

Are You Ready?

Mother Nature can be very unforgiving this time of year. P.12





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'Tis the Season All Year Long

By John C. Lindsey



With the holiday season in full force, this is the time of year when most owners and companies begin to think about ramping up their philanthropic efforts. Self storage facilities all across the country open up their doors to support charities and hold fundraisers through various means in order to benefit their local communities.

Popular options include toy and food drives, as well as offering rental incentives to donate to certain causes and other various holiday specific efforts. Although the industry as a whole provides a wonderful service to the community during the winter months, should this be the only time of year you should be giving back?

We are all very aware of the size and powerful state of our industry. With more than 50,000 self storage facilities in the United States that boast more than 2.3 billion square feet of rentable storage space, to say that we have a large presence in this country—as well as in our local communities—is an understatement.

Individuals and businesses alike look to us in times of need. Whether they are upgrading, downsizing, moving, growing their families or going through a rough patch, we play an integral roll in these respective areas. With that in mind, it is our responsibility as owners to be giving back throughout the year.

So what options are available out there for facilities to give back throughout the year? “Most of the causes we have become involved with are a result of listening to our customers and responding to where they express there are needs within the community,” said Stephanie Winfree of Interstate Self Storage in Greenville, South Carolina.

From volunteering their time at the local animal shelter to aiding in the fundraising for the Leukemia Society, Stephanie and her team have responded to the needs of their local community. My company, Lindsey Self Storage Group, has taken a similar approach at our facility in Summerville, South Carolina, where we sponsor a local high school sports team.

When we first entered the market, we wanted to become engrained in the community and not just viewed as a concrete slab. We approached the large local high school athletic department and wanted to know which sports team had the least support. The women’s junior varsity basketball team was in dire need of attention, and as a result we were able to sponsor them with new gym bags, signed books from the coach of the Duke University women’s basketball team, as well as send them to their summer team camp.

Another wonderful option would be to get involved with an organization such as SSA Partner Charity Storage, a non-profit that relies on auctions at participating storage facilities to benefit the local community, national charities and the SSA Foundation. Regardless of which way you choose to get involved, this is a call to action to reach out and show how self storage is truly an integral part of your community. What you do as a facility speaks volumes not only about your own operations, but reflects on the industry as a whole. With that in mind, be sure to make the most of your holiday philanthropic efforts and carry that momentum forward into 2015! ❖

John C. Lindsey is the president of Lindsey Self Storage Group in Durham, North Carolina.

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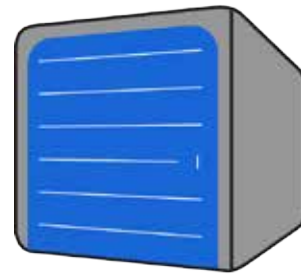
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The Gift of Kindness

Storage owners and vendors demonstrate that being charitable can be a year-round endeavor.

By John Dunlap

The holiday season is upon us, and this is traditionally the time of year when we speak glowingly of the need to help those less fortunate than ourselves. But for a number of people in self storage, the spirit of giving takes a real and tangible form all year.

Brian Caster, Melissa Emert and Compass Self Storage are making not only this holiday season but the whole year brighter for many, many people in their communities and regions on a daily basis.

They not only give to others out of the kindness of their hearts, but because they simply think it is the right thing to do. Some were brought up that way, others see it as a chance for all their facilities to get excited about a good cause, and still others realize that getting behind a good cause can only help the way they are perceived in their community.

Serving Hands

As far as Brian Caster is concerned, helping the needy isn't just a holiday tradition—it is a year-round mission. Caster, his family and the A-1 Self Storage business—of which he

is the CEO—make a point of engaging in philanthropic and humanitarian enterprises in and around their San Diego, California, headquarters.

For Caster, that need is basically part of his upbringing. His parents, Barbara and Terry Caster, started the non-profit Serving Hands International 30 years ago in an effort to help those in need in nearby Mexico (the program now extends worldwide).



“... both my parents grew up very poor, so they understand how a helping hand lifted their spirits and their families.”

~ Brian Caster

“My mother and father started and still run the 501(c)3, along with the Caster Family Foundation,” said Brian. “Several things have shaped their giving: first is our faith, so this desire to help the poor springs from this belief and faith; secondly, both my parents grew up very poor, so they understand how a helping hand lifted their spirits

Compass Self Storage participates in the “Light the Night Walk” to benefit The Leukemia & Lymphoma Society.

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Client Testimonial

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Kenton McAuley, Owner

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and their families. They never forgot that feeling and the people who helped them.”

Among other things, Serving Hands provides more than 100,000 nutritious meals to people in need in Baja California, Mexico. In the last five, the group provided more than 100 modular classrooms to the poorest parts of Tijuana (donated by U.S. organizations and municipal districts), provided medical aid to more than 5,000 people in the Baja California border region, and built more than 250 homes for those in need.

A-1 Self Storage has more than 42 locations, and all of them are part of humanitarian (and ecological) efforts to better the planet. It offers its facilities as a drop-off place for people wanting to do e-waste recycling (partnering with GREENspotDROPoff). But perhaps more importantly, through A-1 and the Casters, all the Serving Hands overhead expenses are taken care of so 100 percent of all money donated to SHI goes to the people that the organization supports.

Doing Their Best for the LLS

It is nice to be able to raise money for a good cause, but even better when the fundraising turns into a fun event in which your own employees compete to see who can top the list as the best at bringing in the bucks.



“Raising money for LLS keeps us grounded with the realization that there is more to life than what we do.”

~ Ed Hainrihar

For the folks at Compass Self Storage, a division of Amsdell Companies, raising money for The Leukemia & Lymphoma Society (LLS) is a yearly pleasure. It’s also great for LLS, as Compass facilities annually raise \$15,000 to \$20,000 to assist in fighting blood cancers.

“We picked the LLS as a charity to support because they have a really great record of putting the majority of what they raise into treatment and patient care,” said Ed Hainrihar, vice president of operations for Compass/Amsdell. “Only 22 percent of their funds go to office expenses while 78 percent go directly to patients and research.”

It all started in the late 1990s with a regatta in Cleveland as the primary local fundraiser for LLS, but then Compass facility managers took hold of it and began to have fun while raising money for the cause. Stores competed with each other by using tie-ins to promotions like half-off a first month’s rent with any donation to the LLS. The competition grew and a Stanley Cup-like trophy would go

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Donna Muse-Marcy, Brundage Management

"Congratulations to you and your team, on 30 years, Glenn. And best wishes for growth and success over the years to come!"

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to the top fundraising facility, which it would keep for the entire year until a new winner was crowned.

“Now we have a Light the Night Walk in Cleveland and many other areas across the country in which lighted balloons represent those who have survived leukemia and lymphoma, as well honoring those who have passed away,” added Hainrihar. “Raising money for LLS keeps us grounded with the realization that there is more to life than what we do. We have even found that people like to do business with a company that gives back.”

Over the years since Compass/Amsdell began raising money, Hainrihar figures that his company has raised hundreds of thousands of dollars for LLS.

Local Heroes

Raising money primarily for local charities is an ongoing passion for facility manager Melissa Emert and assistant manager David Moore of East Cherokee Storage in Woodstock, Georgia. As a result, the Woodstock community is well aware of their efforts.

“People actually store with us because they’ve heard about our auctions for charity and how much it means to the people of our community,” said Emert. “We literally raise thousands of dollars every year and give them to organizations like Operation Smile, the local Cherokee Co. Fire



“People actually store with us because they’ve heard about our auctions for charity and how much it means to the people of our community.”

~ Melissa Emert

Department “Explorer” program, the Cherokee Co. Sheriff’s K9 Department, the Woodstock Police Department’s “Shop with a Hero” program, Leaving Tracks (a greyhound rescue organization), the Georgia Burn Foundation and many more.”

In essence, Emert ties her charity auctions in with regular auctions on the property. Special items are donated to the charity auctions by those who store with East Cherokee or others in the local community. She’s had pianos, desks, chairs and even a 100-year old butcher’s block donated to sell.

“We usually raise a couple hundred dollars for a charity at each auction,” concluded Emert. “For items that we can’t sell, we call the local charity pickup trucks that come to select items for their stores that support their charitable organizations. We have called the American Thrift Shop that supports families in distress and the Kidney Foundation that supports people with kidney disease.” ❖

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Readying for Mother Nature

Preparing for winter takes advance planning by facilities in colder climates.

By Mark Wright

Preparing your facility for winter doesn't start in the fall, or the summer, or even the spring. If you live in snow country, getting ready for winter weather starts when you and your architect design your facility, said Michael Riva, co-owner of Stor-It-All.

"You can make up time and money just by laying out your buildings and fences correctly," said Riva, a past chairman of the SSA board of directors. "Plan for the inevitable."

The Riva family owns eight facilities totaling about 2,800 units in Connecticut, Massachusetts and Vermont, which means they and their customers have to deal with Old Man Winter longer in some states than others—six months in Vermont, three in Connecticut.

Smart winter design means arranging your aisles so they all get some sun during those months, which helps melt the snow and ice. "Orienting your building north and south allows the sun to hit the aisles completely," Riva explained. "If you face them east and west you could miss some sunlight. You want to make sure the wintertime sun hits the entirety of the aisles during the day."

Gutters don't always help, especially when ice collects in them. Riva said they have actually taken down the gutters at their facilities. Heated driveways would of course reduce icing, but they can be prohibitively expensive.

"You also want to leave enough space between your buildings and fences so you will have room to push snow out of the way," he added. "Plowing takes a long time. You have to push it between buildings and out of the gate."

The family surprised the developer they worked with on their first really big property, said Riva, telling him they would need 10 gates integrated into the perimeter fence. "He said, 'Do you know they're a couple thousand dollars a piece?' And we looked at him and said, 'Do you know where the snow has to go?' You learn where to put the gates."

Photo courtesy of Randy Schubert of Bozeman Self Storage, Montana who says, "Take a good look at your facility and think about what you don't want to have to do in the winter."

Riva said snow plowing hits your budget hard and is very unpredictable. Moving snow around is difficult enough, but "if you have to haul snow away, money just goes out the door. You just hold your breath and pray it doesn't snow too much. A few six-inch storms is no big deal, but back-to-back storms cost a lot."

He said they used to plow three of their facilities by themselves but have since changed to outsourcing all of it. "When you have a 30,000 square foot or larger facility, one plow truck won't get the job done if you have more than 10 inches of snow. We have a 103,000 square foot facility on 14-plus acres, and to efficiently move snow on something that large you have to have the right equipment, including bigger trucks, sanders and a bucket loader."

Their priority, he said, is making sure customers can get to their unit safely. "If you buy a good keypad, you generally don't have much problem. Mechanical gates will freeze and get blocked by snow, so we just do continuous maintenance and make sure gates are operating and swinging freely so they can be opened when necessary for ease of access. Sand (in walkways and driveways) in most cases works well for traction and is much cheaper than real salt."

Of course, keeping up is a constant challenge as wind blows snow off roofs and a cold night re-freezes ice that the sun had melted.

Tackle Chores In Advance

A couple of time zones west, facility manager Randy Schubert has a regular punch list of winter preparations he works through each year for his family-owned Bozeman Self Storage in Bozeman, Montana.

