

SSA Regional Supervision Program Is a Great Way to Start the Spring Conference

By Lyn Brackett – SSA VP, Education and Training

Be sure to register by March 21, for SSA's Regional Supervision Program (RSP) on managing and educating staff, offered April 5 in conjunction with SSA's Spring Conference and Trade Show. Not just for those who currently oversee more than one property and management team, but also for those who aspire to do so in the future.

Delivered by the most experienced management experts and trainers in the industry, the Regional Supervision Program has six segments, offered in a series in advance of each of SSA's semi annual conferences. The upcoming program takes place on April 5 at the Westin Hotel Charlotte at the SSA Spring Conference and Trade Show which opens later that afternoon.

The April 5 Regional Supervision Program (RSP) class *Managing and Educating Staff*, focuses on:

- Assessing and meeting training needs
- Effective training methods and standard skill development
- Evaluating training effectiveness
- Establishing, documenting, and disseminating policies and procedures
- Updating procedures and policies documentation
- Recruiting, hiring, firing, and supervising managers: Practical tips and requirements

If you took the classes in the fall on *Marketing and Facility Maintenance Oversight*, you'll want to continue the program this spring with the *Managing and Educating Staff* segment. The series can be started at any point in the series, so if you haven't yet taken any RSP classes, you can begin the program in Charlotte on April 5.

Interested parties are advised to register *before* March 21 for the program as limited seats for this program are expected to be in high demand. Registration and further details on the program content are included in the Spring Conference brochure at WWW.SELFSTORAGE.ORG.

SSA Owners Investors Course Draws Repeat Attendance with Latest SSA Modeling Tools

Alumni of the Owners Investors Course find that the program is well worth attending again to learn more about the new models it offers that are specific to the self storage industry. The revamped SSA Owners Investors

Course includes two financial modeling tools, a direct cap worksheet and discounted cash flow spreadsheet, created specifically for the class using valuation methodology that incorporates a comprehensive array of the unique dynamics of the self storage business. When it comes to acquisitions of existing facilities, repositioning a property within a market, or expanding a facility, these powerful valuation tools are provided to aid sound economic decisions. The course is delivered in case study scenarios covering critical areas of interest to CEOs and investors currently involved in the self storage industry. Self storage industry leaders Bob Francis, CPM, of the Heron Group and Jeff Humphrey, ASA, CCRA, of Devon Self Storage Holdings, instruct the program and share firsthand insight from their considerable experience in the industry. Exclu-



sively for SSA direct and indirect member facility owners and investors, the program is designed for self storage senior executives and senior financial staff. Visit www.SELFSTORAGE.ORG for further details and to register in April for the best rates for the 2011 class.

2005, 2007 and 2009 SSA Certified Managers Must Renew Online by December 1

SSA provides a CSSM® Renewal site for Certified Self Storage Managers (CSSM®) who are due to renew during this year. The site provides a special, self contained online classroom area and renewal procedure with new online sessions and self tests, and a savings of \$150 over the previous renewal procedure.

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If you received your CSSM® designation in 2005, 2007 or 2009, you must successfully complete your 4 renewal credits on the SSA CSSM® Renewal Site by December 1, 2011, to remain certified and to continue using the CSSM designation. Renewal Site access information was sent to CSSMs due to renew this year via the email addresses each provided specifically for CSSM® program use. If you are a 2005, 2007 or 2009 CSSM®, and did not receive your 2011 renewal access information email notice, notify SSA at education@selfstorage.org as soon as possible. If you are uncertain of your initial CSSM® completion year, check the Official Registry of Certified Self Storage Managers posted in the Online University/Certification section, linked from EDUCATION & EVENTS at WWW.SELFSTORAGE.ORG.

SSA Education Events

Updates are posted in the EDUCATION & EVENTS area of WWW.SELFSTORAGE.ORG

April 5

*Regional Supervision Program
The Westin Hotel, Charlotte, North Carolina
Register before March 21!*

April 5-7

*Self Storage Industry Spring Convention
The Westin Hotel, Charlotte, North Carolina*

May 18

*Self Storage Legal Webcast**

June 29

*Self Storage Legal Webcast**

July 20

*Self Storage Legal Webcast**

September 7

*Regional Supervision Program
Caesars Palace, Las Vegas, Nevada*

September 8-10

*Fall Conference & Trade Show
Caesars Palace, Las Vegas, NV*

October 19

*Self Storage Legal Webcast**

November 9

*Self Storage Legal Webcast**

*Live webcasts for SSA direct members and SSA-affiliated state members only. Recordings are available to all in pay-per-download mode in the SSA Online Store. Direct SSA members receive a discount on downloads.

All other SSA Online University programs are open for purchase by the public. For further details on certification and other SSA Online University education for owners and managers, visit SSA's Online University through the EDUCATION & EVENTS tab on the left on the SSA home page, WWW.SELFSTORAGE.ORG.

New and Experienced Managers Find CSSM® Online Thorough, Convenient and Economical

Both new and experienced managers, as well as new owners enjoy the savings and convenience of the Managers Course Online and the Manager Certification Program online. The four modules of the former SSA MCC program: *Operations, Sales & HR, Financial Management, and Legal Issues*, are each available at SSA's Online University in video with streamed slides, manuals, and an interactive self test on each module. Those pursuing certification take the online Manager Certification Program, which consists of three optional tracks. Each track contains all four Managers Course modules described above, with manuals, self tests and transcripts, as well as six selected management topic sessions with self tests and transcripts. Once the track is successfully completed, participants complete the final certification exam online. When the CSSM® exam is passed, the examinee is issued the SSA Certified Self Storage Manager CSSM® certificate. The four Managers Course Online modules are also available in *a la carte* mode for those not pursuing certification.

Special group registration codes for the CSSM tracks are available for companies who wish to register four or more. Savings for companies via the online certification process compared to the former venue-based program are well over \$2,200 per person. For further details and other SSA Online University education for owners and managers, visit SSA's Online University through the EDUCATION & EVENTS tab on the left on the SSA home page, WWW.SELFSTORAGE.ORG.

Online Education in Sales and Marketing, Operations, Legal Topics, and More

Whether you want staff to understand the latest use of Internet marketing, the new twists and turns of legal issues, or how to stay ahead of the competition, help from experts is at SSA's Online U for employees, owners and staff trainers on demand. Owners and trainers can select from the education offered to map out a training curriculum based on topics important to your business. New and experienced managers can find sessions that will fill gaps in their knowledge and skills.

All sessions are at your fingertips and available on your schedule. Visit SSA Online University through the EDUCATION & EVENTS tab on the left on the SSA home page, WWW.SELFSTORAGE.ORG. ❖