

# CPMA NEWS

15 Minute Message

2021

May

May 1, 2021

Members and Friends of CPMA,

As I look back on 2020, and look ahead to 2021 and beyond, I'm so hopeful for our industry's economic recovery. While I could expound for ages about all the things our member organizations have done – and will do – to help the industry bounce back, I celebrate the fact that many of our employees have remained on the front lines during the pandemic. So many members of our profession continued to serve our customers and stakeholders during this pandemic without missing a beat, and I've never been more proud of our colleagues and their sacrifices as they ensured our respective organizations continued to provide crucial services.

My parents always told me “good things come to those who wait,” and I think we have all waited long enough. The key to the Association's success is its adaptability, resiliency and flexibility. Through a strategic, data-driven approach and deliberate planning prioritizing health and safety, we are ecstatic to share information with you about the 2021 Carolinas Parking and Mobility Association's Annual Conference in picturesque Cherokee, N.C.

The Board of Directors will always be guided by the safety and well-being of our members, exhibitors, sponsors, and partners and are grateful that the Governor Cooper's Executive Order and the corresponding COVID-19 government restrictions have been relaxed. As a result, we will host the 2021 annual conference as an in-person event at the Harrah's Cherokee Casino Hotel on October 5-8, 2021. This year's conference theme is “Recovery 2021 and Beyond: Resilience, Adaptability, and Innovation.”

Your board of directors is continuously working with the Harrah's Cherokee Casino Hotel and our conference partners to provide every precaution necessary to ensure a safe and productive experience. I invite you to review the conference hotel's health and safety plan at [Harrah's Cherokee's Health and Safety Plan \(caesars.com\)](https://www.caesars.com) as we strive to practice health and safety together.

It seems to go without saying that 2020 was one of the most challenging years in recent memory. We will certainly continue to face challenges this year, but I have no doubt that the collaboration, innovation, and strength that got our industry through 2020 will continue to serve us in 2021 and beyond. No matter what comes our way, rest assured that we will continue to serve YOU and do all that we can to prioritize our members' needs.

Yours in Service,

Thomas D. Leathers, CAPP  
President



**WELCOME TO CPMA 2021!**

**Reuniting in Cherokee!**

We are resilient.....we are adaptable.....and we are back!  
Doing what it takes to make the new normal a more successful normal!

**October 5—8, 2021**

**Harrahs Cherokee Resort**



**New Conference Center**



**SEQUOYAH NATIONAL GOLF CLUB**

**OCTOBER 5, 2021**

**CPMA GOLF TOURNAMENT**

Nestled among the oak, fir and flowered valleys, this Robert Trent Jones II design offers golfers in Gatlinburg, Cherokee and beyond an idyllic 18 hole journey, filled with scenic vistas, beautiful landscapes and challenging golf.

This par 72 championship course, measuring 6,600 yards, features immaculately groomed bent grass greens with bluegrass fairways, offering spectacular views of the Great Smoky Mountains National Park.

#### **Awards of Recognition 2021 Categories**

##### **Parking Employee of the Year**

To be awarded to a frontline parking employee for overall professionalism, exceptional customer service and dedication to the parking industry.

##### **Parking Structure Project**

Awarded to a parking structure project or a parking structure rehabilitation and/or restoration project for the overall planning and design, phasing and construction administration; operational and architectural improvements; and/or technical innovation.

##### **Lifetime Achievement**

The CPMA Award of Excellence is the highest honor bestowed by CPMA and is a recognition of a Lifetime of Achievement in the professional field of parking and transportation. This award is presented to an individual who has demonstrated the highest levels of professional excellence and who has made contributions above and beyond the scope of their normal duties and responsibilities.

##### **Call for Presentations**

We encourage members of CPMA to share your professional expertise and experiences; active CAPP's or other professional designations are encouraged to submit.

Submittals will be reviewed by IPMI and NPA to qualify for CAPP and/or CPP points.

