



## Alabama

[ALABAMASSA.ORG](http://ALABAMASSA.ORG)

Greetings from all of us on the board of directors of the Alabama Self Storage Association. We hope that 2015 is off to a great start for you, your families, and your self storage business.

It is time to renew your membership. By now you should have received your renewal invoice. Please take time to send in your renewal today. Remember that we have a new dues structure in place. If you have 250 or fewer total storage units, your dues are \$95. If you have 250+ total storage units, your dues are \$150. Your dues are based on the total number of actual storage units and not facilities. So, even if you have fewer than 250 units spread out over multiple facilities, you still only pay \$95. If you are a vendor, your dues are \$150. If you have any questions about membership or the renewal process, please visit [alabamassa.org](http://alabamassa.org) or contact any members of the board of directors.

In just a few short days we will have our annual Winter Conference and Trade Show, and it is not too late to register! The event will be held on Wednesday, February 18, at the unique Barber Vintage Motorsports

Museum in Birmingham. We have an incredible lineup of speakers this year. For the first time ever, SSA President Mike Scanlon will deliver one of our keynote addresses. We will also feature nationally sought after speakers and experts in the self storage industry, including Scott Zucker, Bob Copper and Mike Mele. The cost to attend is \$75 for members and \$100 for non-members. Take the time to register today at [alabamassa.org](http://alabamassa.org). Also, for the convenience of those who are traveling from out of town, we have a discounted rate available at the Hampton Inn across from the Barber Vintage Motorsports Museum. Simply call the hotel directly at 205-702-4141 and mention the Alabama Self Storage Association to receive the discounted rate.

We also hope to announce some important lien law legislation updates in the coming weeks. The general session of the Alabama Legislature just began. Please check our website and our newsletter for important updates and calls to action.

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](mailto: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 via [alabamassa.org](http://alabamassa.org), or Brent Fields at 205-685-0244 or [brent.fields@docupak.com](mailto:brent.fields@docupak.com).

## Arizona

[AZSELFSTORAGE.COM](http://AZSELFSTORAGE.COM)

AZSA educational offerings this winter focus on technology, operations and legal issues. Already presented in Phoenix and Tucson, the workshop will be offered next in Yuma on January 20, 6:30–8:30 pm, at America's Best Value Inn. The series will be featured in a statewide webinar in April, and workshops elsewhere in the state are being planned.

AZSA's own technology guru, James Appleton, board member and chair of the Technology and Communications Committees, will lead the sessions on technology. One of the things James focuses on is cost of acquisition for each new tenant gained. He emphasizes the importance of the concept

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raised frequently by AZSA's immediate past president, Don Favreau of Uncle Bob's Storage: lifetime value of a customer, which goes beyond the current rental period because so frequently tenants come back to rent again, and they all have a network of friends and family to generate word-of-mouth referrals (and word of online peer review, these days).

James compares various marketing tactics designed to attract prospects, including signage on your property, billboards, website advertising, pay-per-click ads and the yellow pages. For each tactic, the average cost, number of leads generated, and number of move-ins secured are shown, based on industry data. Results suggest that pay-per-click is the costliest, at an average acquisition cost of \$250, versus only \$17 per move-in generated by your website.

"Answer the phone." This is critical, says James, echoing the message sent by many self storage experts in educational sessions at conferences and trade shows all over the country over the past year. "Don't rely on answering machines or you've already lost the sale," he says. "Despite the capability to reserve online and rent via kiosk, 95+ percent of self storage leads are phone calls. Prospective tenants overwhelmingly want to speak to a manager."

Carol Krendl of SkilCheck, leading the sessions on optimizing operations, agrees: "Don't miss a sales call. Do you know some people won't even leave a message? They just move on to your competition." She encourages managers to practice, record, listen, and assess themselves to be sure they are not just selling price or the current promotion. She also encouraged owner/operators to consider technological options to be sure they don't miss sales calls, such as having a call center pick up the call after the fourth ring.

