



# DIAMOND

## Dialog

WINTER 2013

Growing Together.

### In the Shadow of the Great Salt Lake

Salt Lake City is known as a year round recreational hub for winter and summer outdoor activities. Flying into Salt Lake on a clear day offers stunning views. The city was built near an ancient lake in a mountain valley framed against a dynamic backdrop of the rugged Wasatch Mountains to the east and north. Salt Lake City is also recognized as a nucleus for high tech companies that attract a well-educated work force. Today Diamond Parking has a growing portfolio to meet new business and residential growth that includes parking operations in the cities of Salt Lake, Ogden, Provo, Park City and two airport parking and storage facilities conveniently located just 5 minutes from Salt Lake's International Airport.

**Tammy Halvorson**, Diamond's Regional Vice President for Oregon and Utah, says her team of parking professionals shares a common goal of putting the parking customer first. "Excellent customer service is the lifeblood of our business. It's all about bringing customers back. And about sending them away happy — happy enough to pass positive feedback about their parking experience along to others." Tammy adds that Diamond trains all of its employees in what excellent customer service means and provides real life examples. "When customers call us they expect their questions to be answered promptly. This requires effective listening and communication skills. Its crucial to our success." Given the distance between cities and the diversity of different parking facilities, Tammy says that being friendly, courteous and doing what it takes to satisfy the customer is the number one directive to her team. "Someone who is sincerely caring, compassionate,



Tammy Halvorson, Regional Vice President, OR, UT

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**Jeff Lienhardt**, General Manager of Diamond's Airport and Storage Operations in Salt Lake City. Jeff joined Diamond in April of 2013. He brings more than 20 years of experience in service industry management. "I especially like the people I manage and the service side of the business. I get to interact with my team daily as well as meet our customers, getting to know where they are going, what they do and how often they travel." Jeff notes that Diamond's two airport locations offer guests a variety of options including long-term seasonal and monthly parking, short-term daily parking, valet and covered parking. "Our airport parking team believes that stress doesn't have to be part of traveling." As an example, Jeff points to Diamond's 24/7 *Car to Curb* service where shuttles whisk travelers to their gates within minutes. Free newspapers, bottled water, baggage assistance and expert knowledge help travelers catch their breath and relax. Another great travel perk - Diamond offers electric car owners 20 charging stations where they can plug in and fly!

Like many other metropolitan cities, Salt Lake City built a light rail train that runs 6 miles from Downtown to the airport. The TRAX Line offers travelers another way to get to the



Jeff Lienhardt, General Manager of Diamond's Airport and Storage

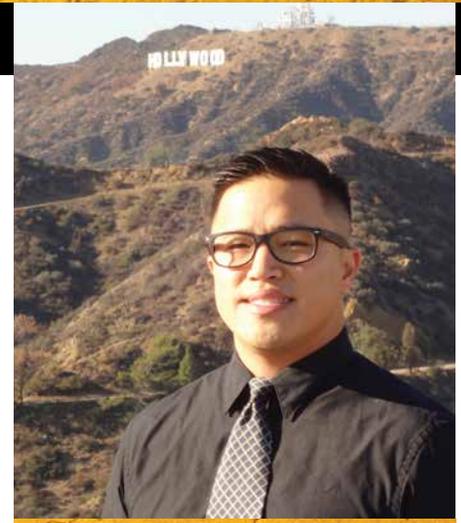
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## City Of Los Angeles

