

With Vegas Behind Us, It's Time to Look Forward

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

The 2014 Fall Conference & Trade Show in Las Vegas was an overwhelming success! We'd like to thank the attendees, speakers, sponsors and exhibitors who participated in the meeting. We had attendees from all over the world join us and help to make it a valuable experience for all who were there.

Reminder to All CSSMs®

If the renewal date for your CSSM® is this year, you will need to renew by *December 1, 2014*. The new and improved Certified Self Storage Manager® website is up and running so you can begin the process at any time. All CSSM designees must renew their certification every two years in order to remain certified and continue to use the CSSM designation.

CSSM designees renew with four continuing education (CE) credits. These can be earned by taking four sessions through the SSA Online University's CSSM Program Site (each worth one CE credit). The cost to renew is only the fee to purchase those four online sessions on the CSSM Program site. There are no additional fees. If your renewal date is 2014, we recommend that you get started today so that you can purchase your renewal credit sessions on different dates in order to complete your required four CE renewal credits. To begin the renewal process, please visit the CSSM® Program Site by visiting www.selfstorage.scholarlab.com. Just remember: your old username and password will not work. You need to visit the CSSM renewal site and create a *new* username and password.

Please contact Ginny at 703-575-8000 ext. 111 if you have questions regarding the CSSM® program or 2014 renewals.



2014 Valuation & Acquisition Course

The upcoming Valuation & Acquisition Course, held October 27–29 in Denver, Colorado has been endorsed by the American Society of Appraisers, the oldest and only major appraisal organization designating members in all appraisal specialties. They have recognized that the SSA Valuation & Acquisition Course is a completely unique offering—there's no other course like it in the self storage industry. In this 16-hour, 3-day course, you'll learn to apply decision-making financial modeling techniques for potential acquisitions or existing facilities. Multiple valuation techniques are discussed as well as actual self storage case studies within the framework of finance. This is a graduate-level course designed for experienced industry pros such as owners, investors, CFOs and other self storage financial executives. The course is taught by two industry thought leaders who break it down and give you the tools you need to step-up your business: Bob Francis, CPM and Jeff Humphrey, ASA.

The last two Valuation and Acquisition Courses were sold out, so if you are planning to attend, visit www.selfstorage.org and register today.

The course will be held at the Hilton Garden Inn Denver/Cherry Creek, 600 S. Colorado Blvd., Denver, Colorado. For reservations, call 303-754-9800 and let them know you are with the Self Storage Association meeting. We look forward to seeing you there!

2015 Executive Ski Workshop

The 2015 Executive Ski Workshop will be in Big Sky, Montana, January 19–22. The workshop is geared to self storage owners who are eager to strengthen their knowledge of the industry, hear what's on the horizon, gain insights on facility operations, and find out about some of the most critical challenges the industry is facing today.

For more than 25 years, this event has attracted top industry professionals. If you're new to self storage, networking opportunities abound and, of course, if you ski or board...that's a great bonus.

Book early, as this one is likely to sell out. Big Sky is home to *The Biggest Skiing in America*, with the most skiable terrain in the U.S. You'll be meeting with your self storage colleagues to network and learn and then ski, snowshoe, horseback ride, or snowmobile all day.

Visit selfstorage.org for more information and to register. We hope to see you there. ❖