



DIAMOND

Dialog

FALL 2013

Growing Together.

Parking a Car In Paradise With Diamond Parking “Ho’oku I ke ka’a ma palekaiko pili kaimana paka”

On a map, Hawaii appears like a few tiny dots floating in the vast blue Pacific Ocean. But zoom in and you will discover a unique place with lush landscapes, spectacular scenery and a growing diverse economy. Diamond Parking Service first came to Hawaii in 1968. Four decades later, Diamond Parking is the only parking operator on all 4 of the major islands of Oahu, Maui, Kauai and Hawaii. Diamond Parking employs approximately two hundred employees throughout the Islands and continues to expand its work force by being awarded new contracts and nurturing very long-term relationships. “We will oversee all of the University of Hawaii’s parking operations beginning in October,” says Stephen Kozlowski, Regional Vice President.

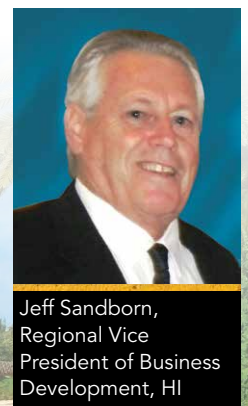


Stephen is encouraged by the continued expansion of the visitor industry and the recovery in the construction and real estate sectors. Diamond is also seeing increased parking revenues from a new trend that has more and more tourists opting to rent cars to explore the islands instead of relying on busses and tour groups. Today, rental car agencies account for a huge percentage of Hawaii’s service industry. Additionally, big box retailers like Costco, Lowes, Wal-Mart and Target have opened throughout Hawaii. Legacy brands such as Saks and Nordstrom anchor upper level retail. Economic forecasts predict Hawaii’s GDP to increase by 2.6 percent in 2013 and by another 2.5 percent in 2014.



Stephen Kozlowski,
Regional Vice
President, HI

Jeff Sandborn, Regional Vice President of Business Development, says “Diamond has helped define the local business culture for decades and as a result is an integral part of the marketplace. It’s all about planning and vision. We’re taking the necessary steps to build our assets by introducing new parking technologies, such as electronic pay boxes and Diamond’s Call to Park program where our customers can use their mobile phones to reserve parking.” Jeff says another unique characteristic of doing business in Hawaii is building relationships. “We are on an island. Everyone knows everyone else.” Building relationships and creating Ohana is a primary focus of Diamond Parking. “We work very hard to maintain and create new relationships with our landlords, property owners and parking customers.”



Jeff Sandborn,
Regional Vice
President of Business
Development, HI

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Canadian Corner

Diamond Parking has expanded parking operations to Calgary, Alberta. Our presence is growing as we add new parking locations monthly. Diamond representatives are in the field daily meeting our customers and answering questions. Recently, Calgary placed #1 in the "Best Places to Live in Canada for 2013" by Money Sense Magazine and tied for 5th for the "Best Place to Live in the World" by the Economist Intelligence Unit. The city is also known internationally for the Calgary Stampede attracting almost 1 million visitors over a 10-day period in July. In another era, Calgary gained global attention when it hosted the 1988 Winter Olympics. This event has helped Calgary grow as a world leader in the oil and gas industry. Situated between the foothills of the Canadian Rockies and the wide open Western Canadian Prairies, Calgary is well known for its down home western heritage. These are very exciting times in Calgary!

Introducing Brenda Green

Brenda comes to Diamond Parking with over 24 years of real estate and business development experience. She brings a wealth of prospecting, customer service and customer retention skills. As a member of Property Association of Managing Agents (PAMA), Building Owners and Management Association (BOMA), as well as several local Business Improvement Associations (BIAs), Brenda draws from a large network of like-minded professionals to assist in developing her success at Diamond. Brenda understands the value Diamond offers new landlords and is confident she can share that with potential clients. Brenda is very excited to contribute and be a part of the dynamic Diamond Parking Vancouver Team!



Brenda Green, Business Development Manager, Vancouver, BC



LETTER OF RECOGNITION



Daniel Clark
Lead - Seattle Self-Park

I want to recognize the help provided to me and my wife last night, Aug. 23, when our car was not able to raise the exit barrier to leave the garage in the Joule building situated between Broadway and Harvard. Your representative, Daniel, responded to several calls from me and, having been unable to resolve the problem over the phone, came down in person, with a colleague. Daniel's presence and assistance, delivered in a unruffled and professional manner, was very much appreciated. Please bring this to his notice. Thanks.

