

**THE ONLY NATIONAL
SELF STORAGE CONFERENCE
ON THE EAST COAST IN 2012!**



Participate. Learn. Benefit. Succeed.



2012 SPRING CONFERENCE & TRADE SHOW

April 25 - April 27, 2012

**Gaylord Palms Resort
& Convention Center • Orlando, FL**



Register by February 29, 2012 and *SAVE!*

SSA and the FLORIDA SELF STORAGE ASSOCIATION (FSSA)

WELCOME YOU TO ORLANDO!

You'll discover why this is the most popular Trade Show in the industry for industry veterans and newcomers alike. There will be education, industry information, business resources, and networking. Join us in April as we take Orlando by storm, and enjoy a wide variety of industry topics...all geared toward profitability and successful operations. You will learn from the best!

GET CONNECTED: JOIN SSA IN ORLANDO

SSA events are developed **by** self storage professionals... **for** storage professionals. Your further success is our goal. At our 2012 Spring Conference & Trade Show (April 25-27 at the Gaylord Palms Resort in Orlando), you'll find sessions jammed with topics geared to you, the facility owner/operator. This is your chance to learn from the best, network with your peers and the industry's top suppliers, and **have fun!**

Experience for yourself the power of SSA, as we present a program packed with timely information for individuals responsible for every segment of the self storage industry...site and area managers, owners, developers, suppliers...*those who have made a significant investment in self storage.*

THE SELF STORAGE ASSOCIATION

The Self Storage Association is the country's only national not-for-profit trade association working solely for owners, operators, and suppliers of the self storage industry. For over 37 years, the SSA has offered a professional network of information and a wealth of experience. SSA members have access to the advice, knowledge, and mastery of industry insiders and successful operators through our educational events.

In Orlando, take the opportunity to learn from industry professionals who will share valuable advice and industry expertise to help you in all aspects of your business.

REGISTER EARLY AND SAVE!

Our "Super Saver" discount for FSSA and SSA members (Full and Additional Registrants only) is available until February 29, 2012. Additional discounts are available for all registrants until April 6, 2012. Don't delay! Register NOW to participate in the longest running conference and trade show in the self storage industry. Visit our website to register electronically at www.selfstorage.org

SSA registration fees may be deductible as a business expense. Consult your personal tax advisor for specific provisions.

SESSION RECORDINGS & CONFERENCE PROCEEDINGS

Speakers were encouraged to provide handouts to enhance their presentations. These are printed and bound into our **Proceedings Manual**, and are provided to conference registrants (Full, Additional, and One-Day Only categories).

Electronic downloads of all recorded sessions will be provided **free of charge** to SSA Direct and Indirect Members in the Full or Additional Registrant Category. For all others, the downloads will be available for purchase on our website, about 45 days after the conference (www.selfstorage.org).

WE'VE RE-CHARGED THE PROGRAM!

If you've attended the SSA Spring Conference & Trade Show previously, you'll note that our pattern has changed; the Trade Show now opens on Wednesday, April 25 at 4pm and runs through 6pm. The Opening Night Reception will be held in the Trade Show hall on April 25 from 6pm to 7:30pm. This will enable vendors and attendees to celebrate together. The Trade Show reconvenes on Thursday April 26 at 12 noon through 2:30pm. You'll have the weekend after the Convention, or a few days before, to spend time in Orlando.

ATTENTION NON-MEMBERS

Join now and save! Members receive discounted prices for most convention activities. You qualify for member pricing if you join SSA when you register. Call SSA headquarters at (888)-735-3784, or visit our website at www.selfstorage.org for a membership application today.

Host Organization:



Co-Sponsored by the



SPECIAL DISCOUNTS FOR FLORIDA SELF STORAGE ASSOCIATION MEMBERS! SEE PAGE 11 FOR DETAILS.

GAYLORD PALMS RESORT AND CONVENTION CENTER



Spectacular doesn't even begin to describe this magnificent hotel complex. The Gaylord Palms was built to be an experience that is uniquely Florida: the historic charm of St. Augustine, the festive island spirit of Key West, the alligators, turtles, and mystery of the Everglades, and the opulence of the Gulf Coast...all in one complex, under one spectacular dome. Take a drink from the Fountain of Youth; enjoy fine dining in one of the hotel's many restaurants; spend some time in the Relâche Spa; have a cool beverage with your SSA friends; kick back in one of the Gaylord's spectacular pools...and attend all of the Conference and Trade Show activities

without ever getting into a car or taxi! If you're planning to bring your kids, be sure to contact Kids Night Out at 407-828-0987.

