

Getting on Track

This year's conference includes separate courses for owners and managers.

By Mark Wright

Whether you own or manage a storage business, the SSA Fall Conference & Trade Show offers educational sessions geared specifically for you. Custom tracks were created for owners and managers, respectively, and each track contains three sessions. Take a look at what's in store so you can schedule your conference experience to best fit your needs.

MANAGERS TRACK

What's in a Word?

Wednesday, September 9, 4:45–6:00 p.m.

When you were growing up, your mother or a school teacher probably said something like, "If you don't have anything nice to say about someone, it's better to say nothing at all."

In *What's in a Word*, Jeffrey Greenberger, of Katz Greenberger and Norton LP in Cincinnati, Ohio, puts a new spin on that advice: If you're about to say something that can get you in legal hot water with a customer, it's better to remain silent. Greenberger will walk you through 15 terms to avoid and reveal words or phrases that can have unintended meanings.

Essential Tools for Today's Self Storage Manager

Thursday, September 10, 2:45–4:00 p.m.

A well known credit card company has a TV commercial that ends with actor Samuel L. Jackson asking, "What's in your wallet?" For self storage managers, Stacie Maxwell, VP of marketing for Universal Storage Group in Atlanta, might ask, "What's in your toolkit?"

In *Essential Tools for Today's Self Storage Manager*, Maxwell will help facility managers identify and use the right tools for the right jobs. Modern self storage management requires technology, marketing materials, professional branding, a customer-oriented attitude and more. Learn how to use these tools effectively to manage your facility for success.

Customer Experience and Corporate Culture

Thursday, September 10, 4:15–5:30 p.m.

Whether you're walking into Disney World or opening the door to your favorite local diner, you know what a great customer experience feels like. That experience is the result of a behind-the-scenes WOW! culture.

Tim Killion, director of training, development & WOW! at CubeSmart, located near Philadelphia, will teach you how to stand out to your customers, use consistent messaging and branding, become a culture champion, and cultivate leadership based on his experience leading a WOW! culture in the financial and storage industries.

OWNERS TRACK

Analysis of the Public Self Storage Companies to Private Operators

Wednesday, Sept 9, 4:45–6:00 p.m.

If you are a private operator wishing you could level the playing field with public companies, you're in luck. Marc Boorstein, CCIM, a principal of MJ Partners, will share examples of investment market transactions, recent earnings analysis, new management and operational initiatives and capital market activities. You will get examples of actual transactions, and Marc will provide an analysis of recent earnings results to help you compare the public self storage companies—Public Storage, Extra Space, CubeSmart and Sovran—to private operators.

How Deals Get Done: Transaction Structures from the Run-of-the-Mill to the Ultra-Creative

Thursday, September 10, 2:45–4:00 p.m.

Crave the details of every self storage sale transaction you hear about? John Gilliland, president and CEO of Investment Real Estate, LLC, in York, Pennsylvania, will give you insight on how various self storage transactions are structured. Want to spot potential deal killers? Wish you knew how taxes are eliminated, reduced or deferred? Want to take advantage of the management upside of older properties, acquire properties with no money down, and hear about the magic "equity explosion" with expansion capability? John gives you the inside scoop on all these and more for transactions ranging from \$125,000 to \$6,700,000.

Marketing Metrics and Return On Investment: An Industry Perspective

Thursday, September 10, 4:15–5:30 p.m.

Do you understand your customers' behavior—and how it affects your bottom line? Are you spending your marketing dollars for the best return on investment (ROI)? You can only answer such questions with the right tracking and metrics. Christina Alvino, marketing director at LockTite Storage in Austin, Texas, will lead a panel of other storage pros who will offer insights based on their own storage marketing experience, focusing particularly on marketing metrics you should master, standard ROI benchmarks, when and how to report results, and how to calculate your individual ROI. ❖