



# Reaching New Heights

IN ENFORCEMENT TECHNOLOGY AND STRATEGY

JOIN US

09 25 + 26

2019 UPSafety

user conference

LANCASTER, PA



We're looking forward to hosting our **3rd Annual User Conference** along with special presenters to help optimize your enforcement operations.



curbTrac

# ABOUT THE EVENT

Join United Public Safety on September 25 and 26 as we approach a new age in the enforcement industry. We will prepare you with strategies that work, strategies that will help you rise above the obstacles your department may face. We will also present new technologies that will help you and your organization stay ahead of the curve.

## We'll cover topics including

- ★ The state of UPsafety Tech
- ★ Best practices in parking enforcement
- ★ Progressive & proactive programs that have an Impact on customer service
- ★ Creative, enforcement-friendly immobilization
- ★ Curb management strategies
- ★ LPR strategies for effective enforcement

## Who should attend?

- ★ Municipal Government
- ★ Police Chiefs
- ★ Public Safety Directors
- ★ Patrol Officer Supervisors
- ★ Parking Managers
- ★ Campus/Hospital Safety & Security Officers

***\*Note that all conference expenses except accommodations and travel paid for by event sponsors.***

REGISTRATION  
IS NOW OPEN

RSVP by August 2

### ONLINE

[upsafety.net/UC2019](https://upsafety.net/UC2019)

### CALL

215.394.1906

### EMAIL

[concierge@upsafety.net](mailto:concierge@upsafety.net)

# PRESENTERS



## KEYNOTES



**JOAN YOUNG** | President, United Public Safety

After thirty years in the hardware manufacturing and integrations field, with a strong emphasis on designing and implementing complex mobile applications, Joan founded and has grown our business in to a leading solutions provider, serving municipalities, universities, hospitals and private property owners across the country. She was the previous owner of Two Technologies Inc., where she played an integral role in designing the industry leading N5 line of rugged devices.



**ANDREW ROBIN** | Director of Development, United Public Safety

A six-year tenured employee with experience managing projects for Lockheed Martin and the U.S. Air Force in Afghanistan, Andrew has been with the company from inception. His technical expertise and domain knowledge have been essential in facilitating the development of our world-class software suite, and he continues to work tirelessly on client's behalf to tailor our product to each organization's complex needs.



**MICHAEL RUBIN** | Lead Solutions Architect, United Public Safety

Mike is a three-year tenured employee with experience managing OWASP compliant, Agile development teams for over eight years. His knowledge of the Microsoft Azure cloud is unparalleled, and he has overseen over 27 successful integrations, thousands of hours of custom software development, and the development of new and innovative features for our solutions. He prides himself and his team on their relentless commitment to refining all aspects of our software.



**DAVID YOUNG** | Chief Financial Officer, United Public Safety

After a brief stint on Wall Street, David decided that building a company would be more valuable than speculating on them. With expertise in data analysis and optimization theory, as well as a CFA in the works, David keeps an eye on the bottom line, and ensures our solution maintains leading ROI for our clients.

## curbTrac



**CHARLEY DEBOW**

Charley has built extensive knowledge and experience in the parking and mobility industry and is widely recognized as a municipal technology and innovation leader. He has managed municipal, private and event parking operations and has spent the last five years as a mobile payment sales executive. His broad expertise allows him a comprehensive understanding of how to correctly apply technology to any parking operation.

## B BARNACLE™



**SCOTT MONROE**

Scott is an original member of the Barnacle Parking team. After over ten years of public service as an active duty U.S. Marine and professional fire fighter, Scott joined Barnacle to lead Business Development and Government Affairs. Scott is passionate about smart government and using technology to improve operational efficiencies while improving customer experience. Active in his Wilmington, NC community, he was appointed to the City's Downtown Parking Advisory Committee and is a candidate for City Council.



**BRYAN ALEXANDER**

Bryan is a Regional Sales Director with Barnacle Parking. With over ten years technology experience outside of parking and five years in the industry, Bryan joined Barnacle to help lead sales in the Northeast. He is anxious to apply his knowledge and expertise to the industry to help create new ways of applying technology to enforcement challenges.

## VIGILANT SOLUTIONS



**ALEX TALLENTIRE**

Alex is the Director of Parking Sales at Vigilant Solutions. Alex has a background in sales and implementation of multi-space meter and enforcement technology and has seen the benefits of implementing a license plate-enabled parking environment. As the Parking Director, his focus is on sales, delivery, and innovation of Vigilant's Parking Technology.

