

Around self storage

Storage Station Helps with Haitian Relief

Storage Station is proud to announce that it has partnered with the Rotary Club of the Caldwells/Rotary International in their Haitian earthquake relief efforts. Storage Station locations in Wayne, West Milford, Toms River and South Toms River in New Jersey and Middletown, New York, will serve as collection centers for clean, light clothing, sandals in good shape and pop-top canned food/fruit which will be shipped to Haiti under the Rotary name. In addition, Storage Station will be accepting tax deductible monetary contributions. The Rotary Club of the Caldwells is dedicating 100% of all cash donations to the purchase and delivery of food and supplies for earthquake victims.

Storage Station urges all who are in a position to help to join us in these efforts. In recognition of anyone who donates to this worthy humanitarian cause, Storage Station will be saying “thank you” by offering customers a special discount when they rent additional storage space or refer a new tenant. This effort was led by Mitchell Danzis, SSA board member and the president of Storage Station. For more information, contact Danzis at (908) 696-8573.

Pogoda Hires George as VP of Operations

Pogoda Companies, Michigan’s largest self storage operator and broker, has hired John K. George as vice president of operations at its Farmington Hills headquarters. George, a new Farmington Hills, Michigan resident, moved here from Vacaville, California to take the job with Pogoda. He has over 15 years of self storage experience working with many of the top self storage real estate investment trusts (REITS).



George graduated from Oregon State University with a BS in hospitality services management, including hotel/motel/restaurant management. He spent many of his early years working as a general manager of various hotels in the West and working for a national hotel chain as a district manager before crossing over into the self storage business.

His self storage career began in 1994 with Storage USA when they were operating fewer than 100 facilities. Over the next eight years, he was instrumental in their expansion as the company grew to over 650 facilities nation-

wide. With the sale of Storage USA to General Electric in November, 2002, John was promoted to divisional vice president of the Northwest, supervising six district managers in seven western states. When GE sold to Extra Space Self Storage, George briefly stayed on until moving over to U-Store-It in September, 2006.

As the new leader of Pogoda Management Co., John will focus on building a cohesive management team with shared company goals. Additionally, he intends to establish a three-tier certification training program for all staff to further maximize profits through revenue management and streamlined processes.

“We are always looking to ‘up our game.’ When I saw the opportunity to hire John I jumped at it. Finding someone with his knowledge and many years of experience is rare. Adding John will allow me to focus on the acquisition and development of new properties in Michigan and other major markets across the country,” explained Maurice Pogoda, president of Pogoda Companies.

Belgravia Announces Two Closings

Belgravia Capital recently acted on an exclusive basis for the owner of two institutional quality self storage assets located in the Northeast to negotiate an acceptable discounted note buy-back from the existing lender, a regional bank, and to bring in an experienced equity investor to assist in acquiring the notes on an all-cash basis. This transaction resulted in a new venture in which, going forward, both parties will participate in the upside of the property through a friendly deed-in-lieu transaction.



“Our clients tell us that our proven results as direct lenders, investment advisors and debt innovators, combined with our commitment to stay ahead of today’s changing real estate capital markets curve is what has earned their business in this historic investment environment,” stated Jim Davies of Belgravia Capital, who represented the client.

“The Belgravia Team delivered the results I requested and when the negotiations with the regional bank became more complicated, the team rolled up their sleeves and worked around the clock to get this deal done in less than 21 days. I was very impressed with their knowledge and experience, which paid off in terms of quickly understanding and proposing a structure that worked for the

See Around, page 96

bank, the new investor and for me,” commented David Greth, the property owner.



Belgravia Capital (“Belgravia”) is a full service real estate investment banking firm headquartered in Orange County, California that provides debt, equity, and investment advisory services together with direct capital investments. Belgravia, through its fund advisory business, is an approved FDIC Structured Finance Transaction bidder with a fund specifically targeting FDIC mortgage pools sold in structured transactions and other discounted whole loan mortgage pools. For additional information, please call (949) 200-5205 or visit www.belgravia.com.

HFF Closes Sale of Houston Facility

The Houston office of HFF (Holliday Fenoglio Fowler, L.P.) announced recently that it has closed the sale of Safe-Keeping Self Storage, a 539-unit self storage facility in southeast Houston, Texas. Safe-Keeping Self Storage is located at 900 West Nasa Parkway, close to Interstate 45, in the southeast Houston suburb of Clear Lake. The property has 50,332 square feet.

The HFF investment sales team was led by senior managing director Aaron Swerdlin and managing director Doug McCarron who exclusively represented the seller, Weiss Realty, LLC. A subsidiary of WEDGE Real Estate Holdings purchased the facility for an undisclosed amount.

In addition to the Safe-Keeping transaction, the HFF Self Storage Group has completed several recent property transactions including a 67,923 square-foot facility in Clifton, New Jersey and a 42,313 square-foot facility in Brooklyn, New York. The group also closed the financing of a three-property portfolio in Houston, in which associate director Colby Mueck and senior managing director Aaron Swerdlin represented the borrower.

