



## Alabama

ALABAMASSA.ORG

Happy Independence Day on behalf of the board of directors of the Alabama Self Storage Association. Our nation's independence was won on numerous battlefields during our fight for freedom. Since then, the brave men and women of the United States Armed Forces have continued to fight not only to ensure our rights and freedoms, but also to deliver those who have been oppressed in other nations. As we reflect on the sacrifices our military has endured to deliver freedom, we encourage you to go out of your way to say thank you when you see a member of the armed forces.

In celebrating our freedom, let us take that same spirit of gratitude and appreciation to "Do Life" with us into our businesses. Often, self storage seems to be a simple, no-strings-attached business with low overhead and easy customer service. While this is true, friends, let's remember that we are providing an essential service to those who need it. Our customers are consumed with gearing up for school, packing up for vacation, dealing with the excitement of a move or starting a new small business.

How can we joyfully come alongside them and improve their quality of life? With intentionally remembering a name, providing a cold bottle of water or an eager smiling face to hold open the door, we become so much more than a streamlined business. We find ourselves doing life, together.

Life doesn't have to be "it is what it is," but rather, "it is what we make it." As we walk into our business, let's remember those who gave it all for us to be able to show up. Let's remember that behind every lock lies a story, a life, someone whom we can impact.

Don't be afraid to make a difference, have a happy Fourth of July, and enjoy the rest of your summer, friends.

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

## Arizona

AZSELFSTORAGE.COM

Summer is quiet in Arizona, except for the occasional unfortunate tourist experimenting to see whether you really can cook an egg on our sidewalks in summer. (You can't; it's a myth.)

AZSA has a busy fall calendar in the works, though.

September will find AZSA's board of directors sequestered for their annual retreat and planning session. AZSA's popular networking breakfasts are scheduled in Tucson on September 16 at IHOP on Grant & Rosemont, and another in Phoenix on September 30 at IHOP at 4501 E. Cactus. Both run from 8:00 a.m. to 9:30 a.m.

October will be a busy month. AZSA's board of directors' regular monthly meeting will be held on Oct. 16 at 8:00 a.m. at Vincent's, 3930 E. Camelback in Phoenix. This month's networking breakfast in Tucson will occur on October 14, IHOP on Grant & Rosemont, from 8:00 a.m. to 9:30 a.m. Also in October, AZSA will hold a Phoenix Regional Workshop on October 23, 6:30–8:30 p.m.

*See Across the Country, page 36*



Alabama  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Florida  
Georgia  
Idaho  
Illinois  
Indiana  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Mississippi  
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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  
Rental Storage Assoc. of Japan  
Japan SSA  
Latin America SSA  
Mexico SSA

## Across the Country, from page 35

at DoubleTree Suites, 320 N 44th St. in Phoenix (speaker and topics to be announced).

“Meet Us at the River!” will be our first tri-state event co-sponsored by the Arizona, California and Nevada self storage associations on October 17 at the Golden Nugget, in Laughlin, Nevada, featuring an array of speakers and topics! More details to come in the next issue.

For information on these and other AZSA activities, 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 [www.azselfstorage.org](http://www.azselfstorage.org) and Executive Director Anne Mari DeCoster will be delighted to help you.

## Arkansas

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

The ASSA is preparing for our 10th annual expo and general meeting. This year, we will be meeting in Little Rock at the Statehouse Convention Center September 24–25. The ASSA will host a golf tournament on September 24 at a local country club and a reception that evening. Booths are available for vendors. Contact the ASSA offices for more information at 501-607-4775 or email [info@arssa.org](mailto:info@arssa.org).

## California

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

When anyone celebrates a 10th anniversary, it is a big deal. In the case of the California Self Storage Association, celebrating the 10th annual Owner’s Summit on July 17 at the Balboa Bay Club & Resort in Newport Beach is a *very* big deal! Thanks to the generous support and involvement of Talonvest Capital, a great lineup of speakers and panels will once again demonstrate why the CSSA Owner’s Summit is one of the most highly anticipated self storage events of the year in California.

It starts with a top-notch keynote speaker in Neel Kashkari, former assistant secretary of Treasury, whose topic is, “Lessons Learned from Public Service and the Private Investment World.” Kashkari is a 2014 Republican candidate for governor of California, who also raised capital to help Silicon Valley entrepreneurs grow their companies at the San Francisco office of Goldman Sachs and led the Equities Group at PIMCO.

The panels and presentations at this year’s gathering will also include: (1) private owner CEO panel, topics to include value-add acquisitions completed in 2014; increasing cost of customer acquisitions due to online bookings; and effective growth strategies for small to large operators for 2014 and beyond; (2) a split roll proposition 13 presentation; and (3) a developments and construction panel.