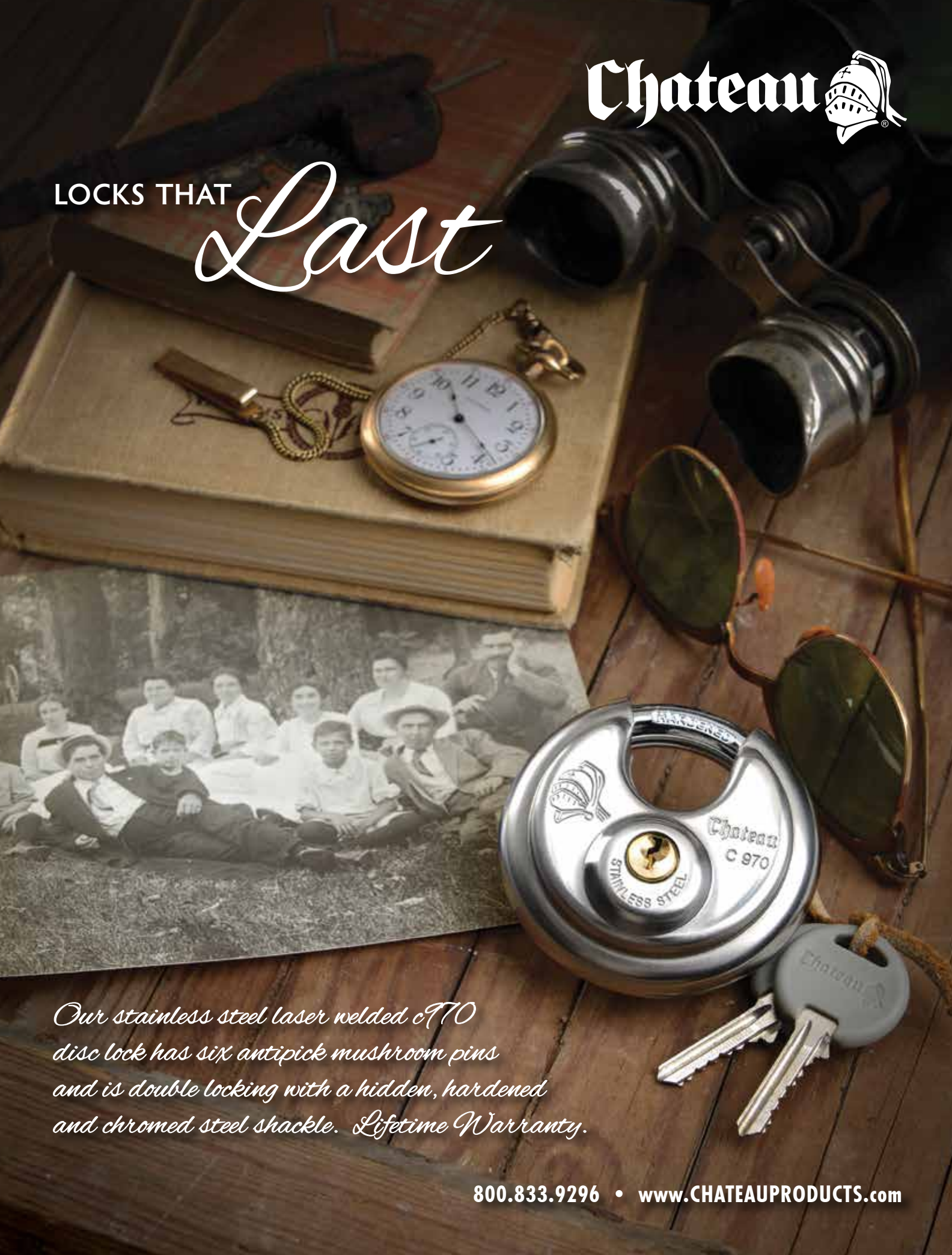
This town in the Rocky Mountain West offers local self storage facilities a winter-savvy customer base made up of—as the chamber of commerce puts it—"an eclectic mix of ranchers, artists, professors, ski enthusiasts, and entrepreneurs," plus students attending Montana State University. Nearby attractions include Big Sky (the site of SSA's 2015 Executive Ski Workshop, January 19-22) and Yellowstone National Park.

See Snow, page 14

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Schubert's to-do list should be required reading for any facility owner/operator or manager who intends to stay open for business in frosty climates. "Take a good look at your facility and think about what you don't want to have to do in the winter," he said.

For example, changing all your light bulbs before winter hits lowers the odds of having to mount a ladder on ice-slick pavement to tend to burned out bulbs. And repairing and sealing cracks in that pavement becomes impossible once temperatures plunge, so be sure to get it done early.

"We get our (snow) plows into the shop to make sure they look good," said Schubert. "I make sure I have good shovels. We blow out our sprinklers and turn off hose spigots. You want to check all your filters and heating for the office."

He said a vertical pivot gate is best for snow country. "But you have to lube them—you will be sorry if you don't. Water can get in there and that's not good. Lubricate them regularly every three months."

Being Prepared

In Provo, Utah, Trolley Trax Storage owner Calvin Lasson said his area only gets from six inches to two feet of snow in a typical winter, so he calls in the plows maybe just three times a year. He can handle the rest with his snowblower.



Iced up storm drains must be dealt with. Having the right tools on hand is important. (Photo courtesy of Randy Schubert)

"We used to have trouble with snow sliding off the roofs," he said, "so we put snow guards up there to stop that."

While snow may be light around Provo, the air temperature can still sink below zero, which puts Lasson's water pipes at risk of freezing.

"We have five automatic drains on the water lines," he said. "I have stop-and-waste valves on anything three feet or more above ground," so the pipes won't burst.

While Lasson is happy to be spared major snowfalls, Pete Maxfield, manager at Glen Rieff Storage in South Lake Tahoe, California, has the opposite problem and is dreaming of more than just a white Christmas.

Lake Tahoe, after all, depends on skiers, snowboarders, snowmobile jockeys and other winter recreation enthusiasts for a healthy local economy. But California's drought-producing weather pattern the past few years has kept most storms short and unproductive.

"The last three winters were light, but we're hoping for a good one this year," he said. "We get more than 10 feet on average."

Still, Maxfield has to keep Glen Rieff's three snowblowers and supply of shovels, salt and sand ready for action. Winter prep includes clearing the areas where snow will be plowed and stored around the facility, which has 135 units plus 30 outdoor vehicle spaces.

"We do a contract with our snow plowing company in advance," he said. "We have to push it all away from unit doors into the middle of the aisles so the plows can clear it away."

Snow storage can be a challenge. If a big snow is expected overnight, Maxfield leaves the facility's one hand-operated gate open so the plows can get in and do their thing.

And, just like Michael Riva across the country in New England, he puts his free part-time helper to work melting ice: the sun. ❖

A graphic featuring several covers of the SSA Globe Magazine. The covers show various articles and photos, including one titled "Surviving Sandy". Below the covers, there is a teal background with white text that reads: "Find current and archived copies of the SSA Globe Magazine online at www.ssaglobe.org".

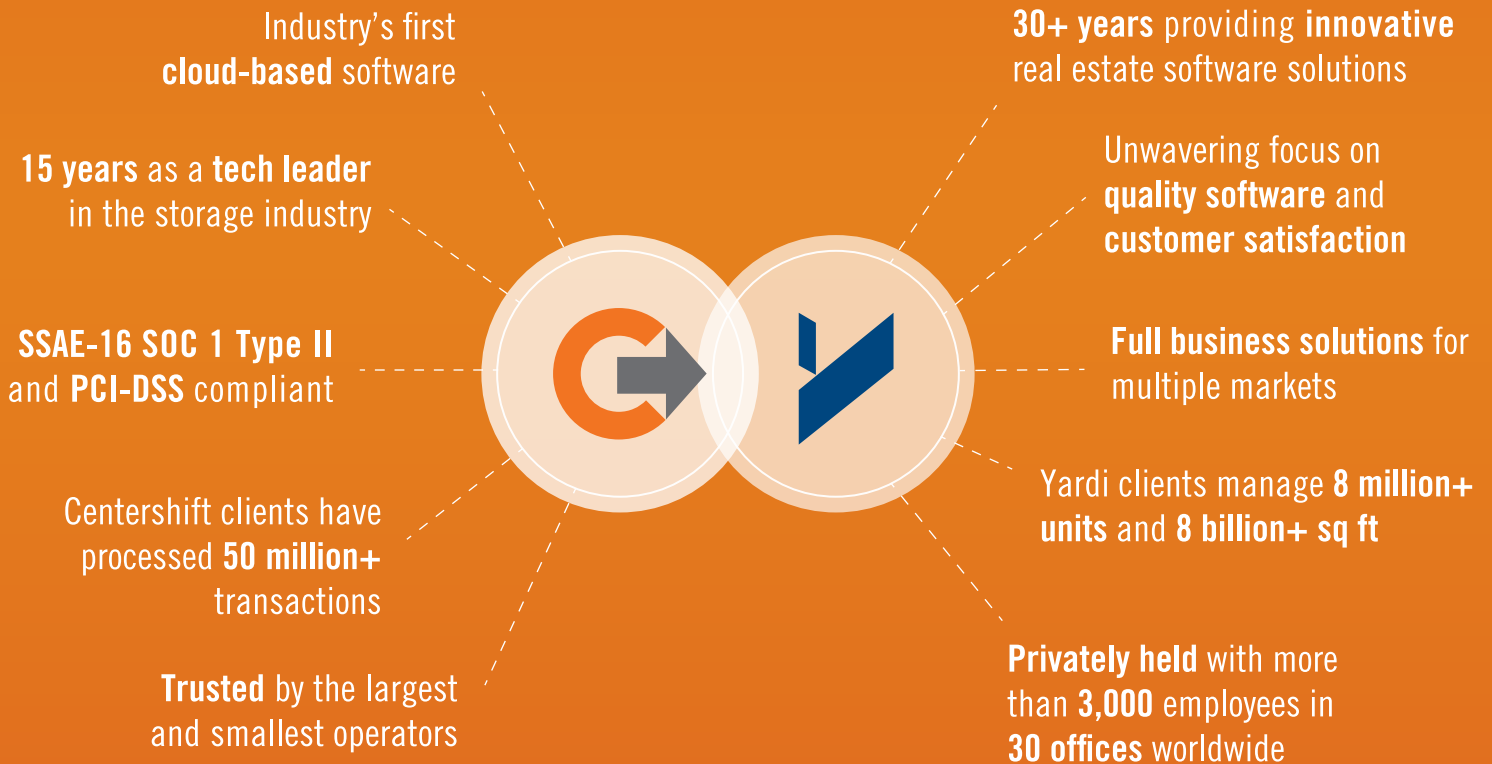


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Time to Add These SSA Programs/ Events to Your Calendar

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 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 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 for more information and to register. We hope to see you there! ❖



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What's smart for you?

Register before December 19 and SAVE!

BIG SKY, MONTANA

Big Sky - home of the "Biggest Skiing in America!"

For first-class industry education, SSA provides the best opportunities. And when it is time for great skiing or boarding, Big Sky is the place to be.

Getting there is easy!

Bozeman airport is approximately 45 minutes from Big Sky. Make sure you book your travel early! The Summit Hotel recommends **Karst Stage** (800-287-4759 or www.karstage.com) or **Big Sky Shuttle & Taxi** (406-995-4895 or www.bigskytaxi.com) for your travel needs between Bozeman airport and the The Summit Hotel.

You'll hear about advanced operations, industry updates, legal tips, financial insights, and personal development. Join your fellow self storage professionals for several days of industry education, great networking, and a terrific opportunity to ski, enjoy the scenery, and relax. SSA invites you to participate in this annual workshop. Our program provides a terrific blend of topics. There is something for everyone and plenty of opportunity to talk with and learn from your industry peers.

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SSA's 29th Annual Executive **SKI WORKSHOP**

January 19 - 22, 2015

The Summit at Big Sky
Big Sky, MT

REGISTER BEFORE DECEMBER 19, 2014 *AND SAVE!*

WHO SHOULD ATTEND?

SSA's Executive Ski Workshop is geared to self storage owners who are eager to strengthen their knowledge of the industry, hear what's on the horizon, gain insights on facility operations, and find out about some of the most critical challenges the industry is facing today. For almost 30 years, this event has attracted top industry professionals. If you're new to self storage, networking opportunities abound with not only our speakers, but with other workshop participants as well. And, of course, if you ski or board...that's a great bonus!

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BIG SKY, MONTANA

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THE SUMMIT AT BIG SKY

The Summit is one of the finest slope-side properties in the Rockies with primary high-capacity lifts only 100 yards away. It features eight residential levels, two public levels with reception, concierge, and the Talus and Summit Board Rooms for meetings. Guests enjoy a fitness center with outdoor heated soaking pool, Peaks restaurant, Carabiner lounge, Provisions resort wear and gift shop, espresso cart, and on-mountain ski storage. The Summit combines luxury appointments with a prime location in the heart of the Mountain Village Center.