All proposals should be submitted by e-mail to: Marilyn Etheridge, at [metheridge1@verizon.net](mailto:metheridge1@verizon.net) no later than June 25, 2021. If you have any questions, please call 813-787-4509

**Information coming soon!!**

## **INDUSTRY EVENTS**

### International Parking & Mobility Institute

July 14, 2021	Webinar—The Parking Study is Done. Now What?
August 11, 2021	Webinar— Ask Better Questions, Get Better Results
September 15, 2021	Webinar— Collecting Lost Revenue

### National Parking Association

June 9, 2021	Webinar— Parking Demand: How to Forecast & Track the Future of Parking
June 24, 2021	Webinar— WIP—Deepening Customer Connection with Wellness Calls
July 14, 2021	Webinar— Campus Master Planning From Hospitals to Universities
August 11, 2021	Webinar— Low Touch & No Touch Payments



**2021 Parking & Mobility  
Conference & Expo**  
Tampa, Florida

**November 29—December 21, 2021**



**CONNECTED/  
PARKING 2021**

**NPA CONVENTION & EXPO | SEPT 27-29 | LAS VEGAS**

## Our Mission

“The Carolinas Parking and Mobility Association (CPMA) is a professional association of parking administrators, practitioners, suppliers, vendors and consultants formed for the purposes of acquiring knowledge; encouraging professional development; providing mutual support, and creating an environment for professional interaction.

Membership is open to government bodies, authorities, colleges, universities, hospitals, airports, corporations, other types of businesses and individuals associated with the parking industry, and to others supporting the organization’s objectives.

The CPMA is affiliated with the International Parking and Mobility Institute, and seeks to appeal to both the large and small institution, municipality, operator or business person with an interest in both national and regional parking related issues.”

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



### WHAT DEFINES WHO YOU ARE?

Growing up, I was a child of very young parents who had lots of love, but very little money. My Dad was an auto mechanic; and my Mom was a sewer for Hanes. Both of them made just enough money to make ends meet for our family, which included my Grandma and three of us kids. Our home did not have air conditioning. We used fans in the windows. I remember the sound of them running at night while trying to sleep. Our TV was one of those big boxes that was black and white, and one of us kids was the remote control. If you stayed up late, the TV stations would sign off by playing the national anthem before going off the air. We had one rotary phone mounted on the wall in the kitchen, and we gathered around the table together for meals. I tell you about these things because these memories and experiences helped to define who I am today.

My Dad was an excellent example to me of how to overcome life's difficult situations. As the son of an auto mechanic, he was really destined to be nothing more himself. While he didn't have the opportunity to get a better job; he set out to be the best that he could be. By applying himself to learn various equipment in the shop, he became one of the best auto mechanics in Winston Salem. Other shops would send parts for him to re-store. One day he was approached by Piedmont Airlines with the opportunity to work on airplane engines. As the story goes, he worked for Piedmont Airlines and later for US Air obtaining his Airframe & Powerplant License. By starting out as an auto mechanic, he excelled and later became a license airplane mechanic, and was able to provide a good home for our family.

We all have different experiences that define who we are. But we choose, if those defining moments make our lives bitter or better. I now wonder what affects 2020 will have on future generations. Back in March of last year, the world shut down due to a global pandemic. Our University sent employees home for what was thought to be for only a few weeks, but it lasted much longer. Now after a year, some businesses have closed for good, and others are struggling to stay open. Kids that would normally be making friends at school are now faced with distance learning. For some there is no social interactions with peers their own age.

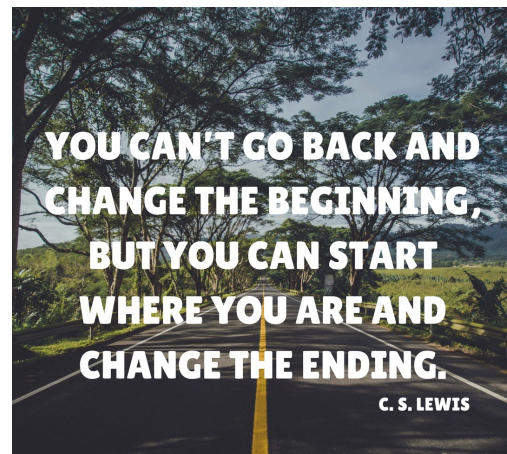
The events of 2020 will have an effect on everyone both young and old. Do we fear another pandemic? Do we wear face mask forever? Will we ever be able to have social gatherings again? You can't always control what is coming next, but again; you can learn from experiences and be better prepared for what lies ahead.

I wish I paid more attention to the stories my grandparents shared about the events of their lives. I wish I had taken notice of the things they learned the hard way. A word of wisdom Younger Generation, stop and pay attention to your elders, because their experiences can help you in your life decisions. Don't let the events of 2020 define your life negativity. Learn to use your experiences for growth, and then appreciate who you become.



How will 2020 define you and the stories that you tell others when you become my age?

Dave Pitts  
Director Parking and Transportation  
North Carolina A&T State University



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