

# SSA FALL CONFERENCE

*The focus is on you...*

## The Self Storage Association Is Back in Vegas!

When you put on the best conference and trade shows in the industry, it is only natural to choose the best city for entertainment value at which to host your yearly fall gathering. Are you looking for new ideas to revitalize your self storage business? Just starting up anew in the industry? Want to connect with the brightest minds? Looking to see the latest in vendor presentations at the best trade show in self storage? It will all be under one roof at Caesars Palace in Las Vegas, September 10-12. Optional events start on September 9.

## It's All About You

Nobody knows more about the self storage business than the Self Storage Association. The SSA has the unique ability to see all aspects of the industry and pass along information that can only help your business grow. The SSA always loads its conferences with the best speakers, seminars and roundtables. Its social events are set up to allow you to see old friends and make new ones. More than that, the SSA wants everyone who attends its fall national conference to also have a great time. And what better place for that than Las Vegas?

So if you are looking to get timely information, new ways to grow your business and enjoy your free time in a great city, come to Las Vegas. The SSA's primary goal is to provide a program that is relevant for all industry individuals, be they site and area managers, owner/operators, suppliers or investors. The SSA always packs its trade show with the most vendors of any conference & trade show in the country.

The SSA is all about you! Come to Las Vegas to see why.

**REGISTRATION  
DISCOUNTS ARE  
IN EFFECT!**

Register at **[www.selfstorage.org](http://www.selfstorage.org)**

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**NVSSA**  
N E V A D A  
SELF STORAGE ASSOCIATION

# & TRADE SHOW

**CAESARS PALACE, LAS VEGAS**  
**SEPTEMBER 9-12**

## LEARN FROM THE EXPERTS...

### SOCIAL MEDIA BOOT CAMP\*

Tuesday, September 9 | 1:00 pm – 4:00 pm



#### HOLLY RITCHIE

This 3-hour session includes an overview of social media, how to set up and manage your Facebook and Twitter business accounts, how to set up your Google+ Local and convert it to a Google+ Business Profile, how to fix an incorrect Map Marker, all about management tools such as Hootsuite, and more!

Holly Ritchie is the manager of marketing and client relations with The Storage Group. She has over 8 years of experience in digital marketing, specializing in business to consumer relationships. She has been serving the self storage industry since 2012 and has been a guest speaker of the Self Storage Association (SSA) on multiple occasions, teaching owners and operators about digital marketing trends. Most recently she was asked to share her insights sitting on a social media panel with best-selling author, David Meerman Scott. Holly graduated from the University of South Florida with a BA in Economics.

### FOUNDATION FORUM

Wednesday, September 10 | 10:15 am – 11:30 am



#### ANTHONY "AB" BOURKE

Anthony "AB" Bourke is a highly accomplished and decorated F-16 fighter pilot who flew tactical missions in service to our country. He has accumulated more than 2,700 hours of flight time in various high performance aircraft and was one of the first pilots to fly an F-16 in missions over New York City in the aftermath of 9/11.

Following his impressive military career, "AB" applied the tools and techniques that made him one of our nation's premier fighter pilots to the competitive world of business. He ascended rapidly to become the top producing mortgage banker in the Western U.S. for a prominent lending institution, and while with a California-based startup company, his team dramatically grew revenue from \$500,000 to \$65M in just three years. "AB" then formed a global management training company where as CEO & president the company grew into a best-in-class training company that was twice named one of *Inc.* magazine's 500 fastest growing companies.

As CEO & founder of Mach 2 Consulting, Bourke brings his tactical knowledge and business acumen to the forefront of the management training world. "AB" travels the globe and has shared his message of peak performance with over 50,000 people in nine countries. He is currently working on a book titled *The Art of The Debrief*.

### MANAGERS SUMMIT\*

Thursday, September 11 | 10:00 am – 12:00 pm



#### BOB COPPER

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: revenue management, renting without discounting, collections, organization and time management, and more!

Bob Copper is partner-in-charge of Self Storage 101. He is a leading consultant specializing in all aspects of self storage including operational improvement, training, audits, feasibility and market studies and due diligence. Bob has worked with hundreds of owners and managers to improve their sales abilities, collections techniques and overall operational expertise. As an experienced self storage owner and operator, Bob has a unique perspective as it relates to manager training and will bring this insight to this session, geared specifically toward self storage managers.

