

Vegas Speakers, Agenda Promise To Educate

By Ginny Stengel — SSA Vice President, Education and State Programs

In just a few months, SSA will be holding its annual Fall Conference & Trade Show in Las Vegas where self storage professionals from around the world will gather to learn, share ideas and meet up with their self storage colleagues, some old and some they'll meet for the first time.

The program for the meeting has something for everyone. Our opening speaker, Major Anthony "AB" Bourke, is a highly accomplished and decorated F-16 fighter pilot who used the tools and techniques from his military training in the competitive world of business. He's an entrepreneur who has grown his global training company so quickly that it has twice been named as one of *Inc.* magazine's 500 fastest growing companies.

Our keynote speaker, Charlie Cook, Washington's most-trusted political and electoral handicapper, has been one of the most sought after speakers for 2014. He is considered one of the nation's leading authorities on American

politics and U.S. elections and will share what we need to know heading into the 2014 mid-term elections.

The conference will include sessions for owners and managers on topics such as manager incentives and retention, customer retention strategies, cost segregation and what it could mean for you, prioritizing your online marketing efforts, methods for managing by report, determining factors that affect property value, the latest financing news, and much more. Those of you with an interest in international markets should also join us for the special session on self storage markets in Latin America.

The Managers Summit, presented by Bob Copper of Self Storage 101, will cover "Self Storage Management in a High Occupancy World." It doesn't matter how big or small your facility is; this session will give insight into best practices and lessons learned on managing your facility in today's high-occupancy environment.

The session will include: revenue management, renting without discounting, collections, organization and time management, and more. Be sure to register your manager or yourself for this special session held on Thursday morning.

If you're having trouble wrapping your arms around social media as a way to increase rentals, the Social Media Bootcamp pre-conference is a must-attend! Holly Ritchie of The Storage Group will walk you through setting up and managing your business accounts on the most popular social media used in self storage. There is a separate fee for this three-hour session on September 9, so be sure to sign up for it.

We hope you'll join us in Las Vegas September 9–12. Visit selfstorage.org for a complete schedule of events. See you there! ❖

We have a little ad, because that's all we need. Our business continues to grow at a brisk pace. We deliver ever increasing quality and great returns to our clients. We'd be glad to help you, too. Call us at...

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