



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.

THANK YOU TO OUR 2015 SKI WORKSHOP SPONSORS



digital experience management®





SELF
STORAGE
ASSOCIATION

Participate. Learn. Benefit. Succeed.

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!



BIG SKY, MONTANA

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

Big Sky Resort gives you access to more skiing than anywhere else in the United States. With a Big Sky Resort lift ticket, you can access 5,800 skiable acres and endless ways to navigate 4,350 feet of vertical drop. At 11,166 feet it's easy to see Lone Peak's appeal to every age and level of skier and boarder. 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 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.
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- 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.
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- 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.
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- 7:30a** **Hot Breakfast Buffet**
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- 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**
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- 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.
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- 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.

TOTAL FEES ENCLOSED \$ _____

PAYMENT: Registration will not be processed without payment. Send a check payable to SSA in US funds, or provide credit card information as follows:

☐ Visa ☐ MasterCard ☐ AmEx

Card #: _____

Exp. Date: _____ Billing Zip Code: _____

Cardholder (print): _____

Signature: _____

RETURN REGISTRATION FORM TO:

Jennifer Pettigrew, Vice President
SSA Meetings Department
4189 Edinburgh 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.

	By 12/19	After 12/19
Adult	\$210	\$220
Children (under 18)	\$95	\$105