### KEYNOTE

Thursday, September 11 | 10:00 am – 11:30 am



#### CHARLIE COOK

When Charlie Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be "in the know" sit up and listen. For more than two decades, he has been Washington's most trusted—and most accurate—voice on all things political, whether it's the outcome of a Congressional, gubernatorial, or presidential election.

As the editor and publisher of *The Cook Political Report* and a political analyst for the National Journal Group, his prodigious writing is a direct line to the heart of politics. He writes weekly for *National Journal* magazine and *National Journal Daily*, and he also pens a regular column for *The Washington Quarterly*. Once deemed "the Picasso of election analysis" by *The Wall Street Journal* and represented exclusively by Leading Authorities speakers bureau, Cook produces the sharpest political handicapping in the business, serving as the one-man, go-to-source for Americans who want to be truly informed." For the spring semester of 2013, Charlie Cook is serving as a resident fellow at the Institute of Politics at the Kennedy School of Government at Harvard.

Cook is a hugely popular speaker. With his encyclopedic knowledge, memorable stories, quick wit, and meaningful insights, his speeches focus on the broad implications of the latest election results. Using poll numbers, economic indicators, and historical data, Cook forecasts the fortunes of each party in a balanced, non-partisan manner and furnishes audiences with the concrete information they need regarding today's political and legislative environments.

\* Optional Event: separate fee required. See registration form for details.



Where it all happens...

## ACCOMMODATIONS/HOTEL

### CAESARS PALACE

Las Vegas continues to capture the world's imagination as the destination where anything is possible. With its award-winning restaurants, luxurious spas, fantastic shopping, world-class golf, and truly unique entertainment, Las Vegas remains one of the most exciting convention destinations in the world. Mark your calendar and join SSA September 9-12 in Las Vegas! You'll have an opportunity to learn from industry professionals who will teach you how to beat the odds and stack the deck to prepare for a winning future.

### ACCOMMODATIONS

All of our functions will be held at the luxurious Caesars Palace on the Las Vegas Strip. If you were with us last fall, you know how convenient the hotel's convention tower is. You'll be just an elevator ride or a short walk away from all of the SSA activities and your industry peers; no need to brave the heat, since everything will be under one roof—enclosed and cool!

SSA has negotiated the lowest rates available: from \$148 plus tax single/double Sunday, September 7 through Friday, September 12. Friday and Saturday rates start at \$182 plus tax single/double. To ensure you receive these rates, call Caesars toll-free at (866) 227-5944 to reserve your room and associate yourself with the Self Storage Association conference and use group code: SCSST4.

***The SSA room block is likely to sell out well before the cut-off date of August 7. We urge you to make your room reservations ASAP! Our block of rooms at the discounted rate usually sells out early.***

### WHEN YOU ARRIVE IN LAS VEGAS

Ground transportation is located just outside Baggage Claim at McCarran International Airport. Taxis run 24 hours a day, and cost about \$20-\$25 per cab each way, depending on traffic. Shuttles serve all of the hotels, and are usually the cheapest way to get to Caesars. Caesars is located at 3570 Las Vegas Boulevard South, right on the Strip.

The SSA Registration Desk is open from 9 am to 5 pm on Tuesday, 7 am to 5 pm Wednesday, and 7 am to 3:30 pm on Thursday. Stop by during these hours to get your badge and conference materials (if you're pre-registered), or to register on-site as necessary.

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#### THANKS TO OUR PARTNERS:



#### THANKS TO OUR EVENT SPONSORS:



# REGISTRATION FORM AND FEES – FALL 2014

or go to [www.selfstorage.org](http://www.selfstorage.org) to register

**Substitution and Refund Policies:** If you register and then are unable to attend, you may send someone in your place at no additional charge. Notify the SSA registrar in writing or by FAX (514) 228-3102 or email [SSA@Showcare.com](mailto:SSA@Showcare.com), as far in advance of the conference as possible. Cancellations faxed or postmarked on or before August 22, 2014, will be subject to a \$50 cancellation fee per registrant (\$20 for Guest and \$35 for One-Day Only registrants), with the remainder refunded. **No refund will be granted for cancellations faxed or postmarked after August 22, 2014!**

