

## **UNFORTUNATELY EVERYONE HAS A BAD PARKING STORY.....**

*it may be standing around at a cocktail party, over a business lunch, or after a long day's work, but inevitably if the topic of conversation turns to parking it is to say that, "there is not enough, it costs too much, my car was scratched, the attendant was rude, slow, or couldn't speak English," and finally, "someone I know knows someone that has a friend whose car was stolen." Who they are or where they come from doesn't matter, if those gathered are talking about parking, it's a bad story.*

*The mission of Penn Parking is to change the decade old problem of bad parking stories. For example, what if a group of 4 or 5 are telling their tales of woe and suddenly someone pops up with "my garage passes out safety newsletters, gives out flower seeds, or had the garage manager promptly return my call?", then the whole group feels a bit better about the industry and the customer that had good things to relate feels fortunate to have used Penn Parking.*

*Penn Parking proposes to not only increase patronage at your facilities, but also to create a relationship and good feeling for those that are already there. Many of Penn Parking's marketing ideas and customer service efforts are unique to the traditionally staid industry of parking and follow the philosophy that parking should be a part of and a support to the community it serves.*

*Founded in 1983, Penn Parking, Inc. quickly established a reputation as an innovator in the otherwise staid world of parking operations. The company's willingness to take a chance on marginal or failing facilities and to reverse declining revenues and volume has earned it the respect of the nation's business community. Penn Parking has received considerable attention in the national and local media for the company's creativity, innovative marketing strategies, employee appreciation award programs and quality revenue control. Profiles have appeared in Reader's Digest, Inc., Success, the Baltimore Sun, Warfield's, the Washington Times and Good Housekeeping, to name only a few. Penn Parking, Inc. is the only woman-owned and operated parking company in the nation. Established by Lisa Renshaw when she was 21 years old, the company has grown significantly since the acquisition of its first Baltimore location.*

*Today Penn Parking operates over <sup>35</sup>~~50~~ facilities throughout the Baltimore, D.C., and Virginia areas including the Washington Metro Transit Authority which commands 35,000 spaces.*

*Since its inception, Penn Parking has rapidly become a force to be reckoned with in the very competitive arena of Parking Management. The diversity of the company's experience ranges from management of full service contracts, both valet and self park, to cashiers only or special events contracts. Penn Parking has established an unblemished reputation for superior service at competitive prices.*

*Expert in managing overhead, the company is highly adaptable to new markets and to changes in the marketplace. In an industry known only for parking cars, Penn Parking has distinguished itself by its creative approach in a very traditional industry.*