# THE AGENDA

09  
25

**Wednesday,  
September 25, 2019**

- By 12:00pm **Arrivals at Marriott**
- 12:00pm **Lunch at The Pressroom\***  
26 W King St, Lancaster, PA 17603
- 1:00 pm **Tour of Lancaster Parking Authority**  
3:00pm **IBRAHIM AMAN**  
Director, Lancaster Parking Authority
- 3:00pm **Walking Tour of Downtown Lancaster**  
5:00pm **LANCASTER PARKING AUTHORITY**  
See why Forbes named Lancaster one of the best U.S. places to travel in 2019. The Lancaster Parking Authority team will take you through town on foot to see some of the popular spots everyone's talking about, including Gallery Row and Fulton Theater.
- A Drive-Along with Vigilant Solutions**  
Catch a ride around Downtown Lancaster in Vigilant Solutions' LPR-equipped vehicle to see the solution in action! They'll demonstrate their complete system beginning Wednesday, September 25 at 3pm.
- 5:00pm **Welcome Meet & Greet Happy Hour**  
6:30pm **POUR CRAFT FOOD & DRINKS\***  
114 North Prince Street, Lancaster, PA 17603
- Opening Remarks**  
**JOAN YOUNG**  
United Public Safety
- Step 1 of Curb Management: Accepting Multiple Apps**  
**CHARLEY DEBOW**  
CurbTrac
- 7:00pm **Dinner**  
**POUR CRAFT FOOD & DRINKS\***  
114 North Prince Street, Lancaster, PA 17603

09  
26

**Thursday,  
September 26, 2019**

- 9:00am **Breakfast served**
- 9:00am **The UPSafety Roadmap**  
10:00am **ANDREW ROBIN & MIKE RUBIN**  
United Public Safety
- 10:00am **Parking Enforcement Best Practices**  
11:00am **BRYAN ALEXANDER**  
Barnacle
- How Progressive and Proactive Enforcement Programs impact Customer Service**  
**SCOTT MONROE**  
Barnacle
- 11:00am **Tips and Tricks: Implementing a Successful LPR Enabled Parking Program**  
12:00pm **ALEX TALLENTIRE**  
Vigilant Solutions
- Do More with Your Data: Help Better Allocate Your Resources with LPR Enabled Parking**  
**ALEX TALLENTIRE**  
Vigilant Solutions
- 12:00pm **Break**
- 12:15pm **Lunch served**  
1:00pm
- 12:15pm **Product Expo & Networking**  
1:00pm
- 1:00pm **Enhancing the Customer Experience with e-Commerce**  
2:00pm **DAVID YOUNG**  
United Public Safety
- 2:00pm **Panel Discussion**  
3:00pm with United Public Safety, CurbTrac, Barnacle & Vigilant Solutions
- 3:00pm **Closing Remarks**
- Unless otherwise noted, all conference sessions will be held at the Lancaster Marriott at Penn Square  
25 South Queen Street,  
Lancaster, Pennsylvania 17603**

*\*Locations subject to change based on attendance*

# ACCOMODATIONS



## **LANCASTER MARRIOTT AT PENN SQUARE**

25 South Queen Street,  
Lancaster, Pennsylvania 17603

website

[www.marriott.com/hotels/travel/lnsmc-lancaster-marriott-at-penn-square/](http://www.marriott.com/hotels/travel/lnsmc-lancaster-marriott-at-penn-square/)

RESERVATIONS:  
717-239-1600

Mention *United Public Safety User Conference*  
and provide dates to receive the group rate.

Experience this landmark hotel in Lancaster, PA, a city recently named a “Top 10 U.S. Cities to Visit” by Forbes. Central to Downtown Lancaster and beautifully integrated with a world-class convention center, Lancaster Marriott at Penn Square offers a prime location in Lancaster City within walking distance to full-time entertainment and trendy dining.

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For additional hotel options, visit [www.visitlancasterpa.com/](http://www.visitlancasterpa.com/)

# ABOUT THE SPONSORS



**Barnacle Parking Enforcement** (ITSA Solutions LLC) is an investor-backed technology company revolutionizing the Parking Industry. Their patented solution embeds mobile connectivity and online payment processing in a consumer and enforcement friendly immobilization product. Their modern take on parking enforcement has been featured on Modern Family, the Today Show and Wired magazine. Their vision is to leverage technology to transform inefficient consumer experiences, worldwide.

[barnacleparking.com](http://barnacleparking.com)



**Vigilant Solutions'** technology helps law enforcement solve crimes faster to keep officers and communities safe. A leader in machine vision and data analytics for the public safety market internationally, Vigilant Solutions provides license plate recognition (LPR), facial recognition and ballistic analysis to deliver intelligence to agencies across the globe. Built for agencies of all sizes, Vigilant Solutions' technology increases investigative efficiency, generates more leads, connects cases, and reduces crimes with advanced analytics, billions of nationwide commercial LPR detections, and a hosted facial recognition gallery.

[vigilantsolutions.com](http://vigilantsolutions.com)



Founded in 2012, **United Public Safety** is a leading provider of enforcement, asset tracking and business process automation software to modern governments and operators. We are enforcement lifecycle specialists, with a focus on the latest technology, seamless implementations and a dedication to 24/7/365 in-house support.

[upsafety.net](http://upsafety.net) | 888.583.6997 | [concierge@upsafety.net](mailto:concierge@upsafety.net)