Of course, it wouldn’t be a CSSA gathering without great networking opportunities, a cocktail party and the opportunity to support Kure It cancer research at a special event following the cocktail party. It is also worth noting that this year’s Owner’s Summit will start earlier than usual, at 10:30 a.m.

“The Owner’s Summit has become one of our most-anticipated events every year,” said Erin King, executive director of the CSSA. “Even after nine highly successful recent gatherings, we realize that we need to keep upping the ante and making it better. We think the 2014 version will be our best yet. Many thanks to Talonvest and Jim Davies for helping to pull so many parts of the presentation together.”

The event has been a sellout in recent years, so those interested in attending may want to act quickly. For more information about the 10th annual Owner’s Summit, please visit the CSSA website at [californiaself-storage.org](http://californiaself-storage.org), or call the CSSA office at 949-783-4130.

## Colorado

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

COSSA's membership continues to grow steadily amidst a strong self storage market and a renewed interest in development in Colorado. To join COSSA, just log onto our recently updated website and download the membership application or email [cosa@q.com](mailto:cosa@q.com). Do your part to support the self storage industry and become an active supporter of your industry association.

Our fall member meeting/annual meeting will be held on October 16 at the Doubletree Hotel, 3203 Quebec Street, Denver. This is a new and bigger venue for us, so circle that date on your calendars now. Speakers will include Allison Felix from the Federal Reserve Bank and Guy Middlebrooks of Cubesmart, among others. There will also be a panel discussion on the marijuana issue in Colorado and how that could impact your business.

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](http://coloradossa.com). We've recently updated the lease agreement to protect you on 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.

Also, check out the discount purchasing program COSSA is offering to its members on our website. COSSA is partnering with Office Depot to bring you discounts on your Office Depot purchases.

## Connecticut

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

The Connecticut Self Storage Association (CTSSA), in collaboration with the Massachusetts Self Storage Association (MASSA), will host the Northeast Self Storage Tradeshow October 1–2 at Mohegan Sun in

Uncasville, Connecticut. Note that this is a date change due to scheduling conflicts. The trade show includes exhibits, general sessions and roundtables, plus ample time for networking. Watch [www.ctssa.org](http://www.ctssa.org) for details.

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. 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](http://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](mailto:ctssa@ctssa.org)) and we'll notify you when it is time to contact the legislators in your district.

Please check [www.ctssa.org](http://www.ctssa.org) for details on our next educational seminar.

CTSSA members enjoy educational meetings and networking luncheons, quarterly newsletter, member discussion forums, library of documents, website, subscription to *Self Storage Now* 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 CTSSA membership application is online at [www.ctssa.org](http://www.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](http://FLORIDASSA.ORG)

The Florida Self Storage Association (FSSA) has several events planned. Save the date for our annual executive retreat designed specifically for facility owners: November 6, The Yacht Club, Lake Buena Vista. The venue is excellent—experience Disney hospitality! The program will cover owner-specific topics and owner-specific networking opportunities. Register online at [www.FloridaSSA.org](http://www.FloridaSSA.org).

Plan ahead for our next two expos: May 13–15, 2015, and May 11–13, 2016. Both events will be held at the Embassy Suites Orlando – Lake Buena Vista South. Expect to be wowed!

Also on our calendar for 2014 are webinars and regional meetings. The website is constantly being updated, so check often for the latest at [www.FloridaSSA.org](http://www.FloridaSSA.org). 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. The online FSSA membership application is at [www.FloridaSSA.org](http://www.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 email [info@floridassa.org](mailto:info@floridassa.org).

*See Across the Country, page 38*

# BIG news!

## 2014 Northeast Self Storage Tradeshow and Conference

October 1-2, 2014,  
Mohegan Sun,  
Uncasville, CT

Connecticut and Massachusetts combine their annual events into one **BIG** show. There will be exhibits, keynote addresses on hot topics, facilitated roundtables on operations and management issues, and ample networking opportunities. Don't miss the other perks our destination location offers: luxurious spa experience, wide variety of dining opportunities, entertainment in the Wolf Den, gaming and very nice overnight accommodations.

### Questions?

Call 860-228-3624 or  
617-600-4188

Across the Country, from page 37

## 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 GASSA will not have a July 8 luncheon program—it's been declared a summer holiday! See everyone one in August.

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

## Illinois

**ILSELFSTORAGE.ORG**

The IL Self Storage Association would like to thank everyone who came to the 2014 Great Lakes Self Storage Owners Summit in Chicago last month. We had a great program, a sold-out exhibit hall and quality time to spend networking with colleagues and suppliers in the industry. We'd like to give an extra "thank you" to our sponsors and exhibitors. We are

only able to put on a meeting of this size with your support.