*Sincerely, Pierre
J. Pierre Loebel, M.D.*

Parking a Car In Paradise With Diamond Parking

Continued from cover

In addition, Oahu has started its HART Project which is introducing rail to Hawaii. Rail transit will provide a fast, safe, reliable alternative to driving in traffic congestion. There will be about 40,000 fewer car trips on Oahu's congested streets and freeways. There are four park-and-ride structures planned, providing 4,100 spaces combined. The city bus routes will be reconfigured to provide shuttle-like services to the rail stations from nearby communities and high-use facilities, like hospitals and shopping centers.

Looking ahead, positive trends in real estate, the development of new retail spaces, a strong recovery of the tourism industry, will provide Diamond with new opportunities to expand its parking operations in "paradise."

Every business professional today — and every business — is dealing with lightening-fast change and long-term challenges. I have always believed that there's much more to business success than just a transaction. Even with the best business practices, customer service and products, we still need strong relationships to succeed in the marketplace. There is little disagreement that maintaining and building relationships in business and in life requires extra effort especially when you combine work and family responsibilities that often take priority. However, when we set aside a few minutes each day to reach out to someone, it becomes second nature and our world expands. At Diamond Parking we believe that relationship building in our company culture promotes communication, respect and trust. When we make ourselves available to help others and when we ask what can we do to fulfill the needs of our landlords, clients and parking customers, we have made an investment in present and future relationships that will pay off for years to come.



Jon Diamond

Diamond Parking's Home Office Has A History As Rich As Its Own

Riding the ornate elevator to the 6th floor in the majestic Mutual Life Building where Diamond's home offices are situated is like stepping back in time. Every detail reflects another era reminiscent of when Lewis Diamond started Diamond Parking in 1922.

Built in 1890, the Mutual Life Building is an elegant gem in Seattle's historic Pioneer Square neighborhood. It's exterior features Victorian Romanesque sandstone prevalent in Seattle construction after the great fire of 1889. The interiors of the six office floors reflect the Chicago school or commercial style of the early 20th century. The building was originally named after Henry Yesler, one of Seattle's early settlers. Yesler built the region's first steam powered sawmill as well as constructing a famous cookhouse, which was located on the approximate site of where the Mutual Life Building now stands at the corner of First Avenue and Yesler.

Throughout its history, the Mutual Life Building's list of tenants has ranged from the First National Bank of Seattle, to the Mutual Life Insurance Company of New York, and from toy manufacturing to accountants and architects, and from real estate agents even to a cigar store. In March 1983, Historic Seattle purchased the Mutual Life Building, and begun a \$3.6 million dollar renovation. To be properly retrofitted for seismic events, the project included a major overhaul of the building's interior spaces and new storefronts. Arched forms were incorporated back into the main entry portal in an effort to recall the late Victorian design of the original construction. The basement entrance on First Avenue was rebuilt with granite stairs and the wood paneled entry lobby, red sandstone for the original first floor, and the Chuckanut sandstone blocks forming part of the basement were retained.

In 2007, Diamond Parking Services added its own page to the rich history of the Mutual Life Building by establishing its home office on the top floor. As the oldest family owned and operated parking company nationwide, it is a fitting tribute that Diamond's headquarters are today part of a building with a history as rich as its own.



AHEAD OF THE CURVE

Ho'olu komo la kaula – "Please Join Us."

For Leona Ahlo, Diamond Parking's City Manager in Honolulu, and Jasmine Crusat, City Manager of Kona, the popular phrase of Ho'olu komo la kaula has special meaning. "I joined Diamond only 9 months ago," says Leona. She adds, "I was in between careers in retail management looking for a new challenge in a new industry when I was hired." Judging by her excitement when she talks about joining Diamond's management team, she definitely got what she wanted. "It's crazy busy and I love it. My biggest challenge is learning each of our locations and understanding how best to maintain and improve our relationships with our landlords and property owners." Jasmine Crusat, on the other hand, has worked for Diamond Parking for ten years. Like



Leona Ahlo, City Manager,
Honolulu, HI



Jasmine Crusat,
City Manager, Kona, HI

Leona, she shares a similar passion to meet new challenges and continue to hone her management expertise. Moving up from supervisor, to operations manager and in 2012 promoted to City Manager, she still feels like she has joined a family. Leona and Jasmine were born and raised in Hawaii. Both say that their cultural heritage plays an important role as managers. "We are a close knit community. Family and friends have brought new referrals and new clients. It's rewarding to build a network of relationships and resources." Away from Diamond, Leona and Jasmine enjoy fishing off shore and share a common philosophy. "Spontaneity is an island way of life."