The Gaylord Palms is **next door to Disney!** Free transportation is provided to all Disney Theme Parks from the Gaylord, and tickets for other parks may be purchased from the hotel concierge. For more information, call the hotel (407-586-2000) or check out their website at www.gaylordpalms.com.

If you are interested in purchasing advance tickets for any or all of the Disney Theme Parks, go to <https://disneytickets.disney.go.com/store/ssa>. Discounted packages are available for late afternoon and evening, all-day, Park Hopper®, and more.

All of our events will take place at the Gaylord Palms...great for networking throughout your stay! You'll want to be in the midst of all of our activities. Call the hotel directly (407-586-2000) to reserve your room NOW...and be just steps away from all of the convention activities and your self storage peers. Be sure to identify your affiliation with the Self Storage Association to receive our special conference rate of \$199 single/double. The Resort Fee is included and provides you with free wireless internet in guestrooms, atriiums, and poolside; complimentary local and toll-free calls, free shuttle service to all of the Disney theme parks, fitness center access, and bottled water and in-room coffee service.

ARRIVING IN ORLANDO

Ground transportation pick-up is located outside Baggage Claim at Orlando International Airport. Shuttle service is available to the Gaylord Palms via Mears Transportation. Their ticket desk is located on Level 1, near the Budget Rental Car desk. Private limousine service is available from Mears to the hotel, and back to the airport. Call at least 24 hours in advance to reserve your ride (407-423-5566).



SPECIAL FEATURES

New Member – First Timer Orientation

New (or soon-to-be) SSA Members and first-time attendees should plan to attend the orientation session on Thursday morning. You'll learn about the many association activities, benefits, and member programs. You'll learn how to maximize your dues dollar by navigating the SSA Web Site. And you'll gain some valuable insight on making the most of your convention and exposition experience.

SSA Membership Booth

The Self Storage Association Membership Booth (adjacent to Conference Registration in the Gaylord Palms' Conference Center) will be staffed Wednesday April 25 from 7am to 6pm, Thursday April 26 from 7am to 5pm and Friday April 27 from 7:30am to 10am. Members of the SSA staff and National Board Members will be on hand to answer questions about the industry, membership categories and benefits, affiliated state associations, and more. SSA publications, including new releases, will be available for sale on-site.

SSA Trade Show

Spend time in the exhibit hall. Talk with our vendors and receive valuable information on the products and services you need to "take your business to the next level." SSA is committed to giving you access to the best resources necessary to strengthen your business. Exhibitors are eager to share their knowledge, new concepts, and to help you fine-tune your operations in innovative and profitable ways.

(Insurance Regulations do not permit children under 18 in the exhibit hall.)

Our exhibitors represent many sectors of the industry, including:

- Acquisitions
 - Accounting, Security, Facility Management
 - Advertising and Marketing
 - Appraisal and Valuation
 - Architectural Services
 - Boat and RV Storage
 - Brokerage
 - Building Components
 - Business Consulting and Management
 - Computer Software
 - Credit Card Processing
 - Design and Construction
 - Development and Site Selection
 - Doors and Partitions
 - Energy Conservation and Environmental Equipment
 - Facility Maintenance and Repair
 - Fencing
 - Financing and Mortgages
 - Gates and Access Systems
 - Insurance
 - Internet and Web Sites
 - Kiosks
 - Locks/Door Hardware
 - Manager Employment Services
 - Manager Training
 - Mobile and Portable Storage
 - Moving/Shipping Supplies
 - Records Storage
 - Roofs, Roofing, Coatings
 - Tenant Screening
 - Training Materials and Manuals
 - Truck Rentals
- and more!***



PRE-CONFERENCE OPTIONAL EVENTS

(Optional Events – Separate Fees Required)

SSA REGIONAL SUPERVISION PROGRAM

Wednesday, April 25

1:30p to 4:00p

The ABC's of Site Visits & Your Management Style

- Setting Team Goals
- How to Manage and Motivate Different Personality Types
- The basics of Site Visits
- HR principles: Hiring, Firing & Counseling
- How to Effectively Manage Staff & Follow Up on Projects
- Using, Interpreting & Understanding Software Reports
- Monthly “Should’s” and “Should Not’s”
- Management Styles & Effective Communication

