

MESSAGE FROM THE MANAGER OF MEMBER ENGAGEMENT



HELLO! I'M JENNIFER BOOTH, IPMI's Manager of Member Engagement & Communications. I came to IPMI in September after 10 years as a marketer in the engineering industry. I'm excited to be here, and I'm looking forward to meeting—and learning from—all of you. As you may suspect, the focus of my role is to engage members in our community. Your membership comes with a multitude of exclusive benefits, and I am here to help you make them work for you and your organization.

Add the IPMI member logo to your business card, website, email signature, or letterhead to let people know that you're a leader in the parking and mobility industry.



Are you taking advantage of all IPMI has to offer? Here are a few suggestions to make the most out of your membership.

1 Update your roster. Your membership covers all your employees—but only if they are on your roster! Set up user profiles for everyone on your staff so they have access to all our resources and discounts.

2 Engage with others. Talk with your fellow members in Forum, IPMI's members-only online community. Join the discussion by asking your peers for help with a particular issue or offering advice on others' posts.

10 Make yourself visible. Gain visibility by writing for the IPMI Blog or *Parking & Mobility* magazine. Send your company's latest news release to us, and we'll spread the word far and wide. We also have lots of media and marketing opportunities to help you get in front of your clients.

3 Stay connected. Keep tabs on IPMI and our industry by reading *Parking & Mobility*, our monthly magazine, and the IPMI Leader, our bi-monthly e-newsletter. Follow us on LinkedIn, Twitter, Instagram, and Facebook, too!

9 Celebrate your achievements. Submit an entry for one of IPMI's awards programs: Awards of Excellence for design, marketing, and innovative programs, and Professional Recognition for outstanding professionals in the industry.

4 Attend the IPMI Conference & Expo. Held each summer, our signature event features world-class speakers, informative educational sessions, and abundant networking opportunities. Join us this year in Fort Worth, Texas.

8 Volunteer. Share your expertise and network with other members by volunteering. There are many ways to get involved, from helping to plan our conference to suggesting topics for the magazine.

5 Grow your skills. Learn (and train your staff) through IPMI's ever-expanding list of professional development options. Choose from online courses, on-site training workshops, and frequent webinars, Shoptalks, and Learning Labs.

7 Earn a certification. Boost your career by earning a CAPP credential for yourself and Accredited Parking Organization recognition for your organization.

6 Tell us about your job openings and RFPs. IPMI will publicize your job openings and RFPs by adding them to our website, announcing them in the IPMI Leader, and sharing them on our social channels to help you reach a bigger audience.

And that's all there is to it! The key is to *get involved*.

To get more information on member benefits, visit <https://www.parking-mobility.org/membership/>. If you or any of your staff are new to IPMI, I hope you'll join us at the next New Member Chat. I'm always available if you have questions about your benefits, so feel free to send me an email at membership@parking-mobility.org.