Another one of Carol's main messages to improve sales: keep training and

retraining, because "skills slip and situations change—competition, pricing strategies, the market."

At each workshop, Richard Marmor, Esq., makes himself available to answer legal questions raised by attendees, ranging from selling vehicles to death of a tenant and everything in between. He reminds owner/operators that if your lease does not comply with Arizona self storage lien law, then you don't have a lien that may be foreclosed if a tenant fails to pay rent. That's why the AZSA lease, reviewed annually by two lawyers with respect to Arizona law, case law around the country, and best practices, is such a valuable asset available to AZSA members.

These subjects and more will be featured in AZSA's 18th Annual Self-Storage Conference, Trade Show, and Golf Tournament, May 4–6, at the Wild Horse Pass Hotel & Casino in Chandler, Arizona. Exhibit kits were shared with AZSA associate/vendor members on December 1 and were available to non-members as of January 1. Exhibits are expected to sell out, so make your reservation early to secure a space. Register online at [azselfstorage.org](http://azselfstorage.org).

Contact the Arizona Self-Storage Association at [azsahq@gmail.com](mailto:azsahq@gmail.com), 602-374-7184, PO Box 44031, Phoenix AZ, 85064. Our website is [azselfstorage.org](http://azselfstorage.org). Executive Director Anne Mari DeCoster will be happy to help you. We look forward to seeing you at our next events. Check the website for details and sponsorship opportunities.

## Arkansas

[ARSSA.ORG](http://ARSSA.ORG)

The Arkansas Self Storage Association (ASSA) held its Tenth Annual General Meeting and Expo 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 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](http://CALIFORNIASELFSTORAGE.ORG)

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

## Colorado

[COLORADOSSA.COM](http://COLORADOSSA.COM)

We’re looking forward to our 2015 bi-annual meetings. COSSA’s spring meeting and trade show is scheduled for May 13 at the Inverness Conference Center in Englewood. And our fall meeting will be October 16 at the Doubletree Hotel in Denver. Circle those dates on your calendars now so you won’t miss either one.

We’re also planning another lien sale training session sometime in February or March, so if you missed the first one last fall, be sure to watch for the upcoming date and time for that meeting. Rich Schur, of Schur Success Auctions, has again graciously offered to conduct this meeting and answer all of your questions about the auction process. We’ll be limited to 30 attendees at this meeting, so be sure to register early to guarantee your seat.

For an up-to-date Colorado lease and 15 operational forms which we’ve dubbed “The Big Easy” package, visit [coloradossa.com](http://coloradossa.com). We’ve recently updated the lease agreement to add some additional language with protections for any marijuana issues that 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. This package is available to COSSA members only.

To join COSSA, just log onto our website and download the membership application or email [cossa@q.com](mailto:cossa@q.com). Do your part to support the self storage industry and become an active supporter of your industry association.

## Connecticut

[CTSSA.ORG](http://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 ([ctssa.org](http://ctssa.org)). Make a financial contribution to our Legislative Fund to help defray lobbying costs (CTSSA, P.O. Box 354146, Palm Coast, FL 32135). Be part of any grassroots call-to-action (send your email address to [ctssa@ctssa.org](mailto:ctssa@ctssa.org)) and we’ll notify you when it is time to contact the legislators in your district.

A developers seminar, which will cover ground-up, expansion, and remodel, is planned for April 15 at the Publick House in Sturbridge. Please check [ctssa.org](http://ctssa.org) for details. Planning has begun for another spectacular trade show in the fall. Watch for details on our website and in this listing.

As of January 1, our board of directors are president Charlie Fritts, Storage Investment Management; vice president Jessica Lamoureux, Bruen Deldin DiDio Associates; secretary/treasurer Michael Barker, Meriden Self-Storage; immediate past president JR Clisham, Connecticut Self Storage; and directors Marshall Dubaldo, Coventry Self Storage; Mike Elliott, Stor-U-Self Portland; Damon Emerson, StorSmart Insurance; Lori Goodin, Coventry Self Storage; Cheryl Havel, Riverton Self Storage; and Brian Riva, Stor-It-All.

