. Briefly summarize your professional public speaking experience
3. Please provide the title for your presentation
4. Please identify the target audience
5. Please identify three learning objectives for the presentation
6. Please identify the format (presentation, panel discussion, shoptalk, etc.)
7. Please list any other forums in which you have given this presentation. If it is a new presentation, please indicate the current stage of development
8. Please attach a copy of the presentation or if still in development an outline of the material/concepts covered
9. **The submittal deadline is March 25th, 2009**

We appreciate your interest in participating in the conference. That appreciation will be reflected in many ways throughout the conference but because of the large number of presenters and limited resources of the organization, we are unable to offer honoraria.