Presenter: Sue Haviland, *Essex Realty Management*

SSA SELF STORAGE ECONOMIC SUMMIT VII

Wednesday, April 25

12:30p to 4:00p

Three special segments will include a wide range of insights:

Shawn Hill, *The BSC Group* will moderate the Summit

Segment One: Federal Regulation and the Impacts for Lenders and Commercial Property Owners

Mike Flood from the Commercial Real Estate Finance Council (CREFC) will be on hand to discuss insights regarding the Fed's impact on the economy; the international global markets, specifically Eurozone effects on the US Economy; Dodd-Frank and regulatory rulemakings – intended and unintended effects from the new regulatory framework; and capital restrictions on banks and how that impacts their ability/appetite for lending.

Segment Two: Capital Markets Update

Saul Hoppenstein from Berkadia Commercial Mortgage will be providing a concise update on the Capital Markets lending programs with a specific concentration on the CMBS and Insurance Company products.

Panel Discussion: The Self-Storage Investment Market

From institutional portfolios nationwide to single-assets in local markets, this panel of experts will provide a comprehensive discussion regarding specific transactions, financings, new private equity funds, and investment opportunities. The session will be moderated by **Marc Boorstein** from *MJ Partners* and panelists will include **Mike Mele**, *Marcus & Millichap*; **Ben Vestal**, *Argus Network*; **Terrell Gates**, *Virtus Real Estate Capital*; and **Devin Huber**, *The BSC Group*.

Segment Three: The Evolution of Storage Marketing: Economic Impacts Present and Future

Traditional marketing in self-storage (yellow pages, direct mail, radio, TV, etc) is quickly becoming less effective as customers find, compare and book their storage needs using the internet, mobile device and social media. This presentation will show how and why self-storage marketing is changing. Some basics you should to be aware of and can implement as well as provide some suggestion on what the future of self-storage customers and marketing will look like.

SESSION DESCRIPTIONS AND PRESENTERS

(subject to modification)

Wednesday, April 25

- 7:00a – 6:00p** **Convention and Exposition Registration**
Cyber Café
SSA Membership Booth
- 7:00a – 4:00p** **Exhibitor Set-Up**
- 12:30p – 4:00p** **Self Storage Economic Summit VII**
(Pre-Conference optional event. Separate fee required – see Registration Form)
- 1:00p – 4:00p** **Affiliated Associations Council (AAC)**
(By invitation; for leaders of state associations who have affiliated with SSA)
- 1:30p – 4:00p** **Regional Supervision Program**
(Pre-Conference optional event. Separate fee required – see Registration Form)
- 4:00p – 6:00p** **Table Top Trade Show Opens**
Our exhibitors have an abundance of information on the products and services you need. SSA is committed to providing access to the finest industry resources available. Whether you're building your first facility, or you're an industry veteran, you will find our vendors have a wealth of industry knowledge, and are eager to share their wisdom with you. The Trade Show hall is open throughout the opening night reception so our vendors and attendees can continue to mingle and mix business with pleasure.
- 6:00p – 7:30p** **OPENING NIGHT WELCOME RECEPTION – TRADE SHOW HALL**
Join your industry peers for an evening of food, libation, and plenty of invaluable networking. Since the reception starts immediately following the Trade Show in the Trade Show Hall, the networking continues during the festivities. Drink tickets are provided to all Conference registrants.
- 9:00p – 11:15p** **Florida Self Storage Association Casino Night Legislative Fundraiser**
(tickets sold at the door by the Florida Self Storage Association. Open to all attendees of the conference)