*One registration per form. For additional registrations, please copy this form.*

## PART A – ATTENDEE INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Title \_\_\_\_\_ Nickname (for badge) \_\_\_\_\_  
Company Name \_\_\_\_\_ Is your company a member of SSA? ☐ Not yet  
Address \_\_\_\_\_ ☐ Yes: Member No. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_ May we share your email address with exhibiting companies? ☐ Yes ☐ No

Is this your first SSA Conference & Trade Show? ☐ Yes ☐ No

What best describes your company: ☐ Single Facility ☐ Multiple Facilities ☐ Management Firm ☐ Vendor to the Industry

Your designation: ☐ Facility Manager ☐ Facility Owner ☐ Regional Manager/Supervisor ☐ Developer ☐ Vendor ☐ Other \_\_\_\_\_

What responsibilities do you have in making decisions for purchases of goods and services for your facility?

☐ No responsibility ☐ Recommend purchases to my owner or supervisor ☐ Full responsibility for all purchasing decisions

## PART B – REGISTRATION INFORMATION

Fees in \$US

Full and Additional Rep registration fees include a downloadable library of all session recordings and slides.

PART B – REGISTRATION INFORMATION	REQUIRES SSA MEMBERSHIP ID NUMBER					Non-Members
	Direct Members Only  Super Saver By 7/18/14	SSA Members*		International & State Affiliate (Indirect) Members**		
		By 8/22/14	After 8/22/14 and On-Site	By 8/22/14	After 8/22/14 and On-Site	
<input type="checkbox"/> FULL REGISTRANT	\$625	\$675	\$725	\$725	\$775	\$875
<input type="checkbox"/> ADDITIONAL REP (same company)	\$500	\$525	\$600	\$600	\$650	\$775
<input type="checkbox"/> 1 DAY ONLY: <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$325	\$375	\$425	\$425	\$475	\$550
<input type="checkbox"/> TRADE SHOW ONLY: <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday NOTE: Vendors who are not exhibiting <b>must</b> register in the Full Registrant category only	\$125	\$130	\$145	\$145	\$155	\$190
<input type="checkbox"/> GUEST REGISTRANT Guest Name:	\$200	\$225	\$250	\$250	\$275	\$325
<input type="checkbox"/> NV ONE DAY SPECIAL*** (Wednesday, September 10)	\$275	\$325	\$350	\$325	\$350	\$400
<input type="checkbox"/> SOCIAL MEDIA BOOT CAMP (Tuesday, September 9)	\$225	\$225	\$250	\$250	\$275	\$395
<input type="checkbox"/> MANAGERS SUMMIT (Thursday, September 11)	\$125	\$150	\$175	\$175	\$200	\$300

\*\*\* For owner/operators in Nevada

\* Those who have a valid ID number

\*\* Canadian SSA and various state affiliated association members who have an SSA ID number

## PART C – PAYMENT INFORMATION

Registration Fee \$ \_\_\_\_\_  
Guest Fee \$ \_\_\_\_\_  
NV One Day Special \$ \_\_\_\_\_  
Social Media Boot Camp \$ \_\_\_\_\_  
Managers Summit \$ \_\_\_\_\_  
Gift Certificate # \_\_\_\_\_ – \$ \_\_\_\_\_  
**Total Fees\*** \$ \_\_\_\_\_

Enclose check payable to SSA in U.S. funds, or charge: ☐ Visa ☐ MC ☐ AMEX

Card # \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_

Print Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Mail or fax your completed registration form before September 1, 2014 to (514) 228-3102; SSA c/o Showcare Event Solutions, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. **Registration forms received after September 1, 2014 will not be processed in advance. Instead, please register onsite at the SSA desk at Caesars Palace. NOTE: Registration without payment will not be processed.**

**Questions?** Contact the SSA Registrar: Phone (514) 228-3076 | Fax: (514) 228-3102 | email: [SSA@Showcare.com](mailto:SSA@Showcare.com)

☐ Please check here if you are disabled and require special services; attach a written description of your needs.

\* SSA reserves the right to charge the correct amount if different from the amount listed above.