

# Striving To Be Better

*We ask storage executives about their company resolutions for 2015.*

By Laura Fries

New Year's resolutions aren't just for those looking to shed a few pounds or kick the old smoking habit. Especially when, depending on the magnitude of the celebrations, a New Year's hangover can last longer than the typical resolution. Experts say that vows of self improvement have an 88 percent fail rate, but those who make business resolutions each New Year are more likely to succeed in their goal setting.

The key to keeping a resolution, says Frank Ra in his book *A Course in Happiness*, is to share them with and for the benefit of others. Setting manageable goals is paramount to any business plan. It can be as simple as trying to add a more personal touch to everyday operations, keeping better records, or answering consumers in a timely manner. Customer appreciation is a great business skill that never goes out of style.

January is a natural time to reprioritize your business plans and review your business goals. Set short-term goals for long-term results. People who divide their resolutions into small, manageable chunks typically have more success. With that in mind, *SSA Globe* asked some owners and managers what their resolutions are for their business as well as their customers. Here's what they had to say:

## **Edward Hainrihar, Jr., VP of Operations The Amsdell Companies (Cleveland, Ohio)**



Our resolution for 2015 is two-fold. We want to continue to have organic growth in our existing facilities as well as continue to acquire and develop several stores in good markets with good potential. On the customer side...we want to be a full-service self storage and be on call for all needs. We have self storage, but we also have

a good mix of related products, including packing supplies, boxes, truck rentals, climate control facilities and drive-up sites. We also want to reach out to partners such as moving companies so that we can offer discounts to our clients. Our goal is to take the stress out of using self storage.

## **Andrea Minnick, General Manager Virginia Varsity Self Storage (Salem, Virginia)**

My resolution for 2015 is to make a stronger contribution to helping our local community. We are very involved in our community already, but it is so great for networking, advertising and giving back to the people who keep us in business. It's so important, and yet so easy to push it to

the side. In 2015, I want to see our company take what we have learned through our contributions this past year, and continue to build our relationship with the community, and organizations who work so hard to make our community as wonderful as it is!

## **March Chase, Vice President Southeast Management Company (South Carolina)**



[We have] a 2015 goal to significantly reduce discounts among customer rental rates. Offering move-in concessions with or without an expiration date has become a problem in our industry, one that dramatically affects bottom line performance. Unfortunately, we have no one to blame but ourselves for the customer expectation

of a discount. Southeast Management is taking steps to eliminate customer dependency on move-in concessions and non-expiring discounts. As a result, we hope to considerably increase the value of each and every customer in the upcoming year.

## **Grace Anderson, Director of Online Marketing Absolute Storage (Cordova, Tennessee)**

Absolute Storage Management is excited to start a brand new year and is intent on focusing our efforts on our new values and mission statement that we released in September 2014. We feel that our values are especially important, as they directly encompass what ASM stands for and what level we expect in our team members. These values of leadership, integrity, communication, teamwork, excellence and dedication are what drive the results we have seen in our properties and our performance.

## **Kari Kaltenborn, Director of Operations Magellan Storage (Los Angeles, California)**



Magellan Storage's 2015 New Year's resolution is to continue providing excellent customer service for our tenants while introducing new operational features such as paperless leasing and text message notifications. Our ultimate goal is to create a wonderful storage experience for current and new tenants by providing

a stress-free and enjoyable environment!

*See Resolutions, page 8*

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## Springbank Self Storage - Calgary, Canada

Providing Self-Storage where new construction is cost prohibitive and takes too long.



### Client Need:

Tim Ryman, owner of Springbank Self Storage located in Calgary, has a storage facility on 14 acres of land. His facility consists of permanent storage buildings as well as boat and RV parking. Tim needed a way to better utilize his land where it is too cost prohibitive, takes too long, and other restrictions exist to building a traditional self-storage facility. The USC Z-Box® was the perfect solution in being portable, stackable, and extremely durable to handle the challenging Canadian weather conditions.

### USC Solution:

Tim was able to put the Z-Box® container between rows of Boats & RV's to add storage to these areas. The per square foot rental income from the Z-Box® storage containers are much higher than the income from Boat & RV parking, which is of great benefit to running a profitable storage business. The portability of the Z-Box® allows Springbank Self Storage the flexibility to move these containers into areas that are not well suited for Boat or RV storage.

### Client Testimonial

*"USC was very thorough and responsive in working with me to expand my storage offerings. The sales associate reviewed all the features and helped me find the right size and options to best suit my needs. The quick delivery time and fact they send a representative out for the initial delivery is a great advantage. I'm also impressed that every container goes through a 60-point quality control check and it is waterproof tested. The price and service can't be beat."*

Tim Ryman, Owner

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**Ryan Reese, Manager  
Reese Storage (Fitzgerald, Georgia)**



From 1976–2013, our business was based primarily on paper. In 2014, we increased customer satisfaction and our bottom line by upgrading to a web-based software. In 2015, we plan to continue melding our successful business practices with modern techniques by offering tenant insurance to our clients. By doing so, we hope to ensure that Reese Storage thrives for another 30 years.

**Robert Madsen, President  
U-Lock Mini Storage (Western Canada)**



One of our goals is to further improve our integration of making self storage easy with online rentals and automated access permissions. We will also continue to expand and integrate our self storage and portable storage operations to fit the exact needs of our customers as they grow and change.

**David Allan, Business Development Manager  
Apple Self Storage (Aurora, Ontario)**

Apple Self Storage is going to be introducing some new and innovative products to offer something new to our existing customers and to reach out to a whole new demographic of storage customers. 2015 is going to be an exciting year of innovation and modernization for Apple!

**Travis M. Morrow, Vice President  
National Self Storage Management, Inc. (Tucson, Arizona)**



My resolution is to lower the acquisition costs of our leads and rentals with our new cooperative partners in the industry. I would like to utilize new technology to assist our managers in increasing collections at the store level, which we've already begun to implement.

**Justin Wethington, General Manager  
Seaport Storage (California)**

The primary goal of Seaport Storage in 2015 is to increase our social media presence. As most of us know, social media has become a necessity when operating a business. We have always been ahead of the curve with marketing efforts. Therefore, we will continue to educate ourselves with new technology and trends. ❖