Thursday, April 26

- 7:00a – 5:00p** **Conference and Trade Show Registration**
Cyber Café
SSA Membership Booth
- 7:00a – 10:00a** **Facility Manager's Summit Registration**
A Four-Track Professional Development Session for Facility Managers and Owner-Managers
(A separate fee is required. See registration page).
All self storage managers are welcome to attend this comprehensive session designed specifically for managers and owner/managers. This four-track session combines lively lectures and hands-on group exercises. At the end of each track, attendees will have practical ideas to implement, a new network of colleagues, and be further prepared for the unexpected.
(All attendees of the Facility Managers Summit receive Trade Show & Lunch Tickets for April 26)
- 7:30a – 8:45a** **Breakfast Buffet and Networking**
(breakfast buffet in Trade Show hall)
- 7:45a – 8:30a** **Orientation for First-time Attendees and New SSA Members**
This session will help make your first SSA meeting experience not only more enjoyable, but more productive as well. You'll learn to maneuver through all of the Convention program activities in a timely, efficient manner, so you can plan your personal agenda for maximum effectiveness. Then, you'll find out how to put your SSA membership to work for you! Learn about new programs created specifically for owners and operators, new publications, navigating the SSA website, and much more.
- 9:00a – 10:15a** **Opening Session Panel Discussion**
"Strategies for Growth: 2012 – 2015"
A panel of leading industry experts and self storage owner – operators, of large and small companies, discuss how they plan on growing their business through internal means. It's not only about 3rd party management and acquisition but where they put their resources. What will they trim to free up money? What are they willing to spend money on? You don't want to miss out on this "insiders" session.
Marc Smith, Personal Mini Storage (moderator); **Dan Nixon**, The Paragon Group; **Peter Spirk**, Gran Park Storage;
Ken Nitzberg, Devon Self Storage; **Edward Killeen**, Sovran Self Storage

10:00a – 11:00a

Facility Managers Summit

TRACK A: Sales

- Rent your units successfully and efficiently
- Actively working to rent units is a self-storage manager's number one priority

While few are 'born' to be good salespersons, anyone can learn to be one. Learn proven effective techniques to turn more prospects into renters. A professional self-storage manager uses professional sales skills to turn more 'lookers' into renters. Being a good 'caretaker' isn't good enough anymore; managers need effective sales skills to succeed. If 90% of people looking for storage end up renting storage, how many prospects are you renting to?

Presenter: **Bob Copper**, *Self Storage 101*

10:15a – 10:30a

Break

10:30a – 11:45a

Opening Session Speaker

Peter Sheahan

"FLIP! Creative Strategies for Turning Challenge into Opportunity and Change into Competitive Advantage"



As founder and CEO of ChangeLabs™, a global consultancy delivering large-scale behavioral change projects for clients such as *Apple* and *IBM*, Peter Sheahan has worked with some of the world's leading brands in the area of innovation and change. With operations in 3 countries and 9 cities, Peter knows first-hand the pressures of growing and leading a business in the rapidly changing world.

Peter is recognized internationally as a leading business thinker and has advised executives and leaders for clients that include *Google*, *Goldman Sachs*, *Hilton Hotels*, *Harley Davidson* and *GlaxoSmithKline* through his thought leadership practice.

The author of 6 books, including the international bestsellers *Flip* and *Generation Y*, Peter focuses on teaching leaders and companies how to flip their thinking, make money in the cracks and find opportunity where others cannot. His newest book, *Making It Happen*, unpacks his insights on how the best leaders and entrepreneurs execute on their good ideas, and turn them into profitable results.

11:00a – 12:00p

Facility Managers Summit

TRACK B: Collections

- Surefire collection techniques
- Using effective collections techniques is critical to self-storage success

Great collections don't happen by accident; great collections comes from using a proven effective system. During this track learn how to be more productive by using effective collections tools. Renting space and collecting rent are the two more important skills a professional self-storage manager needs to succeed.

Presenter: **Brenda Scarborough**, *Accountable Management*

12:00p – 2:30p

Trade Show & Lunch

(Tickets are required for lunch and are included with all paid registrations; lunch served in the trade show hall from 12:30p to 1:45p)

2:00p – 3:30p

Facility Managers Summit

TRACK C: Customer Service & Time Management

Customer Service:

- Understanding the value in customer relationship from 'move in through move out'
- Building valuable customer service methods and standards

Dare to be different by learning to deliver superior customer service. Great customer service means eliminating customer service issues before they become issues. Practicing the Golden Rule is good business.

Presenter: **Brenda Scarborough**, *Accountable Management*

Time Management:

- Set yourself up for success
- Learn effective techniques to get it all done

Effective time management skills means a higher level of job satisfaction - Learn to work smarter, not harder! With effective time management you can do a great job AND have a life.