Many transportation planners think the word "sprawl" was invented just to describe Los Angeles. Covering nearly 500 square miles, LA is designated "the largest drive market in the US" which means people spend more time in their cars getting from point A to B than any other city nationwide. "There are over 2 million cars in LA proper and over five and half million in Los Angeles County," observes Alfred Lee, City Manager of Los Angeles. "It's a lot of driving for me as well as a lot of opportunity." He adds, "I see so many untapped locations. My job is trying to envision how I can turn existing and vacant spaces into revenue generators." Like many of Diamond's City Managers, Alfred brings senior management expertise in the retail

industry with powerhouse brands like GAP, American Eagle, H&M and Best Buy. He joined Diamond 3 years ago starting as Operations Manager in Pasadena, moved up to Key Accounts Manager for several JP Morgan Chase branches and most recently was promoted to Los Angeles City Manager. "Pasadena is so close to Los Angeles that we share office space for both cities." Alfred says that Diamond's self-park concept is gradually gaining ground in a marketplace where valet is king. "Labor is a huge expense with valet. We can realize substantial savings with self-park surface lots. Only one checker patrols a designated area validating parking in our pay boxes. It's very efficient and allows us to give back more to the property owners and landlords." Another



Alfred Lee, City Manager,  
Los Angeles, CA

advantage to self-park, notes Alfred, is cashless electronic pay stations. "Our customers pay by credit card or pay by cell. They know that their payments are secure." Alfred says what he likes best about his job is being creative and visualizing new opportunities in a city where creativity often brings fame and fortune.

## Fly Away Sweepstakes Hits a Homerun



Diamond Airport Parking in Anchorage, Spokane and Salt Lake City recently teamed up to create the *Fly Away Sweepstakes* that ran through the month of October. The idea was the brainchild of Diamond's Airport Marketing Team.

Suzie Dunn, Marketing Manager, at the Diamond Park N Jet in Spokane, says Alaska Airlines was eager to contribute two round trip tickets in order to be involved. "Alaska Airlines was included in every element of the campaign. All three of our airport locations promoted *Fly Away Sweepstakes* through print media, social media, email marketing, at local events, on our web sites and in

a half page ad in the Alaska Airlines In flight magazine.

Thousands registered online to win the getaway. On November 11th, a random winner was selected from all who entered. "We used a sweepstakes company called SweptIn to create the sweepstake micro site and to randomly select the winner," adds Suzie.

It was a balmy -9 degrees when Chris Miletich, Anchorage Marketing Manager, announced that Bruce Lazanoff, from Palmer Alaska, was the lucky winner! Bruce told Chris that "he had Hawaii on his mind."



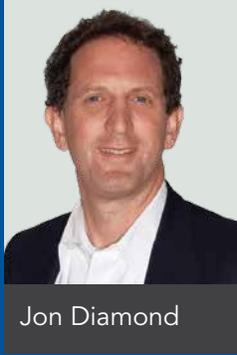
Chris Miletich and Bruce Lazanoff

**Best Holiday  
Decorations Winner!**



Best Holiday Decorations Winner  
is Spokane Park & Jet.

Did you know that 55% of cell phone owners in US markets say they own a Smartphone and that another 58% say their phone operates on a Smartphone platform? (Pew Research Center, 2103 survey)



Jon Diamond

Anticipating this upward trend in mobile devices, we were industry leaders in launching our *Call To Park* program in the United States and our *PaybyPhone* plan in Canada. The benefits to our parking customers and to our property managers and landlords are easily measured. Our customers rave about the ease and convenience to use their smart phones to find, reserve and pay for parking. Property managers and landlords report increased revenues and growth because of our mobile applications. Another parking technology that sets us apart is electronic payment automation. Today, the credit card is king. No one wants to rummage through a briefcase, purse or pocket searching for the correct change. Electronic pay stations allow our parking customers to quickly charge the correct amount and know that their transactional information is secure. We also utilize innovative technologies such as automatic vehicle identification that incorporates license-plate recognition as another means of quick payment; and, wireless sensing devices for traffic management as well as charging stations for electronic vehicles. Today parking is more than simply storing cars. At Diamond, we never lose site of the need to implement innovative technologies to better serve our customers and clients making their parking experience more efficient and more satisfying.

## Diamond Parking Services Edmonton continues to grow and diversify.

In October, Main Street Tower parkade came under Diamond's management. Located in the heart of the downtown where both a new provincial museum is under construction and ground is being broken on the new arena and entertainment complex, this facility has an incredible future. The owner is renovating the attached Main Street Tower apartment complex and this will include enhancements to the parkade.