Call Big Sky Resort Central Reservations at **800-548-4486** and reference our group name **Self Storage Association** to get our group rate. Reserve your room now, **DON'T DELAY!** Our block of rooms will sell out prior to the cut-off date (*Dec 18th, 2014*), and we can't guarantee the SSA discounted rates (as low as \$251 single/\$276 double, plus tax) once that happens.

WHAT IF I DON'T SKI?

If you don't ski or board (and there are quite a few attendees who don't), no worries! The hotel concierge can give you a long list of activities to keep you busy, if that's your desire. Big Sky Resort is the Basecamp to Yellowstone and the perfect headquarters for all of your mountain adventures. Great shopping and restaurants abound in areas like Meadow Village, Mountain Village and the Canyon. In addition, there are many other activities you can enjoy: Snowmobiling, Spa visits, and plenty of *Après Ski*. Will you be able to fit it all in? We challenge you to try!

OPENING NIGHT RECEPTION

Our opening reception on Monday (January 19) will be an excellent opportunity to meet and greet your industry friends. We'll have plenty of food and libation for all registrants! Pick up your registration materials and "talk business," or plan your extra-curricular activities with new and veteran workshop attendees. Whether you've spent the day in transit or on the slopes, you'll find this to be a fun and relaxing atmosphere.

YOGA FOR EVERYONE

These early morning sessions continue to be popular with our workshop participants. Our instructor conducts the classes so that "yogis" of all levels will benefit. You'll come away energized, limber, and stress free...and with a new sense of appreciation for all of the muscles you re-discovered on the slopes.

DISCOUNTED LIFT TICKETS

We have arranged for discounted lift tickets for skiers and boarders. All workshop registrants will receive an order form to pre-order tickets. We'll make arrangements for you to pick them up when you check into the Summit.

PROGRAM OUTLINE (Subject to Modification)

Monday, January 19

- 5 pm** **Welcome Reception**
Plenty of networking, food, and beverages.
Pick up your registration packet and mingle with colleagues.

Tuesday, January 20

- 6:30a** **Yoga and Stress Reduction**
Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered guests are also welcome.
- 7:30a** **Hot Breakfast Buffet**
If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.
- 8:25a** **Attendee Introductions and SSA News**
- 8:45a** **“State of the Industry”**
Ken Nitzberg, *Devon Self Storage* & **Patrick Reilly**, *Urban Self Storage Inc.*
- What are the major events that have affected the self storage industry in the past 18 months? Where have we recently come from?
 - Where are we going? Does self storage really “puke cash”?
 - How is technology changing the industry? What is the impact on your business from the rise of the aggregators? What will you do to compete online? Does it matter?
 - Do you feel you can effectively compete with the REITs?
 - What do you need to do (or can you do more) to be nimble?
 - What do the next 18 months hold for the self storage sector and particularly the middle market and smaller firms.
 - What are you going to do in 2015 – Buy, Sell, Build, or no change?
- 10:30a** **Leisure Activities**
Ski or snowboard with your SSA friends. Check with the hotel concierge for suggestions on other activities, or spend some time networking with non-skiers, or relaxing in the spa!
- 5:30p** **Cocktail Reception**
Celebrate this great event! Spend some time with other attendees before heading out to dinner.

Wednesday, January 21

- 6:30a** **Yoga and Stress Reduction**
Another great session to start your day on a positive note!
- 7:30a** **Hot Breakfast Buffet**
- 8:15a** **Roundtables**
Always a popular segment of our Ski Workshop, industry experts will lead the discussions. We’ll have several “turns” that allow you to table-hop to different topics.
- 9:15a** **“Revenue Management: The Price Is Right. Right?”**
Joel Keaton, *CubeSmart*
- Well, chances are, you’re leaving money on the table. We all are. The good news is that as we all continue to operate at historically high occupancy levels there is tremendous opportunity for us to continue to be smarter about setting revenue-optimized pricing and managing our stores. Please join Joel Keaton, CubeSmart’s Senior Vice President of Operations and seasoned industry veteran with over 20 years of experience in self storage, for an engaging discussion about the complexity of pricing decisions in the self storage industry. We will discuss the importance of data-infused and system-facilitated decision-making, consolidating your pricing and marketing decisions to increase the number of customers visiting your stores and sending more customers to those stores where you have the highest revenue growth opportunities. We will also discuss various practical revenue management processes and methodologies including the use of channel level pricing and effective self-storage unit management techniques that will help you manage your limited supply of vacant inventory more effectively.

- 10:00a** **“Using Data to Improve Your Operations”**
John Manes, *The Jenkins Organization*
Do you want to improve results for your facility? In this session, you will learn how to use data and key metrics to monitor or improve results for your business. Discover which indicators to track in order to meet or exceed your facilities’ revenue goals and why you should track results on a regular basis. Learn different ways to utilize data you may already be reviewing to motivate your team. You will hear proven ways to communicate this data internally to help meet short term and long term goals. These proven ways increase results through creating a culture of positive healthy competition.
-
- 10:50a** **Skiing and Leisure Activities:** By popular demand: The rest of the day is open for attendees to hit the slopes, practice for the big race, shop, go snowmobiling, or just relax in the Spa before heading out to dinner.
-
- 1:30p** **The Dual Slalom Race.** All registered guests and workshop attendees are welcome. Boarders and skiers alike will vie for medals in this annual event (subject to conditions on the race course).

Thursday, January 22

- 6:30a** **Yoga and Stress Reduction**
Another great session to start your day on a positive note.
-
- 7:30a** **Hot Breakfast Buffet**
-
- 8:30a** **“Like It Or Not: Development is Back. Lessons Learned From The Real Estate Collapse”**
Carlos Kaslow, Esq., and **Scott Zucker, Esq.** *Self Storage Legal Network*
- Land Use Regulation - It’s More Than Zoning
 - Lending and Loan Documents - Written by Lenders for the Protection of Lenders
 - Construction Contracting, Bonds and Liens – Managing a Risky Business
-
- 10:15a** **Skiing and Leisure Activities**
-
- 5:15p** **Keynote Motivational Speaker - Sam Kavanagh**
On January 1, 2005 while backcountry skiing in Montana, Kavanagh and two friends were caught in an avalanche that would ultimately claim the life of his friend. It would result in having his leg amputated 13 days later due to injuries sustained in the slide and complications from spending 48 hours in the field prior to helicopter rescue.
After the accident, the dream of becoming a Paralympic Cyclist was born. In July 2006, Sam competed in his first U.S. Paralympics National Championship, and hasn’t stopped since. Sam has chosen the path of a full time athlete, representing Team USA while winning a Bronze Medal at the London 2012 Paralympic Games. He is driven like never before to accomplish goals he would have once considered too difficult as a non-amputee. 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 our closing session, Sam will share his story of overcoming adversity and striving to be the best you can be.
-
- 6:30p** **Closing Reception and Dinner.**
Lots of fun and some more great networking here. This special event is included in your registration fee.

INFORMAL ATMOSPHERE

Previous attendees tell us they love the informal nature of the Ski Workshop. Networking is easier, packing is certainly less of a hassle, and it’s nice to get away from business attire. As you plan your trip, pack jeans, khakis, turtlenecks, sweaters, hiking shoes and boots. Leave the suits, ties, and cocktail attire at home...even the Closing Night Banquet is casual.

CLOSING NIGHT BANQUET

Thursday evening will be a great close to our Ski Workshop. A gourmet meal, great fellowship, and lots of laughs await. The closing banquet is included in your registration fee. If you are with friends who would like to join us, but are not registered for the Workshop, you may purchase additional tickets for them under the “Guest Registration” category.

SKI 2015 REGISTRATION INFORMATION

To register, complete this page and mail or fax to SSA with payment. **Please PRINT LEGIBLY or type!**

Company: _____

SSA Member? _____ Yes _____ No SSA ID# (if known) _____

Address: _____

City / State / Zip: _____

Phone: (_____) _____ Fax: (_____) _____

FIRST REGISTRANT from Company:

Name: _____

Badge Name: _____

Title: _____

E-mail: _____ \$ _____

SECOND REGISTRANT from Company:

Name: _____

Badge Name: _____

Title: _____

E-mail: _____ \$ _____

THIRD REGISTRANT from Company:

Name: _____

Badge Name: _____

Title: _____

E-mail: _____ \$ _____

For more "Additional Reps," please copy this form.

If you are unable to attend, you may send someone else in your place at no additional charge. Please notify SSA Headquarters as far in advance of the workshop as possible. Notification must be sent in writing. Cancellations emailed, faxed or postmarked by January 5, 2015, will be subject to a \$50 per person cancellation fee, with the remainder refunded. No refunds will be granted for cancellations received after January 5.

Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or jpettigrew@selfstorage.org.

GUESTS/SPOUSES (those who are not First or Additional Reps):

Name: _____

Badge Name: _____

Adult \$ _____ Child \$ _____

For additional "Guest Registrants," please copy this form.

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Jennifer Pettigrew, Vice President
SSA Meetings Department
4189 Edinburg Drive
Cincinnati, OH 45245

Or fax with credit card info to: 513-843-6944

FEES

ENTIRE WORKSHOP

Fees include workshop materials, breakfast buffets, refreshments, receptions, yoga, the Dual Slalom Ski Challenge, and the Closing Banquet.

	By 12/19	After 12/19
SSA Members	\$575	\$675
Non-Members	\$720	\$820
Additional Representative/Member	\$475	\$575
Additional Representative/Non-Member	\$620	\$720

GUESTS / SPOUSES

Fees include receptions, yoga, the Ski Challenge and the Closing Banquet.

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The SSA Is Looking for Young Leaders!

SSA is searching for the next generation of self storage leaders. Are you, or is anyone in your company, 40 or younger and ready to take your career to the next level? Do you want to network with your peers from across the country? Want to get more involved with SSA? Serve on an SSA committee and potentially sit on the board?

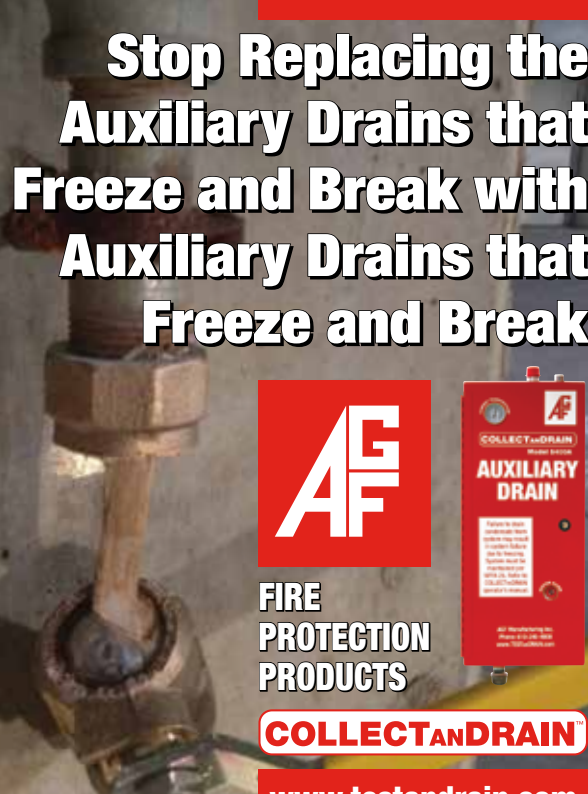


If you're looking for professional development that will help you rise above the ranks, you should join the Young Leaders Group (YLG). The YLG is for self storage profes-

sionals (owners, operators, managers and vendors) who have the desire to meet, network and prosper.

For \$50 a year, you can join other like-minded, young leaders who want to network, socialize, and build life-long business contacts and friendships through the YLG, which meets twice a year during the SSA's fall and spring conferences. There are also professional development webinars throughout the year.

