



## **FPA 2017 Educational Seminar Front Line Development Training**

**Registration: <https://www.regonline.com/2017educacionalseminar>**

**FREE** for current (2017) FPA members

**\$100** fee for non-FPA members

***Date: July 21, 2017***

**University of South Florida  
4202 East Fowler Avenue, PSB 101  
Parking & Transportation Department  
Tampa, FL 33610  
1-813-974-5961**

**7:30 am to 4:30 pm (breakfast & lunch included)**

***Hotels:*** LaQuinta Inn & Suites  
3701 East Fowler Avenue  
Tampa, FL 33612  
Registration: 813-910-7500  
**\$85.00/night**

Website: [www.laquintatampabayusf.com](http://www.laquintatampabayusf.com)

Clarion Hotel & Conference Center  
2701 East Fowler Avenue  
Tampa, FL 33612  
Registration: 813-971-4710  
**\$77.00/night**

Website: [www.choicehotels.com](http://www.choicehotels.com)

Door Prize Drawings throughout the day

**Sponsorships Available:** Breakfast, Lunch, Breaks, Instructor - **\$500 each** and include 2 registrations (sign up at registration)

Venue and Bus Transportation **sponsored by University of South Florida**

# Agenda

Friday, July 21, 2017

7:30 - 8:15 am

Registration Open – Coffee & Bagels & Networking

8:15 – 8:45 am

**Welcome**

**Chester Escobar**, FPA President

SP +, Regional Manager, South Florida & Puerto Rico

**University of South Florida – Welcome**

8:45 – 11:45 am

**FPA presents our Front-Line Development Training**



**Instructor: Cindy Campbell, Senior Training & Development Specialist – International Parking Institute**

Cindy is the Senior Training and Development Specialist for the International Parking Institute (IPI). With over 35 years of experience in law enforcement, parking, and transportation services, she brings comprehensive industry knowledge and professional experience to the IPI training program. Cindy is a past chairman of the Board for the International Parking Institute and is credited as one of the founders of the “Parking Matters” initiative. Parking Matters was created to advance the parking profession through education and increased awareness about the value of parking professionals.

Prior to joining the staff at IPI, Cindy served as Associate Director of University Police for California Polytechnic State University. She is now dedicated to providing staff training, motivation, and skill enhancement through IPI onsite training programs.

## **Conflict Resolution**

This course provides concepts related to workplace conflict. Topics include sources of workplace conflict, personal motivations that contribute to conflict, and an assessment of the participant’s personal communication style as it relates to conflict.

### **Learning Objectives for Conflict Resolution:**

- Examine the four sources of workplace conflict.
- Evaluate personal conflict style by completing and analyzing and assessment.
- Recognize tools for effective communications with co-workers when handling conflict.
- Explore how the five stages of group development affects conflict and workplace needs.

**12:00 - 1:15 pm**    **LUNCH & NETWORKING** on the beautiful USF Campus

**1:30 – 4:30 pm**    **Customer Service**

This course provides basic concepts related to the delivery of Customer Service. Topics include the dimensions of customer service, customer acknowledgment, effective communication methods, and techniques that can be used when interacting with difficult customers.

### **Learning Objectives for Customer Service:**

Review statistics on how customer service word of mouth and social media reports spread and what that means for your organization and returning customers.

- Explore how to handle difficult and angry customers in a positive manner, including the importance of nonverbal behaviors.
- Identify the three dimensions of customer service.
- Illustrate how the “Model of Communication” can contribute to a positive customer interaction.
- Recognize the benefits of active listening including how to restate, summarize, divide, and clarify the customer’s words to facilitate problem solving.
- Use acknowledgement and positive interactions to deliver good customer service.

**3:00 – 3:15 pm**    **Cookie Break**

**4:30 – 5:00 pm**    **Seminar Q&A and Wrap – Up**  
Adjourn

**Thank you so very much to:**

**Raymond Mensah and the University of South Florida for hosting the 2017 FPA Educational Seminar!**  
**And thank you to Kris Singh, Tracie Saunders, and Maria Gambino & FPA committee members for dotting all the ‘i’s’ and crossing all the ‘t’s’ . Thank you! Thank you!**

**Also, a great big thank you to our Sponsors!!!**

**Last but certainly not least, thank you to our amazing instructor, Cindy Campbell!**  
**We appreciate you sharing your professional expertise and knowledge with us today!**

***Don't forget the FPA 38th Annual Conference & Tradeshow November 30 – December 1, 2017 at the PGA National Resort & Spa, Palm Beach Gardens, FL – conference registration will be open in September. And, as always – it is going to be a good one!!!!***