Becky Livermore, Director
of Parking Operations

Leading By Example

Diamond Parking welcomes Becky Livermore, as Director of Parking Operations. Becky joined Diamond in May of this year. She brings over 20 years of senior management skills in diverse fields such as retail, medical, financial and parking. Becky is currently focusing on airport parking and storage facilities as well as parking operations in Canada. Becky takes a hands on approach to decision making. "I believe in communicating clearly with facts and inspiration. I work to motivate, coach and develop team members to their highest performance." Becky adds that her prior senior management experience has taught her to develop a strategic frame of reference for each opportunity and challenge. "It helps everyone get an organized sense of goals, tasks, roles, relationships in what constitutes progress and success." Having robust skills in a variety of senior management areas makes Becky a perfect fit for her new position.

Becky also keeps busy, together with her husband, cheering on their 16 year old daughter at state and local track meets. Their family is also active in community outreach programs.

DIAMOND ANNIVERSARIES

We want to congratulate those employees who are celebrating 10 or more years with Diamond Parking.

Thank you for your dedication!

30+ Years

Marcia Canniff Corporate 42 years

20+ Years

Janis Jeffries United Parking 29 years

Kenneth Williams United Parking 25 years

Seth Oliver Spokane Downtown 23 years

Abebe Seyoum Seattle Attended 21 years

15+ Years

Tammy Halvorson Salt Lake City Downtown 19 years

Kevin Leaf Corporate 17 years

Robert Duprie Bremerton 17 years

Wes Green Corporate 16 years

Tekeste Abraham Seattle Attended 16 years

10+ Years

Selamawit Ogbazghi Seattle Attended 14 years

Belete Mahatemu United Parking 14 years

Rina Nguon Parking Service 14 years

Greg Matous Corporate 14 years

Tilahum Wolde Seattle Attended 14 years

Darryl Temple Corporate 14 years

Edna Rennoe Honolulu 14 years

Sid Lykes Seattle Attended 14 years

Bereket Geberemedmin United Parking 14 years

William Feehan Spokane Downtown 13 years

Wayne Kawamura Honolulu 13 years

Randy Johnson Corporate 13 years

Joseph Grundy Seattle Attended 13 years

Stephen Kozlowski Honolulu 13 years

Bambi Feehan Spokane Downtown 13 years

Maria Tolentino Honolulu 12 years

Teweldeberhan Misgina U-District 11 years

Merhazion Nezareab United Parking 11 years

Lisa Dowers West & Wheeler 11 years

Esmeralda Romero Long Beach 11 years

Gary Hutchinson Spokane Airport 11 years

John B Fox Long Beach 10 years

Bernadent Veal Parking Service 10 years

Carlos Moran North Sound 10 years

Andrew Chung Honolulu 10 years

DIAMOND FEEDBACK

We welcome your comments:

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



Scan code with a smart phone

To learn more about the Diamond Difference visit

www.diamondparking.com

Employment Opportunities

Diamond Parking is a full-service parking operator which prides itself on the quality of its employees. We do everything possible to accommodate our clients and make sure each and every client is satisfied.

Such exceptional service can only be delivered by hiring the brightest and hardest working people in the industry.

If you are interested in joining Diamond Parking, please e-mail your resume to: hr@diamondparking.com.

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.



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1-800-340-PARK

To learn more about the **Diamond Difference**
visit www.diamondparking.com

We hope you enjoy reading our latest newsletter

- INSIDE THIS ISSUE**
- Parking Cars in Paradise
 - Action Line
 - Diamond's Historic Home
 - Ahead of the Curve
 - Expanding in Calgary
 - Send Us Your Feedback

1 MISSION HELPING YOU REALIZE YOUR PROPERTY'S FULL POTENTIAL. **1-800-340-7275**

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