



"Family Owned & Operated"

605 First Avenue, Suite 600
Seattle, WA 98104



1-800-340-PARK

www.diamondparking.com

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smart phone

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**



We welcome your comments:

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

DIAMOND *Dialog*

Growing Together.

Diamond Parking Launches New Website

Just like trendy fashions, websites can go out of style as well. What was all the rage a couple of years ago is now viewed as passé and stale. When people visit websites they see it as a reflection of the business. That's why, says Myron Spiegel, Director of Diamond's Parking Operations, it was important for Diamond's new website to make an impact and stay ahead of the curve. "Our previous site was a reflection of where we have been rather than where we are headed."

When we began the website redesign process in late 2011, specific goals and criteria for success were clearly stated. The overall goal was to create a better experience for all of Diamond's customers and clients. "We wanted the new website to be more customer friendly, easy to navigate, appealing and pleasing to look at. We surveyed our parking managers, interviewed our clients and customers, as to what is important to them for the website to have." This process helped define design elements such as color, font and style as well as customer-friendly programs. "With our new **Find Parking** feature, parking customers can pinpoint convenient locations, view monthly rates, type of location, and even see familiar landmarks listed close to where they are parking."



Another key feature explained on the site is Diamond's **Call to Park Mobile Technology**. The service eliminates the need for cash or inserting a credit card into an onsite pay box. Parkers can also

extend their parking session by phone and receive an alert when their parking is about to expire.



Another important goal in developing the site was to distinguish Diamond's brands of city parking in the US and in Canada, as well as showcase our airport parking and self-storage facilities with their own sites.

"We wanted to give each operation their own identity so they could stand alone."

We believe the new websites deliver a strong message about who Diamond Parking is, and what we stand for. "I am proud of what has been accomplished as we look to the future."

www.diamondparking.com

INSIDE

New Website

Anniversaries

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Ahead of the Curve

Canadian Corner



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

Susan Zink	Corporate	26 years
In Koy	Silverdale	26 years
Milton Melocoton	Silverdale	25 years
Roger Nerwinski	Silverdale	23 years
Luzveminda Broome	Silverdale	23 years
Lynnett Marlow	Seattle Attended	23 years
Marshall Diemert	Seattle Attended	22 years
Elpidio Tabalbag	Seattle Attended	22 years

15+ Years

Corazon Holter	Silverdale	19 years
Biruk Mitiku	Seattle Attended	19 years
Maria Hathaway	Silverdale	17 years
Belay Assefa	Seattle Attended	17 years
Michael Neely	Anchorage	15 years
Peggy Lee	Vancouver, BC	15 years

10+ Years

Sergey Verkhovodov	Spokane	14 years
Jorge Munoz	United Parking	14 years
Redi Zeray	Seattle Attended	14 years
Solomon Tekeste	Seattle Attended	12 years
Aster Zersenai	Seattle Attended	11 years
Gebreyesus Lisanu	Seattle Self Park	11 years
Alfredo Andrada	Honolulu	11 years
Filmon Embaye	United Parking	11 years
Ramilo Centenera	Silverdale	10 years
Sofonias Estifanos	United Parking	10 years
Samson Andebrhan	United Parking	10 years
Tewoderos Desta	Seattle Self Park	10 years

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, 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.

AHEAD OF THE CURVE

Striving for Excellence — Par for the Course

Ken Kime is Diamond Parking's new Regional Manager covering the University District, North Sound Area, Bellevue and other eastside communities.



Ken Kime

Ken manages by acquiring information through open communications with the people he associates with and making sound decisions based on those conversations

and his clients' needs. Ken is an avid golfer and applies some of the same mental disciplines in his day-to-day management approach as he does on the course. He notes, "I focus on the task at hand and develop a consistent regimen to successfully complete it."

Prior to joining Diamond, he spent over 20 years in retail management at big box notables such as Eagle's, Lowes and Fred Meyer. In 2000, Mr. Kime returned to college graduating two years later with a Bachelor of Science in Business Administration.

"Having my degree opened up new doors. I wanted to move from retail into a new career path," he said. Recognizing his experience and potential, Diamond hired Ken Kime in 2004. "I spent three years in Seattle operations learning the parking ropes. It gave me a strong foundation to really understand the parking industry."

In 2007, Ken advanced to City Manager overseeing operations in Seattle's U District and North Sound. Before his most recent promotion, he was City Manager of Attended Garages in Seattle. In his new position as Regional Manager, Ken says his approach can be summed up in three words, freedom to manage. "In retail, you are always told what to do. At Diamond, I have the freedom to make decisions that are best for the client and the company."

Away from Diamond, Ken continues to teach his ten-year-old grandson the game of golf while working on his own swing to bring his handicap below 10. Fore!

“A Place to Stay Forever”

In the spring of 2010, Diamond Parking expanded its operations into Kelowna BC, located in the beautiful Okanagan Valley. A successful first year led to the expansion of the brand into the City of Penticton BC in the spring of 2011. This quaint community located 40 miles/65 kilometers south of Kelowna, sits nestled between Lake Okanagan and Skaha Lake. The city boasts many world class wineries and events, including the Subaru Iron Man Canada Triathlon — and is a very popular vacation destination.

With the city welcoming vacationers and tourists from around the world, Diamond Parking felt right at home putting its decades of experience to work in the parking sector of the city. Drawing from their experience in other vacation destinations where they operate parking facilities, including Hawaii, California, Washington and Alaska — Diamond Parking was quickly involved with the City of Penticton and local businesses, working hard to help manage the large seasonal increase in traffic volumes.

Partnering with local businesses including The Days Inn and Conference Center, Westminster Bowling, Pen-Mar Cinemas, Wildstone Construction and numerous other landlords, Diamond Parking was able to create site-specific solutions to manage their parking facilities. Whether the requirement was for parking enforcement and control or generating passive revenue streams from surplus parking, Diamond Parking’s 90+ years of experience was instrumental in assisting the business community to continue to service their customers and providing convenient access to parking.

Most recently Diamond Parking has been involved with the design, construction and operation of one of the largest parking facilities in the city. With a vacant property, a full city block in size, waiting to be developed in future years — Diamond Parking’s Team saw a blank canvas to work with. The management team worked diligently with the City’s Council and planning department — to create a 100+ stall parking facility. The project turned what was once an unsightly, un-kept gravel lot, into a well lit parking facility complete with landscaping and bicycle storage for the community — helping to ease the pressures of parking in the area.

With multiple more parking locations and partners on the horizon, Diamond Parking is immersed in one more community, and its brand continues to grow across Canada.



Lake Okanagan, Penticton

A recent parking industry survey revealed that a significant new trend in parking now centers on sustainable parking solutions and advances



Jon Diamond

in technology. At Diamond, we recognize the increasing demand for green and sustainable parking solutions. For example, at our Salt Lake City Airport facilities we offer our customers charging stations for their electric vehicles. We are working hard to help reduce the carbon footprint in many parking facilities by exploring the use of energy-efficient lighting, solar panels, and innovative water and waste management systems

Already in play in many of our parking facilities are electronic payment systems; smart phone apps to find and pay for parking; along with technologies such as automatic vehicle identification and wireless sensing devices for traffic management.

We understand the importance of parking to our customers and clients. We never lose sight of the need for continued customer service, and Diamond Parking is focused on making the parking experience more efficient and more satisfying.