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, educational programs, and discounts on data and research findings.

## Indiana

**SSAINDIANA.ORG**

Membership for the Indiana SSA is available to any owner/operator with a facility in Indiana or any vendor by paying the requisite dues. 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.

## Kansas

**KSSOA.ORG**

The KSSOA board is preparing ideas for the 2014 fall luncheon in the Wichita area, which is usually held in November. Please don't hesitate to let us know of any suggestions you'd like considered.

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,

*See Across the Country, page 40*

# Self Storage

## Data and Market Intelligence



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SALES  
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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](http://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](http://www.selfstorage.org)**

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1. Enter your data through our web portal.  
Call (800) 366-7347 for your login and password
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3. Fill out the form and email to Reis at [info@reis.com](mailto:info@reis.com).  
Download the survey at [www.selfstorage.org](http://www.selfstorage.org)



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### REPORT PRICING

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



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](http://www.KSSOA.org) or call Shawn Herrick at 785-286-1110. Visit our website for updated information at [www.kssoa.org](http://www.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.

Also, if you have writing skills and would like to submit an article to the KY-SSA's newsletter related to the self storage industry in Kentucky, please submit your article to the Kentucky SSA at [KYSSAexecdir@selfstorage.org](mailto:KYSSAexecdir@selfstorage.org). Articles are always appreciated.

## Louisiana

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

SSALA is always encouraging members to become more active within the association and with legislators, in particular. If you are an owner, an operations/district manager or store manager and have an interest in helping shape the future of our industry in the great state of Louisiana, please contact our executive director, Wanda Cox, at 225-774-

2117. She will be excited to go over the many ways your participation can help our association. It is worth noting all of our board members are volunteers with a commitment to bettering our industry's future. Isn't your business worth investing a little of your time to strengthen and protect?

## Maine

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

Fresh off the success of our 2014 conference, the Maine Self Storage Association is already hard at work planning the next membership meeting. Stay tuned for our fall meeting topic and venue. We are leaning toward having someone talk about the viability and process of online auctions. As always, we welcome suggestions from members on topics they would like to hear about (or that hidden gem of a meeting location).

We would like to invite you to check out our new website. We've updated and modernized it, with an eye toward member usability, incorporating portals to make it easier for members to interact with the site, whether it be getting members-only information, or listing their auctions and events on the calendar. Keep an eye on our website and Facebook page for information on future meetings and upcoming special events. We're always looking for feedback from our members, both on topics they want to hear about and venues for meetings.

MeSSA wishes everyone a happy summer!

We are always looking for new members, 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)

We're planning the Maryland SSA's annual meeting to be held in September 2014. Details of the meeting are coming soon and will be posted at [www.ssamaryland.org](http://www.ssamaryland.org) under our Coming Events page.

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), in collaboration with the Connecticut Self Storage Association, is going to host the Northeast Self Storage Tradeshow October 1-2 at Mohegan Sun in Uncasville, Connecticut. Note that this a date change due to scheduling conflicts. The trade show includes exhibits, general sessions and roundtables plus ample time for networking. Watch [www.maselfstorage.org](http://www.maselfstorage.org) for details.

MASSA is actively involved in lobbying on behalf of its members and the Massachusetts self storage industry. Senate Docket 3 and House Docket 3190, sponsored by Senator Michael Moore and Representative Joseph Wagner, respectively, will update the notification and advertising requirements. House Docket 856, sponsored by Representative Carlo Basile, would allow self storage facilities to offer and sell insurance in connection with the rented space. Many meetings between the MASSA leadership, our lobbyist, and legislators have been held and testimony has been presented. We're expecting

positive results from all of our efforts soon.

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 [www.maselfstorage.org](http://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, subscription to *Self Storage Now* 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)

Join us November 5 for this year's annual SSAM conference. We will be returning to Zhender's in Frankenmuth. Visit [selfstoragemichigan.org](http://selfstoragemichigan.org) for more details.

Interested in the latest industry buzz as it relates to your business in Michigan? Would you like to know about association events? Visit [www.selfstoragemichigan.org](http://www.selfstoragemichigan.org); it may have the information you're looking for. While you're there, please check your storage listing to make sure it's accurate. Also, you can call the association office to talk with our friendly staff. Call us at (888) 308-7726. 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.

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](http://www.selfstoragemichigan.org).

## Minnesota

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

The MNSSA is a new charter association, 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 Santos by email at [nsantos@selfstorage.org](mailto:nsantos@selfstorage.org).