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. The

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CTSSA membership application is online at [ctssa.org](http://ctssa.org), or 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](mailto:lbolduc@ctssa.org).

## Florida

### FLORIDASSA.ORG

The Florida Self Storage Association (FSSA) hosted its annual Owners, Operators and Investors Summit on November 6, 2014, at the Disney Yacht Club Resort, Lake Buena Vista. In addition to great industry education and networking, attendees had the opportunity to spend an evening at Epcot's Wine & Food Festival. The entire day was a great success. If you missed it, plan now to join us at the same great location on November 5, 2015.

As of January 1, our board of trustees includes Matt Van Horn, president, Cutting Edge Self Storage; Scott Kelly, president-elect, Synergy Storage Group, Inc.; Luke Elliott, treasurer, Marcus & Millichap; Howard Pryor, past president, US Storage Centers Management Company; and directors Todd Allen, Reliant Real Estate Management; Stan Bullington, Champion Self Storage; Dennis Hofmann, Wells Fargo Insurance Services; Travis Lawhorne, William Warren Group; Mark Poole, Liberty Investment Prosperities; and Chris Potash, Self Storage Zone.

Our next expo will be held May 13–15 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. Registration opens

in January, so check our website for the link: [FloridaSSA.org](http://FloridaSSA.org). Links to our exhibitor and sponsor information are also available at [FloridaSSA.org](http://FloridaSSA.org).

We know it's still early, but if you like to plan ahead, save these 2016 expo dates: May 11–13, 2016.

Also on our calendar for 2015 are webinars and regional meetings. The website is constantly being updated as dates and registration opens, so check often for the latest. Visit [FloridaSSA.org](http://FloridaSSA.org). The webinars are free for members and \$49 for nonmembers. If you're 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. The FSSA membership application is online at [FloridaSSA.org](http://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](mailto: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 January 13 program featured keynote speaker Bob Copper of Self Storage 101. His topic was: "Success in 2015: Three Things You Must Do Well." Bob discussed how your self

storage business is too important and valuable to leave its success to chance.

Self Storage 101 is a full-service self storage management solutions firm with offices in Alabama and California. They have managed, owned and consulted with hundreds of owners and have collectively written for *Inside Self Storage*, *Mini Messenger*, the Self Storage Association's *SSA Globe* magazine, and other publications on the topics of store effectiveness.

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 the executive director at [gassa.org@gmail.com](mailto:gassa.org@gmail.com), phone 678-764-2006, or fax 678-264-0968. Visit [gassa.org](http://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.

## Illinois

### ILSELFSTORAGE.ORG

Mark your calendar for June 2 for the 2015 IL-SSA Great Lakes Summit. It will be held again at the Doubletree Magnificent Mile in downtown Chicago. Visit [ilselfstorage.org](http://ilselfstorage.org) for more details.

And if you're not yet a member, you can join on the site or contact [ILSSAExecDir@selfstorage.org](mailto: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.

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

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  - 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](http://www.selfstorage.org)

**eTEST.NET**

## Indiana

[SSAINDIANA.ORG](http://SSAINDIANA.ORG)

Save the date for the Indiana Self Storage Association Annual Meeting taking place in Indianapolis on April 23. Please visit [ssaindiana.org](http://ssaindiana.org) for more details about the meeting and to register.

Not yet a member of the Indiana SSA? Membership is available to any owner/operator with a facility in Indiana or any vendor, and 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 [INSSAexecdir@selfstorage.org](mailto:INSSAexecdir@selfstorage.org). Articles are always appreciated.

## Kansas

[KSSOA.ORG](http://KSSOA.ORG)

Our fall luncheon was on November 13 at the Crestview Country Club in Wichita. Our program included speaker Scott Zucker who is known for his Legal Monthly Minute. Chris Baird with Automatit also spoke on SEM don'ts, and we had a great crowd. A re-run was suggested for May.

Spring meeting planning starts now. Let us know of any ideas you'd like to see included.