Presenter: **Bob Copper**, *Self Storage 101*

2:30p – 6:00p

Large Owners Council (LOC) Meeting

(By invitation only; for SSA members who own 10 or more facilities, and are dues-paying members of the LOC)

2:30p – 3:40p

Roundtable Discussions

Just about every self storage topic you can think will be addressed in small discussion groups led by knowledgeable facilitators. Table-hopping several times during the session offers you a chance to get as much information as possible on a variety of topics.

3:30p – 4:30p

Facility Managers Summit

TRACK D: Open-Panel Discussion

"State of the Industry in the Sunshine State"

Panelists: **Mike Mele**, *Marcus & Millichap (moderator)*; **Bob Copper**, *Self Storage 101*; **Brenda Scarborough**, *Accountable Management*; **Howard Pryor**, *West Port*; **Bryan Lekas**, *Value Stor-It*; **Jim Stevens**, *Extra Space*

3:45p – 5:00p

Mid-Sized Owners Group (MSOG) Meeting

If you own and/or operate 2-9 facilities, this is the session for you to attend.
(Single facility owner/operators are invited to this session)

“Live from Orlando: The Self Storage Legal Network’s Legal Power Hour”

A Q&A session for owners and operators addressing the latest legal and regulatory developments impacting the self storage industry. Hear two of the nation’s leading self storage legal experts discuss the topics that pertain to you and your business. Our attorneys will take your questions for as long as time permits. **Informative and entertaining.... This is the one session you don’t want to miss.** Brought to you by *The Self Storage Legal Network*

Presenters: **Carlos Kaslow**, *Self Storage Legal Network* and *SSA General Council*; **Scott Zucker**, *Self Storage Legal Network/Weissmann Zucker Euster Morochnik P.C.*

5:15p – 6:30p

Florida Self Storage Association (FSSA) Meeting

For members and prospective members of the Florida Self Storage Association. Find out what’s going on with your association and in your state!

6:30p – 7:15p

Keynote Reception

Mingle with your colleagues for cocktails before the Keynote Dinner and Speaker.

7:15p – 9:45p

Keynote Dinner and Speaker

Spencer Kirk, *CEO, Extra Space Storage*



Join us for a gourmet sit-down dinner and speaker. Our speaker for this event is **Spencer Kirk**, CEO of *Extra Space Storage*. Mr. Kirk became Extra Spaces’ Chairman and Chief Executive Officer on April 1, 2009. He previously served as the Company’s President since September 2007 and as their Executive Vice President from 1998 to 2004. Mr. Kirk directs all strategic planning and oversees the business operations of the Company. Mr. Kirk has been associated with the Extra Space Storage organization for nearly ten years, having served as Executive Vice President of the company for seven years and as a Director of the Company since its IPO in 2004. As the owner of more than 2.3 million shares, Mr. Kirk is Extra Space’s largest private individual shareholder. Mr. Kirk began his career when he co-founded Megahertz Corporation in 1985, which became the leading manufacturer of modems for laptop computers in the world. Serving as Chairman and Chief Executive Officer, the company grew from a basement operation to the leading supplier of solution-oriented mobile data communications products. In 1988 the company was one of the first to offer third-party modems for the nascent laptop computer market. Megahertz went public in 1993 and the following year was acquired by US Robotics, which was later acquired by 3Com Corp. Mr. Kirk holds a BA in finance and an MBA from the University of Utah.

Friday, April 27

7:30a – 8:30a

Breakfast Buffet & Networking

7:30a – 12:30p

Cyber Café

7:30a – 10:00a

SSA Membership Booth Conference and Trade Show Registration

8:45a – 10:00a

Closing General Session “The National Economy and its Impact on Commercial Real Estate”

Hessam Nadji, *Marcus & Millichap*



Mr. Nadji possesses more than 25 years of experience in real estate research, consulting, marketing and technology management. He oversees Marcus & Millichap’s Research and Advisory Services, including economic and real estate information tracking, analysis and the production of various research publications. The group’s activities and publications support valuation, underwriting and development of specific investment strategies for the firm’s brokerage clients. He also manages the design and application of various research and marketing tools and analysis-related technology, as well as various real estate supply and demand analyses and databases. He joined Marcus & Millichap in 1996 as vice president of research and was promoted to managing director in April 2000. Formerly, Mr. Nadji was the national director of research and information services for Grubb & Ellis Co., where he was responsible for managing the company’s national research group, including real estate and economic analysis for all major real estate sectors, real estate information technology and client-specific consulting assignment. He received a Bachelor of Science degree in information management and computer science from City University in Seattle. As one of the commercial real estate industry’s top analysts, Mr. Nadji is regularly quoted in national publications, including *The Wall Street Journal*, *USA Today*, *Investor’s Business Daily*, *Barron’s*, *Financial Times*, *The Economist* and *Bloomberg Businessweek*. He is a frequent guest on CNBC, Fox Business News, Bloomberg News and National Public Radio (NPR).