## Mississippi

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

Interested in joining our association as a member? Are you a self storage owner/operator or involved in the self storage industry? We are always accepting new members to our association. Check out [www.msssoa.org](http://www.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](http://MSSOA.ORG)

Hello Missouri, are you joining us at the Lake for the 15th annual trade show? 2014's theme is, "Profit is NOT a Four Letter Word." You can register online at [www.mssoa.org](http://www.mssoa.org).

At the August meeting we are having a fundraiser for our charity of choice, Shriners Hospital for Children in St Louis. Attend the trade show and get in on the raffles, or you can make a donation on our website—100 percent of the money donated will go directly to Shriners.

As of the date of this article, MSSOA along with SSA is still working on the proposed lien law changes. It is still progressing through the political network in Jefferson City.

Check out the new MSSOA website: [www.mssoa.org](http://www.mssoa.org). It is completely new, and you can join MSSOA, renew membership, order model rental agreements (MRA's) and view membership lists of owners as well as vendors. Take a look at it. We are really proud of it.

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](http://NVSSA.ORG)

Salutations, Nevada self storage owner/operators! Summer is in full swing and NVSSA is here for you. This is the time when kids are out of school, when many people relax and take vacations. NVSSA recognizes that summer in Nevada brings its own set of challenges and opportu-

*See Across the Country, page 42*

nities. Here are some helpful hints and reminders to help keep your facility operating at optimum efficiency. It's the perfect time to make sure your electric gate grease levels are consistent with manufacturer requirements; don't forget to check the fluid levels on the batteries as well. For those with climate-controlled and air-cooled facilities, make sure your HVAC and swamp coolers have had their summer checkups and maintenance. Summertime watering restrictions are in effect. Have you updated and maintained your landscaping clocks? Speaking of landscaping, do you have a dead tree or bush at your facility? Remove it now and you will notice the instant difference in the appearance of your facility. Have you checked your rain gutters and down spouts? Avoid getting wet during the monsoon season and get the gunk out now. Summertime also offers the opportunity to consider

the curb appeal of your facility. After all, it is the first thing your future tenants notice when they pull into your driveway. Is your facility in need of facelift? Have you looked at it from their perspective? Simple solutions such as a fresh coat of paint and maintaining bollards will immediately enhance your curb appeal.

As you know, NVSSA is continually striving to provide relevant and useful education for our members. We asked for your feedback on our spring education seminar and you answered. Back by popular demand is our Taboo Topics education series. Join us at the SSA 2014 Fall Conference & Trade Show on September 10. We will have an expert panel put together by our very own Greg Welsh, who will once again explore one of the topics that raises the temperature. Submit your questions ahead of the program and be assured that we will cover areas that are of concern and curiosity to you.

NVSSA is constantly in motion to protect the legal interests of our owner/operator members, big or small. We had a number of accomplishments during the 2013 legislative session and, although the Nevada legislature is not in session during 2014, you can be confident that NVSSA is still working and watching out for you. There is still much to do for the upcoming 2015 session and we must begin preparing now. To that end, we ask that you support our Annual Legislative Action Silent Auction fundraiser on September 10 during the SSA fall conference at the fabulous Caesars Palace in Las Vegas. This is a unique sponsorship opportunity that will give your company exposure during the opening welcome reception as well as in the *SSA Globe* magazine and our website. This is your chance to be part of effecting legislative change in Nevada—donate an item to the silent auction. The past support we received from the industry was invaluable in

**EUROPEAN SELF STORAGE CONFERENCE & TRADE SHOW 2014**  
FEDISSA SELF STORAGE ASSOCIATION

more details at [www.ssauk.com](http://www.ssauk.com)

## Stockholm

October 1 & 2  
Radisson Blu Waterfront

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Professional Poker player and businessman

**Johan Ronnestam**  
Futurist

**Emma Sinclair**  
Car Parks and Storage

**Klas Ekland**  
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accomplishing our legislative action goals! Call or email [Valerie@amnevada.com](mailto:Valerie@amnevada.com) for more information on how to participate.

There has never been a better time to join the Nevada Self Storage Association. Visit our booth at the SSA trade show and learn about the splendid benefits that NVSSA offers its members, including free educational sessions, sound legal information from an industry legal expert, free standard forms, as well as an indirect affiliated membership with the national SSA. We also offer owner/operators the peace of mind that they are in compliance with Nevada lien laws. Our lease agreement is available to members in a variety of formats to suit your needs. It is the most up-to-date lease in Nevada, created by the attorney who drafted the current lien laws. Don't forget to visit our brand new website; it offers members the ability to customize representative listings, add a cell phone number, company logo, or even a photo for a more personal experience. Fantastic reputable service providers are available with just a click of your mouse. Come and be a part of this dynamic community.