Also, if you have any interest in serving on the board or becoming more involved, your volunteer time and ideas would be greatly valued.

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 any one of its single member benefits. Thankfully the 2012 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 [KSSOA.org](http://KSSOA.org) or call Shawn Herrick at 785.286.1110. Visit our website for updated information as they become available at [kssoa.org](http://kssoa.org).

Our current contact information is KSSOA, 7321 NW Rochester Road, Topeka, Kansas 66617; phone: 785.286.1110.

## Kentucky

[KYSSA.ORG](http://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](mailto:KYSSAexecdir@selfstorage.org) with any questions.

## Louisiana

[SSALA.ORG](http://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 [ssala.org](http://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](mailto:ssala@cox.net). Remember, membership renewals will be sent out in January, and we hope to count on your continued support.

## Maine

[MAINESSA.COM](http://MAINESSA.COM)

The Maine Self Storage Association's next meeting will be March 5, at Duffy's Tavern & Grill in Kennebunk. Join us at 5:30 pm at this new venue for what is sure to be an extraordinary

meeting. Stay tuned to our website and Facebook page for more information, including speaker, topic, etc.

MeSSA's January meeting at the Muddy Rudder Restaurant in Yarmouth was a smash hit. Pete Bouchard, head meteorologist from Channel 7, WHDH in Boston opened the evening with some interesting weather information and entertained attendees by sharing some of the more colorful hate mail he's received. Attendees also gained loads of information by peppering our "panel of experts" with loads of storage-related questions.

MeSSA is excited to announce that Scott Zucker will be our featured speaker at our 2015 conference, scheduled for April 16–17 at Hollywood Hotel & Casino. This has proven to be a fan-favorite venue. Stay tuned for details on additional speakers and for more information about this stellar event.

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](mailto:mark@mainessa.com), or visit [mainessa.com](http://mainessa.com). We also encourage everyone to become a fan of MeSSA on Facebook.

## Maryland

[SSAMARYLAND.ORG](http://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

[MASELFSTORAGE.ORG](http://MASELFSTORAGE.ORG)

The Massachusetts Self Storage Association (MASSA) succeeded in securing changes to the Massachusetts lien laws. Our sponsors were Senator Michael Moore and Representative Joseph Wagner. With their help, the help of their staff and the assistance of our lobbyist, Mark Malloy of Lynch Associates, the new law will go into effect mid-January. We extend our thanks to Tim Dietz, SSA, for his support and assistance throughout the process. We'd also like to thank all of our volunteers for their help with special recognition of Mike Kane, Ashland's 126 Self Storage, Inc.; Steve Tranni, Stor-U-Self; and Joe Victoria, Self Storage Center.

A developers seminar which will cover ground-up, expansion, and remodel, is being planned for April 15 at the Public House in Sturbridge. Planning has begun for another spectacular trade show in the fall. Please check [maselfstorage.org](http://maselfstorage.org) for details.

Effective January 1, our board of directors will include president Michael Kane, Ashland's 126 Self Storage; vice president Joe Victoria, Broco Realty, Self Storage Center; secretary/treasurer Connie Neville, Sperry Van Ness | Commercial Realty; immediate past president Steve Tranni, Stor-U-Self; and directors Paul Maglio, Storage Auction Solutions; Brian Picanco, U-Haul of Boston; Kellee Snyder, Stor-U-Self; and Scot Vayo, Casey Storage Solutions.

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. The MASSA membership application is online at [maselfstorage.org](http://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](mailto:lbolduc@maselfstorage.org).

## Michigan

[SELFSTORAGEMICHIGAN.ORG](http://SELFSTORAGEMICHIGAN.ORG)

Visit the new completely remodeled SSAM website, [selfstorage-michigan.org](http://selfstorage-michigan.org). While you're there, please check your storage listing to make sure it's accurate. Find the latest industry news and the association event calendar in the member login section. 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 [selfstorage-michigan.org](http://selfstorage-michigan.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

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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 the SSAM website [selfstoragemichigan.org](http://selfstoragemichigan.org).