10:15a – 11:45a

Concurrent Session for CEO's

"Construction & Financing Case Studies"

Presenters: John Barry, LanCo Mini Storage Center (moderator); Caesar Wright, Mako Steel; Wayne Woolsey, Kiwi II Construction; Noel Cain, The BSC Group and Louis Gilmore, Miller Building Systems

10:15a – 12:30p

Concurrent Session for CFO's

"Remote Banking"

Integrate your bookkeeping/software and electronic banking. In this concurrent session designed specifically for CFOs and the decision makers' discover how to take full advantage of merchant services for your company.

Eddie Myers, Payment Processing, Inc.

Concurrent Session for Operations

"Time for a Tech Upgrade: Evolve Self-Storage Operations"

Time For A Tech Upgrade is for any storage facility operator who feels overwhelmed by new technologies, and isn't sure where to start when it comes to updating operational tools to evolve their business. My seminar will discuss useful tools and gadgets that are simple to use, will stay current for a while (not just passing fads), and are either free or economical. This topic is important because the self-storage industry is known for being late to the technology party, and an increasing number of operators are interested in ways modern tools can improve their productivity and success.

- Discussion of tools like Google Docs and Mailchimp, plus various productivity apps (like TeauxDeaux, Astrid) that make work easier.
- Convenience of offering features like online bill pay and lease agreements via email for tenants.
- Importance of ditching outdated gadgets to modernize operations, and choosing the right new ones.
- Why a facility that is current with technology is more appealing to tenants.

Rachel Greenfield, Sparefoot.com

11:15a – 11:30a

Break

1:00p – 4:00p

Storage Facility Tours

1:30p – 6:00p

Optional Golf Outing

ROUNDTABLE DISCUSSIONS

This lively session is *always* standing-room-only, but we've only scheduled one time slot to allow you more discussion time. Industry experts will lead informal discussions on marketing, financing, operations, hiring, and dozens of other timely subjects. Participants rate our Roundtable Discussions as an extremely valuable component of SSA's Conferences and Trade Shows. They are included in your registration fee, and you won't want to miss them.

THE SSA TRADE SHOW... *Products and services for storage professionals*

Our exhibitors have an abundance of information on the products and services you need to take your business to the next level. SSA is committed to provide its members access to the finest industry resources available. Our vendors have a wealth of industry knowledge, and are eager to share their wisdom with you. Whether you're an industry veteran, or a newcomer, you'll find exciting resources at the SSA Trade Show.

Those without the time to participate in all of our convention activities, *but who still want information on the resources available to the self storage industry*, may register to attend just the Trade Show. Pre-registration prices begin at \$60, and include lunch in the exhibit hall and vendor information. General, Keynote and Educational sessions, Roundtable Discussions, and the Welcome Reception are not included in Trade Show-Only Registration. See Registration Form. *Insurance regulations do not permit anyone under the age of 18 in the exhibit hall. This includes babies in strollers or backpacks.*

GUEST ACTIVITIES

Individuals registered under the "Guest Registration" category are encouraged to participate in the following activities:

- Breakfasts
- Opening Night "Welcome Reception"
- Trade Show, including lunch
- Closing General Session

Opening Session, Keynote Reception/Speaker, Concurrent Sessions and Roundtable Discussions **are not included** in the Guest Registration fee. Participants who wish to attend these events should register as a Full or Additional Registrant. Guests who are not registered will *not* be permitted to attend any event.

The Gaylord's Concierge Staff can arrange special tours, excursions, and activities for guests.

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IT'S FLORIDA...IT'S ORLANDO...IT'S DISNEY!