Visit us at [www.nvssa.org](http://www.nvssa.org) or call Valerie at 702-952-2455. You may also email [valerie@amnevada.com](mailto:valerie@amnevada.com) for more information.

## New Jersey

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

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 [www.njssa.org](http://www.njssa.org) to print out a membership application.

## 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 timely newsletters with the latest industry information and trends, education, networking, *SSA Globe* magazine, access to healthcare, and much more. For information on how to join NMSSA, contact Nichelle Santos at 703-575-8000 ext 122 or [nsantos@selfstorage.org](mailto:nsantos@selfstorage.org).

## North Carolina

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

Save the date for the North Carolina Self Storage Association Annual Convention & Tradeshow, November 2-4. Mark your calendars for what is sure to be another well-attended and educational event.

NCSSA hosted a regional seminar and networking event in May that was very well received. The seminar speaker for this event was Stacey Gorman of Marcus & Millichap. The topic was "Managing Your Facility as an Investment." Following the speaker and lunch, attendees enjoyed networking with their peers. Thank you to all attendees.

NCSSA will host another seminar in the Charlotte area in August 2014. Watch for future updates regarding this event.

Don't forget to join the NCSSA. 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.

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! Please email [info@ncssaonline.org](mailto:info@ncssaonline.org) for more information.

## 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 with a guest to attend our annual conference.

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)

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](http://www.ohiossa.org) to print out a membership application.

*See Across the Country, page 44*

## Oklahoma

OKSSA.ORG

If you are not yet a member of the OKSSA, we invite you to check us out at [www.okssa.org](http://www.okssa.org). We are in the planning stages for our fall meeting. The event will feature educational presentations, trade show (including local and national vendors), and great opportunities to network with other self storage owners, operators and managers.

For more information or to become a member, please email us at [oklahomassa@gmail.com](mailto:oklahomassa@gmail.com) or call Jim Smith at 918-633-1572.

## Oregon

ORSSA.ORG

Looking for more information on the ORSSA? The website, [www.orssa.org](http://www.orssa.org), provides Oregon owner/operators and managers with the latest infor-

mation on all the happenings with the Oregon Self Storage Association.

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 submit your article to [ORSSAexecdir@selfstorage.org](mailto:ORSSAexecdir@selfstorage.org). Articles are always appreciated.

## Pennsylvania

PASELFSTORAGE.ORG

Join PASSA in welcoming the new 2014-2015 board of directors: president, John Barry; vice president, Mike Rhoads; secretary, Theresa Maciejewski; treasurer, Alyssa Quill; and members at large, Damon Emerson, Teresa Lenk, Pat Watson, Mike Moyer, Jeff Grubb and Frank Certo.

Mark your calendars for the PASSA annual meeting scheduled for Thursday, October 23, at the Radisson Hotel Valley Forge/Valley Forge Casino Resort. Our guest speaker

will be Carlos Kaslow, a California attorney who serves as the general counsel to the Self Storage Association. He is the editor of the *Self Storage Legal Review*, the SSA's legal periodical. He is a founding partner of the Self Storage Legal Network; the industry's only telephone and email legal information service. Mr. Kaslow has provided legal consulting services to several of the largest U.S. self storage operators, including Public Storage, Inc., Shurgard Storage Centers and U-Store-It. Mr. Kaslow has written numerous articles on legal and insurance issues confronting the self storage industry for the *SSA Globe* and other industry publications. He is the co-author of the *Rental Agreement Handbook*, the CSSA model rental agreement, the Self Storage Association's state annotated lien manual series, and *The Best of the Self Storage Legal Network: Answers to the 75 Most Frequently Asked Legal Questions on the Self Storage Business*. Mr. Kaslow writes a monthly column in the SSA

# Self Storage Association of Australasia 25th Annual Convention

Jupiters Gold Coast • Queensland • 5-7 August 2014

The three day conference will start with optional sessions on Tuesday 5 August, along with a tour of significant businesses in the region such as Gasoline Alley (Australia's leading Harley Davidson dealer), a recently completed, technologically advanced storage facility in Helensvale and the environmentally friendly Eco-Centre Self Storage facility in Stapylton. The main portion of the conference will commence on Wednesday, 6 August with sessions specifically designed for owners, managers, staff and industry suppliers.

Partners and children are encouraged to attend as there will be an extensive partners program on offer. Close to a variety of theme parks, Currumbin Wildlife Sanctuary, Lamington and Springbrook National Parks, over 20 different beaches, Q1 Tower and Mt Tamborine; there's something for everyone!