## Minnesota

**MINNESOTASSA.ORG**

Save-the-date for the Minnesota Self Storage Association Annual Meeting, taking place in Minneapolis on April 9. Please see the MNSSA website for details about meeting and to register.

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](mailto: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 [msssoa.org](http://msssoa.org) for details, or email us at [msssoasn@gmail.com](mailto:msssoasn@gmail.com).

We have updated our lease agreement. Contact Executive Director Janice Porter at [msssoasn@gmail.com](mailto:msssoasn@gmail.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 operators, vendors and sponsors. Meet us in St. Louie for the annual Missouri self storage trade show in 2015. Yes, St. Louis, Missouri. Not only do we have a new location; but also a new show schedule.

Mark your calendars now. The trade show will be held August 9–11 at the Hilton Ballpark St. Louis in downtown St. Louis. We are seeking sponsors and vendors to participate and promote your business. Janet can provide you all the details. You won't want to miss the new venue and new show schedule.

The association is also planning a regional meeting for March. Details are being finalized and can be found on the website.

Visit [mssoa.org](http://mssoa.org) today. You can join MSSOA, renew membership, order model rental agreements (MRA's) and view membership lists of owners as well as vendors. Also, please "like" us Facebook.

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**

Salutations, Nevada self storage owner/operators! Our new president, Greg Welsh, is excited and in full swing for 2015. His energy is contagious as is his excitement. "I am eager to meet more of the membership and work with them in the coming two years to bring powerful and informative sessions and added value to their membership," he said.

We also look forward to the upcoming ISS World Expo in April. Our education committee is working hard to

bring you a dynamic and informative education session at the lovely Paris Las Vegas. Join us as we partner with *Inside Self Storage* April 7–9 for progressive education programs, networking events and access to the latest products and services.

This is the perfect time to join NVSSA and reap the benefits of membership. We offer our members the protection of lease agreements drafted by the attorney who developed current lien laws in Nevada. Our exclusive lease agreements come in a variety of formats to suit your needs. Call and see which option is right for you. Our new website offers owner/operators access to an array of vendors at their fingertips with our fabulous online directory. Come and see us at [nvssa.org](http://nvssa.org). Not on our email list? Sign up and stay up to date with current self storage happenings in Nevada. Our membership is affordable and a great value to your facility as we offer standard industry forms, educational sessions at no cost, legislative watch and legal information.

We welcome your feedback and strive to provide the most pertinent and up to date information for our members. Call Valerie at 702-952-2455 if you want to talk about how NVSSA membership can work for you. You may also submit your suggestions via email to: [Valerie@amnevada.com](mailto:Valerie@amnevada.com).

## New Jersey

**NJSSA.ORG**

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

We would like you to become a member of the New Jersey Self Storage 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 [njssa.org](http://njssa.org) to print out a membership application.

See *Across the Country*, page 52



# Certified Self Storage Manager

CSSM<sup>®</sup>

## Earn Your CSSM<sup>®</sup> Online!

The Self Storage Association (SSA) Certified Self Storage Manager Program advances the professionalism of the manager's role by offering standardized education and promoting continuing education and practical experience through continued tenure in the industry. For convenience, cost savings, and uniform accessibility to the industry, the CSSM<sup>®</sup> is attainable through SSA's Online University and the SSA Certified Self Storage Manager Program. Renewal of the designation is also simple, standardized, inexpensive, and at the designee's convenience throughout the renewal year. The new program can be found at [www.selfstorage.scholarlab.com](http://www.selfstorage.scholarlab.com).

**It's convenient, cost-effective and will make you a more valuable employee!**

- Standardized education through the SSA's Online University's SSA Certified Self Storage Manager Program – watch the videos then take the final exam
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- Single sessions are only \$49 for SSA members or the full package (for new certifications) is only \$599



Self Storage Association • 1901 North Beauregard Street • Suite 450 • Alexandria, VA 22311 • [www.selfstorage.org](http://www.selfstorage.org)

For the details about the CSSM Program, visit  
[www.selfstorage.scholarlab.com](http://www.selfstorage.scholarlab.com)

## New Mexico

[NEWMEXICOSSA.ORG](http://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 [newmexicossa.org](http://newmexicossa.org).