There's no better place to bring magic to life than at one of Disney's Theme Parks: Walt Disney World, the Magic Kingdom, Epcot, Disney-MGM Studios, Disney's Animal Kingdom, Pleasure Island, Disney's Wide World of Sports, or one of Disney's Water Parks. **SSA and Disney have teamed up to provide you with special discounted pricing for advance ticket purchases.** These discounts are not available at Theme Park ticket windows. Save money and time! There is no waiting in ticket lines if you purchase them in advance. And remember, the Gaylord Palms Resort provides complimentary transportation to all of the Disney parks. Come to Orlando early...or stay after the Conference, and treat yourself to the Wonderful World of Disney.

For advance purchase of specially priced Disney Meeting/Convention Theme Park tickets, visit <https://disneytickets.disney.go.com/store/ssa>. Or call 407-566-5600.

STORAGE FACILITY TOURS

Our sessions end at 12:30p on Friday, but your opportunity for more networking continues! You'll see some very different facilities in the Orlando area. Join the tour, and see what other owners are doing; talk with them about their operations, and learn what makes them successful. A light snack will be provided on the bus. Registration is limited, and these tours typically sell out before the Convention begins. **See Registration Form.**

REGISTRATION FORM AND FEES – SPRING 2012

(or go to 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, as far in advance of the Conference as possible. Cancellations faxed or postmarked on or before April 6, 2012, 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 April 6, 2012!

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 Number _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

Email _____ May we share your email with exhibiting companies? Yes No

Is this your first SSA Conference and Tradeshow? Yes No

Designation: Facility Mgr. Facility Owner Regional Mgr./Supervisor Developer Designation 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)
FOR ITEMS 1) & 2): Members only, registration fees include a downloadable library of all session recordings and slides.

	REQUIRES SSA MEMBERSHIP ID NUMBER						Non-Members	
	SSA Direct & Affiliate Members*			FSSA Members		By 4/06/12	After 4/06/12 & On-site	
	Super Saver 2/29/12	By 4/06/12	After 4/06/12 & On-site	By 4/06/12	After 4/06/12 & On-site			
1) <input type="checkbox"/> FULL REGISTRANT	\$399	\$495	\$525	\$399	\$425	\$600	\$700	
2) <input type="checkbox"/> ADDITIONAL REP (same company)	\$300	\$350	\$375	\$300	\$375	\$450	\$550	
3) <input type="checkbox"/> 1 DAY ONLY <input type="checkbox"/> Thurs <input type="checkbox"/> Fri	\$250	\$295	\$325	\$250	\$295	\$350	\$400	
4) <input type="checkbox"/> Trade Show ONLY <input type="checkbox"/> Wed <input type="checkbox"/> Thurs <small>NOTE: Vendors who are not exhibiting may register in the Full Registrant category ONLY.</small>	\$60	\$65	\$75	\$65	\$75	\$80	\$90	
5) <input type="checkbox"/> GUEST REGISTRANT Guest Name _____	\$150	\$225	\$250	\$225	\$250	\$325	\$425	
10) <input type="checkbox"/> FACILITY TOUR (Friday, April 27): # _____ x\$30= _____								
<input type="checkbox"/> ECONOMIC SUMMIT VII** (Wednesday, April 25)	\$195	\$195	\$195	\$195	\$195	\$295	\$295	
<input type="checkbox"/> REGIONAL SUPERVISION PROGRAM (Wednesday, April 25)	\$179	\$195	\$245	\$195	\$245	\$225	\$275	
<input type="checkbox"/> FACILITY MANAGERS SUMMIT (Thursday, April 26)	\$160	\$179	\$199	\$160	\$160	\$250	\$250	

*Those who have a valid ID number

**Must be registered for the Full, Additional or 1 Day category in order to participate

PART C – PAYMENT INFORMATION

Registration Fee _____

Guest Fee _____

Facility Tour Fee _____

Economic Summit VII _____

Regional Supervision Program _____

Facility Managers Summit _____

Total Fees* \$ _____

Enclose check payable to SSA in US funds, or charge: Visa MC AMEX

Card # _____ Exp.Date _____

Print Name _____

Billing Address _____

Signature _____

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

Mail or fax your completed registration form before **April 18, 2012** to (514) 228-3102; SSA c/o Showcare Event Solutions, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. Registration forms received after **April 18, 2012** will not be processed in advance. Instead, please register onsite at the SSA desk at the Gaylord Palms. **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



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