If you'd like more information, contact Stacey Loflin at 703-575-8000 (x105) or sloflin@selfstorage.org. ❖

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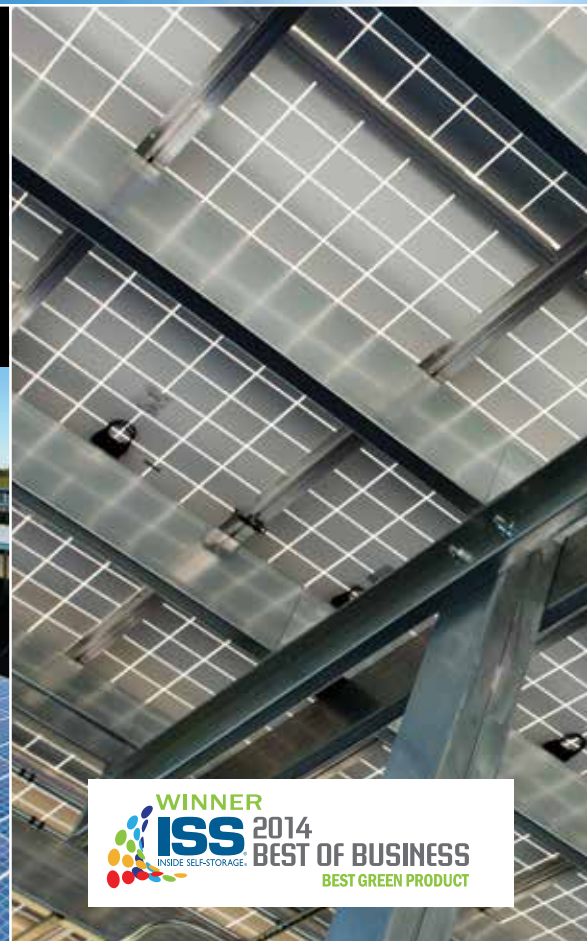
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QUESTIONS

for the Self Storage Legal Network

Each month SSLN partners Carlos Kaslow and Scott Zucker will select a question from a SSLN subscriber on an important self storage legal issue and provide their best advice on dealing with the problem.

Question: *We have a moving company that would like to rent a storage unit for their customer. They would like to put the storage rental agreement in the moving company's name. The items inside the unit would belong to the moving client. Is this a recommended practice for self storage operators?*

Answer: This is a great question, because it is becoming a common circumstance for operators who may be asked to rent a space for storing another person's property. Although these may be legitimate requests, there has been growing anxiety for owners to allow this practice based upon stories of moving companies renting spaces and then abandoning the property of their customers. After the default, the self storage operator has no information as to the true owner of the goods and the owners lose their property having no idea where the goods were ever stored.

Therefore, the starting point is really one of determining fundamental facility policy. Do you want to rent space to a person or business that does not own the property that is being stored? If the answer to this question is no, the facility simply establishes a firm rule: We do not rent spaces to movers for storing client property. This rule is also consistent with a common self storage rental agreement requirement that the tenant will only store property that is owned by the tenant. This rule is simple to execute and you will avoid the problems that concern you from renting to a moving company. The downside is that you will not rent spaces to an otherwise good customer.

If you determine that you are willing to rent spaces to moving companies, you need policies that will moderate the potential risks that arise from their not owning the property they are storing. Here is one firm rule that will help: "We do not rent spaces in the name of the moving truck driver." You want to rent the space to the moving business and not an employee. Renting a space to a driver is just too risky.

Also, keep in mind that all moving companies are not the same. It is one thing to rent a space to a national, regional

or even a well-established local moving company. Renting to a moving company that just shows up at your facility to rent a space is another matter. You should have standards for the movers to whom you will rent a space. There might be no issues renting to a Mayflower or Bekins, but you might not want to rent a space to "Two Guys with a Truck."

In order to reduce the risks of having other people's property at your self storage facility, you can insist that the moving company provide complete information on whose property the mover will be storing. This would generally include copies of the bills of lading for each of the mover's customers whose property will be stored.

Although having clear documentation on whose property is in the space may prevent the property from being sold without notice to the true owner, it does not necessarily improve the facility's chances of being paid. If the moving company defaults and, after notice, the true owner collects their stored property, it would require a lawsuit to recover the rent from the moving company.

If the mover is a large national company or a locally based company, this may not be difficult. If you are dealing with a small mover based in another state, it may be impossible. One solution would be to require a significant security deposit from movers. If you collect a security deposit equal to three month's rent for the space, you will have time to resolve the payment problem and minimize the loss of rent.

A facility may be willing to work with a mover for a steady flow of business, but the facility operator should do some investigation so that he or she is confident the moving company is a financially sound business. You also want to work with a moving business that understands your concerns and will work with you.

Storage operators should avoid casual rental to moving companies they know nothing about. Site personnel should be instructed that company policy does not permit renting a space to a moving company driver who pulls up to the facility an hour before closing time. Such rentals are truly risky business and something to be avoided. ❖



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REGISTRATION FORM AND FEES – SPRING 2015

(or go to www.selfstorage.org to register!)

Substitution and Refund Policies: If you register and then are unable to attend, you may send someone in your place at no additional charge. Notify the SSA registrar in writing or by FAX (514) 228-3102 or email SSA@Showcare.com, as far in advance of the Conference as possible. Cancellations faxed or postmarked on or before February 13, 2015, will be subject to a \$50 cancellation fee per registrant (\$20 for Guest and \$35 for One-Day Only registrants), with the remainder refunded. **No refund will be granted for cancellations faxed or postmarked after February 13, 2015!**

PART A – ATTENDEE INFORMATION *One registration per form. For additional registrations, please copy this form.*

First Name _____ Last Name _____
 Title _____ Nickname (for badge) _____
 Company Name _____ Is your company a member of SSA? Not yet
 Address _____ Yes - Member Number _____
 City _____ State _____ Zip _____
 Phone (_____) _____ Fax (_____) _____
 Email _____ May we share your email with exhibiting companies? Yes No

Is this your first SSA Conference and Tradeshow? Yes No

What best describes your company: Single Facility Multiple Facilities Management Firm Vendor to the Industry

Designation: Facility Mgr. Facility Owner Regional Mgr./Supervisor Developer Designation Other _____

What responsibilities do you have in making decisions for purchases of goods and services for your facility?

No responsibility Recommend purchases to my Owner or Supervisor Full responsibility for all purchasing decisions

PART B – REGISTRATION INFORMATION

Fees (in \$US)

FOR ITEMS 1) & 2): Members only, registration fees include a downloadable library of all session recordings and slides.

	REQUIRES SSA MEMBERSHIP ID NUMBER				Non-Members		
	Super Saver 1/09/15	SSA Direct Members*		SSA Affiliate Members	By 2/13/15	After 2/13/15 & On-site	
		By 2/13/15	After 2/13/15 & On-site	By 2/13/15	After 2/13/15 & On-site	By 2/13/15	After 2/13/15 & On-site
1) <input type="checkbox"/> FULL REGISTRANT	\$525	\$569	\$629	\$625	\$675	\$800	\$900
2) <input type="checkbox"/> ADDITIONAL REP (same company)	\$425	\$450	\$475	\$475	\$500	\$700	\$800
3) <input type="checkbox"/> 1 DAY ONLY (Thursday, March 12)	\$325	\$350	\$375	\$375	\$400	\$550	\$600
4) <input type="checkbox"/> Trade Show ONLY**							
<input type="checkbox"/> WITH LUNCH/RECEPTION	\$120	\$130	\$145	\$130	\$145	\$155	\$170
<input type="checkbox"/> WITHOUT LUNCH/RECEPTION	\$75	\$85	\$100	\$85	\$100	\$110	\$125
<input type="checkbox"/> Wednesday (Reception) <input type="checkbox"/> Thursday (Lunch)							
NOTE: Vendors who are not exhibiting may register in the Full Registrant category ONLY.							
5) <input type="checkbox"/> GUEST REGISTRANT (includes 2 breakfasts, 2 trade shows, 2 receptions and closing general session)	\$275	\$300	\$325	\$350	\$375	\$450	\$550
<input type="checkbox"/> ECONOMIC SUMMIT							
First Registrant	\$300	\$325	\$350	\$350	\$375	\$400	\$450
(Optional Event: Wednesday, March 11)							
Second/Third Registrant	\$150	\$150	\$150	\$150	\$175	\$200	\$250
<input type="checkbox"/> MID-SIZE OWNERS GROUP (2-9 Facilities) (Optional Event: Wednesday, March 11)	\$100	\$125	\$150	\$150	\$175	\$250	\$300
<input type="checkbox"/> MANAGERS SUMMIT (Optional Event: Thursday, March 12)	\$100	\$125	\$150	\$150	\$175	\$200	\$250
<input type="checkbox"/> FACILITY TOUR (Optional Event: Friday, March 13) x \$50 = _____							

*Those who have a valid ID number

** Wednesday Trade Show will offer a reception included option; Thursday Trade Show will offer a lunch included option

PART C – PAYMENT INFORMATION

Enclose check payable to SSA in US funds, or charge: Visa MC AMEX

Registration Fee _____ Card # _____ Exp. Date _____

Guest Fee _____ Print Name _____

Guest Name _____ Billing Address _____

Economic Summit _____ Signature _____

Mid-Size Owners Group _____ *SSA Reserves the right to charge the correct amount if different from the amount listed above.

Managers Summit _____ Mail or fax your completed registration form before February 27, 2015 to (514) 228-3102; SSA c/o Showcare Event Solutions, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. Registration forms received after February 27, 2015 will not be processed in advance. Instead, please register onsite at the SSA desk at the Gaylord National Harbor. NOTE: Registration without payment will not be processed.

Facility Tour _____ Questions? Contact the SSA Registrar: Phone (514) 228-3076 | Fax: (514) 228-3102 | email: SSA@Showcare.com

Total Fees* \$ _____  Please check here if you are disabled and require special services. Please attach a written description of your needs

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Contact: Bjorn Ervell phone 415 654 5551 / cell 415 760 1552 bjorn.ervell@seateq.com



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Numerous accessories are available including: shelving, tool racks, cable/hose suspension, and access ramps to name a few. All accessories install quickly **without** the use of tools.

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Self Storage

Data and Market Intelligence



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Succeeding in business means having reliable and trustworthy market intelligence. The Self Storage Association and Reis, Inc. have that market intelligence.

Reis, Inc., a leading provider of commercial real estate market information and analytical tools, and the SSA have introduced coverage of Self Storage properties in 50 major United States metropolitan markets and 279 submarkets. These market reports are made possible by the quarterly participation of SSA member facilities and three of the leading self storage real estate investment trusts (REITs)— over 10,000 self storage facilities.



This new data program provides investors, lenders, developers, industry analysts, and self storage facility owners and operators, with the critical local market intelligence that they require in order to make superior asset- and portfolio-level decisions. To date, self storage professionals have not had access to current and comprehensive market information from a nationally-recognized provider.



Key Report Features:

- 50 Markets and 279 Submarkets. See a list of markets at www.selfstorage.org
- Climate Controlled vs Non-Climate Controlled
- Five main unit types: 5x5, 5x10, 10x10, 10x15, 10x20
- Rent & Vacancy Rate Comparisons
- Trends, Benchmarks and Forecasting
- PDF & Excel formats
- Full Map of Metro and/or Submarket



See a sample report at www.selfstorage.org

Three easy ways to participate:

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2. Participate over the phone by calling (800) 366-7347
3. Fill out the form and email to Reis at info@reis.com.
Download the survey at www.selfstorage.org



These self storage reports are available for purchase at www.selfstorage.org

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Non-Members / Non-Participants: \$299 per report
SSA Direct Members: \$269 per report (10% discount)
SSA Direct Member Participants: \$239 per report (20% discount)

Bulk discount pricing available
call (703) 575-8000





Alabama

ALABAMASSA.ORG

The Alabama Self Storage Association would like to wish you and your family a merry Christmas and happy holidays. We trust that this holiday season will be a refreshing time for you, your family and your business. As we look to the new year we are working as an association harder than ever to make 2015 the best we can for the self storage industry in Alabama.

Our next event will be our annual Winter Conference and Trade Show. We have confirmed an incredible lineup of speakers this year, including Mike Scanlon of SSA, Mike Mele of Marcus and Milichap and Scott Zucker of the Self Storage Legal Network, just to name a few. The event will return to the unique Barber Vintage Motorsports Museum in Birmingham. The event will be held on Wednesday, February 18, 2015. You can register online at www.alabamassa.org.

