

Gwendolyn Bolden, CAPP

*Director, On-Street and Metered Parking
Public Parking Authority of Pittsburgh
Pittsburgh, Pa.*



Bio:

Born in Oakland Calif., Gwendolyn Bolden spent her early adult life in the Bay Area. After receiving a bachelor’s degree in liberal arts from California State University Hayward, she entered the parking and traffic field, first as an enforcement officer but soon on a career path of increasingly responsible management positions. Currently a CAPP, her experience spans more than 20 years and includes leadership assignments across a broad range of industry segments, universities, municipalities, and private-sector organizations as well. Gwen was selected for her present position from a national slate of qualified candidates.

Platform:

Awarded CAPP status in 2016, Gwen expresses her deep appreciation for the program’s value and is committed to maintaining its relevance as a core resource for career advancement. Describing its benefits as her industry’s equivalent of a master’s degree, she works closely with fellow Pittsburgh CAPP designees to acquaint others with the program’s offerings and advantages. Gwen is quite candid in noting that not many in her field entered it planning on a working life in parking, transportation, and mobility. “But for me, CAPP was the portal through which to pass to a fully satisfying career.”

Tracey Bruch, CAPP

Senior Project Manger
WGI
Tampa, Fla.



Bio:

Tracy Bruch, CAPP's, background is a unique blend of public and private-sector experience that spans more than 33years. She is currently senior project manager with WGI consulting. She has worked in the capacity of a municipal parking operations SME. However, most of her career was with the City of Clearwater, Fla., as parking director.

Her 33+ year involvement with IPMI includes serving on numerous committees, including as an item writer for the CAPP exam and as a prior Board member. She is also active with FPTA member/Board, and ULI-Tampa Bay. She has a bachelor's degree and is a CAPP and Parksmart Advisor.

Platform:

My goal is to continue raising the profile of the CAPP designation, ensuring it remains a credible benchmark within the parking, transportation, and mobility profession. As a member of the SME Item Writers team, I have witnessed IPMI's commitment to the program.

The curriculum must remain current and accessible to attract new CAPP candidates. Continuing to encourage institutions of higher education to recognize and integrate parking, transportation, and mobility-based curriculum in majors such as urban planning, design, and architecture will further strengthen the CAPP designation. I would be honored to promote the values of the CAPP program.

Teresa Trussell, CAPP

Sales Director

PayByPhone Technologies

Syracuse, Ohio



Bio:

Teresa Trussell, CAPP, has more than 20 years' parking industry experience, which began at a university and evolved into her current role as sales director at PayByPhone. She earned her CAPP certification through IPMI in 2012 and served as an active member of IPMI's CAPP Board and the Accessible Parking Coalition Advisory Council.

As PayByPhone's sales director, Midwest, she is responsible for sales and customer relationship building within the U.S. Midwest and the province of Ontario. Her personable and client-focused approach allows her to create long-lasting relationships that build trust and are the key to PayByPhone's and the client's success.

Platform:

I began my parking career over 20 years ago with no industry background, and I turned to IPMI for information—specifically the CAPP program. By earning my CAPP, I was able to better serve my organization. Wanting to give back, I began serving as a CAPP Board Member three years ago, and I seek to reestablish my seat so I may continue to give back by working with IPMI to ensure the CAPP program continues to provide a means by which industry professionals may demonstrate proficiency and distinction within the industry.

Sam Veraldi, CAPP

Vice President, Consulting Services
SP+
Raleigh, N.C.



Bio:

Sam Veraldi, CAPP, is vice president of consulting services at SP+. He formerly served as director of parking and transportation at Duke University and a practice builder with Kimley Horn. He has taught in the CAPP curriculum since 2015 and is a member of the IPMI's Research Committee. Previously, he served on the Education Committee. He has presented for IPMI and regional parking associations and wrote an article for IPMI's magazine. He has taught finance at Duke for more than 20 years and has over 20 years of senior finance experience with IBM and GE Capital.

Platform:

My involvement in teaching in the CAPP program, participation on the research and education committees, as well as faculty member at Duke University make me uniquely qualified to serve on the CAPP Certification Board.

These roles have provided an excellent foundation for understanding the educational requirements of our dynamic industry. To maintain the integrity of our CAPP designation through a strong curriculum and delivery platform is paramount. As our industry continues to be more complex, a strong analytical skill-set and continuing education will contribute to our success. I respectfully request your support for my candidacy for this position.