

# Time to Add These SSA Programs/ Events to Your Calendar

By Ginny Stengel, SSA Vice President, Education and State Programs

If you are not yet a Certified Self Storage Manager, now's the time to earn that designation! The new and improved CSSM® program is underway. The online offering has an updated curriculum and the format to make it more convenient for managers to get their certification. The program is comprised of a series of 15 10- to 30-minute video and PowerPoint sessions that comes with its own comprehensive workbook. We've added the flexibility that allows the student to pause or leave each session and return at a later time to complete it. Visit [selfstorage.scholarlab.com](http://selfstorage.scholarlab.com) to preview the program and to register to become a CSSM today.

## The 2015 Executive Ski Workshop

The 2015 Executive Ski Workshop will be at The Summit in Big Sky, Montana, January 19–22. If you haven't done so already, we urge you to book early as it is prime skiing season and you'll want to be there. Big Sky isn't called

the "Biggest Skiing in America" for nothing. With a Big Sky Resort lift ticket, you can access more skiing than anywhere else in the United States. Runs up to six miles long and glades and bowls covered in 400+ inches of annual snowfall make a day on the slopes something different for everyone.

The workshop itself is geared to self storage owners who are eager to strengthen their knowledge of the industry and find out about some of the most critical challenges the industry is facing. Attendees start each morning with a yoga class to relax and release stress. Then there will be lively sessions, kicking off on Tuesday with "State of the Industry," with Ken Nitzberg of Devon Self Storage and Patrick Reilly of Urban Self Storage. On Wednesday, Joel Keaton of CubeSmart will lead a session on "Revenue Management: The Price is Right, Right?" and John Manes of The Jenkins Organization will present "Using Data to Improve Your Operations."

On Thursday, the final day, Carlos Kaslow and Scott Zucker will lead a legal session titled "Like It or Not: Development is Back. Lessons Learned from the Real Estate Collapse." We'll end the final day with a keynote speech by Sam Kavanagh, a bronze medalist in cycling at the 2012 London Paralympic Games. He has chosen to live his life as an amputee not on the sidelines, but rather charging forward, committed to pushing his abilities to new levels. In this closing session, he will share his story of overcoming adversity and striving to be the best he can be. For nearly 30 years, this event has attracted top industry professionals. If you're new to self storage, networking opportunities abound and, of course, if you ski or board, that's a great bonus! Visit [selfstorage.org](http://selfstorage.org) for more information and to register.

## The 2015 Economic Summit

The national Self Storage Association is holding the 2015 Economic Summit in conjunction with the 2015 SSA Spring Conference at the Gaylord National Resort on March 11.

If you're a self storage industry CEO or CFO, a member of the banking and financing community, or a financial analyst who wants to understand the "other" 90 percent (non-REIT segment) of the self storage industry, this is a session you won't want to miss. Visit [selfstorage.org](http://selfstorage.org) for more information and to register. We hope to see you there! ❖

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