## North Carolina

[NCSSAONLINE.ORG](http://NCSSAONLINE.ORG)

Wondering why you should be involved with the North Carolina Self Storage Association?

**Membership Listing & Auction Postings:** Use these tools to help market your business. Membership includes free listings on the NCSSA website which are searchable by the public. Auction postings are also free for members. The auction calendar can be viewed by anyone looking to obtain details about auctions across the state.

**Resources and Information:** The NCSSA website houses the NCSSA attorney-approved lease, auction forms, FAQs, legislative updates, legal information and much more industry related information. Send and receive information using the listserv or contribute to the conversation on the discussion forum. Your membership also includes a subscription to the bi-monthly electronic newsletter which keeps members informed of current affairs in the industry and upcoming events within the association.

**Convention, Seminars and Webinars:** Attend the annual convention and trade show and see what issues fellow owners and operators are facing at their facilities. There will

be sessions with topics of interest to managers, owners and vendors. In the spring, register for a regional training seminar or a webinar to expand your knowledge on topics such as marketing, customer service, auction process, etc. In 2014, the NCSSA annual convention had 200 attendees and 28 vendors!

**Affiliation with the National Self Storage Association:** The NCSSA is an authorized affiliate of the SSA. Because of the affiliation, each NCSSA member receives an annual subscription to the *SSA Globe* magazine and free call-in attendance to SSA's new monthly Online University live webcasts.

To join or renew, visit [ncssaonline.org](http://ncssaonline.org), or contact the NCSSA office at 919-459-2074 or [info@ncssaonline.org](mailto:info@ncssaonline.org).

## North Dakota

[NORTHDAKOTASSA.COM](http://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](http://northdakotassa.com).

## Ohio

[OHIOSSA.ORG](http://OHIOSSA.ORG)

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

We would like you to become a member. 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 [ohiossa.org](http://ohiossa.org) to print out a membership application.

## Oklahoma

[OKSSA.ORG](http://OKSSA.ORG)

If you are not yet a member of the Oklahoma Self Storage Association, we invite you to check us out at [okssa.org](http://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](mailto:oklahomassa@gmail.com) or call Jim Smith at 918-633-1572.

## Oregon

[ORSSA.ORG](http://ORSSA.ORG)

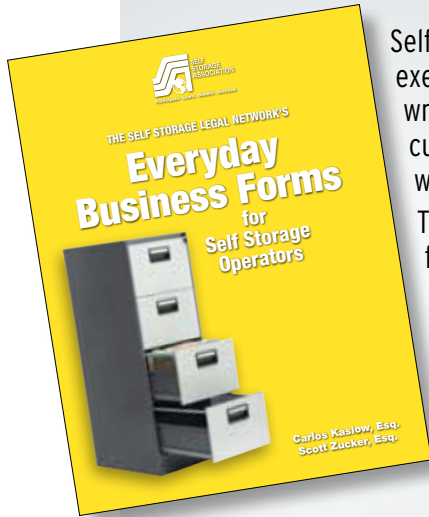
Have you done something to help others in your community? Do you get involved with helping local charities? Please send along your stories to [ORSSAexecdir@selfstorage.org](mailto:ORSSAexecdir@selfstorage.org) so we can share these in our newsletter.

Also, if you have writing skills and would like to submit an article to the

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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.