The program will feature input from professional speakers on topical and thought provoking subject matter. Three speakers now confirmed include:

**Vinh Giang** – 2013 South Australian Entrepreneur of the Year, making a seamless connection between the mysterious illusions of magic and the psychological deception people create in their minds that impact their business and personal lives.

**Tim Reid** – the founder and co-host of Australia's #1 marketing podcast, *The Small Business Big Marketing Show*. Tim provides practical examples to demonstrate how small businesses can punch above their marketing weight and take swift and decisive action to successfully implement strategies he describes.

**Brad Smith** – Founder of braap motorcycles. Smith was knocked back by over 50 manufacturing plans and 20 banks/financiers during the start-up of braap. He will detail his journey and share his stories about tools he used to lead and inspire his team to grow a multi-million dollar business that produces arguably the world's best dirt bike.

The program will also include discussion on a wide range of self storage industry topics such as: succession strategies, staff management, HR/IR issues, developing/enhancing/expanding your business, digital marketing mastery, auditing your business, overseas markets and the business of innovation. The convention will be brought to a close with the SSAA annual awards ceremony on Thursday evening.

For further information please contact SSAA CEO, Dougal Hollis at [dhollis@selfstorage.com.au](mailto:dhollis@selfstorage.com.au) or + 61 3 9466 9699

*Globe* magazine and teaches online legal seminars for the SSA Online University. Get ready for some legal jeopardy! Test *your* knowledge or your manager's knowledge. You can win prizes!

To sponsor or exhibit, or for registration information, please contact Kimberly Cossar at 717-441-6044 or [kimberlycossar@wannerassoc.com](mailto:kimberlycossar@wannerassoc.com).

## South Carolina

**SCSELFSTORAGE.ORG**

South Carolina has a new lien 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 highlights of the changes: Remove the requirement of delivery by certified mail, return receipt required to First Class mail with certificate of mailing, certified mail, or electronic mail; adding provision 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; adding 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; clarify the definition of when default begins at seven days after rent is due; remove the requirement of starting a contract on the first of each month as many facilities operate on anniversary dates.

SSASC will be hosting a legal and management seminar in Columbia in June. Scott Zucker, self storage legal expert, will train South Carolina self storage professionals in the use of the new lien law along with how to navigate all of the day-to-day legal problems that we face in our industry. We will also focus on new, cutting-edge techniques to improve your business as well as simple and

cost-effective solutions to many of the biggest management issues that plague us.

Come out and learn! Please contact us at [Info@SCSelfStorage.org](mailto:Info@SCSelfStorage.org), 803-814-4000 or [www.SCSelfStorage.org](http://www.SCSelfStorage.org).

Our next quarterly educational seminar is July 17 in Greenville from 11:00 a.m. to 3:00 p.m., where 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 us through email at [Info@SCSelfStorage.org](mailto:Info@SCSelfStorage.org), phone at 803-814-4000 and through our brand new and informative website at [www.SCSelfStorage.org](http://www.SCSelfStorage.org). Membership is easy and the benefits are great.

Save the dates: October 16, Columbia: time TBD; January 22, 2015, Charleston: 11:00 a.m. to 3:00 p.m.; April 23, 2015, Aiken: 11:00 a.m. to 3:00 p.m.; July 23, 2015, 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**

We hope you have already marked your calendars for our upcoming events. August 19 is the date of our next luncheon, which will be held in the Memphis area. Details for the Legal Seminar will be coming together in the weeks to come, so stay tuned for details. As always, our website is updated with these details as soon as they are available. Remember, too, that registering online will earn you a discount for your attendance. Visit [www.tnssa.net](http://www.tnssa.net) today for more information.

TNSSA is looking for the Manager of the Year for 2014. Nominations can be made by any active TNSSA member through December 31 via our website. Gone are the days of merely taking payments and setting up unit rentals. The managers in today's market do this and so much more. The recipient of this award will be chosen based on their commitment to leadership, creativity, high occupancy rates, low delinquencies, community involvement and overall business practices. Nominate a manager today.

If you are not already a TNSSA member and would like to sign up as a subscriber to our newsletter please just visit us at [www.tnssa.net](http://www.tnssa.net) to register for this free service. Also, our newsletters are always available on our website. Feel free to pass the newsletter along to your peers within the industry. TNSSA strives to provide valuable information to our members and to our facilities statewide. We cannot reach everyone alone though, so we need your help. If you would like to advertise in our newsletter or provide material for future issues please contact Melissa Roberts at [melissa2911@gmail.com](mailto:melissa2911@gmail.com).

