

IN THE NEWS

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Authors

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PARK IT! NYC2007 by Margot Tohn '86 (Park It! Guides; www.parkitguides.com). The idea for this book grew out of the author's frustration at being turned away from a parking garage on her way to the theater. If you've ever wondered where to park in Manhattan, this book takes the guesswork out of the hunt. Tohn, a marketing consultant, conducted painstaking research and checked every garage in Manhattan twice. Her guide gives maps, locations, rates, number of spaces, hours of operation, advice on tipping, and payment methods of more than 1,100 parking garages and outdoor lots.



Garage Guru

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Margot Tohn '86

In the nine years she lived in Australia after graduation, Margot Tohn worked as a cowgirl, got an MBA, and helped manage a bank's sponsorship of the Sydney Olympics. Since returning to New York City, she has embraced another challenging field: parking.

Tohn is the author and publisher of *Park It! NYC Complete Guide to Parking Garages*, now in its third edition. Organized by neighborhood, the guide features maps, hours, rates, and specials for all 1,093 parking garages in Manhattan. "Parking is one of those things that New Yorkers love to complain about," says Tohn, a linguistics major on the Hill. "And they're right to complain. You can't find it on the street, and it's too expensive when you do find a garage." So Tohn came up with the idea for the 376-page guide, which includes information about tipping and safety. "I couldn't find parking one day, and I thought, God, there's got to be a book," she says "I couldn't find one, so I asked myself, How hard could it be?"

The answer, it turns out, is "very." Among the hurdles of self-publishing a parking guidebook are spending more than 100 hours in the car doing market research, plus overseeing layout and design, finding a printer, and convincing stores to carry the finished product. (It's available on Amazon.com and in Barnes & Noble stores in the New York metro area, among other retailers.) Eventually, Tohn plans to offer an online edition and print guides for other cities. In the meantime, she says she's happy with the project's success "I come from a family of entrepreneurs," she says, "so I think it was my time."



-Ian Holliday

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