

# SSA V&A Course Most Successful Ever

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

Last month, we held the Valuation & Acquisition course in downtown Seattle. This was the largest audience we've had for this graduate-level course for real estate investors. Instructors Bob Francis and Jeff Humphrey of Devon Self Storage led the group through three days of hands-on learning, covering actual case studies and financial modeling tools.

Here's what a past attendee said about the course: "The primary take-away from this course is... all of it. It was all very relevant to situations I have encountered during my time in the storage industry. I could have used this course two years ago, but better late than never."

Preparations are underway to offer the course again this fall. Please check [selfstorage.org](http://selfstorage.org) and this column for more information as it becomes available.

## State SSA Meetings a Hit

We've just about finished up the successful spring season of state association meetings (the IL-SSA's Great Lakes Summit in Chicago is on June 2). These local and regional meetings offer attendees an excellent chance to meet with colleagues and learn what's happening in their state.

Topics presented at these meetings offered something for everyone. They included broad subjects such as revenue management, digital marketing, online leasing, the latest happenings in capital markets, along with issues pertinent to each state including lien law and legal updates.

Not only did attendees learn a great deal, but it was an opportunity to support their local state associations so that they can continue to function as the industry's voice to promote the interests of independent business owners in their states.

## Educational Session Ideas Sought

The SSA needs your expertise to help us create exceptional education. While the program for the 2015 Fall Conference & Trade Show in Las Vegas has been set, the SSA Education Committee is creating a self storage speakers bureau of individuals in the industry who are interested in speaking at our national conferences as well as various state meetings.

Do you have a new idea or a new twist on an old idea that would help self storage owners and managers examine

and evaluate their current practices? Would you like to discuss a unique solution to help members with issues that they face in their day-to-day operations? If so, we'd like to hear from you.

We are seeking the very best, most relevant and most thought-provoking presenters and ideas pertinent to the industry. Our goal is to offer our meeting attendees and members the knowledge and tools to do their jobs more effectively and to make their organizations more successful through a broad range of sessions. This is where you come in.



*The SSA enjoyed record attendance at the Valuation & Acquisition course in Seattle last month.*

If you are a speaker and would like to be included in our speakers bureau, please email [gstengel@selfstorage.org](mailto:gstengel@selfstorage.org) to receive the information you need to share with us to add your name to the SSA speakers list.

Speakers selected for our conference are expected to follow all deadlines and standards set in place by SSA. Presentations *cannot* be sales pitches. If you are a supplier of products or services, please be sure your session content is based upon a relevant topic, concept or idea, not on one of your products, services or proprietary information.

In addition to the SSA national conferences, the SSA manages events on the state level. We will keep your information on hand when planning these in the future. We hope that you will help us continue to make all of our events the highest quality educational experiences in the industry. ❖