We want to hear from you. Is there a topic that you would like to hear addressed at one of our luncheons? A new venue you would like for us to try out? We would love to hear your ideas! For more information about the Tennessee Self Storage Association please visit us at [www.tnssa.net](http://www.tnssa.net) or contact President Melissa Roberts at [melissa2911@gmail.com](mailto:melissa2911@gmail.com) or 423-949-7867.

## Utah

**SSAUTAH.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 [UTSSASexecdir@selfstorage.org](mailto:UTSSASexecdir@selfstorage.org) so we can share these in our newsletter.

*See Across the Country, page 46*

Looking for more information in the UTSSA? Our website, [www.ssautah.org](http://www.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)

Please help us share what you are doing in your community and with other self storage operators in Vermont. Send along any news, accomplishments, or funny stories that have happened at your self storage facility to [VTSSAexecdir@selfstorage.org](mailto:VTSSAexecdir@selfstorage.org) and we'll include these in the association's quarterly newsletter.

We would like you to become a member of the Vermont Self Association. 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.ssavt.org](http://www.ssavt.org) to print out a membership application.

## Virginia

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

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.viriniassa.org](http://www.viriniassa.org) to apply.

For more information on the Virginia Self Storage Association, please visit [www.viriniassa.org](http://www.viriniassa.org) or contact Nichelle Santos 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 [www.wa-ssa.org](http://www.wa-ssa.org). It's a great, low-cost investment for your business.

## Wisconsin

[WISELFBSTORAGE.ORG](http://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](mailto:bscheibe@wi.twcbc.com), or visit [www.wiselfstorage.org](http://www.wiselfstorage.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@self-storage.com.au](mailto:rmuir@self-storage.com.au).

## Brazil

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

O Brasil é uma nação com mais de 200 milhões de habitantes e uma projeção de PIB para 2014 de USD 2,1 trilhões. Com uma área aproximada de 8,5 milhões de quilômetros quadrados, o Brasil é o quinto maior do mundo. O país conta com aproximadamente 100 unidades de self storage, ofertando um total superior a 200 mil metros quadrados de espaço locável.

Com este grande potencial para o self storage, a ASBRASS, Associação Brasileira de Self Storage tem o prazer de convidá-los a participar da segunda edição do Congresso e Feira de Self Storage que acontecerá em São Paulo nos dias 12 e 13 de novembro. Esperamos receber novamente mais de 500 visitantes e pelo menos, 16 expositores, com foruns de discussões e palestras sobre operações, marketing e regulamentação. Para maiores informações, presi-

dencia@asbrass.com.br — Flavio Del Soldato Jr., presidente da ASBRASS.

Brazil is a nation of more than 200 million people and has a projected 2014 GDP of USD \$2.1 trillion. With an area of nearly 3.3 million square miles, Brazil is the world's fifth largest nation. The country is home to about 100 self storage facilities, offering a total of more than 2.1 million square feet of rentable space.

Having such great potential for self storage, the Brazil Self Storage Association (ASBRASS) is pleased to invite all of you to participate in the second Brazil Self Storage Conference & Trade Show in São Paulo November 12–13. We expect to have more than 500 attendees again and at least 16 exhibitors, with panel discussions and education on operations, marketing and regulation. For more information, email Flavio Del Soldato Jr., president of ASBRASS, at [presidencia@asbrass.com.br](mailto:presidencia@asbrass.com.br).

## Canada

[CSSA.CA](http://CSSA.CA)

For more information or to become a member, please contact us at 888-898-8538 or email [info@cssa.ca](mailto:info@cssa.ca).

## Federation of European SSAs

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

To join the Federation of European Self Storage Associations, contact Rennie Schafer at [rschafer@ssauk.com](mailto:rschafer@ssauk.com).

## Japan

### Japan Self Storage Association

[JAPANSSA.ORG](http://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](mailto: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

*See Across the Country, page 48*

# BRAZIL SELF STORAGE SHOW 2014

## november 12<sup>th</sup> and 13<sup>th</sup>

### Why come to Brazil?

- » 200+ million people
- » Area: 8,6 million km<sup>2</sup> - 5th largest in the world
- » GDP'14: USD 2,1 trillion - 7th largest in the world.
- » Largest Economy in LATAM
- » Rising middle class - 40 million people added over last decade

### Early stage self storage industry:

- » About 100 facilities nationwide
- » Heavily concentrated in São Paulo
- » Mostly single-facility operators
- » First generation facilities
- » Average quality below SS international standards
- » Development of sector significantly constrained by the lack of key factors essential for success: Industry expertise, Operational experience, SS awareness



### What we expect for the 2014 edition:

- » Over 500 attendees
- » 16+ expositors – local and international
- » International Panel Discussion
- » Site Selection
- » Feasibility Study
- » SS Operations & Mkt
- » Regulations



### Some of the 2013 edition exhibitors and sponsors opinions:

“The founding members are a collaborative group of first class professionals that are dedicated to the mission of expanding the self-storage industry throughout the emerging South American market.”