It is hard to believe that 2014 is about to be over and that there are only a few weeks until Christmas. The Christmas season brings to us a wealth of fun movies, songs and traditions. My personal favorite is the movie, "It's a Wonderful Life."

Although not an instant classic at the time of its release in 1946, it has grown to become one of the most beloved Christmas movies of all time. The life lessons that we can all glean from George Bailey are invaluable. At the end of the day it is a wonderful reminder that it is not about what you have but who you have impacted. The more important question to ask is not, "What did I gain?" but rather "Who did I influence?" Every one of us reading this has overcome something. There is no such thing as an easy road to success. We have all worked long and hard to build our business and careers. With that in mind, George Bailey reminds us that although we all have it hard at times, we all have the opportunity to make a difference in someone's life each and every day—and that is ultimately what really matters.

With that, we wish you and yours a very merry Christmas and happy holidays.

As we continue to grow as an organization we would like to remind everyone that we covet your input.

We always look to our members to give us new ideas and to make recommendations and suggestions on how we can better assist and serve you. If you do have any comments, ideas or suggestions, please send them to Brent Fields at brent.fields@docupak.com. Your suggestions and comments will go directly to the association board of directors for consideration.

If you have not joined the Alabama Self Storage Association we want you as a member of our team. Join today and take advantage of all of the wonderful benefits for all of our members. Some of those benefits include affordable membership, advocacy and keeping an ear to the ground in Montgomery, news and information, education programs, networking and informative meetings, communications and publications, national association relationship and much more! Join us today as membership in this organization can make a difference. For more information, contact us through our website at www.alabamassa.org or Brent Fields at 205-685-0244 or brent.fields@docupak.com

Arizona

AZSELFSTORAGE.COM

Contact us about our events including the May 4–6 conference, trade show and golf tournament, or for membership information: AZSA Executive Director Anne Mari DeCoster, azsahq@gmail.com, 602-374-7184, PO Box 44031, Phoenix, AZ 85064.

Arkansas

ARSSA.ORG

The Tenth Annual Arkansas Self Storage Association's (ASSA) General Meeting and Expo was held at the Statehouse Convention Center in Little Rock. This year's event included a golf tournament, a tour of the Clinton Presidential Library, a trap shooting event, and a full schedule of seminars. Our speakers covered lien procedures and issues, vehicle

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- Oregon
- Pennsylvania
- South Carolina
- Tennessee
- Utah
- Vermont
- Virginia
- Washington State
- Wisconsin
- SSA Asia
- SSA of Australasia
- Brazilian Self Storage Group
- Canadian SSA
- Federation of European Self Storage Associations
- Japan SSA
- Rental Storage Assoc. of Japan
- Latin America SSA
- Mexico SSA

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sales, achieving a fair tax valuation, the importance of an online presence, lien law “jeopardy” with Carlos Kaslow and more. Mike Scanlon, president and CEO of the national Self Storage Association (SSA), was a featured speaker. Mr. Scanlon gave a valuable update on trends in our industry as well as wonderful and direct encouragement for “that (uninformed) competitor down the road” to get involved with the educational opportunities that national and state associations provide.

The expo hall provided a great opportunity to meet vendors and see solutions and advancements in the storage industry. We appreciate the vendors who are the backbone of our industry. The ASSA conducted drawings during the event for multiple door prizes and cash awards presented by our sponsors, board members and the association. Mike Scanlon was recognized as ASSA’s “Person of the Year” for his contributions to our association. Arkansas has been very successful in our legislative efforts due to the support of Mr. Scanlon and the SSA.

The ASSA would like to thank this year’s Platinum sponsors: Paramount Metal Systems, Insurance Center and Union Standard Insurance, and other sponsors for making this event such a great success.

Mark your calendars now. The ASSA Expo will return to Northwest Arkansas at the Springdale Holiday Inn and Convention Center, August 19–20. Please contact the ASSA offices at 501-607-4775 for more information.

California

CALIFORNIASELFSTORAGE.ORG

If you would like to learn more about the California Self Storage Association, please visit our website at www.californiaselfstorage.org or contact Executive Director Erin King at (949) 783-4130.

Colorado

COLORADOSSA.COM

For an up-to-date Colorado lease and 15 operational forms which we’ve dubbed “The Big Easy” package (COSSA members only), visit coloradossa.com. We’ve recently updated the lease agreement to protect you on any marijuana issues you might encounter (growing, storage, odors, etc.). The package costs \$300 for the first facility, \$100 for each additional facility, with a maximum of \$500 for any company.

To join COSSA, just visit our website and download the membership application or email cosa@q.com. Do your part to support the self storage industry and become an active supporter of your industry association.

Connecticut

CTSSA.ORG

The Connecticut Self Storage Association (CTSSA) is working with our lobbyist, Andy Markowski, Esq., of Statehouse Associates, to pursue legislation that would clarify our right to sell tenant insurance and protection plans. The groundwork was set in 2014 for legislative success in 2015. Please continue to support the self storage industry in Connecticut through membership and legislative donations. Join CTSSA if you are not already a member (www.ctssa.org). Make a financial contribution to our legislative fund to help defray lobbying costs (CTSSA, P.O. Box 417, East Granby, CT 06026). Be part of any grassroots call-to-action (send your email address to ctssa@ctssa.org and we’ll notify you when it is time to contact the legislators in your district).

CTSSA members enjoy educational meetings and networking luncheons, quarterly newsletter, member discussion forums, library of documents, website, and additional benefits from SSA including a subscription to the *SSA Globe*.

If you are a facility owner in Connecticut, remember that a strong membership results in a more commanding presence at the State Capitol. If you aren't a member, join today so your voice is heard at the Connecticut legislature. You'll find the CTSSA membership application at www.ctssa.org, or you can call the office at 860-228-3624 and we'll mail an application to you.

If you would like to be added to the CTSSA legislative mailing list, or if you are interested in advertising on our website or in the CTSSA newsletter, *Insights*, send your request and contact information including email address to CTSSA, P.O. Box 417, East Granby, CT 06026, 860-228-3624, 860-228-1337 fax, or email lbolduc@ctssa.org.

Florida

FLORIDASSA.ORG

The Florida Self Storage Association (FSSA) hosted its annual Owners', Operators', and Investors Summit on November 6 at The Yacht Club in Lake Buena Vista. In addition to great industry education and networking, attendees had the opportunity to spend an evening at Epcot's Food & Wine Festival. The entire day was a great success. If you missed it, watch for the 2015 date, which will be available soon.

Plan ahead for our next two expos: May 13–15, 2015, and May 11–13, 2016. Both events are being held at the Embassy Suites Orlando – Lake Buena Vista South. Expect to be wowed! We're securing new speakers as well as bringing back industry favorites.

Also on our calendar are webinars and regional meetings. The website is constantly being updated, so check www.FloridaSSA.org often for the latest. The webinars are member-only events, so registration links will be distributed to members via email. If you are a member and haven't been receiving our notices, add your email

address to your member record or contact the office at (863) 884-7204.

A strong membership results in a more commanding presence with legislators. If you aren't a member, join today so your voice is heard. Access the FSSA membership application at FloridaSSA.org or call the office at (863) 884-7204 and we'll mail an application to you.

If you would like to be added to the FSSA mailing list, or if you are interested in advertising, send your request and contact information including email address to FSSA, PO Box 354146, Palm Coast, FL 32135, call us at (863) 884-7204, or send email to info@floridassa.org.

Georgia

GASSA.ORG

The Georgia Self Storage Association (GASSA) continues to meet on the second Tuesday of each month for networking, luncheon and board meeting at The Georgian Club. There is always a program, often with a nationally recognized speaker. Members and non-members are welcome. Membership dues are \$250 per calendar year (January–December). Join the GASSA today!

The December 9 program will feature our annual Talking Heads panel discussion. The topic will be: "Taking the Financial Temperature of the Self Storage Industry." The panel will include: Scott Sweeney, Talonvest Capital, Inc.; Neal Pickens, BB&T; Hagan Dick, Walker & Dunlop; and, Jay Crotty, Brown, Gibbons, Long & Co. These financial experts will give their views and opinions as well as answer questions from the audience. Dr. George Snelling, vice president of the board and legislative committee chairman, will be the moderator.

This has been another busy year for the GASSA and, hopefully, a beneficial one for our members. The GASSA co-sponsored the Self Storage Association (SSA) Spring Conference and Trade Show held

in March in Atlanta, which gave our members the opportunity to attend a national self storage conference close to home. The board drafted new bylaws, which were subsequently approved by the membership. Also, we hosted our own inaugural trade show and conference—GASSA 2014 EXPO—which was held in Marietta in October. Looking forward to 2015: Our annual dues remain the same (\$250) and the payment deadline is January 31; we expect continued advancements with our new website; we will strive for increased interaction with our membership; and, we will be operating under the new bylaws.

Storage Structures, a global leader as a self storage building supplier based in metro Atlanta, will give a commercial presentation. Heath Mulkey is president of Storage Structures, Inc. He has been involved in the storage industry since 1992 and is on the GASSA board member and is currently serving his second term as the president. Storage Structures has design, engineering and erection capabilities to provide storage buildings from five units to five stories tall.

Second Tuesday of the month luncheons are from 11:30 a.m. to 2:00 p.m. at The Georgian Club, 100 Galleria Parkway, Suite 1700, Atlanta (members: \$30; non-members: \$35.) Please RSVP to Chuck Manley, executive director, at gassa.org@gmail.com, phone 678-764-2006, or fax 678-264-0968. Visit www.gassa.org for additional information.

Idaho

IDSSA.ORG

For more information, or to become a member of the Idaho Self Storage Association, please contact Richard Church or visit us online.

Contact: Richard Church, (208) 989-2960

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Illinois

ILSELFSTORAGE.ORG

The 2014 IL-SSA Downstate Summit was held at the Embassy Suites East Peoria on November 12. Thank you to the attendees, speakers, exhibitors and sponsors for making it a success!

If you're not yet a member, you can join on the site or contact ILSSAExecDir@selfstorage.org. Benefits include the IL-SSA quarterly newsletter, member discounts on all IL-SSA and national SSA conventions, trade shows, and educational programs, and discounts on data and research findings.

Indiana

SSAINDIANA.ORG

Not yet a member of the Indiana SSA? Membership is available to any owner/operator with a facility in Indiana or any vendor. Benefits include a subscription to *SSA Globe*, The Indiana SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, membership rewards, publications and legal information. Visit our website for an application and more details.

Also, if you have writing skills and would like to submit an article to the IN-SSA's newsletter related to the self storage industry in Indiana, please submit your article to ILSSAexecdir@selfstorage.org. Articles are always appreciated.

Kansas

KSSOA.ORG

The KSSOA's 2014 Fall Luncheon was held November 13 at the Crestview Country Club in Wichita. We were pleased to have nationally known speaker Scott Zucker training on

legal issues and Chris Baird with Automatit speaking on search engine optimization for your websites.

The Kansas Self Storage Owners Association's mission is to provide value and potential for growth by working together in our regional trade organization. Be sure to take a moment to consider the many (and ever-increasing) services to the storage industry that your trade associations offer. None of us is as strong alone as we are collectively.

"KSSOA strives to provide high return on members' dues investment on every one of its single member benefits. Thankfully, the legislative initiative provided an exceptionally high return, and will for many years, of financial commitment by our members, through lower postage costs, public notice costs, and other critical issues," said Larry Goldman, KSSOA president.

For new members, please visit the website at www.KSSOA.org or call Shawn Herrick at 785-286-1110. Visit our website for updated information at www.kssoa.org.

Our current contact information is KSSOA, 7321 NW Rochester Road, Topeka, Kansas 66617; 785-286-1110.

Kentucky

KYSSA.ORG

Membership for the Kentucky SSA is available to any owner/operator with a facility in Kentucky or any vendor by paying the requisite dues. Benefits include a subscription to *SSA Globe*, the Kentucky SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, membership rewards, publications and legal information. Contact KYSSAexecdir@selfstorage.org with any questions.