WEDGE Real Estate Holdings owns, leases and manages a diversified portfolio of real estate including office buildings, hotels, self storage facilities and parking garages.

HFF (NYSE: HF) operates out of 17 offices nationwide and is a leading provider of commercial real estate and capital markets services to the U.S. commercial real estate

industry. HFF offers clients a fully integrated national capital markets platform including debt placement, investment sales, advisory services, structured finance, private equity, loan sales and commercial loan servicing. For more information, go to WWW.HFFLP.COM.

Sentry Self Storage Announcements

Sentry Self Storage, LLC recently introduced Richard J. Yonis as its new president. Mr. Yonis has been with the company since May 2006, most recently serving as its executive vice president/managing partner handling the day-to-day operations, revenue management and third party client relationship functions.

Norman Schulman will continue in his role as chief executive officer, managing the accounting, real estate investments, and legal matters of the company. “This is a well-deserved promotion for Rick and it will enhance our organizational structure as we prepare for the upcoming growth of our company.”

Sentry Self Storage also recently announced the promotions of Rob Nelson, Lainie Miller, and Dave Cooper to regional managers.



Rob Nelson joined Sentry in June 2006 after working with Storage USA and Extra Space Storage for six years. He accelerated quickly through the ranks of property manager, company trainer, and district manager. With a Bachelors degree in computer science and an MBA in management,

Rob incorporates the importance of technology with his entrepreneurial spirit.



Lainie Miller joined Sentry Self Storage in May 2007. Her prior experience includes working with Extra Space Storage and Storage USA as a recruiter, property manager, and a division coordinator. Along with her extensive experience in the self storage industry, Lainie encompasses

an excellent ability to promote teamwork while encouraging a healthy competitive spirit.



Dave Cooper has spent the past 20 years working in various capacities in the self storage industry, beginning his career as a property manager with Storage USA. His motivation and determination in his workmanship quickly advanced him to district manager, information technology,

and project management. Dave possesses a wide range of knowledge in many facets of this industry.

"I am pleased to announce the promotions of Rob, Lainie and Dave to regional managers" stated Rick Yonis, president of Sentry Self Storage. "I have had the pleasure of working with this team for many years and they are an integral part of the growth and success of our organization".

Sentry Self Storage, LLC, based in Coral Springs, Florida, provides a full spectrum of management and consulting services. With over 40 properties under management in several states, and working with 18 ownership groups, Sentry has its finger on the pulse of the industry and can provide solutions to maximize the value of assets. For information, visit WWW.SENTRY-SELFSTORAGE.COM or call (954) 346-2330.

OpenTech Announces More Kiosk Sales

OpenTech is pleased to announce that SuperStorage and Main Mini Storage, divisions of Network Storage Capital Inc., with headquarters in San Diego, California, have added kiosks to their facilities to help give their managers a competitive advantage.

"I'd been thinking about purchasing a kiosk for quite some time," said John McGrath, president of Network Storage Capital, Inc. After a presentation from another OpenTech customer, McGrath realized how a kiosk could streamline his operations through better accounting, security and improve the overall functionality of his sites.

Network Storage Capital Inc. was created in 1988 to oversee partnerships and purchase self storage facilities. The organization currently operates eight facilities with approximately 2,300 units. McGrath purchased kiosks about two months ago for four of his California properties in San Diego, San Luis Obispo and Riverside counties and is already seeing what a difference they can make. "We had a couple of issues where one of my managers was gone and there was no coverage," said McGrath. "I felt more confident knowing that the kiosk and the call center agents were there to provide coverage. It definitely makes you feel less exposed."

McGrath believes that the role of the self storage manager is changing. "In the late '80s it was a classic retired couple, and as the industry matured in the '90s, things became more sophisticated, bigger and definitely more competitive, requiring an advanced skill set from managers," said McGrath. The kiosk and the call center combination allow McGrath's managers to be more productive and handle multiple sites. "I want to get every tenant," said McGrath. "My management team, backed by the kiosks and the call center, increase those odds exponentially."

OpenTech Alliance, Inc. is the leading developer of innovative self-storage solutions. The company products and services include 7 models of INSOMNIAC Kiosks ranging from \$4,900 to \$18,000, INSOMNIAC Live! call center services and the INSOMNIAC Self Storage Network

for online storage reservations. OpenTech products and services improve customer convenience, reduce operating costs and increase revenues for self-storage facilities. For more information or to see an online demo, please visit WWW.OPENTECHALLIANCE.COM or call (602) 749-9370.

SSTI Acquires Davie, Florida Facility



Strategic Storage Trust, Inc. (SSTI), a publicly registered non-traded REIT targeting the self storage market, recently acquired an approximately 1,040-unit self storage facility located in Davie, Florida. The site will be rebranded under the SmartStop Self Storage trade name.