*Larry hanks – The Self Storage Group*

“The inaugural Trade Event held in Sao Paulo last November was a tremendous success for us. If you you are an industry veteran or an investor trying to learn more about the successes available in Self Storage this conference is a must attend in the future.”

*Lance Comstock - PTI*

Association, please email Katsumi Watanabe at [info@japanssa.org](mailto: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](mailto: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](mailto:rsaji@trwinds.com).

## Latin America

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

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

## Mexico

[AMDAAC.COM.MX](http://AMDAAC.COM.MX)

A diferencia de los mercados maduros, el mercado de mexicano de mini bodegas es una industria que apenas está naciendo por lo que hoy es muy difícil establecer tendencias de cómo o por donde se desarrollará el negocio. Sin embargo interpolando la información de las tendencias en otros mercados podemos establecer algunos patrones.

Por un lado el sector de las mini bodegas tiene una presencia incipiente en el país, porque es de esperarse un gran crecimiento en los próximos años, pero este crecimiento se verá reducido o incrementado por variables que afectan a la economía en general. En concreto, se han dado varias reformas de fondo en el país. Una es reforma fiscal que aparentemente no ha sido bien acogida por los inversionistas. También se han dado la reforma energética y de

telecomunicaciones que generarán en el corto plazo inversiones que detonaran la economía, sin embargo, está pendiente la aprobación de leyes secundarias por lo que los inversionistas están a la expectativa. Aunado a esto, hay poco gasto por parte del gobierno. Todo esto debe resolverse en los próximos meses dando como resultado una liquidez en la economía y una mayor certidumbre con la consecuente liberación del capital por los inversionistas.

Podemos concluir que en el corto o mediano plazo, tendremos un crecimiento la economía del país y en el largo plazo será clave tanto la definición de estas reformas como su implementación en el desempeño de la economía.

La Asociación México Self Storage ahora está afiliada con la Asociación Self Storage! AMDAAC miembros reciben todos los beneficios para los miembros afiliados, incluidos seminarios web, descuentos en SSA ferias y eventos, y la SSA revista Globe. Para preguntas acerca de cómo unirse, por favor envíenos un correo electrónico a Jenny Tardan [jtardan@amdaac.com.mx](mailto:jtardan@amdaac.com.mx).

In comparison to the mature markets, self storage in Mexico is a new industry, so it is quite difficult to establish a trend on how and where it is going to grow. However, observing the trends on these older markets, we can establish some trends.

On one hand we have this emerging industry in the country; while it is expected to have great growth in the coming years, it will vary in part due to the economy.

There have been several important reforms in the country's policy. First we have the tax reform which seems not too well accepted by investors. We also have the energy and the telecommunications reforms that

will generate investments which will boost the economy in the short term; however, the secondary laws defining the rules of the market are still being discussed, keeping investors waiting. Even further, there is low investment by the government. All these issues must be solved within the next few months, resulting in an increase in cash flow to the economy and higher certainty and investment growth.

We can conclude that in the short to medium run, we will have economic growth in the country, but the way these reforms are defined and implemented will be transcendental to the economic development in the long run.

The Mexico Self Storage Association is now affiliated with the Self Storage Association! AMDAAC members receive all the affiliated member benefits, including webinars, discounted prices at SSA trade shows and events, and the *SSA Globe* magazine. For questions on how to join, please email Jenny Tardan at [jtardan@amdaac.com.mx](mailto:jtardan@amdaac.com.mx).

## Self Storage Association Asia

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

自亞洲的存儲聯系(ssaa)現在是附屬於國家公共福利金。如果你想要成為一個成員,請聯絡 [ssaa\\_membership@selfstorageasia.org](mailto:ssaa_membership@selfstorageasia.org) 我們會員部。位於ssaa17/F監護人內務、32愛群道灣仔香港或致電 852 2153 8045.

The Self Storage Association Asia (SSAA) is now affiliated with the national SSA. If you would like to become a member of SSAA, please contact our membership department at [membership@selfstorageasia.org](mailto:membership@selfstorageasia.org). SSAA is located at 17/F Guardian House, 32 Oi Kwan Road Wan Chai Hong Kong or call 852 2153 8045. ❖

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