Honoring Excellence
Parking Leaders
Parking Professionals
Top Organizations

WeAreParking.org/Recognition
Parking Pros: Get The Recognition You Deserve
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President & CEO, National Parking Association
4 Categories of National Awards that Recognize Parking Excellence
Awards Season Overview

Call for Entries: 2/15 - 4/15
Award Winner Notification: 6/15

Social Media Promotion:
- 40 Under 40 - begins July 1
- All other winner promotion starts at Convention

Eligibility: Open to members & Non-members
Rates: Preferred rates for Members
Prepare: Review the entry form. Prepare your answers in advance.

Apply: Online application form

Answer: Key questions

Upload: High resolution photo

Submit: Entry form & payment
Awards Season Overview

5 Ways to Prepare a Winning Entry

1. Write short sentences.
2. Answer questions in the third person.
3. Answer all questions in their separate data fields.
4. State results and accomplishments concisely.
5. Provide facts and supporting information.

Enter to Win: 2/15 – 4/15
Innovation Awards

4 CATEGORIES
Innovator of the Year | Innovative Organization | Innovative Sustainability Project | Innovative Facility
Innovation Awards

4 Innovation Opportunities

Innovator of the Year
A parking leader who exemplifies excellence and whose business practices, professionalism and leadership demonstrate innovation.

Innovative Organization of the Year
A company or organization that demonstrates cutting edge insights, innovation and expertise in the advancement of the parking profession, parking management, operations and technology.

Innovative Sustainability Project of the Year
A sustainability project with innovative design, redesign, construction, restoration, beautifications or function that minimizes environmental impact and maximizing efficiency.

Innovative Facility of the Year
A facility project that exemplifies innovation in design, construction, components, technology, functional flow and a positive experience for parkers.
5 Entry Questions

1. What is the innovation that this entry is showcasing?
2. How does the person/organization/project demonstrate innovation?
3. What details, facts, and features support the entry as innovative?
4. What are the revenue/cost-savings impacts of the entry?
5. What can the parking industry learn from this person/organization/project?

Results Matter.
Innovators are change agents who make parking, transportation, and mobility work for parkers and your organization.
**Pro Tips**

- **Answers:** Address each question separately using the form.
- **Writing:** Write with short sentences to stack clear accomplishments.
- **Provide:** Concrete examples or information that directly answer the question.
- **Describe** the impact of the innovation.
- **State** what are 3 things the industry can learn from this innovation.
40 Under 40 Awards

ANNUAL CLASS
40 Winners Selected | Award Entries Capped at 80
5 Ways to Prepare a Winning Entry

1. **Answer** each of the 3 informational questions.
2. **State** duration in industry and promotions and sectors served.
3. **Include** industry certifications and any industry, community, board, or volunteer service.
4. **Describe** concrete examples of accomplishments with financial gains, savings, or objective impacts.
5. **Prepare** your answers in advance, before you complete the entry.

This is an individual award celebrating how YOU are developing as a leader, contributing to the industry, and advancing in the industry.
40 Under 40

Pro Tips

1. **Answers:** Address each question separately using the form.
2. **Write:** With short sentences to stack clear accomplishments.
3. **Provide:** Concrete examples or information that directly answer the question.
4. **Impact Question:** Provide concrete examples of projects, systems, processes, sales and results.
5. **Leadership Question:** Clearly state promotions, credentials, advancement and/or industry volunteer work. Describe concrete examples of leadership and people performance results.
6. **Future Question:** Describe future promotions/advancement, volunteer work or your interest in long-term industry career.
WIP IMPACT Award

Pro Tips

• **Answers:** Address each question separately using the form.

• **Writing:** Write with short sentences to stack clear accomplishments.

• **Describe:** This is an individual award for an individual who has contributed to advancing the WOMEN IN PARKING mission.

• **Upload:** A high resolution headshot photo.

• **Prepare:** Before you complete the form, consider:
  - How have YOU made a positive impact on employee advancement?
  - How are YOU supporting leadership development in the parking industry?
  - How do YOU foster an inclusive culture?
PARKING MAGAZINE AWARDS
1 Winner & 2 Finalists in Each Category
Parking Magazine Awards

2 Categories

Best In Parking
A parking leader who exemplifies excellence.

Best In Tech
A parking leader who leads tech or is a technologist modernizing parking.

Three Question Focus
1. How do you foster excellence within your organization?
2. What is your greatest career achievement?
3. What is your superpower?
Parking Magazine Awards

4 Ways to Prepare a Winning Entry

1. **Answer** each of the 3 informational questions.

2. **Focus** on your personal role in leadership and technology to create a positive performance result.

3. **Be clear** about your greatest strength - aka your superpower. Include your power word in the entry.

4. **Prepare** your answers in advance, before you complete the entry.

This is an individual award about how YOU lead parking or technology to make a positive impact on the industry in revenue, parker experience, and/or organizational results.
Award Entry Fees
WeAreParking.org/Recognition

Innovation Entry Fee:
- Members: $599
- Additional entries: $199
- Non-Members: $799
- Additional Entries: $349

40 Under 40 Entry Fee:
- Members: $249
- Non-Members: $349

WIP Entry Fee:
- Members: $499
- Non-Members: $699

Parking Entry Fee:
- Members: $249
- Non-Members: $349

Go Online to See Entry Forms. Prepare Answers in Advance. Enter by 4/15.
NPA Awards Season
It’s Your Time to Shine
Honoring Excellence & Recognition for Parking Professionals

Enter Today At:
WeAreParking.org/Recognition

Call for Entries
Open: February 15 | Close: April 15