57 Pages. Sold electronically as a PDF and MS Word.

Members - \$150  
Not-Yet Members - \$200

[www.selfstorage.org](http://www.selfstorage.org)

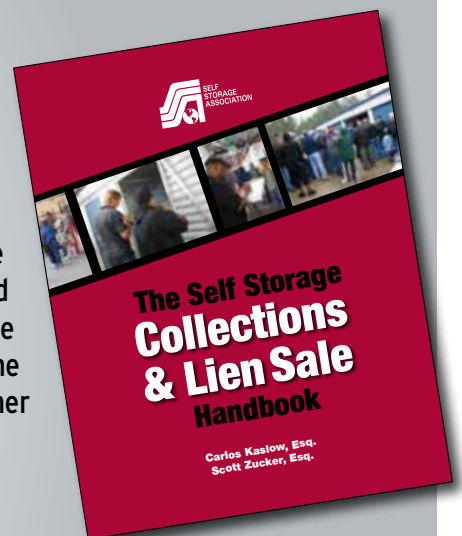
## Self Storage Collections & Lien Sale Handbook

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

[www.selfstorage.org](http://www.selfstorage.org)



ORSSA's newsletter, please submit your article to [ORSSAexecdir@selfstorage.org](mailto:ORSSAexecdir@selfstorage.org). Articles are always appreciated.

## Pennsylvania

[PASELFSTORAGE.ORG](http://PASELFSTORAGE.ORG)

For information about PASSA, please contact Kimberly Cossar at 717-441-6044 or [kimberlycossar@wannercass.com](mailto:kimberlycossar@wannercass.com).

## South Carolina

[SCSELFSTORAGE.ORG](http://SCSELFSTORAGE.ORG)

South Carolina has a new lien law and a new tenant insurance law. We did it! South Carolina self storage professionals have banded together with self storage professionals from all across the country and especially with our friends at the national SSA to get this law passed. Lien law reform has come to South Carolina.

Here are the highlights of changes that were passed into law in 2014:

Removed the requirement of delivery by certified mail, return receipt required to First Class mail with certificate of mailing, certified mail, or electronic mail.

Added a provision stating that if the lien is on a motor vehicle or watercraft, owner has the ability to have a South Carolina-licensed towing company remove the property after sixty (60) days.

Added a provision that if the owner determines that the property in the storage space has a sale value of less than \$300, the owner may dispose of said property after holding it for 60 days after default.

Clarified the definition of when default begins at seven days after rent is due.

Removed the requirement of starting a contract on the first of each month, as many current facilities operate on anniversary dates.

Come out and learn. Please email us at [Info@SCSelfStorage.org](mailto:Info@SCSelfStorage.org), call 803.814.4000 and visit [SCSelfStorage.org](http://SCSelfStorage.org).

Our next quarterly educational seminar is February 19 in Charleston, 11am–1 pm. We will discuss many topics of concern, including management issues and ideas, new technologies for self storage, legal updates from around the country and most especially our legislative updates.

If you are interested in attending our meetings, getting up-to-date on these or our many other efforts or if you have a way to help our industry through your participation, please contact at [Info@SCSelfStorage.org](mailto:Info@SCSelfStorage.org), phone at 803.814.4000, and visit our brand new and informative website at [SCSelfStorage.org](http://SCSelfStorage.org). Membership is easy and the benefits are great.

Save the dates:

April 23, Aiken, 11am–3pm

July 23, Greenville, 11am–1pm

October 22, Columbia, time TBD

Details: [scselfstorage.org/events](http://scselfstorage.org/events)

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

## Tennessee

[TNSSA.NET](http://TNSSA.NET)

The TNSSA is looking forward to an exciting 2015 and to seeing our membership grow. We are kick-starting this year with our first event on February 17 at the Chattanooga ChooChoo. Mark Shirey of [EZWEBSELFSTORAGE.COM](http://EZWEBSELFSTORAGE.COM) will speak to us about "Marketing for a Web Presence," with ideas that can be used on any budget. The 2014 TNSSA Manager of the Year Award will also be presented to the winning manager at this event. Thanks to our sponsors, Global Roofing Company, Express Building Systems and [iBid-4Storage.com](http://iBid-4Storage.com), for helping to make this luncheon possible.

Please note: We have added an additional 30 minutes to our luncheon events. The February luncheon will be 11:00 am – 1:00 pm Eastern, with networking from 10:30–11:00 am.