"This acquisition represents our growth strategy across the country," said H. Michael Schwartz, SSTI's chairman and CEO. "We will continue to focus on major metros like the South Florida market which offer tremendous long term value at today's prices."

The property is located at 3401 South State Road 7 and contains approximately 122,700 rentable square feet on approximately 8.4 acres. The 13 single-story buildings are less than three miles west of the Ft. Lauderdale-Hollywood International Airport (FLL) and Interstate 95, and less than a mile east of the Florida Turnpike. The property includes a manager's office with a two-story residential apartment and both climate controlled and non-climate controlled self units. It currently holds an occupancy rate of 78%.

Charles "Chico" LeClaire and Mike Mele of Marcus & Millichap were the brokers.

SSTI is a publicly registered (\$1 billion of common stock registered) non-traded REIT with a portfolio that currently includes approximately 24,500 self storage units and 3.0 million rentable square feet of storage space. SSTI's sponsor is Strategic Capital Holdings, which manages a growing portfolio of over 6.3 million square feet of commercial properties, including 4.6 million square feet of self storage facilities, with a combined market value of over \$685 million.

For more information about SSTI, please call (949) 429-6600 or visit WWW.STRATEGICSTORAGETRUST.COM.

See Around, page 98

U-Haul Announces Reuse Program



U-Haul recently announced the addition of a self storage reuse center for customers at the Lincoln Park UHaul Center in Chicago, Illinois. The U-Haul Reuse Program, one of the company's sustainability initiatives, was developed to provide a redistribution network for unwanted, gently used household goods, furniture, sporting equipment, bikes and clothing that were destined for landfills.

"At U-Haul, we are committed to sustainable development through environmental protection, social responsibility and economic efficiency," stated Jamie Lee, general manager, Lincoln Park UHaul Center. "This program gives U-Haul another opportunity to provide a service which will enhance the self storage industry by improving the environment for generations to come."

U-Haul continues to support humanitarian, community-based organizations such as the Salvation Army, Goodwill and the like, by placing clothing donation bins in close proximity to the designated reuse area so that customers may donate directly to these groups.

Corporate citizenship is U-Haul's commitment to being accountable to the communities in which they live and serve. With nearly 1,100 self storage facilities conveniently located in North American communities, U-Haul is an innovative leader in the field of shared storage—providing shared spaces which enable local residents to live comfortably in more compact homes and apartments with substantially reduced living expenses, while at the same time being able to store their possessions at another location.

Wildeck Appoints Galezio

Wildeck, Inc., the largest manufacturer of mezzanines, material lifts, and safety guarding products in North America, has appointed Michael R. Galezio to the position of quality assurance/safety manager for its North American operations.

"We continue to expand our portfolio of material handling and safety products that can improve the efficiency, safety,

and profitability of distribution centers, warehouses, and manufacturing operations." stated Keith G. Pignolet, president of Wildeck, Inc. "To more effectively coordinate our 'lean' manufacturing initiatives and continue to manufacture the high quality products we are known for in the industry, I am extremely pleased to welcome Michael to our employee-owned Wildeck team."

The company is a leading U.S. manufacturer of pre-engineered mezzanines; integrated mezzanine/crane systems (MezzCrane™); vertical material lifts (VRCs); and one of the industries most extensive line-up of safety guarding products including guard rail, rack protectors, machine guards, stair systems, ladders, safety gates, and more. Wildeck products are used throughout distribution centers, warehouses, manufacturing operations, and back-room storage facilities for the safe and efficient handling, storage and movement of materials. For more than 30 years, the company has grown through a dedicated and experienced network of customer service oriented dealers and systems integrators, nationwide.

For more information on Wildeck products and services visit www.wildeck.com or contact Hue Schlegel, director of marketing, at (262) 549-4700, ext. 2049, or via email at hschlegel@wildeck.com.

DHS Worldwide Earns 'Microsoft Partner'

DHS Worldwide Software Solutions, a leading provider of self storage and mobile storage software, is proud to announce achieving Microsoft Gold Certified Partner designation. Gold Certified Partners represent the highest level of competence and expertise in working with Microsoft technologies, and have the highest quality products and services as verified by Microsoft.

Chuck Sowers, vice president of sales commented, "DHS Worldwide's certification shows its commitment to providing its customers with state of the art management software for the self storage and mobile storage industries. Support for and close integration with Microsoft technologies will help DHS Worldwide customers further leverage their investment for positive returns."

As described by Microsoft, Gold Certified Partners are the elite Microsoft Business Partners who earn the highest customer endorsement. They have the knowledge, skills, and commitment to help implement technology solutions that match business needs.

DHS Worldwide was founded as a custom software firm in the early 1990s. Today, its clients include many large corporations and governmental agencies. DHS Worldwide continues to provide custom software services to an always-growing list of impressive clients. For more information or for an online demonstration please contact sales@dhsworldwide.com or call (800) 377-8406. ❖