Louisiana

SSALA.ORG

The executive board of the Louisiana Self Storage Association wishes to extend our deepest thanks to all the new facilities that have joined us this year. Each year we have increased our facility and vendor memberships, and expanded the services we offer association members. It is through your support that the SSALA is able to provide discussion forums, and educational and networking events that make us all better owner/operators and managers. Much of the SSALA's current success has been due to the tireless work of our executive director, Wanda Cox, and past presidents Lana Griffin, Shaun Ferguson and Jim Ponti. Their dedication to improving the self storage industry in our great state is amazing, and they are always available to help association members. Their phone numbers are available at www.ssala.org.

As we finish out the hurricane season, it is extremely important to have your emergency preparedness plan in place *before* the emergency, rather than trying to develop one in the middle of a disaster. Our online "Resource Download" area offers great emergency preparedness seminar notes that can really make a difference in a facility's response to tenants and the media.

We remind everyone that once again sales tax on monthly rental is looming in March's legislative session in Baton Rouge. Now is the time to make face-to-face contact with your representatives so they know the face of our industry and help us defeat this horrible idea.

If there is anything the SSALA can do to be of service, please call Executive Director Wanda Cox at (225) 774-2117, or email her at ssala@cox.net. Remember, membership renewals will be sent out in January, and we hope to count on your continued support.

Maine

MAINESSA.COM

The Maine Self Storage Association's next meeting will be January 15 at the Muddy Rudder Restaurant in Yarmouth. Check our website and/or Facebook page for more information and details on speakers/topics.

MeSSA's 2015 conference is scheduled for April 16–17 and we will once again be hosted by Hollywood Hotel & Casino, as this has proven to be a fan favorite venue. We are working on speakers who are sure to be a huge draw. Stay tuned for details.

As always, we welcome input from our members on any topics they would like to hear about or venues they recommend for future meetings.

We are always looking to help new members improve their business and increase their bottom line, and there is no better time than now to join. For more details on how to become involved, please contact Mark Adler at mark@mainessa.com, or visit mainessa.com. We also encourage everyone to become a fan of MeSSA on Facebook.

Maryland

SSAMARYLAND.ORG

If you're not already a member of the Maryland Self Storage Association, you're missing out! Benefits include a subscription to *SSA Globe*, the Maryland SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, membership rewards, publications and legal information.

Massachusetts

MASELSTORAGE.ORG

If you have a facility in Massachusetts, help MASSA save your business money. A strong membership results in a more commanding presence on

Beacon Hill. If you aren't a member, join today so your voice is represented at the Massachusetts legislature. Access the MASSA membership application at www.maselfstorage.org, or call the office at 617-600-4481 and we'll mail an application to you.

MASSA members enjoy educational meetings and networking, quarterly newsletter, library of documents, website, and additional benefits from SSA including a subscription to the *SSA Globe*.

If you would like to be added to the MASSA mailing list, or if you are interested in advertising on their website or in the *MASSA Advantage*, send your request and contact information including email address to MASSA, P.O. Box 417, East Granby, CT 06026; 617-600-4481, 860-228-1337 fax, or email lbolduc@maselfstorage.org.

Michigan

SELFSTORAGEMICHIGAN.ORG

Happy holidays from SSAM! Visit the completely remodeled SSAM website: www.selfstoragemichigan.org. It may have the information you're looking for. Find the latest industry news and the association event calendar. While you're there, please check your storage listing to make sure it's accurate. Also, you can call the association office at (888) 308-7726 to talk with our friendly staff. As a member benefit, SSAM members receive our e-newsletter, *SSAM Industry Insights*. If you're a member and have not been receiving *SSAM Industry Insights*, please contact the association office and let us know.

Get the new Michigan Lien Law Annotated, which has been updated to reflect changes made by Public Act 61 (effective June 26, 2014). Contact the association office or visit selfstoragemichigan.org to order one today. Your purchase will also include a valuable PowerPoint presentation by Public Act 61 author William J. Perrone (Dykema, SSAM legal counsel). The presentation covers

the lien law changes specifically and provides in-depth explanation. If you're not already a SSAM member, we encourage you to join the Self Storage Association of Michigan to take advantage of the many benefits available. SSAM lobbies the Michigan legislature on behalf of the industry concerning issues that are important to you and your business. Your SSAM membership allows you to take advantage of special discounted rates on website design and development, credit card processing, a free listing on the SSAM website, and much more! SSAM has a professional management team to help answer your questions, or to guide you to find the answers you need. For membership information, please call (888) 308-7726, or visit www.selfstoragemichigan.org.

Minnesota

MINNESOTASSA.ORG

The MNSSA is looking for members to become active in the self storage community. Benefits include a subscription to *SSA Globe*, the Minnesota SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, membership rewards, publications and legal information. For more information contact Nichelle Nassif by email at MNSSAexecdir@self-storage.org.

Mississippi

MSSSOA.ORG

Interested in joining our association? Are you a self storage owner/operator or involved in the self storage industry? We are always accepting new members. Check out www.msssoa.org for details, or email us at msssoassn@gmail.com.

We have updated our lease agreement. Contact Executive Director Janice Porter at msssoassn@gmail.com.

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com, or call 601-248-5422 for details and to purchase your copy of the lease agreement. We accept credit cards.

Thank you for your continued support.

Missouri

MSSOA.ORG

Hello, Missouri. Mark your calendar: the next show will be August 10–12. Hey vendors, are you looking for a place to advertise? Start planning now. You can sponsor the show, have a roundtable discussion with a captive audience, and supply literature and/or promotional items to the attendees. Our members want to learn what you have to offer.

Also, the second annual MSSOA regional conference is being planned for March. This will be a free conference and will be held in the St. Louis metro area.

The MSSOA is very active. If you are not a member of the association, contact us today and enjoy the benefits. Visit www.mssoa.org to join, pay dues, and order Model Rental Agreements (MRAs).

As always, if you have questions or concerns about the MSSOA, contact Janet at the MSSOA office (573-480-0454) for more information.

Nevada

NVSSA.ORG

NVSSA would like to wish season's greetings and happy holidays to all. As we begin to wrap up this year and begin the next, NVSSA reflects on an amazing year. Our president, Michelle Watson, spearheaded the effort to bring instant up-to-date communications and news to our members. Her diligence and tenacity were vital in increasing our presence online as well as the transition to our amazing new website. She wanted the NVSSA website to be the place to find virtually everything going on

in Nevada. From our new member directory to important information about state legislative changes, the latest news about the NVSSA as well as bio information about the association board, NVSSA has strived to put this information at your fingertips.

In addition to participating in the two largest self storage conferences in the world, NVSSA was thrilled to participate in the first ever Tri-State Self Storage Conference in Laughlin, Nevada, where the three states come together. The conference took place October 16–17 and was the first time that the three state associations collaborated. The gathering in Laughlin brought together the NVSSA, California Self Storage Association (CSSA), and Arizona Self Storage Association (AZSA). We had breakout sessions for each state association and terrific networking opportunities as well as roundtable sessions led by companies such as Chateau, U-Haul, OpenTech Alliance, StorageAhead, and MiniCo. We look forward to providing more resources and educational opportu-

NVSSA
NEVADA
SELF STORAGE ASSOCIATION

NVSSA held it's Fifth Annual Legislative Action Fundraiser during the 2014 SSA Fall Conference

It was a smashing success

NVSSA thanks the following sponsors for their generous support:



Thank you to our industry partners who help make legislative change possible in Nevada!

nities for our members and the self storage community.

In the ever-evolving world of technology, the NVSSA is making sure to offer members (and potential members) ways of keeping up with the association. With that in mind, the NVSSA is happy to announce that it is now on Facebook. For NVSSA information, search for the association on Facebook or call Valerie Picos at (702) 952-2455. We encourage members and non-members to “like” us on Facebook and spread the good news.

NVSSA Legislative Chair Travis Morrow has been busy representing your interests. The NVSSA holds a legislative fundraiser every year at the SSA show and certainly welcomes donations. That is how the association raises money for the legislative efforts and, in the end, that effort benefits all self storage owner/operators in Nevada. Our 2014 Legislative Action Silent Auction was a smashing success. NVSSA would like to extend our thanks and gratitude to the following industry partners who very generously supported our fundraising efforts: Extra Self Storage, Watson Self Storage, Golden State Storage, Best Storage Henderson, StorageOne, Chateau Products, U-Haul, MiniCo, Stor-All (Panther location), and National Self Storage Management. We could not have done it without your support!

The NVSSA has an alliance with the SSA and ISS at the two largest trade shows in the industry in Las Vegas. What that means to NVSSA membership is increased savings as well as the opportunity to hear top speakers at educational events in Las Vegas.

Paul Peppard, an owner/operator in Las Vegas and one of NVSSA's founding fathers, recently retired from the board of directors. Paul has been instrumental in many facets of NVSSA's growth. His eye for detail and his spirit for legislative changes in Nevada will be missed. The NVSSA thanks him for his years of service.

New Jersey

NJSSA.ORG

Do you have an interesting story about self storage that you'd like to share with other NJ operators? If so, please submit an article to the NJSSA's newsletter related to the self storage industry in New Jersey. Send it to NJSSAexecdir@selfstorage.org. Your input is always appreciated.

We would like you to become a member of the New Jersey Self Association! Membership in NJSSA is available to any owner/operator with a facility in New Jersey or any vendor by paying the requisite dues. Please visit www.njssa.org to print out a membership application.

New Mexico

NEWMEXICOSSA.ORG

The New Mexico Self Storage Association is now officially a charter association of the national SSA. Owners, operators and vendors who join NMSSA will begin to enjoy all the benefits, including quarterly newsletters with the latest industry information and trends, education, networking, *SSA Globe* magazine, access to healthcare, and much more. For more information on how to join NMSSA, please visit our website at www.newmexicossa.org.

North Carolina

NCSSAONLINE.ORG

Watch for news about the 2015 NCSSA annual convention and trade show.

If you are a self storage owner or operator in North Carolina and have not yet joined the NCSSA, we encourage you to do so. It is essential for operators to stay informed of the many changes and laws affecting, or that have the chance to affect, our industry. Membership in this organization can make a difference. Make your voice heard. For more information, email info@ncssaonline.org.

North Dakota

NORTHDAKOTASSA.COM

NDSSA is a non-profit organization formed to discuss storage issues in all parts of North Dakota. Membership benefits include an associate membership in the SSA; annual conference each spring where members get together to discuss the state of storage in North Dakota (at the conference we cover many topics ranging from vendors discussing their product line, banks on financing, software manufacturers, realtors and police discussing legal problems/break-ins that have come up at different storage facilities); access to legal advice (once a year at the annual conference we have access to legal counsel; as a member you can ask any legal question and get legal answers at no charge); along with that a member will receive a copy of a legally approved lease agreement (put together by legal counsel and members); copy of all legal questions and answers put together by our legal counsel and a North Dakota lien manual (proper step-by-step process to serve a lien legally). All members are invited to attend our annual conference and bring a guest.

NDSSA is available to any owner/operator with a facility in North Dakota and any vendor by becoming a sponsor of the NDSSA.

Please go to our website to find out more information on becoming a new member of the NDSSA or becoming a vendor sponsor of our association and conference. Visit northdakotassa.com.

Ohio

OHIOSSA.ORG

Looking for more information in the OHSSA? The website, www.ohiossa.org, provides Ohio owner/operators and managers the latest information on all the happenings with the Ohio Self Storage Association.

See Across the Country, page 47

ARE YOU PLANNING ON HIRING THIS YEAR?



If the answer is yes, you need to know about the self storage pre-employment testing and assessment service— *created exclusively for the self storage industry!*

HIRE THE RIGHT PEOPLE...

KEEP THE RIGHT PEOPLE...

SSA FACILITY MANAGER APTITUDE eTEST

eTest is a web-based screening program that provides self storage owner-operators or hiring managers with real-time pre-employment testing and assessment services. Our test has been specially customized for evaluating potential self storage facility managers.

The SSA **eTest** will provide a fast, reliable and cost-effective means of measuring common-sense traits linked to job

behavior. Better hires result in reduced turnover and improved productivity by putting the right person in the right job.