January 1, 2014 sees the opening of MacDonald Estates parkade under the umbrella of Diamond Parking management. This facility is located near the Shaw Convention Centre and Canada Place, home to many federal government offices. Convenient to service the convention center and three major hotels, Diamond Parking looks forward to providing outstanding service levels to our customers.

The management team in Edmonton welcomes the opportunity to serve new customers. Whether the need is parking enforcement services, surface parking lot operations or parkades, a unique management program is developed and implemented that best suits each property.

### Tammy Halvorson

*Continued from cover*

understanding, fair, and helpful will make a lasting impression. That's how we build brand loyalty with our parking customers, property managers and landlords." Always the innovator, Tammy recently created "*Park and Bark*" for airport travelers. "We have established a relationship with a new full service dog salon right next door to our Redwood location. We offer dog owners a coupon for their pooch as well as their parking." Tammy joined Diamond in 1994 as a valet at the Ridpath Hotel in Spokane. She has steadily advanced up Diamond's management ladder to her current position. Away from her career, she loves to hike with her 4 dogs close behind. Of course!



From left: Tammy Halvorson, Keith Donovan and Emily Kirk

# AHEAD OF THE CURVE

## Parallel Universe

The holy grail of brand strategy for any company, especially retailers, says Chuck Harvison, Diamond Parking's City Manager of Eugene, Oregon, is to provide a service that is so compelling that customers always choose you first. "I spent over 25 years in all aspects of retail with Sears and Gottchalks and see clear parallels between retail and parking," says Chuck. For example, he frequently analyzes business trends, sets pricing, adjusts rates to drive revenue and prospects for new opportunities. He adds that having a clear vision of goals keeps ideas fresh and ahead of the competition.

Borrowing a different page from the real estate industry, Chuck and his team are focused on enhancing the overall "curb appeal" of Diamond's parking facilities. "We are constantly monitoring lighting, signage, landscaping and other important elements to insure that our parking customers feel safe and secure and that our property managers and landlords know how much we are committed to their success."

Chuck credits Diamond's Senior Management with providing clear and efficient direction plus giving him the tools he needs to grow the business. In addition to Eugene, Chuck's territory also includes Salem. He says the scope of work in both markets is very energizing. "Being



Chuck Harvison, City Manager,  
Eugene, OR

out in the community, taking the pulse of our landlords, meeting new prospects, allows me to combine my past and present business principals. It's very rewarding work."

## Jeff Lienhardt *Continued from cover*

airport. However occasional track delays and lack of parking in downtown are challenges under the microscope. "Our customers want the mobility a vehicle provides. They also want fast, friendly and efficient service," adds Jeff. Besides parking, Diamond also offers year-round onsite storage with 1,000 units. "We feature a variety of different sized storage units to choose from insuring that all are clean, well-lit, fenced, secured by key-pad entry and under video surveillance. Jeff is excited about a new call center that he says will allow storage customers to make payments, upgrade accounts and reserve space. Ask Jeff what he likes best about his career move from the restaurant industry to parking management and you hear a confident reply. "I wanted a new challenge and I got it."

*Right photo: Jeff Lienhardt,  
Shala Weaver*

*Below from left: Mikkel Fresquez,  
Grey Sorenson, Angela Bentle,  
Jerome Legg, Jeff Lienhardt,  
Cory Cromartie, Peter Phan,  
and Sydnee Young.*



# DIAMOND ANNIVERSARIES

We want to congratulate those employees who are celebrating 10 or more years with Diamond Parking.  
Thank you for your dedication!

