

**Subject:** Live Webinar, 6/17 | Full Auto: Revenue Control Automation

**From:** National Parking Association <info@npapark.org>

**Date:** 6/9/2014 1:42 PM

**To:** david\_gregory@ncsu.edu

**CC:**

## LIVE WEBINAR

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# Full Auto: Revenue Control Automation

June 17, 2 - 3 pm EDT

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Dear David,

Revenue control is one of the most important facets of any parking operation, and new technology is changing the way people pay for parking. The revenue control technology you choose should be based on the needs of your operation or particular location. With new technologies, there are now several options to explore.



[Join us June 17](#) and learn from industry experts about the latest advances of License Plate Recognition (LPR) and Token/Permit Technology and how these technologies can be deployed in municipalities (on/off-street), hotels, and Universities. Experts will also describe the latest programs that have been implemented within the City of West Hollywood to solve parking anguish, generate more revenue, service patrons swiftly and manage facilities efficiently.

### Attendees Will Learn:

- **New Terms:** Learn how 'Token' and Permit Technology can benefit your business/organization with permits tailored to your customer's needs.
- **City Programs:** The City of West Hollywood discusses its Parking Credits Program and City Hall's recent addition of a fully-automated parking facility.
- **Space Optimization:** How to manage multiple parking groups and generate revenue.

## Registration

### When:

Tuesday, June 17  
2:00-3:00 pm EDT

### Registration:

\$35 for NPA Members  
\$55 for Non-Members

### Reservations:

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### Speakers:

- **Luke Kieft**  
Executive Vice President, Aparc Systems, Ltd.
- **Jackie Rocco**  
Parking Operations Manager, City of West Hollywood

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**Questions?** Contact [Lawrence McFadden](#).

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National Parking Association | 1112 16th Street NW, Suite 840 | Washington | DC | 20036