Check out [tnssa.net](http://tnssa.net). We have recently rolled out changes to our website layout. Also, members are encouraged to login and take advantage of the premium content that is available. Of special note is the recently updated standard lease agreement provided by attorney Scott Zucker. If you have any questions about the content that is available, please contact us at [info@tnssa.net](mailto:info@tnssa.net).

## Utah

[SSAUTAH.ORG](http://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. Send it to [UTSSAexecdir@selfstorage.org](mailto:UTSSAexecdir@selfstorage.org). Your input is always appreciated.

Looking for more information in the UTSSA? Our website, [ssautah.org](http://ssautah.org), provides Utah owner/operators and managers with the latest information on all the happenings with the Utah Self Storage Association.

## Vermont

[SSAVT.ORG](http://SSAVT.ORG)

Not yet a member of the VTSSA? We would like you to become a member. 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 [ssavt.org](http://ssavt.org) to print out a membership application.

## Virginia

[VIRGINIASSA.ORG](http://VIRGINIASSA.ORG)

Save the date for the Virginia Self Storage Association Annual Meeting,

taking place during the SSA Spring Conference & Trade Show at the Gaylord, National Harbor, on March 13. Please visit [virginiassa.org](http://virginiassa.org) for more details or to register.

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 [virginiassa.org](http://virginiassa.org) to apply.

For more information on the Virginia Self Storage Association, please visit [virginiassa.org](http://virginiassa.org) or contact Nichelle Nassif at [VASSAexecdir@selfstorage.org](mailto:VASSAexecdir@selfstorage.org).

## Washington

[WA-SSA.ORG](http://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 [wa-ssa.org](http://wa-ssa.org). It's a great, low-cost investment for your business.

## Wisconsin

[WISELFBSTORAGE.ORG](http://WISELFBSTORAGE.ORG)

The Wisconsin Self Storage Association will hold its annual Northwoods Symposium at the Jefferson Street Inn in Wausau on Wednesday, February 11. This year's featured speaker will be Jeffrey Greenberger, on "Hot Topics to Protect Your Self-Storage Business." Watch [wiselfstorage.org](http://wiselfstorage.org) for complete details.

Membership in the Wisconsin Self Storage Association includes listing your facility on the association website, an informative members-only section on the website, a discount on property insurance, a comprehensive lease designed for

self storage in Wisconsin, and much more. Visit our website or contact our office at 262.786.3960 for more information about membership.

## Asia

[SELFSTORAGEASIA.ORG](http://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长,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](mailto:luigilatona@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](mailto:e-luigilatona@selfstorageasia.org); [selfstorageasia.org](http://selfstorageasia.org).

## Australasia

[SELFSTORAGE.COM.AU](http://SELFSTORAGE.COM.AU)

To become a member of the Self Storage Association of Australasia, contact Rachel Muir at [rmuir@selfstorage.com.au](mailto:rmuir@selfstorage.com.au).

## Brazil

[ASBRASS.COM.BR](http://ASBRASS.COM.BR)

Atualmente o Brasil oferece aproximadamente 260.000 m<sup>2</sup> 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 m<sup>2</sup>, enquanto o Rio de Janeiro, com população aproximada de 6,5 milhões, oferece por volta de 15.000 m<sup>2</sup>. 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](mailto: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

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Across the Country, from page 56

population of about 6.5 million, offers around 15,000 sq. meters. Other big cities with more than two 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: 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: amdaac.com.mx. ❖



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More states coming... watch the website!



State self storage lien laws are broken down section by section with **extensive comments** provided by Self Storage Legal Network attorneys D. Carlos Kaslow and Scott Zucker. In addition, each state booklet includes a **Lien Sale Timeline**, **Lien Sale Checklist** and sample **Notice of Lien letter** written specifically for that state to meet its statute's requirements.

Order your copy today at

[www.selfstorage.org](http://www.selfstorage.org)

Member price: \$25 | Affiliate Members: \$30 | Not-Yet-Members: \$35

Bulk order pricing available. For details, call the SSA 703-575-8000