SSA's **eTest** requires no setup or licensing fees so administration is straightforward and easy to use. Each customized facility manager eTest is \$75. When you buy an **eTest**, you also have the option to add a Developmental Report (free), a Sales Report (\$25 each) or a Leadership Report (\$25 each).

How Does SSA's "eTest" Work?

- Complete one-time account registration at <http://www.etest.net/signupSSA.asp>
- On the sign up page (the page the above link takes you to), scroll down and fill out the form then click the "Submit" button
- You will receive an email within one business day with your log-in information, instructions and site link
- Set up your test by going to www.etest.net, clicking on the "Client Log In" button, and entering your login information
- Candidate takes test in browser at any location (preferably proctored)
- Test takes approximately 20 to 30 minutes to complete
- Test is scored immediately
- Results are sent real-time via email to owner-operator/hiring manager to be utilized for more focused and effective interviews
- Feedback comes as an Interview Guide which consists of:
 - Narrative description
 - Interview questions to address extremes in responses
 - Actual scores which include a "good/bad" fit Facility Manager scale

To find out more or to sign up today, go to www.selfstorage.org

eTEST.NET

We would like you to become a member of the Self Storage Association of Ohio! Membership in SSA-OH is available to any owner/operator with a facility in Ohio or any vendor by paying the requisite dues. Please visit www.ohiossa.org to print out a membership application.

Oklahoma

OKSSA.ORG

If you are not yet a member of the Oklahoma Self Storage Association, we invite you to check us out at www.okssa.org.

Membership is available to any owner/operator with a facility in Oklahoma or any vendor by paying the requisite dues. For more information, please email us at oklahomassa@gmail.com or call Jim Smith at 918-633-1572.

Oregon

ORSSA.ORG

Have you done something to help others in your community? Do you get involved with helping local charities? Please send along your stories to ORSSAexecdir@selfstorage.org so we can share these in our newsletter.

Also, if you have writing skills and would like to submit an article to the ORSSA's newsletter related to the self storage industry in Oregon, please email your article to ORSSAexecdir@selfstorage.org. Articles are always appreciated.

Pennsylvania

PASELSTORAGE.ORG

For information about PASSA, please contact Kimberly Cossar at 717-441-6044 or kimberlycossar@wanner-assoc.com.

South Carolina

SCSELFSTORAGE.ORG

Save the dates: January 22, Charleston: 11:00 a.m. to 3:00 p.m.; April 23, Aiken: 11:00 a.m. to 3:00 p.m.; July 23, Greenville: 11:00 a.m. to 3:00 p.m.; October 22, 2015, Columbia: time TBD. Details: <http://scselfstorage.org/events/>

Attendance is free and the food is great, but an RSVP is helpful.

Tennessee

TNSSA.NET

Forward. That word well describes this past year. We experienced a leadership role change with the addition of a dedicated administrative assistant to handle the day-to-day activities of our board. Forward. We have set record attendance numbers at our events this year. Forward. Our 6th Annual Legal Seminar was a home run, and a newly revised base lease agreement has been made available to our membership. Forward. Our membership is growing each month. Yes, forward sums up our association this year. Moving forward. Let's keep the momentum going strong in 2015!

After the recent elections in November, a new board of directors is ready to begin another rewarding year. Please let us know if you would like to volunteer your time working with one of our committees. We are always looking for fresh ideas for events and education opportunities to offer our members.

Manager of the Year nominations may be made by any TNSSA member and will be accepted until December 31, 2014. Nominations must be completed on the registration form, which is available online at www.tnssa.net. The award recipient will be chosen based on a) commitment to leadership, b) creativity, c) high occupancy rates, d) low delinquencies and e) overall business. Plan to attend the quarterly luncheon in Chattanooga

on February 17, where the presentation will be made.

If you are not a TNSSA member and would like to receive the newsletter and other TNSSA announcements, you may register at www.tnssa.net. The newsletter will also be posted on the TNSSA website. If you would like to advertise in our newsletter or provide material for future issues, please contact Melissa Roberts at melissa2911@gmail.com.

Utah

SSAUTAH.ORG

Do you have an interesting story about self storage that you'd like to share with other Utah operators? If so, please submit an article to the UTSSA's newsletter related to the self storage industry in Utah. Send it to UTSSAexecdir@selfstorage.org. Your input is always appreciated.

Looking for more information in the UTSSA? Our website, www.ssautah.org, provides Utah owner/operators and managers with the latest information on all the happenings of the Utah Self Storage Association.

Vermont

SSAVT.ORG

Not yet a member of the VTSSA? We would like you to join. Benefits include a subscription to *SSA Globe*, the Vermont SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, membership rewards, publications and legal information.

Membership in VTSSA is available to any owner/operator with a facility in Vermont or any vendor by paying the requisite dues. Please visit www.ssvt.org to print out a membership application.

See Across the Country, page 48

Virginia

VIRGINIASSA.ORG

Thank you for those of you who attended the Virginia SSA educational seminar in Norfolk last month. It was a successful day of networking with industry colleagues and sharing

information with those around the region. Thank you to our sponsors who participated in this meeting.

Not yet a member of the VASSA? You are missing out on the only official self storage association for the Commonwealth of Virginia. Membership in the Virginia Self Storage Association is available to any owner/operator with a facility in

Virginia or any vendor by paying the requisite dues. Visit www.virginiassa.org to apply.

For more information on the Virginia Self Storage Association, please visit www.virginiassa.org or contact Nichelle Nassif at VASSAexecdir@selfstorage.org.

Washington

WA-SSA.ORG

Membership in the Washington Self Storage Association is a tremendous resource for those who own and/or operate self storage in Washington. Being a WA-SSA member also gives you associate member status in the SSA, with access to many of the national association's resources and opportunities. If you aren't a WA-SSA member, you can sign up at www.wa-ssa.org. It's a great, low-cost investment for your business.

Wisconsin

WISELFBSTORAGE.ORG

If you'd like to become a member of the Wisconsin Self Storage Association, please contact Barbara Scheibe at bscheibe@wi.twcbc.com, or visit www.wiselfstorage.org.

Asia

SELFSTORAGEASIA.ORG

美國迷你自存倉商會過往成功協助自存倉營運者在美國發展。亞洲迷你倉商會的目標是在亞洲達到相同效果!

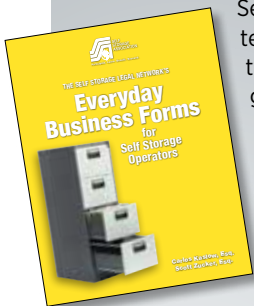
現時在亞洲的迷你自存倉業和市場意識仍在發展階段,可說是冰山一角。現在就是把握迷你自存倉業高速增長,進入這行業的最佳時機!亞洲市場擁有超過9億多的龐大消費者群,可是營運中的自存倉只有少於二千間。由此可見,此行的仍有很大發展空間。

為此,亞洲迷你倉商會在2014年3月底成立,以協助迷你自存倉業在亞洲區內有良好而穩定的增長。

亞洲迷你倉商會為會員提供一系列服務。通過教育講座、市場營銷、市

THE SELF STORAGE LEGAL NETWORK'S

Everyday Business Forms for Self Storage Operators



Self storage is the rental of non-residential real estate. Each tenant is required to execute a written rental agreement that typically states that it can only be modified in writing. While a good rental agreement will work well for most customers, you will have customers and situations that require that additional forms be used in conjunction with the rental agreement.

This manual provides addendums and forms to deal with business situations that frequently arise at self storage facilities. The forms provided are models that you will be able to modify to conform to your rental agreement and other documents.

We hope that having these forms will make serving your customers' needs easier and will allow site personnel to respond properly when requests are made.

**Sold electronically (PDF & MS Word)
Members \$150 | Not-Yet Members \$200**

Self Storage Collections & Lien Sale Handbook



No self storage operator wants to conduct lien sales, but they are a necessary part of the rent collection process. Lien laws in 48 states and the District of Columbia grant to self storage facility operators the legal right to sell delinquent tenant stored property when rent is not paid. The lien laws provide, in reasonably clear language, the steps that storage operators must perform prior to conducting a lien sale. However, the state lien laws do not provide clear guidance on the nuts and bolts requirements of actually holding a distressed property lien sale or public auction. This manual provides some of the forms that every self storage operator should consider as part of the process in conducting a self storage lien sale. They

can be used whether you conduct your own sales or retain an auctioneer to assist you.

This publication is sold electronically. | Members \$100 | Not-Yet Members \$150

Order your copy today!

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(703) 575-8000

場研究、提高行業標準、倡議及商業社交網絡方面的重要機會協助會員發展。我們鼓勵會員積極參與和策劃各種活動及推廣方針。

亞洲迷你倉商會將首次在2015年5月於東京舉辦亞洲迷你倉展。我們希望大家踴躍參與，來發掘亞洲機遇。

如有詢，請聯絡Luigi La Tona先生。
電郵:luigilatona@selfstorageasia.org
www.selfstorageasia.org

The Self Storage Association in America has worked successfully to grow and partner with self storage industry providers in America and the Self Storage Association Asia aims to do much the same, but in Asia! The presence of self storage and its awareness in Asia is at the tip of the iceberg. The time to enter the market and take advantage of the growth potential is now. With more than 900 million consumers and fewer than 2,000 facilities spanning a dozen countries cramped in dense and populated cities, there is a lot of business to be had and room for the industry to grow. The Self Storage Association Asia (SSAA) was formed in March 2014 to support industry growth throughout the region. The SSAA supports the interests of our members who include current and potential facility owners, managers and suppliers, by way of education, information, advocacy, standardization, research, networking, marketing and events. As a membership organization, we encourage these groups to proactively participate in order to grow their industry and business.

The SSAA will host its first expo in Tokyo, Japan, in May 2015. We encourage all to join in order to discover self storage opportunities by discovering Asia.

Reach me, Luigi La Tona, for more information: e-luigilatona@selfstorageasia.org; www.selfstorageasia.org.

Australasia

SELFSTORAGE.COM.AU

To become a member of the Self Storage Association of Australasia,

contact Rachel Muir at rmuir@self-storage.com.au.

Brazil

WWW.ASBRASS.COM.BR

Atualmente o Brasil oferece aproximadamente 260.000 m2 de área locável, porém o crescimento da oferta tem sido irregular. A cidade de São Paulo com uma população aproximada de 12 milhões de pessoas, oferece em torno de 120.000 m2, enquanto o Rio de Janeiro, com população aproximada de 6,5 milhões, oferece por volta de 15.000 m2. Outras cidades com mais de 2 milhões de habitantes, como Salvador, Fortaleza e Curitiba, também apresentam significativo potencial de crescimento. Contato: presidencia@asbrass.com.br

Brazil offers close to 260,000 sq. meters of rentable space, but growth has been uneven. São Paulo city, with a population of about 12 million people, offers around 120,000 sq. meters, while Rio de Janeiro, with a population of about 6.5 million, offers around 15,000 sq. meters. Other big cities with more than 2 million people, such as Salvador, Fortaleza and Curitiba, also offer significant growth potential.

Contact: presidencia@asbrass.com.br

Canada

CSSA.CA

For more information or to become a member, please contact us at 888-898-8538 or email info@cssa.ca.

Federation of European SSAs

FEDESSA.ORG

To join the Federation of European Self Storage Associations, contact Rennie Schafer at rschafer@ssauk.com.

Japan

Japan Self Storage Association

JAPANSSA.ORG

詳細な情報や日本セルフストレージ協会のメンバーになるためには、info@japanssa.orgで克己渡辺までご連絡ください。

For more information or to become a member of the Japan Self Storage Association, please email Katsumi Watanabe at info@japanssa.org.

Rental Storage Assoc. of Japan

詳細については、日本政府のレンタルストレージ協会のメンバーになるためには、rsaji@trwinds.comで達也佐治までご連絡ください。

For more information or to become a member of the Rental Storage Association of Japan, please email Tatsuya Saji at rsaji@trwinds.com.

Latin America

LASELFSTORAGE.ORG

To become a member of the Latin America Self Storage Association, contact Nancy Torres at 770-880-4659 or info@laselfstorage.org.