## 20+ Years

Dan Geiger	Spokane Downtown	36 years
Diane King	Honolulu	30 years
Cheryl O'Reilly	Seattle Attended	28 years
Siyoum Tesfay	Seattle Self Park	25 years
Roger Pagaduan	Honolulu	22 years
David Parks	Spokane Airport	21 years
Sara Baraki	Seattle Attended	20 years

## 15+ Years

Dennis Puckett	Eugene	18 years
Robert Turley	Corporate	17 years
Kevin Campbell	Parking Service	17 years
Ellory Earl Bannister	Seattle Attended	17 years
Gezai Gebre	United Parking	17 years
Leigh Cristobal	West & Wheeler	17 years
Aster Abraham	Seattle Attended	16 years
Jill Daher	United Parking	16 years
Francisco Pine	Seattle Attended	15 years
Haileslasie Asres	Seattle Attended	15 years

## 10+ Years

Ambesajr Negash Asres	Seattle Attended	14 years
Yonas Tegegn Demessie	Seattle Attended	14 years
Sonia Nakamoto	Honolulu	14 years
Lester Niemi	Bremerton	13 years
Anh Thi Hoang Nguyen	Salt Lake City Airport	13 years
Linda Fait	Medford/Ashland	12 years
Lance Morrison	United Parking	12 years
Bernardo Tagaca	Honolulu	11 years
Steven Smith	Eugene	10 years
Tesfaye, Debebe	United Parking	10 years
Cody Walters	West & Wheeler	10 years

# DIAMOND FEEDBACK

## We welcome your comments:

Diamond Dialog is published by Diamond Parking. For comments and suggestions please write to us at: [dialog@diamondparking.com](mailto:dialog@diamondparking.com).



Scan code with a smart phone

To learn more about the Diamond Difference visit

[www.diamondparking.com](http://www.diamondparking.com)

## Employment Opportunities

Diamond Parking is a full-service parking operator which prides itself on the quality of its employees. We do everything possible to accommodate our clients and make sure each and every client is satisfied.

Such exceptional service can only be delivered by hiring the brightest and hardest working people in the industry.

If you are interested in joining Diamond Parking, please e-mail your resume to: [hr@diamondparking.com](mailto:hr@diamondparking.com).

Diamond Parking is an equal opportunity employer.

# ACTIONLINE

**WHAT DO YOU THINK?** Your observations, ideas and opinions are very important to us. Whether you are a landlord, customer or employee, you can use Actionline to provide comments, suggestions or observations; to ask questions, voice concerns, report situations, or to forward information that you feel may need attention.

Actionline is served by an independent communication services firm. Through this service, you may provide your personal contact information and receive a response directly from Diamond Parking. Or, you may provide your personal contact information, request to remain anonymous to the company, and receive a reply through the Actionline service.

You may contact Actionline by e-mail at [ask@actionline.com](mailto:ask@actionline.com), by telephone at 1-800-426-0426 (day or night, toll-free) or by using a postage-paid mailer available at any Diamond Parking field office.



605 First Avenue, Suite 600  
Seattle, WA 98104

**1-800-340-PARK**

To learn more about the **Diamond Difference**  
visit [www.diamondparking.com](http://www.diamondparking.com)

We hope you enjoy reading our latest newsletter

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*Happy New Year!*

# 1 MISSION

HELPING YOU REALIZE  
YOUR PROPERTY'S  
FULL POTENTIAL.

# Bring us your parking challenge. We'll find the best solution.

**EXPERIENCED.**

We draw on the substance and depth of decades of experience to assist property owners and building managers to develop comprehensive plans for maximizing their parking potential.

**WE'VE GOT YOU COVERED.**

From parking facilities in every conceivable size of commercial buildings to major hotels, shopping centers, hospitals, sports arenas, multilevel garages and 'Park N Fly' facilities – we've done it. And we can excel for you too.

**MENU OF OPERATIONS:**

- Monthly Parking
- Daily Parking
- After Hours Parking
- Event Parking
- Valet Parking
- Garage Management
- Hotel Parking Management

- Municipal Parking Enforcement
- Consulting
- Hospital Parking Management
- Enforcement & Checking Services
- Revenue Control
- Staffing