Mexico

AMDAAC.COM.MX

La Asociación Mexicana de Auto Almacenaje, A.C. organizó un Taller en mayo, sobre las Leyes de Extinción de Dominio y de Protección de Datos. AMDAAC está en el proceso de tener un Estándar de Competencia para la Administración de inmuebles de Mini Bodegas para auto-almacenaje

Informes: jtardan@amdaac.com.mx. Visite: www.amdaac.com.mx

The Mexican Self Storage Association organized a workshop in May, on Dominion Extinction and data protection laws. AMDAAC is in the process of developing a standard of competence for mini storage property management for self storage.

Contact: jtardan@amdaac.com.mx. Visit: www.amdaac.com.mx. ❖

It's here... THE 2013 SELF STORAGE DEMAND STUDY!



The primary purpose of this study is to tell us who uses self storage, how and why, and—most importantly—to **project future demand**.

It will do so by helping us to **understand the current incidence** of usage and how it is tied to area **demographic characteristics**.

It will provide us with another view on **what drives demand**, with insights as to how customers use self storage.

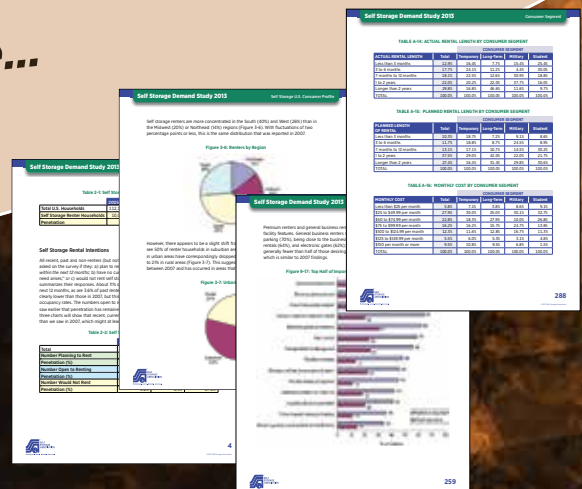
Our goal in undertaking this research project was to develop and organize the **self storage industry's data** and make it available to you.

Those who plan to succeed in this business will **use it** and **benefit from it**.

**Know your customer. Know your numbers.
Get the data you need to operate...
effectively and efficiently!**

**345 pages
407 charts, tables and graphs**

**\$200 direct members
\$250 affiliate members
\$350 not-yet members**



**Purchase at
www.selfstorage.org**

around self storage

Boilini to Head Business Development at Baja Construction



Baja Construction Company, based in Martinez, California, announced that Robert Boilini recently joined the company as business development manager of its self storage division. Bob brings more than 30 years of experience in light gauge steel building systems sales and marketing to Baja. He will be responsible for the

nationwide marketing of the self storage building systems that Baja designs and fabricates.

Reach Bob at rwb@bajacarports.com or 602-758-0202 for further information regarding Baja's structures and services.

My Neighborhood Storage Center Partners with BASE Camp



My Neighborhood Storage Center recently announced its partnership with BASE Camp Children's Cancer Foundation, a non-profit organization dedicated to providing year-round support for children and families who are facing the challenge of living with cancer and other life-threatening hematological illnesses.

Terri Jones of BASE Camp expressed her excitement about the possibilities that the partnership will have on improving the much needed resources and impact of the organization. "I want to thank My Neighborhood Storage Center for making a difference in a child's life," she said. "Funding from this project will deliver smiles to many children fighting cancer."

My Neighborhood Storage registered with Charity Storage, an industry non-profit that helps operators raise money for worthy causes through auctions at their facilities. Sixty percent of all net proceeds will be donated to BASE Camp, while 30 percent will go to Kure It Cancer Research and the remaining 10 percent to the Self Storage Association Foundation.

"At our core we desire to be more than just storage and continually look for opportunities to give back to the communities we serve," said Adam Mikkelsen, vice president of Liberty Investment Properties, Inc., which manages the My Neighborhood Storage Center brand.

DBCI Promotes Allen to Oversee Estimating, Inside Sales



Roll-up door manufacturer DBCI announced that Bray Allen has agreed to head the company's estimating and inside sales departments. In the new role, he will focus on efficiency and customer service advancements.

Bray began his career with DBCI in 2004 as an inside sales representative.

Over the last 10 years, he has held positions in customer service, sales, and research and development, where he led the development of DBCI's innovative Curl-Lok technology.

Bray is also DBCI's representative to DASMA, where he serves as chairman of the Sheet Door Committee and vice chairman of the DASMA Rolling Door Division.

Talonvest Capital Expands Further with Hiring of Kim Leslie



Talonvest Capital, Inc. announced the recent hiring of Kim Leslie, who will work closely with the company's principals while managing the underwriting, placement, and processing of client transactions. In addition, she will be responsible for expanding existing client relationships and developing new ones.

Kim joins Talonvest Capital after working with its principals for many years at a predecessor firm. She began her commercial real estate career as an analyst at The Irvine Company, where she worked for several years after graduating from the University of Southern California with a Bachelor of Science degree in business administration.

"Kim's acumen and skill set will further enhance the value that clients experience as they work with the Talonvest team," said Tom Sherlock, a Talonvest principal. ❖

SSA Health Insurance Marketplace

**EXPANDED SSA
Member Benefits**

Expanded Coverage Options for Self-Storage Professionals

More choice and improved benefits for SSA members!

The Self Storage Association has partnered with MiniCo Insurance Agency to offer an expanded range of health insurance coverage options.

The SSA Health Insurance Marketplace

is a private healthcare exchange that includes a variety of programs to meet a wide range of insurance needs.

SSA members and their employees and families are eligible including full-time, part-time, seasonal, temporary and contractors.



- **Deductible Supplement NEW**

Manage increased out-of-pocket exposure with supplemental cash benefits for accident and sickness; benefits are paid regardless of other insurance

- **Major Medical**

High-deductible, traditional major medical insurance

- **CoreHealth Insurance**

Guaranteed acceptance, limited indemnity medical insurance

- **Drug Card America**

Free pharmacy program with savings up to 55% on generics and 15% on name-brand prescriptions

- **CoreDental Insurance**

Coverage for dental expenses, vision, hearing and orthodontia

- **SMART Short Term Medical**

Temporary health insurance for people in between jobs, recent college graduates, seasonal workers and more

The SSA Health Insurance Marketplace program is a valuable incentive for employee recruitment and retention.



www.SSAInsuranceMarketplace.com / 888-226-6857

The Self Storage Association thanks this month's sponsors for advertising in the SSA Globe.

Company	Phone	Website	Page
AGF Manufacturing	610-240-4900	testanddrain.com	30
All From 1 Supply	877-256-3991	AllFrom1Supply.com	56
Bader Company	888-223-3726	baderco.com	11
Baja Construction	925-766-2612	bajacarports.com	31
BOS Container USA	914-548-0186	boscontainer.com	36
Centershift	801-303-1300	centershift.com	16
Chateau	800-833-9296	chateauproducts.com	13
CubeSmart	877-244-8799	cubsmart.com/management	21
Domico	800-688-6181	domico.com	9
Empower Software	877-672-6257	storagecommander.com	28
Everbrite, Inc	800-304-0566	renewstorage.com	18
Jernigan Capital, LLC	305-381-9696	jernigancapital.com	37
Kiwi Construction	877-465-4942	kiwiconstruction.com	18
Marcus & Millichap	303-328-2050	marcusmillichap.com	10
MiniCo Insurance Agency, LLC	800-447-8383	minico.com	17
On the Move	800-645-9949	onthemovetrucks.com	29
OpenEdge	800-513-2579	openedgepay.com	8
Phone Smart	866-639-1715	phone-smart.info	20
Sentinel Systems Corporation	800-456-9955	sentinelsystems.com	15
SiteLink	919-714-7374	sitelink.com	2
Storage Treasures - Storage Battles	480-397-6503	storagetreasures.com, storagebattles.com	55
Syrasoft	800-817-7706	syrasoft.com	5
Uncle Bob's Management	877-270-4665	unclebobsmangement.com	19
Universal Storage Containers	800-385-0755	universalstoragecontainers.com	7
ZipCubes Storage Corp/Seateq	415-982-1508	zipcubes.com	36

Sponsors of the *SSA Globe* magazine help reduce the annual cost of producing and distributing important information to SSA members. As the only nonprofit magazine in the industry, all revenues generated by the *SSA Globe*, or any other SSA events or products, are recycled into programs that benefit the industry, and in particular, the SSA membership. Published *SSA Globe* advertising rates are the discounted rates for vendor members and are nonnegotiable, as all vendor members are treated equitably. The SSA offers this directory as a free service to our advertisers and readers and cannot be accountable for omissions or errors.



The Self Storage Association Foundation thanks the sponsors/advertisers of the SSA Globe magazine.

***Your target market is reading this magazine.
Is your ad here for them to see?***

Reserve your ad space now!

**Contact Tom Comi,
703-406-6148 or tcomi@selfstorage.org**

Here is a snapshot of the **South Atlantic Region** which currently consists of Florida, Georgia, Maryland, North Carolina, Tennessee and Virginia. We look at 2Q 2014 data as it pertains to asking rent by size of unit, asking rent per square foot and vacancy rate trends. We compare this region with the U.S. average and show you a sample of metro area data from **Orlando, Florida**.



See what YOUR market looks like. 50 Markets and 279 submarkets, forecasts and sales comps now offered. Over 11,000 survey participants per quarter. Go to www.selfstorage.org to order your report today!

Monthly Rent by Size of Unit (Second Quarter 2014)

	5' x 5'	5' x 10'	10' x 10'	10' x 15'	10' x 20'	10' x 10' PSF*
Non-Climate Controlled						
U.S. Average	\$54	\$75	\$119	\$154	\$187	\$1.19
South Atlantic Region	\$49	\$69	\$110	\$142	\$174	\$1.10
Climate Controlled						
U.S. Average	\$66	\$95	\$152	\$199	\$246	\$1.52
South Atlantic Region	\$61	\$92	\$149	\$197	\$249	\$1.49

* per square foot

Vacancy Rate Trends

Quarterly:	2Q 14	1Q 14	YTD Avg	Annualized 1 Year
U.S. Average	10.9%	13.4%	12.2%	14.2%
South Atlantic Region	11.7%	14.1%	12.9%	15.2%
Period Ending	6/30/14	3/31/14	6/30/14	12/31/13

Metro Area: Orlando, Florida

Quarter/Year	Vacancy Rate	Asking Rent 10'x10' Non-Climate Controlled	Asking Rent % Chg	Asking Rent 10'x10' Climate Controlled	Asking Rent % Chg
Y / 2011	25.7%	\$91.25	n/a	\$118.44	n/a
Y / 2012	20.2%	\$93.18	2.1%	\$117.69	-0.5%
1Q / 2013	19.9%	\$92.27	-1.0%	\$117.11	-0.7%
2Q / 2013	16.5%	\$93.12	0.9%	\$117.58	0.4%
3Q / 2013	16.7%	\$92.78	-0.4%	\$118.49	0.8%
4Q / 2013	16.9%	\$91.82	-1.0%	\$117.92	-0.5%
Y / 2013	16.9%	\$91.82	-1.5%	\$117.92	0.0%
1Q / 2014	17.0%	\$91.79	0.0%	\$118.10	0.2%
2Q / 2014	14.0%	\$94.38	2.8%	\$121.34	2.7%

OTHERS PROMISE - WE DELIVER PROVEN RESULTS

THE NUMBERS SPEAK FOR THEMSELVES

4 OUT OF 6 REITS

7 OUT OF THE TOP 10 COMPANIES

14 OUT OF THE TOP 20 COMPANIES

26 OUT OF THE TOP 50 COMPANIES

6,500 FACILITIES NATIONWIDE

875,000 BIDDERS NATIONWIDE

55,000 AUCTIONS SUCCESSFULLY PERFORMED

262 AVERAGE BIDDERS PER AUCTION

14 UNIQUE BIDS PER AUCTION

\$378 AVERAGE SALE PRICE PER AUCTION



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